

# MentorBox

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# Legal Disclaimer

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# Legal Disclaimer

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# Top Level Stats

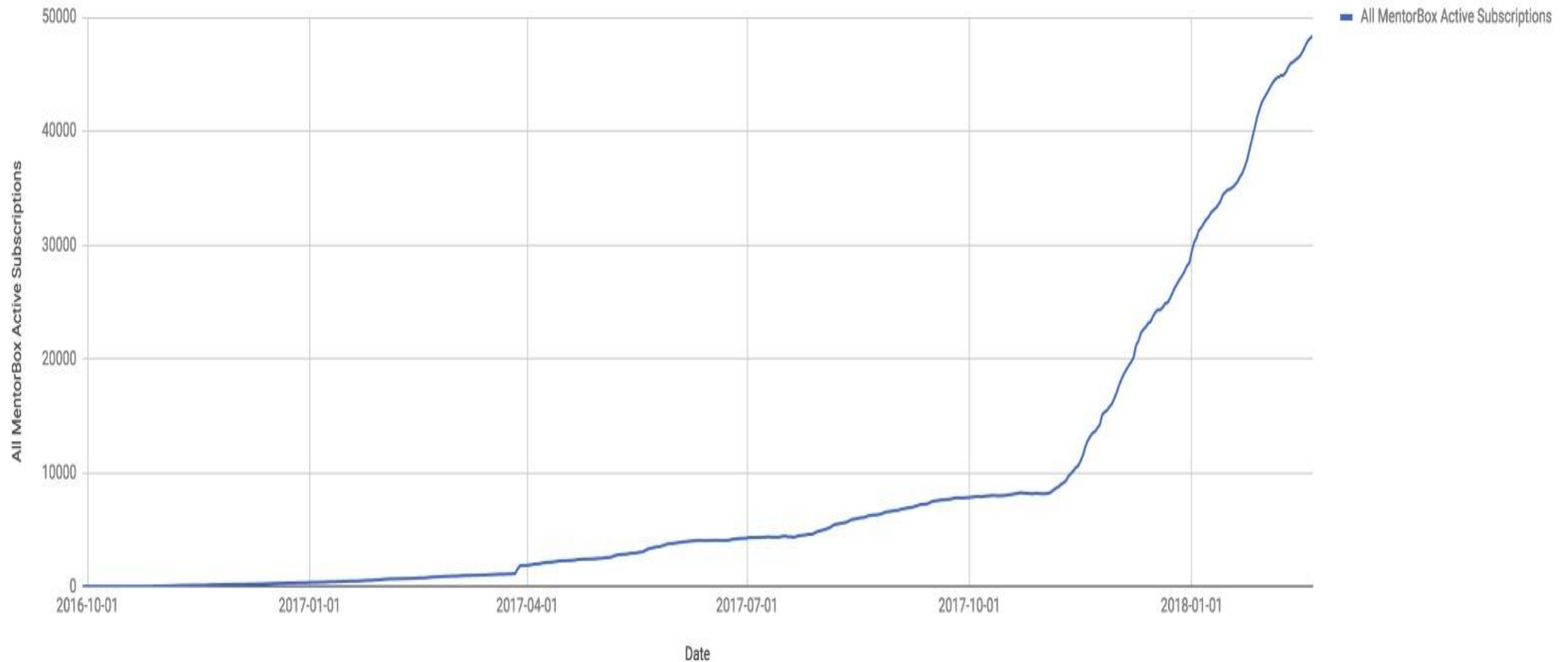


- ▶ 45,000+ active paying subscribers
- ▶ \$16.8M sales run rate (\$1.4M of sales in January of 2018)
- ▶ Growing 20%+ month-over-month

# MentorBox Active Subscriptions vs. Date



All MentorBox Active Subscriptions vs. Date



# MentorBox Mission Statement



To Re-ignite the Spark of Learning  
in People

# What's MentorBox



- ▶ For product demo, watch the video on <https://mentorbox.com>
- ▶ Netflix of books
- ▶ MentorBox is the future of learning
- ▶ Can't read books due to time constraints but know you should? MentorBox is the answer
- ▶ We work with top-selling authors to turn their books into educational video lessons. These video lessons are then offered via an online portal to our members via a monthly subscription.
- ▶ A premium learning platform for educational content about practical topics
  - ▶ Video and audio summaries of non-fiction books
  - ▶ Only platform where world class authors teach you the books themselves
  - ▶ We create supplemental materials like workbooks to turn theory into practice
  - ▶ Online classes + workbooks for guided journals + speed-reading cheat sheets + audio executive materials + team activities
- ▶ Affordable flat monthly fee for all-you-can-eat access to our ever-growing library of content
- ▶ Recently expanded into covering classic fiction novels (first fiction book is Hemingway's Old Man in the Sea)
- ▶ Diversified product portfolio Including MentorBox's physical and online subscriptions, MentorNetwork, Entrepreneur Academy, Career Accelerator, Theme Gift Boxes, and B2B training.



# Who's the Consumer?



- ▶ Largest markets: US, India (currently fastest growing market outside of the US), Canada, Europe, Mexico (just launched Spanish translated version and have seen large spike in Mexico market), and 20 other markets
- ▶ Typical consumers are educated professionals like doctors and dentists, engineers, entrepreneurs, small business owners, insurance brokers, real estate agents, business executives etc.

# Consumers' Desires:

## WHY THE NEED FOR MENTORBOX?

- How to advance in my career?
- How to become a better leader?
- How to become an entrepreneur?
- How to be more productive?
- How to be more persuasive?
- How to negotiate better?
- How to reduce my stress and anxiety?

...





# Content:

## THE CURRENT MECHANISMS TO ADDRESS THESE DESIRES

- Books
- Seminars
- YouTube videos
- In-person classes
- *It's mind-blowing that our education system is not listed above*





# Addressing Those Desires:

## MENTORBOX IS A BETTER MECHANISM TO ADDRESS THE NEEDS OF MOTIVATED INDIVIDUALS

- Curated
- Combines different styles of learning
- No fluff, straight to the point
- Top authors/experts themselves teach the courses
- Created with the Leading Learning Scientist in the World: Professor Barbara Oakley



# Core Product:

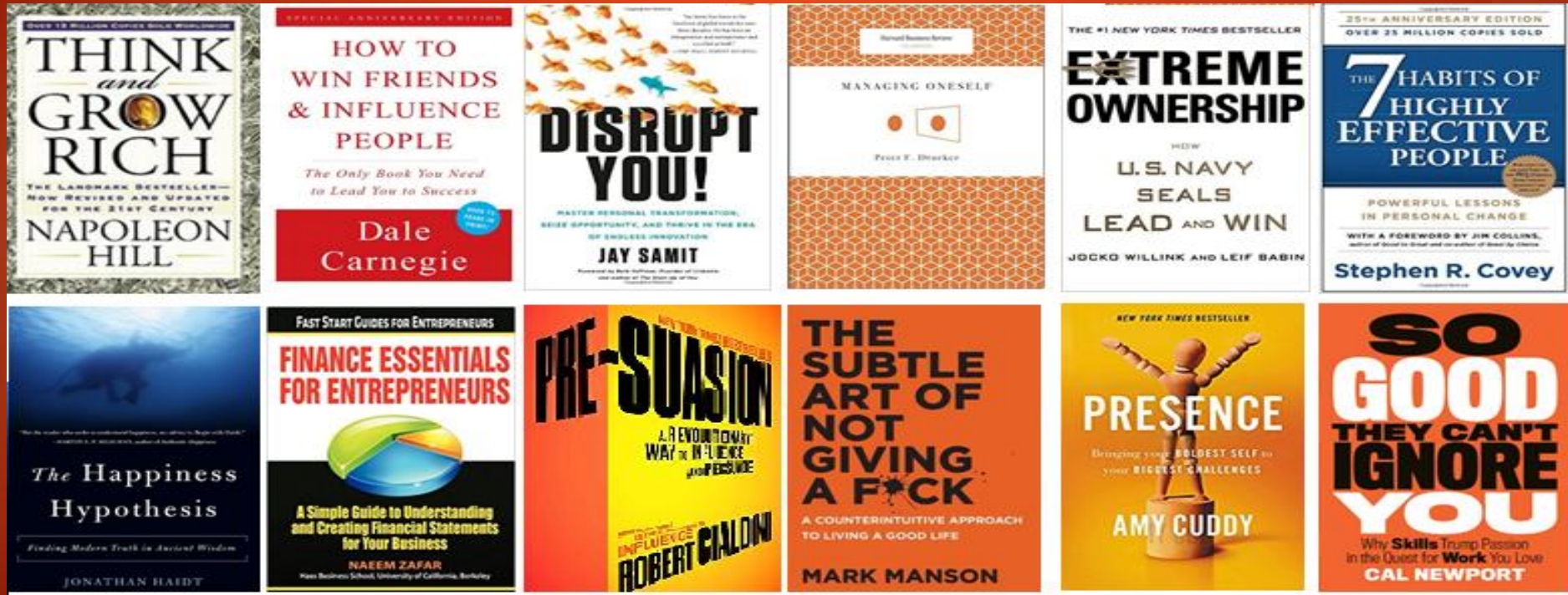
**WE TURN BOOKS INTO ONLINE MULTI-MEDIA INTERACTIVE COURSES,  
SIMILAR TO A COLLEGE CLASS**

- The professor -> Author
- Lecture -> Video by the author + executive audio summary
- Textbook -> Book
- Professor's notes -> Cheat sheet
- Homework -> Memorization booklet
- Social learning -> Mastermind group

# Secondary Product: Physical Box Subscription



Examples of books we've covered (we've covered 49 non-fiction and 1 non-fiction book so far and we have 64 classes over business and self-betterment topics taught by experts that are not derived from a book.)



# What New York Times Best Selling Authors Say:



- ▶ "MentorBox turns ideas into actionable steps that you can use to instantly change your life." – Arianna Huffington, Founder of The Huffington Post
- ▶ "You will become more successful in life by using MentorBox." – Mo Gawdat, Chief Business Officer @ Google X
- ▶ "As a huge reader myself, I love the idea of MentorBox. It's not just enough to read, but you want to interact with the material in as many ways as possible. That's how it enters into your DNA and can change your life." Ryan Holiday
- ▶ "Most of us are busy and don't have time to read large quantities of books. MentorBox is brilliant because it gives us condensed knowledge in a way that we can use it." Naeem Zafar





# The Rest of the Product Family:

**MENTORBOX IS MORE THAN THE ONLINE AND PHYSICAL SUBSCRIPTION PRODUCTS. SO MUCH MORE.**

- VIP
- Specialized Academies
- Accelerator Programs
- Themed Boxes
- B2B Corporate L&D Training with first B2B product being B2B Social Media Training

# Founder's Bios



- ▶ Alex Mehr Ph.D. is a serial entrepreneur, investor, and startup advisor. Formerly Co-Founder and CEO of the successful online dating application Zoosk (\$210M in annual revenue in 2014), Scientist at NASA, and Engineering Ph.D.
- ▶ Tai Lopez is an investor, partner, and advisor to many multimillion-dollar businesses. He's a Mensa member and teaches about life's four pillars—health, wealth, love, and happiness—through his top-downloaded podcast (350,000 downloads/month), YouTube channel (1m subs), Instagram (2.5m followers), Facebook (6.2m fans) and Twitter (925k followers). Entrepreneur Magazine named him the number one social media influencer to watch in 2017.

# Litigation Disclosure



MentorBox, LLC is involved in litigation in the Central District of Tennessee. The litigation involves a Trademark dispute with a company that we claim has misappropriated our intellectual property.