

Obliquity Group

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**DELIVERING SIMPLIFIED, RELEVANT
CONTENT THROUGH GAMIFIED SOFTWARE
THAT MAKES LEARNING AND UPSKILLING
EASY, FUN AND EFFICIENT.**

Website

Overview

Obliquity Group span out of research at The Cambridge Institute for Sustainability Leadership. Our focus area in employee upskilling and engagement in Corporate Sustainability initiatives and actions and our principle product is Stickerbook, enterprise software that simplifies and gamifies upskilling.

We have market traction and will achieve £130k of ARR by H2 2023.

The pre-seed round is to execute development of the software so we can take on more customers, more efficiently. We have over-achieved our pre-seed target through F&F and CE, and expect to engage in seed investment in the near future.

The Challenge

Companies cannot deliver their sustainability strategy through policies and targets alone.

96% of corporate sustainability Initiatives fail to deliver their targets. Why? Because employees don't know what the targets are or how to positively contribute.

Levels of understanding and engagement are low – this must be overcome to enable progress. Workshops / webinars are ineffective. Generic L&D platforms are underused. Climate action platforms are not relevant.

The Solution

Our approach is designed to suit the need. Some people want to learn more about sustainability / ESG, others need to. Our software and content is designed to be accessible, not too corporate and easily digested. It's customer specific, but scalable.

We've lived the problem – so we developed the solution.

Uniquely positioned to obtain and deliver content, we are recognised sector experts and have access to 100's of specific experts to create content quickly with partnerships with IEMA and WDCSD.

We know the recipe for content that actually lands. It is an award-winning solution with product-market fit

Contact

DR EMMA SALGÅRD CUNHA

Commercialisation Manager (AHSS)

EMAIL



