



**AUTOMOTIVE SALES ENABLEMENT
AND CERTIFICATION PLATFORM**

INVESTMENT DECK

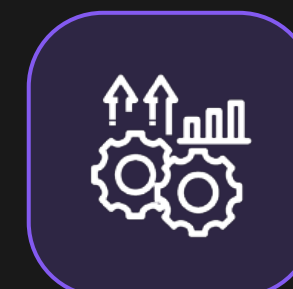
2025

High Turnover, Outdated Training, and Evolving Demands Are Draining Dealership Efficiency and Profits

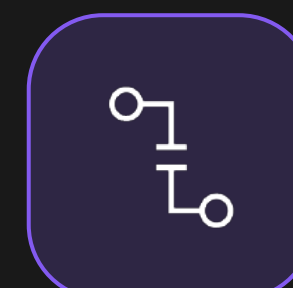
The Issues That Keep Holding Back The Industry



**50% Turnover
Among Employees**

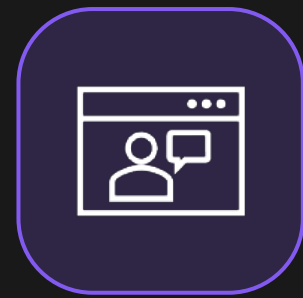


**Industry Evolution Creates
Increased Need for Training**

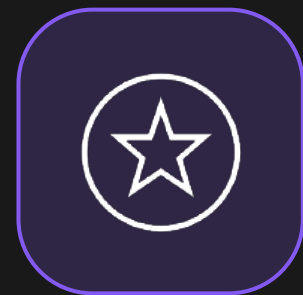


**Gaps in Training Cost
The Industry Billions**

Bringing Modern Learning to Automotive Dealerships



Familiar and Engaging Formats



Exclusive and Tailored Content



Certifications Platform



Platform Approach



Scalable Technology, Microlearning Efficiency, Gamified Engagement, and AI Tools for Seamless Skill Development and Adaptation

Industry-wide Certification Programs

Fully scalable technology and content creation ensure quick adaptation to industry changes.

Microlearning for Maximum Impact

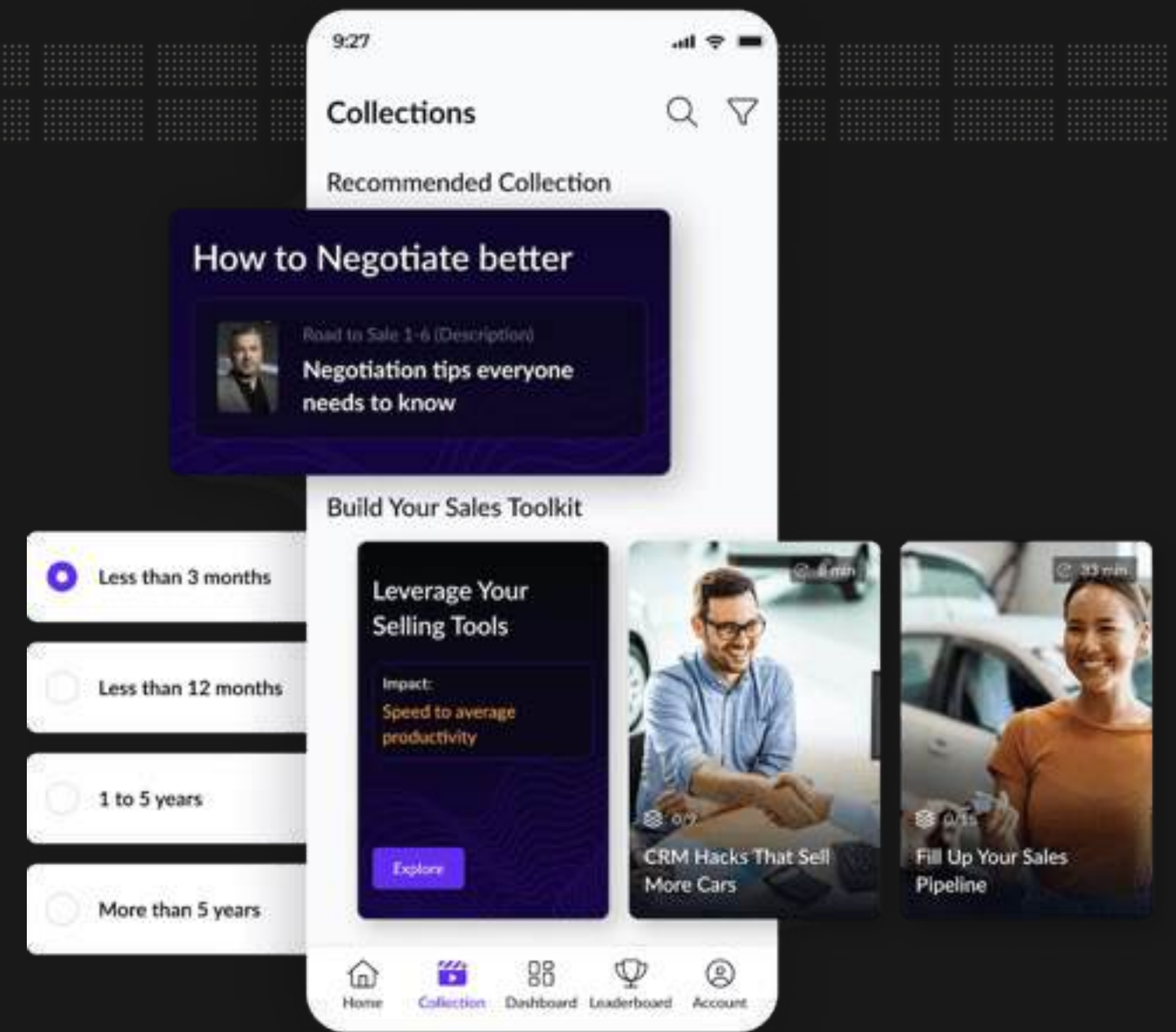
Short videos replace lengthy in-person and web-based sessions, making learning efficient and accessible.

Engagement through Gamification

Features like leaderboards, streaks, badges, and certificates boost user stickiness and motivation.

AI-Powered Learning Tools

Roleplay and practice simulations directly within the app for hands-on skill-building.

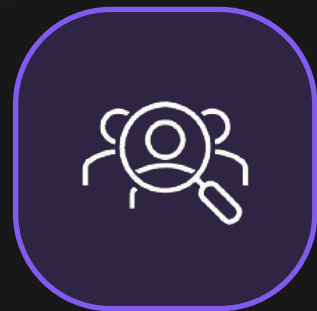


A Vast, Untapped Market Poised for Innovation and Growth



Favourable Market Dynamics

High employee turnover and an urgent need for effective training. No existing solution tailored to automotive dealership challenges.



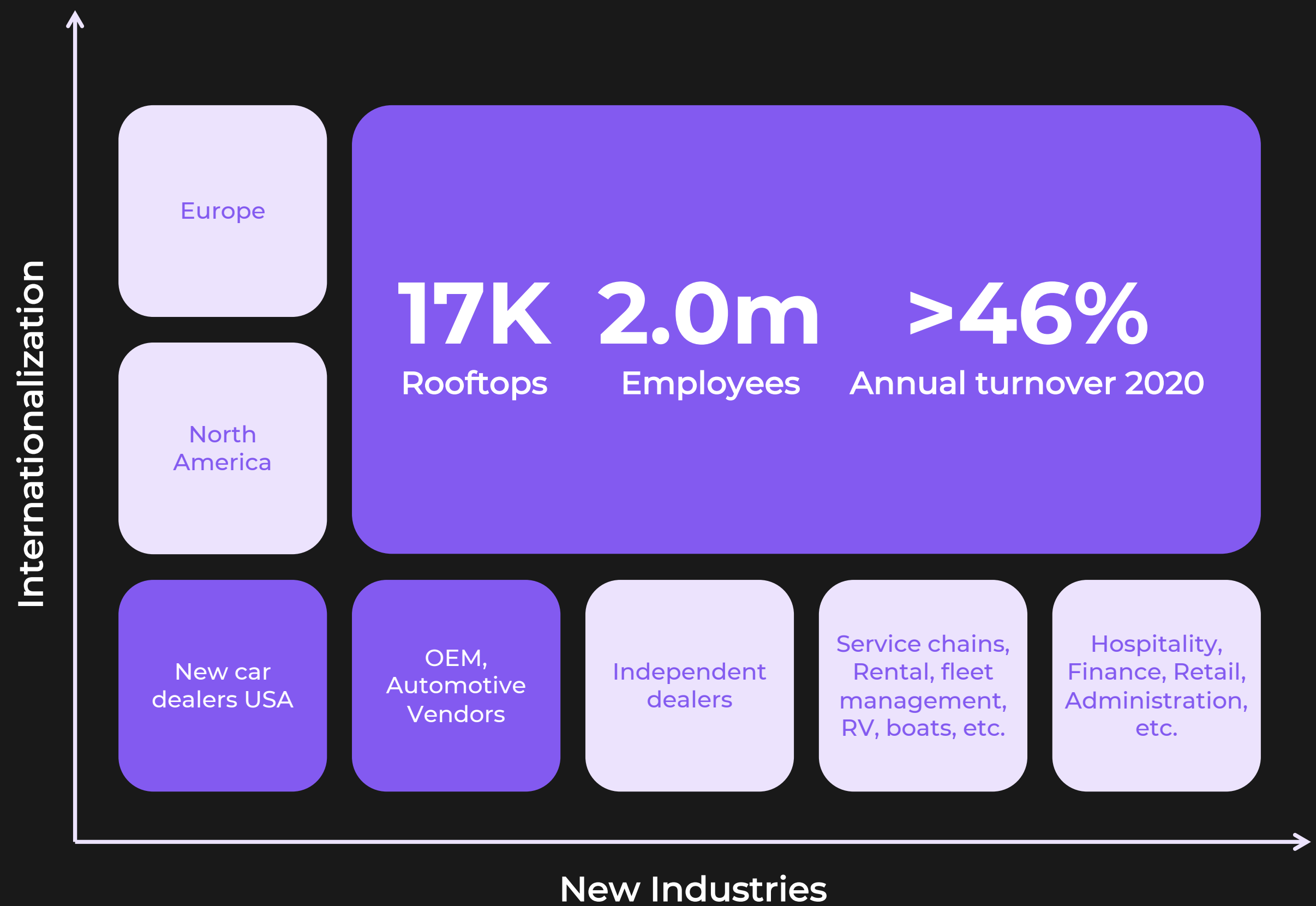
Market Size & Scope

17,000+ dealerships employing ~1.5M individuals. Thousands of partner businesses, including software providers, OEMs, and finance/insurance companies.



Untapped Growth Potential

No direct competitors in the space. Proven track record with major brands like BMW, Audi, Subaru, and Toyota already leveraging our solution.



A Fragmented Market with No Direct Competitor

Ineffective Alternatives



No competitor offers a solution tailored to automotive dealerships like ours. Existing options, like Docebo or in-person training, are either fragmented, costly, or inefficient, leaving many dealerships without modern, scalable training solutions.

Long-term Competitive Advantage



Our platform creates a "winner-takes-all" opportunity by consolidating training in one place. Exclusive content ownership and partnerships with leading automotive brands ensure a strong competitive edge and sustained growth.

What Makes Us Unique

Our platform stands apart with its comprehensive and collaborative approach. Here's what we offer



Brand-agnostic Content

A library of ready-to-use training material tailored for dealerships.



Custom Content Creation

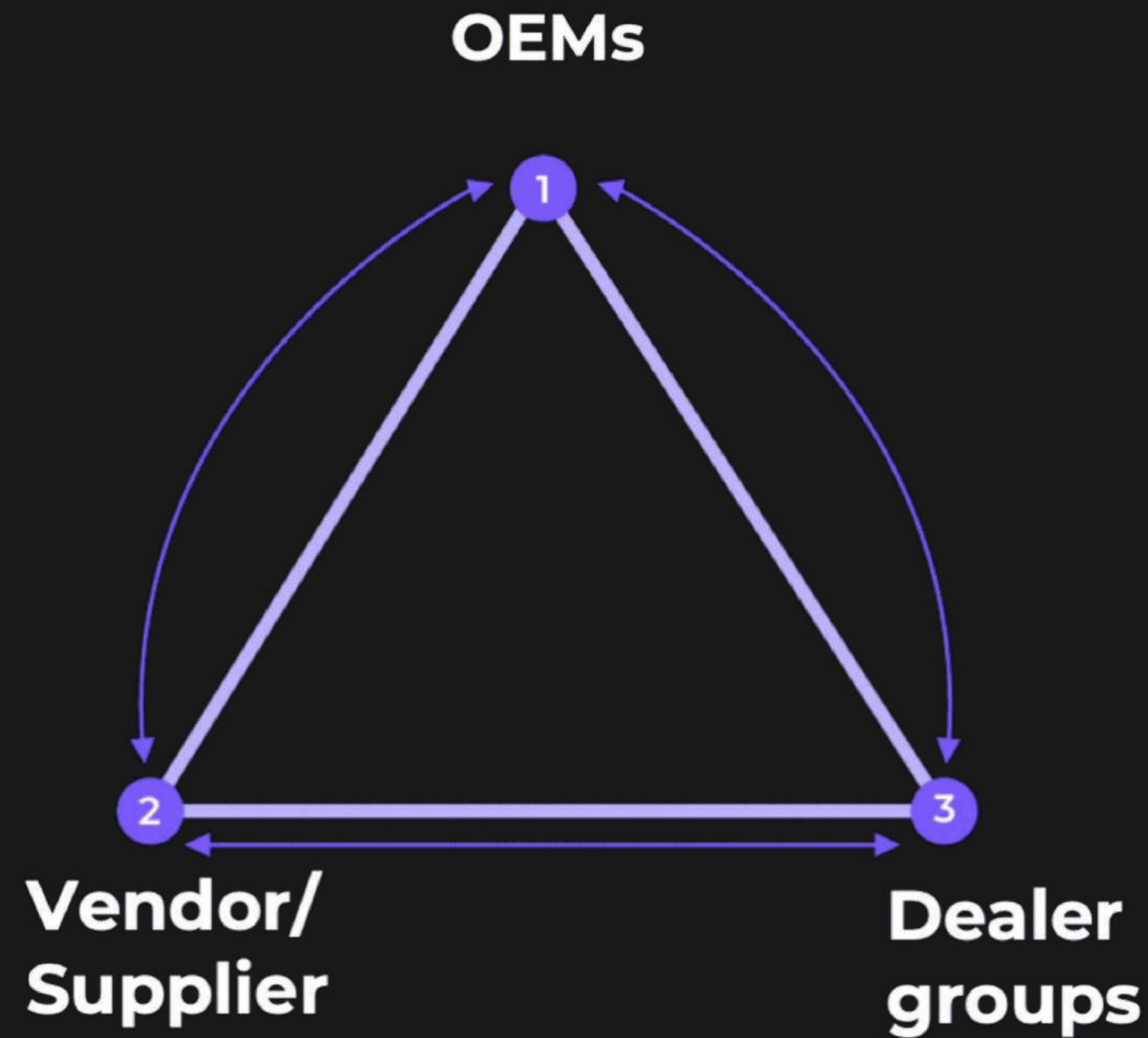
Specialized training modules for partners like BMW and Audi.



A Unified Platform

Attractive and engaging experience for users ensuring stickiness.

Business Model - Connecting All Parts of the Value Chain in One Learning Network



Segment 1
OEMs

Why RockEd?

More efficient and more engaging way to reach dealer employees

Custom solutions and custom pricing

Segment 2
Vendor/Supplier

Why RockEd?

Be present in stores without having to invest into further in-person customer success

Custom solutions and custom pricing

Segment 3
Dealer Groups

Why RockEd?

Onboarding, upskilling, performance improvement, reduce turnover

Standardized product and pricing (\$795 per month)

Measuring Success and What Our Clients Say about Us

Improved Performance

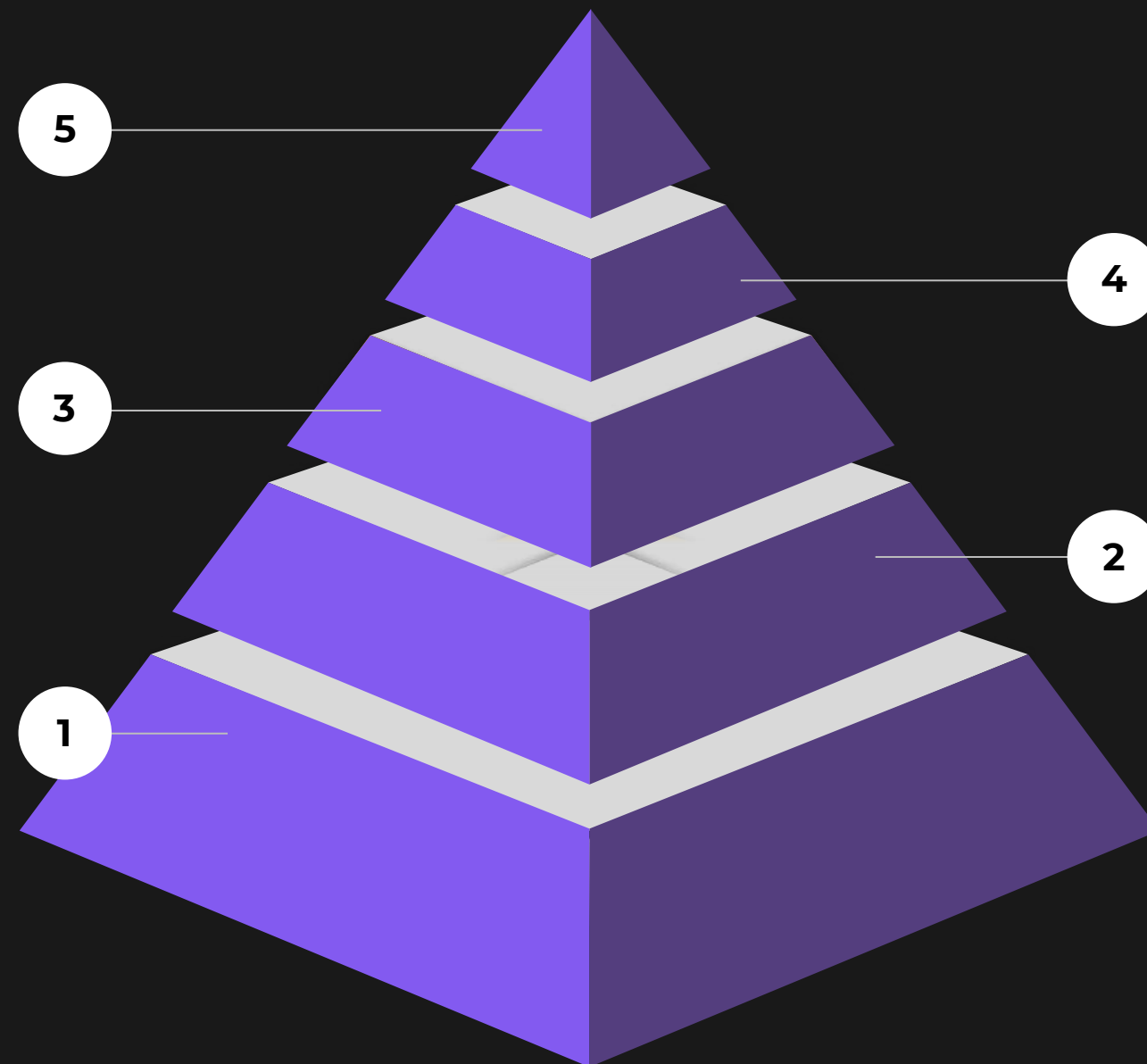
Partner feedback and integrations provide data on key KPIs such as sales, F&I attachment rates, repair orders, and CSI/SSI improvements

Testing Knowledge

Users' knowledge is measured before and after learning through RockED's topic-based assessments

Consuming Content

Engagement is tracked through microlearning videos and interactive activities that reinforce knowledge



Demonstrating Expertise

Users showcase mastery through certifications, exams, and AI-driven roleplays, RockED's latest feature

Gaining Confidence

Pre- and post-learning confidence levels are measured with self-assessments to track growth

Being part of this 1st certification from RockED was a **privilege**, it will give us the tool to **educate more our team into the electrification** movement. Props to the RockED for this milestone and the first of many **Certifications** to come. I am ready, as well the whole Rick Case team, to **learn more**, to have more tools in our belt, in order to keep being #1.



Guillermo Rodriguez Vicéns, National Sales Trainer, Rick Case Automotive Group



"My experience with the **EV Certification** through RockED was an **easy journey** where I was able to **quickly pick up** some facts about EVs. The videos were **quick and simple**."

- Brent Jones, Brand Ambassador, Jim Ellis VW Of Kennesaw



"EV Certification has **improved my confidence** in discussing the technical aspects and **benefits of electric vehicles** with potential buyers by using the **right word tracks for different situations**."



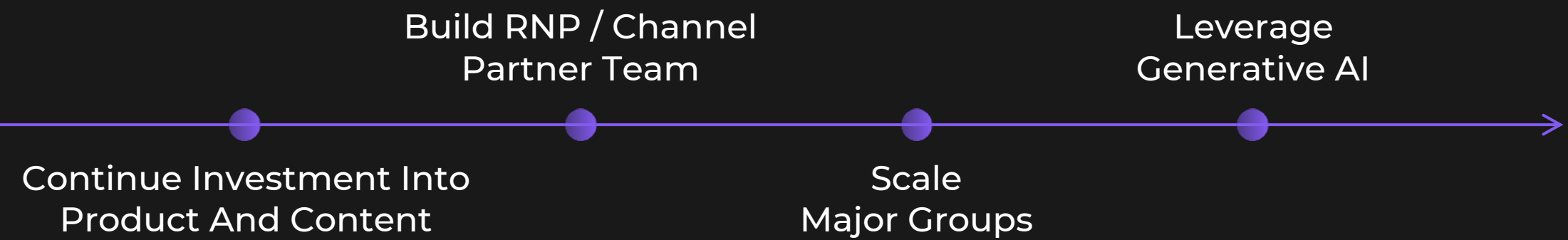
Raul Sanchez, VW Brand Ambassador, Jim Ellis Volkswagen Kennesaw



Our Path to Nationwide and Global Impact and Growth

\$5,000,000 ARR

Our goal is to close the year with \$5M ARR and accelerate growth next year, expanding our presence to every dealership nationwide through strategic partnerships.



Current Focus

Today

North America

Leading provider in automotive enablement & training. Goal: 20% + market share

\$50m - \$125m Revenue

Tomorrow

Global

Leading provider in enablement & training for automotive and adjacent industries

\$150m - \$250m Revenue

Future

Vertical Expansion

Dominant global education player across multiple industries

\$500m - \$1b Revenue

The Dedicated Team of Visionaries and Experts Turning Our Mission Into Reality



Marco Schnabl

Co-founder,
Chairman



Matthias Stoever

Co-founder,
CEO



Greg Gates

COO



Karthik Ramesh

CPO



Amanda Gilley

VP Content
Operations



Tania van Thof

VP Learning
Experience



Dan Dionne

VP Dealer Sales



Geoff Curless

VP Partnership
Sales



Leadership Vision

Our leadership team is committed to revolutionizing automotive training, empowering employees, and driving dealership growth with a clear vision and relentless dedication.





THANK YOU!

MATTHIAS STOEVER
CO-FOUNDER & CEO

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