



Introducing BOLDLY

A strategic acquisition opportunity of an established coaching, learning and consulting business, with APAC footprint and unlimited potential.

www.boldly.app
connect@boldly.app





Our Mission

BOLDLY was born to set the benchmark for executive coaching standards, and deliver leadership development with real-world impact.

We pride ourselves on our coach quality, our trusted advisor status, and our elegant coaching and learning solution designs.

We are asset and IP rich, with huge opportunity to expand our services to a wider client base. We're seeking to join a larger organisation where our offering can compliment the GTM strategy.

The following deck provides a high level overview of the BOLDLY offering and business journey. I look forward to the opportunity to discuss with you, and get to know your business.

Alexandra Lamb

CEO Of BOLDLY

alex@boldly.app



About BOLDLY



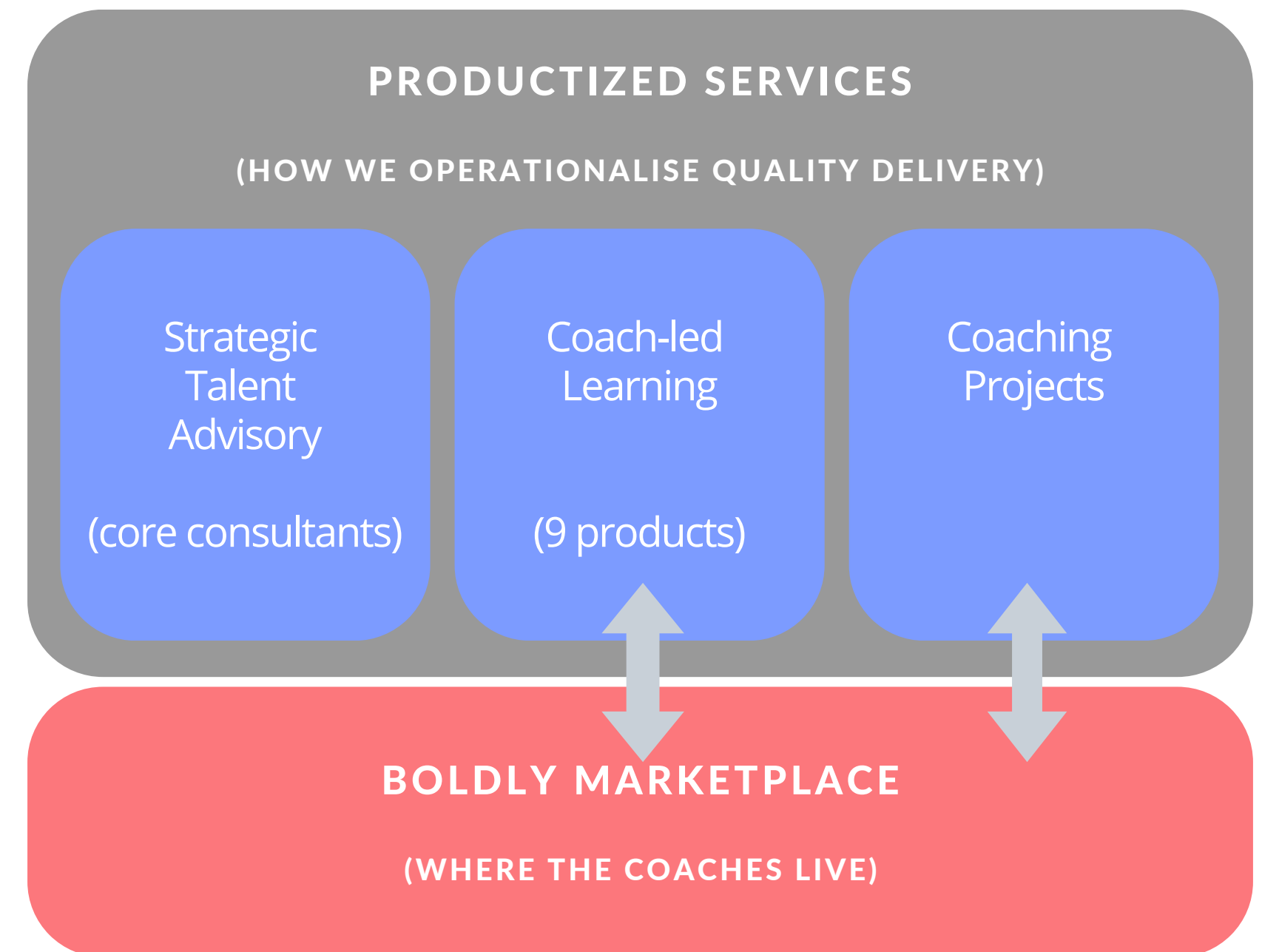
We have established our business mainly across APAC, but with clients spanning the globe.

- Founded September 2017, Singapore
- Entities in Hong Kong and New Zealand
- 750+ coaches screened and onboarded
- 4000+ additional coaches identified
- Global network of trusted core consultants

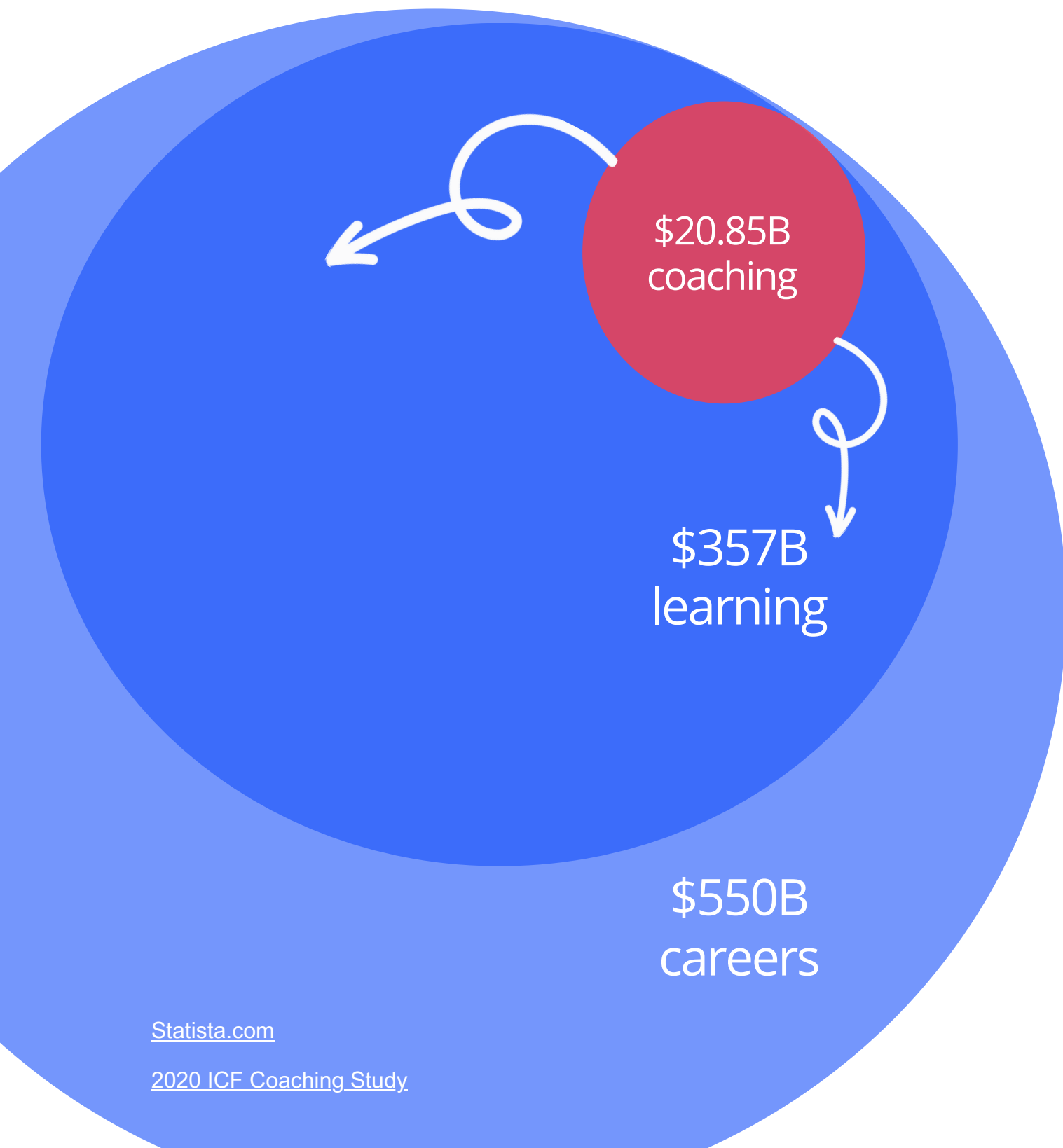
Our web-based coach marketplace is the operational bedrock of the business, enabling screening and vetting of coaches, management of digital profiles, and engagement bookings

We deploy our core consultants and this army of coaches to deliver our productized services:

- Strategic talent advisory
- Coach-led learning programs
- Coaching projects - 1:1, group and team



The Opportunity



Coaching has exploded.

This is the fastest-growing segment of the careers services market, with 6+% growth globally p.a.

The largest coaching market is the US.

Low barrier to entry for sole traders - screening for quality is paramount.

The 'vital many' end of the coaching market will be disrupted by AI.

The value of evidence-based, credible, human coaching will increase.

Traditional leadership development programs are not effective.
Coach-led learning pods offer a powerful alternative.

The effective integration of executive search, onboarding, coaching and learning, embedded in a sophisticated talent strategy would position your business as a deeply trusted advisor and world leader in the leadership value chain.

The Market Landscape

High Tech

MARSHALLGOLDSMITH.ai

CoachHub

BetterUp

Bravely

ezra.
POWERED BY...

Russell
Reynolds
ASSOCIATES

KORN FERRY | aiiir consulting

aberkyn

BOLDLY
GET A COACH

KPMG Torch

Deloitte.



Low Tech

110K sole
traders

All of the major SHREK firms and global management consulting firms have a coaching offering.

None have made the commercial model successful as a hero product yet. Coaching and leadership development boutiques are making up to \$30MUSD.

SAAS coaching platforms deliver high volume, low value coaching. They are rapidly experimenting with AI to deliver advice-giving bots. *Don't compete in this space.*

For high value firms to differentiate executive coaching and win in the market:

1. Operational excellence - repeatable processes, tools and key service moments
2. High quality coaches - high standards on measuring coach effectiveness
3. Distinct intellectual property - a competency model, assessment, or suite of learning resources.

Right now, the firm who positions themselves as THE brand enabling leaders to adapt to the new world of AI, and lead effectively through this revolution, will win the market.

Our Differentiators

In this “RED OCEAN” coaching market, we must compete on QUALITY.

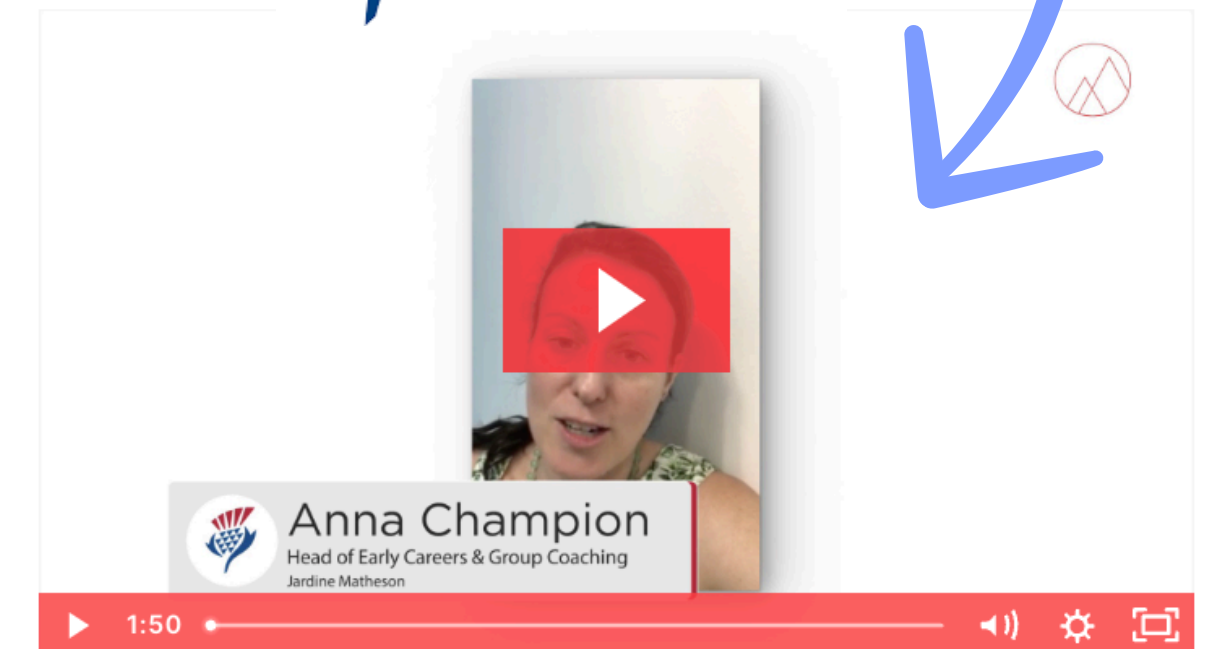
Clients come to us for:

- **KNOWLEDGE:** Deep domain expertise in the coaching industry.
- **FOOTPRINT:** Vetted coach profiles, benchmarked in every major market.
- **SOLUTIONS:** Our ability to design programs aligned with existing talent strategies
- **FLEXIBILITY:** We require zero integrations, and can start a pilot in 48 hours.
- **TRANSPARENCY:** Our pricing structure ensures organisations can easily budget.
- **KEY SERVICE MOMENTS:** Embedded assessment and engagement management

They stay with us for:

- **PROJECT MANAGEMENT:** Exceptional program delivery and communication
- **REPORTING & INSIGHTS:** We demonstrate coaching value for the organisation
- **VALUE ADD CONSULTING:** We establish ourselves as trusted advisors, giving our clients unique industry advice that enables them to delight their stakeholders internally and stay competitive in the market.

Hear directly from one of our clients here



Financial Overview

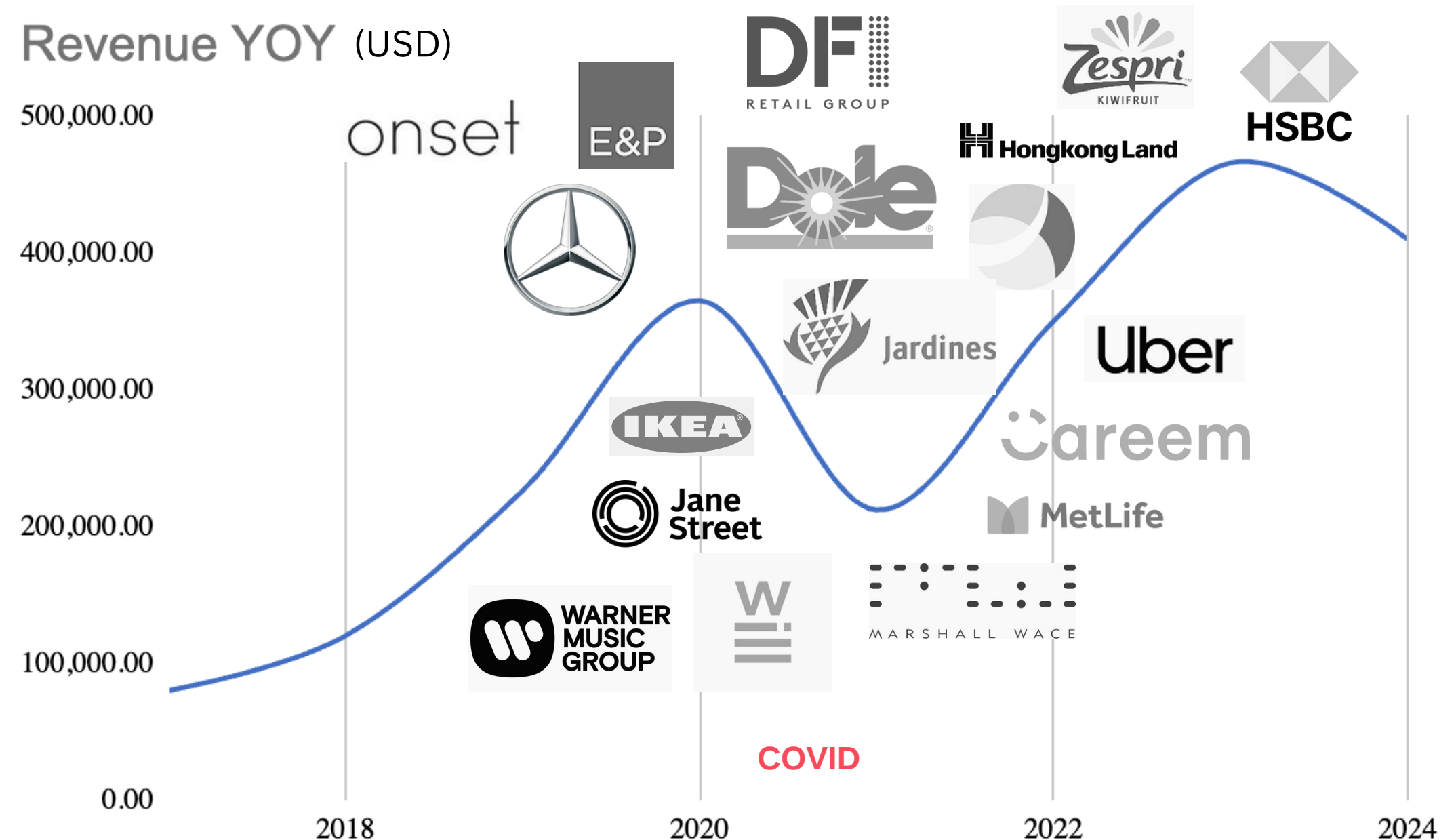
BOLDLY has demonstrated modest but consistent revenue since inception.

We have taken our time to build our digital marketplace, screen our coach base and test our productised services with clients.

We weathered COVID during this period, which hit at a critical point in our growth story.

All of our staff are part time or paid on commission except for the Founder, Alex. This has ensured a low cost base for OPEX and payroll, but maintained readiness for delivery.

The IP and business footprint is poised to deliver significantly greater revenue, using existing assets, and with your investment in marketing. **Our revenue for 2025 is already projected at \$550 USD in our current operating model.**



Growth Potential



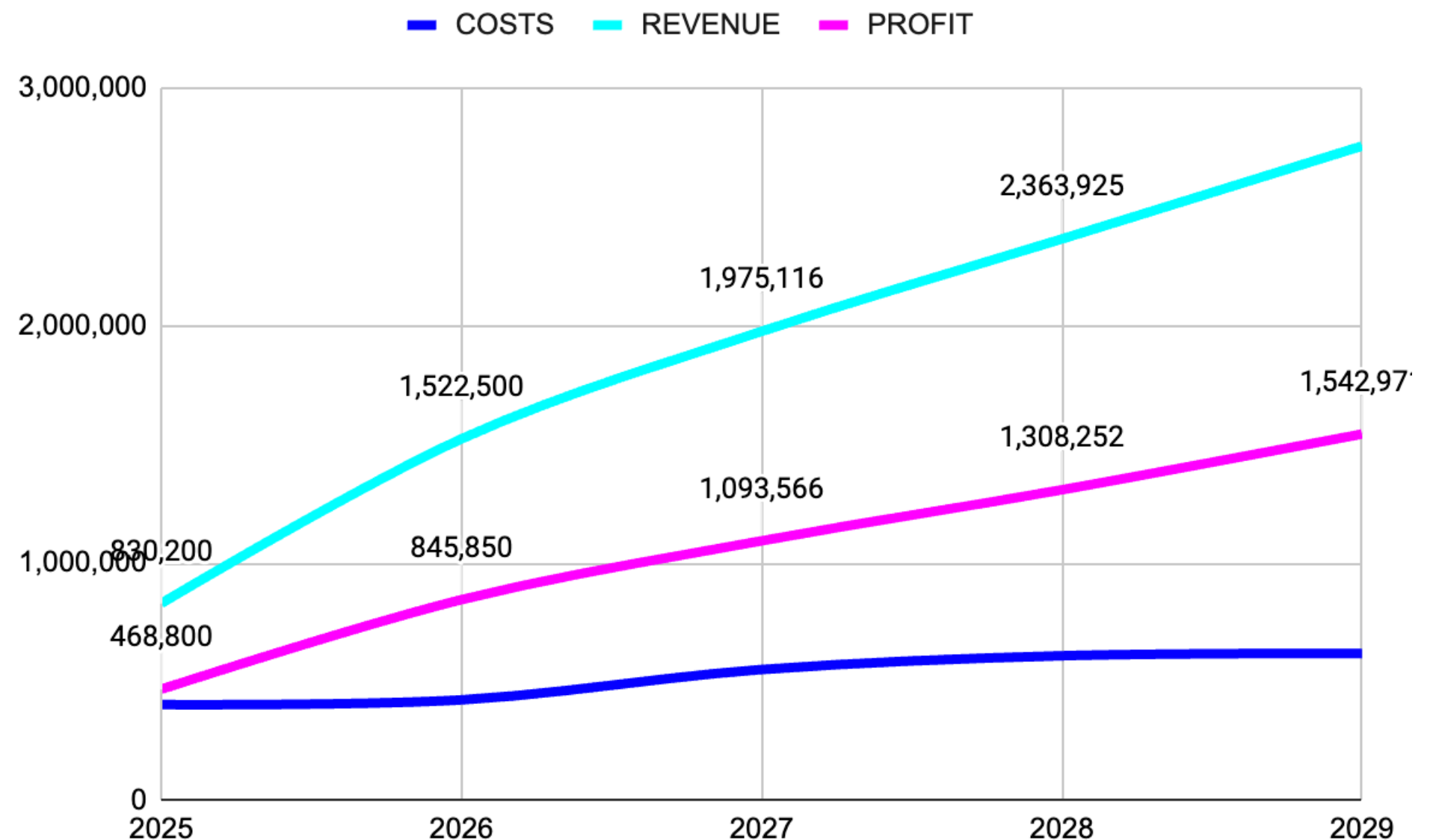
With the right GTM approach, BOLDLY's coaching, coach-led learning and consulting offerings can easily be deployed into new markets.

With investment in marketing and some minor enhancement of our marketplace, we're poised to accelerate customer acquisition, fully utilising our existing assets. **We can achieve 1.5M USD profit within 5 years, with no additional tooling and skeleton staff.**

However, the market benchmark of \$30M USD revenue p.a. for a global specialist coaching firm is achievable with minimal investment in marketing, technology, IP and sales, with your involvement.

As part of your organisation, BOLDLY can compliment your existing consulting capabilities to deliver increasingly 'sticky' offerings for your clients.

Costs & Revenues - BOLDLY 5 yr scenario - USD



	2025	2026	2027	2028	2029
COSTS	404,054	424,153	551,878	609,756	619,870
REVENUE	830,200	1,522,500	1,975,116	2,363,925	2,755,217
PROFIT	468,800	845,850	1,093,566	1,308,252	1,542,971

Team & Leadership



ALEXANDRA LAMB
FOUNDER & CEO - DUBAI



AMANDA OOI
FOUNDER & CFO - HONG KONG



CHRIS FROST
GTM - HONG KONG



ALISA SUKDHOE
BIZOPS - AUCKLAND



KATRIN BLUMENAUER
HEAD COACH BP - BALI



MAGGIE WANG
LEAD GEN MARKETING - KL



JEHAN CAUNDA
COACH BP - MANILA



RISHI KAPPOR
GTM SINGAPORE

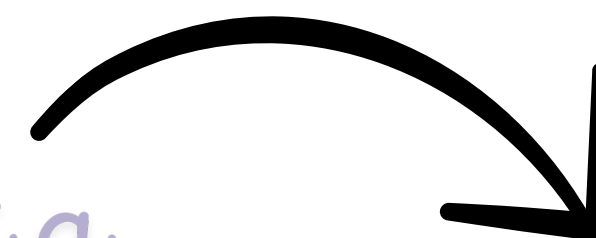




Thank you!
We look forward to the opportunity to introduce the BOLDLY opportunity to you further in conversation.

Alexandra Lamb
alex@boldly.app

Get a
COACH



The BOLDLY Marketplace

Our Engagement Management



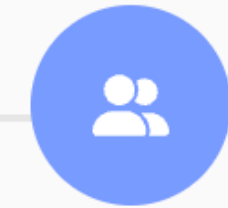
1. Search



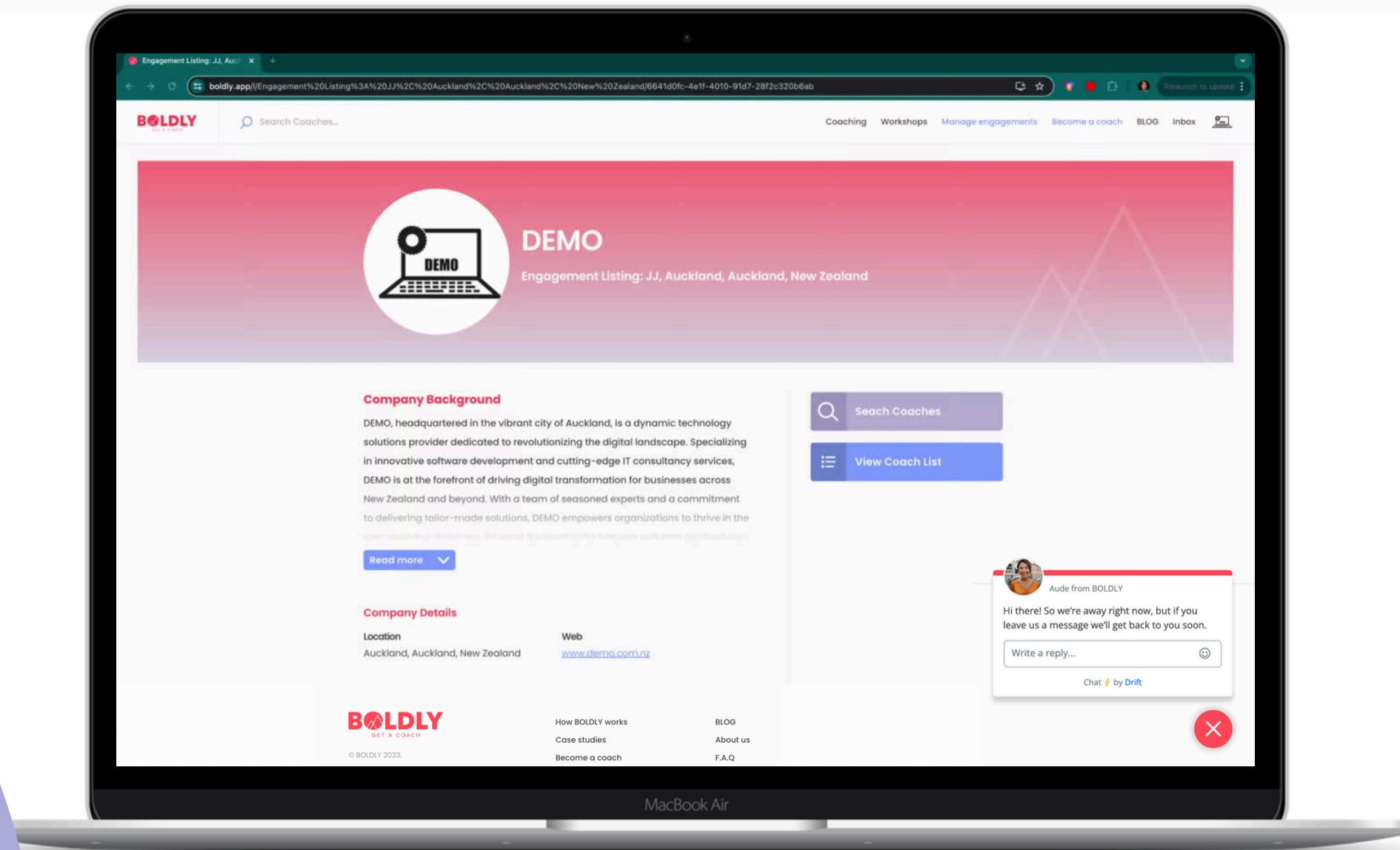
2. Shortlist



3. Meet



4. Get a Coach!



The BOLDLY Marketplace

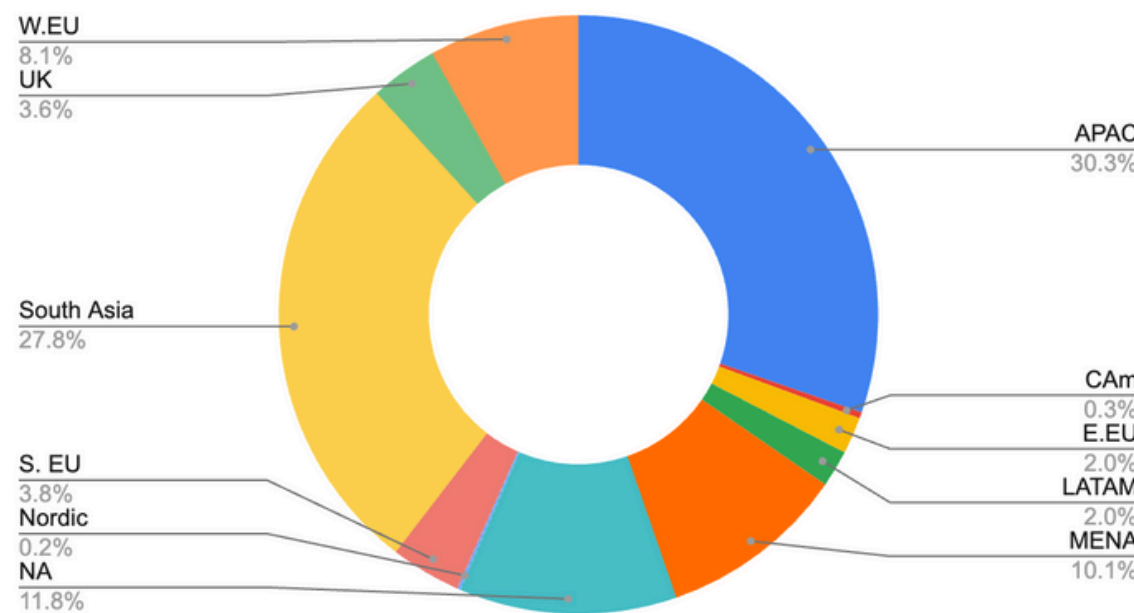
Our Coach Pool



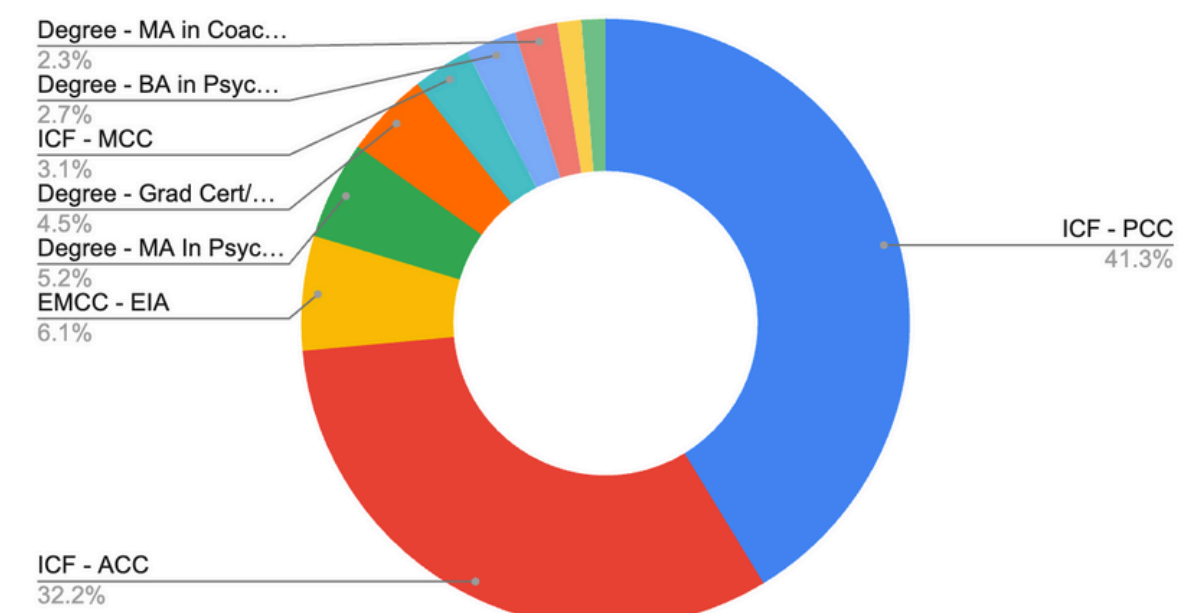
BOLDLY coaches are screened according to our own competency model. Our coaches represent all evidence-based coaching styles, and cover all major global languages.



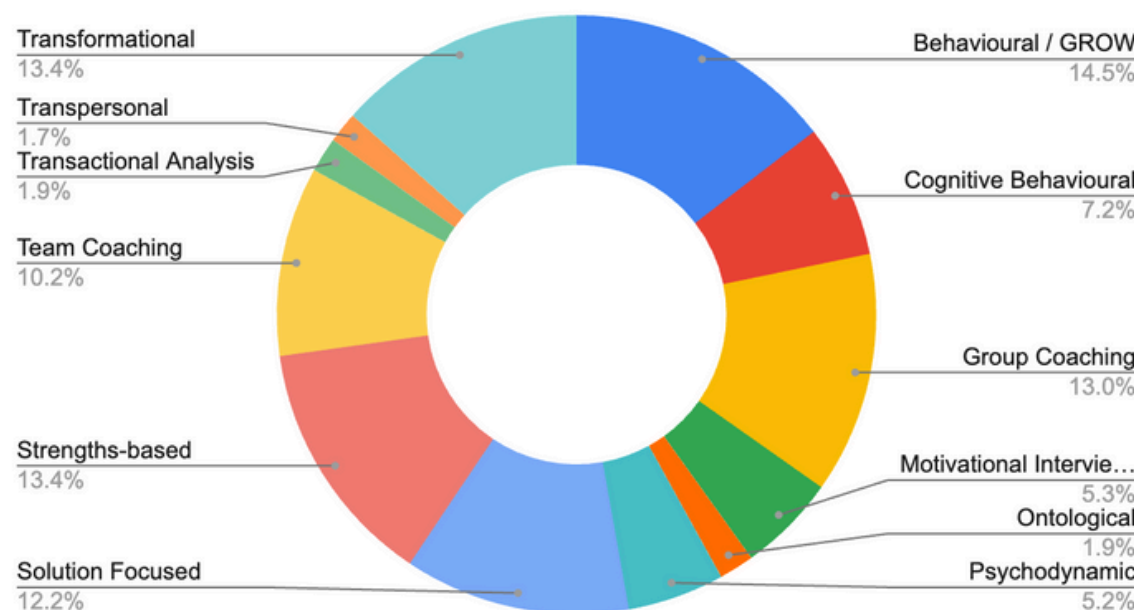
BOLDLY Coaches By Region



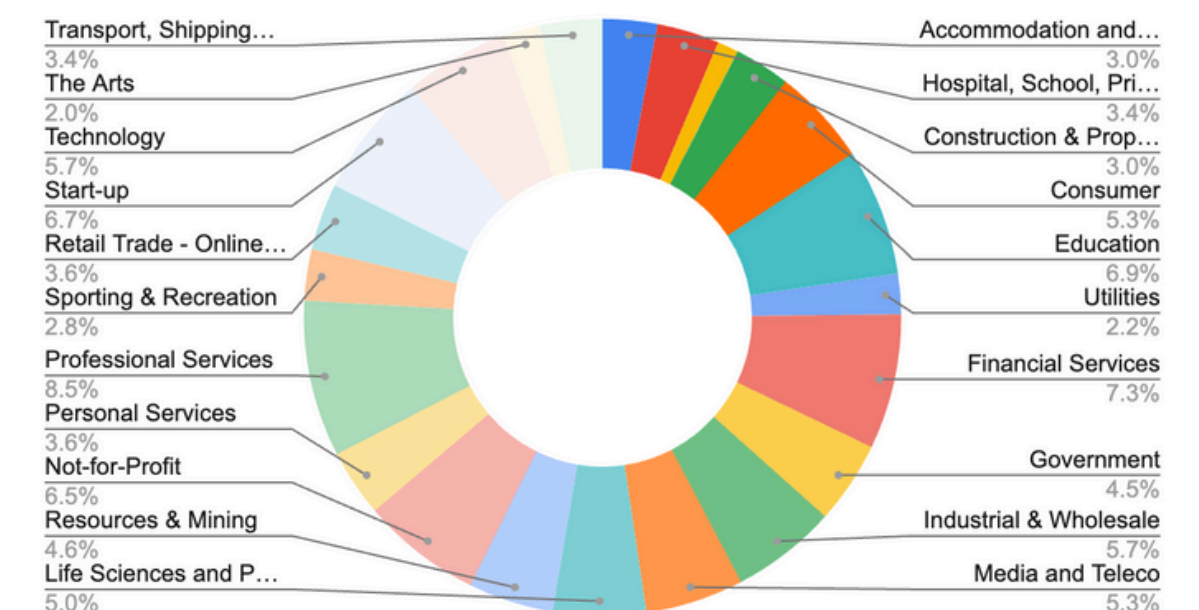
BOLDLY Coaches by Credentials



BOLDLY Coaches by Coaching Style



BOLDLY Coaches by Industry



Productized Services: Coach-Led Learning Programs

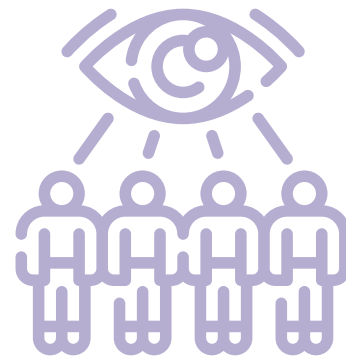
Coaching Skills For Supervisors



6 weeks

Supervisors gain practical coaching skills and direct shadow observation from experienced coaches. Advanced course available.

Managers Development



6-24 weeks

Managers with 2-10 yrs experience develop management fundamentals, benefiting from peer group role play and coach-lead reflection.

Female Leaders Accelerator



6-24 weeks

High-potential female professionals with 8-15 yrs experience gain networking skills, confidence, and sponsorship for career development.

Leadership Development



24 weeks

Leaders with 15+ yrs experience develop in alignment with transformational leadership models, including capstone project and coaching.

Executive Onboarding



8-24 weeks

C-suite executives gain a highly tailored onboarding, including stakeholder management and 1:1 executive transition coaching.

Career Counselling Skills for HR



8-24 weeks

HR practitioners gain career-planning skills, understanding coaching, mentoring, sponsorship, and career goal setting.

Productized Services: Why Coach-Led Learning Works



Small Groups: Research shows that small groups of 6-12 learners foster greater interaction and collaboration, which are key to learning retention and application.

Practical Application: Discussion-based and case study-driven sessions allow participants to engage deeply with real-world scenarios, facilitating critical thinking and problem-solving.

Skills Testing: BOLDLY's unique approach to ongoing testing within these sessions ensures that learners not only understand concepts but also have the opportunity to practice and refine their skills in a supportive environment.

Dynamic Coaching: The coaching style used in these sessions emphasises engagement and personalisation, making the learning experience both dynamic and meaningful. Rather than relying on lecture-based approaches, our open discussions mean participants can share insights and perspectives. This style aligns with adult learning principles (Knowles, 1980), which emphasise self-directed learning, relevance, and experiential activities.

Peer Accountability: small groups cultivate trust and psychological safety, which have been linked to higher levels of engagement and knowledge sharing (Edmondson, 1999). Such an environment ensures that participants are not only absorbing information but are also equipped to apply new skills and strategies to their roles effectively.

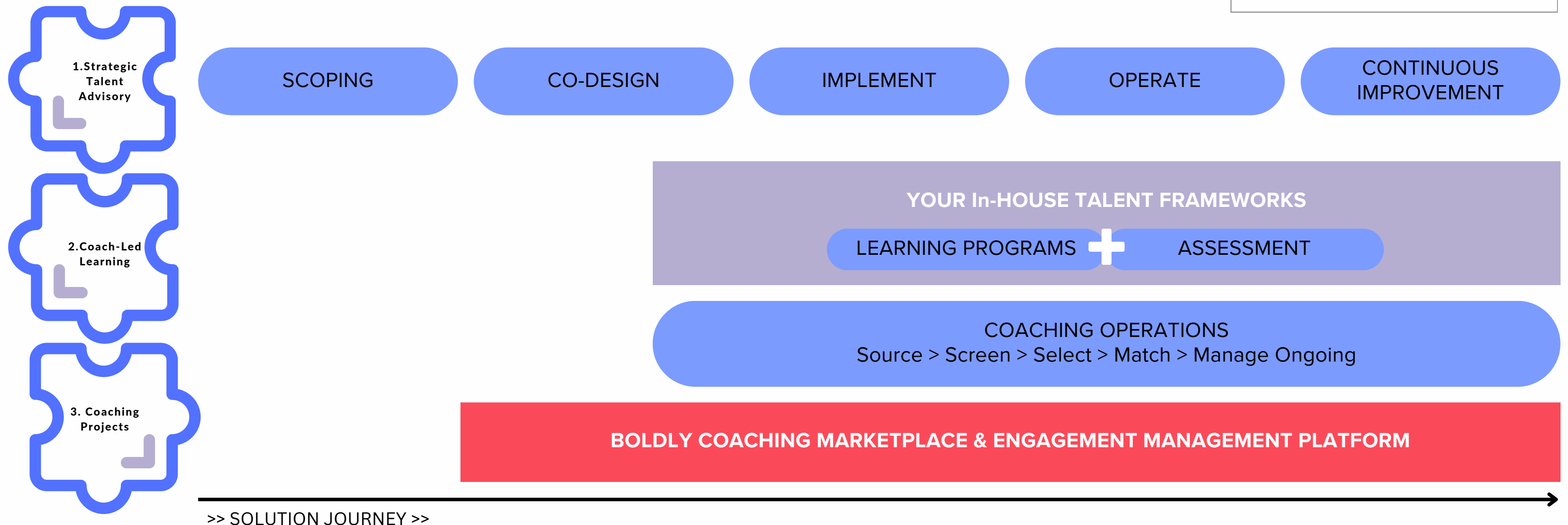


Productized Services: Coaching Projects



BOLDLY works with you to design an integrated, strategic coaching solution, OR collaborates with you on optional solution elements to augment your in-house initiatives. We can provide full end-to-end consulting to ensure your coaching program is knitted into your talent frameworks, enabled by our Learning Programs and Coaching Tech. **Work with us to design the right solution for your business.**

- BOLDLY Services
- Your Talent Frameworks
- BOLDLY Technology
-



Talent Strategy Sample: Coaching Culture

BOLDLY works with you to **DIAGNOSE, DESIGN and DELIVER** the best coaching operating model for your business.

- Stakeholder interviews
- Vendor review
- Alignment of coaching to L&D and values
- Alignment of coach pool to business goals
- Streamline procurement processes
- Benchmark coaching models for quality
- Identify internal resources and sponsors



Our diagnostic report delivers comprehensive insights into your current coaching spend, and a clear plan for your maturity journey with coaching.

Talent Strategy Sample: Coaching Culture



Our Talent Management Advisory model brings a perspective on your 'current state' coaching and mentoring culture, design options for 'future state', and enables change management to implement new standards and practices, enabling ROI measures.



*Does coaching work? A meta-analysis on the effects of coaching on individual level outcomes in an organizational context. [The Journal of Positive Psychology](#). Volume 9, 2014 - [Issue 1](#)

Advisory: Coaching Strategy

Sample Maturity Model Snapshot



Ad Hoc

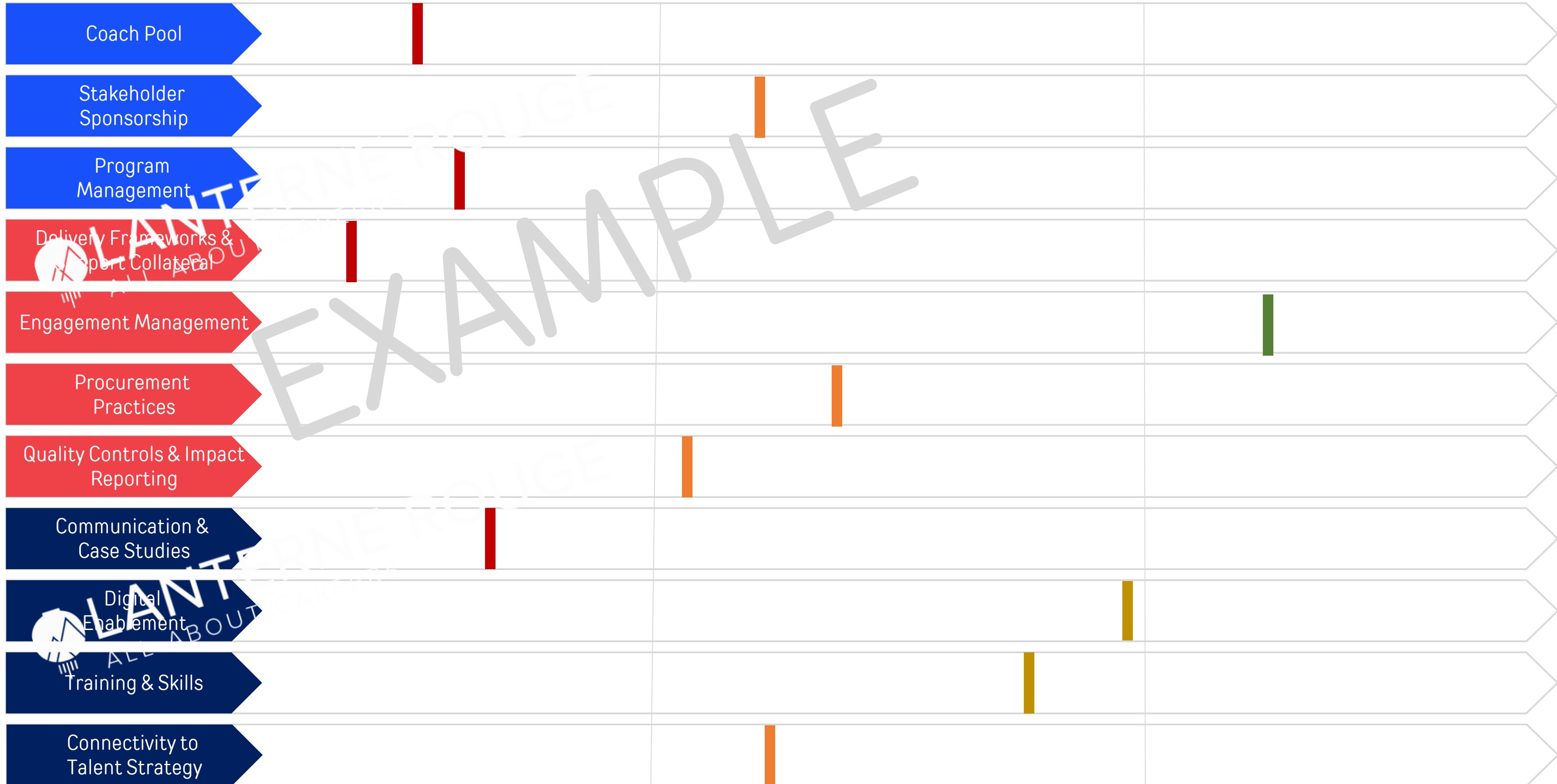
Managed

Optimized

People

Processes

Culture



Alexandra Lamb - Founder & Coach



Alexandra is an accomplished performance coach and organisational development practitioner, with experience across APAC, North America and MENA. With 20+ years spanning professional practice, conglomerates and startup, she has collaborated with rapid-growth companies and industry innovators to develop leaders and high-performance teams. She is particularly experienced in talent strategy as a driver for startup growth. Drawing from her experience in the fields of talent management, psychology, coaching, product development, scalable operations, and human centred design, Alex prides herself on using commercial acumen and evidence-based coaching techniques to design talent solutions with true impact for both individuals and the systems they lead. Alex is based in Dubai, and works with founders and leaders globally. She's interested in endurance running, hyrox. She is plant-based, currently learning to invest in crypto, and is Mum to two young kids.

Industry Expertise

- Agriculture
- FMCG
- Manufacturing
- Startups & Scaleups
- Crypto
- Non-Banks
- Consulting & Services

Major Client Projects

Kraken, Uber, Dole, Careem, Jardines, AMEX, and various startups

Professional Experience



BOLDLY
Founder and CEO



Nanyang Business School (NTU)
Senior Career Fellow



Korn Ferry
Head of People & Performance (APAC)



HAYS
Talent Manager (Asia)

Qualifications



MSc Coaching Psychology - University of Sydney



EMCCC with Distinction – INSEAD Singapore



CPsychol – Chartered Member British Psych Society



ACC – International Coach Federation (lapsed)



BA Arts Psych (IIA) – University of Newcastle

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