

Introducing

LEGACY

Education Alliance, Inc.

Impact Investing Focus

Transforming Legacy Education:

Live Event and EdTech Platform
to Serve Communities with
Growing Needs, from
Degree Completion to
Social Housing and Substance
Abuse Recovery Solutions

OTCQB: LEAI
August 2022

Websites

legacyeducationalliance.com

legacydegree.com

myeliteportal.com

club.legacyeducation.com

legacyopenlibrary.org

youtube.com/EliteLegacyEducation



Forward Looking Statement



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VISION AND MISSION:

Legacy Education

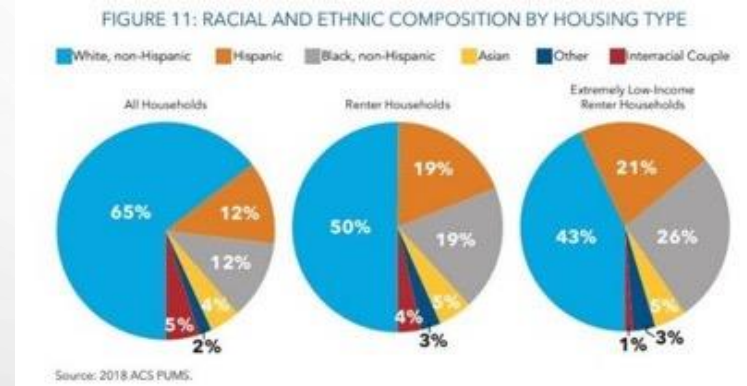
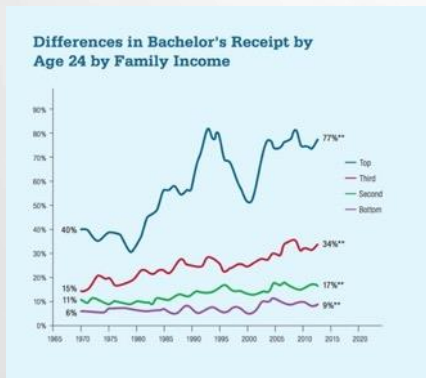
LEGACY
EDUCATION ALLIANCE, INC.
OTC: LEAI

*Inspire,
Motivate &
Deliver*

Through an extensive global network of family offices, we are seeking engagement with successful organizations to access and build an army of mentors to deliver market leading education and career solutions that meet the growing needs of aspiring students and families that have not yet achieved their goals and potential.

Through the Legacy Education platform under development, impact investors can dramatically uplift families and communities with investments poised to provide abundant returns.

For many veterans, the formerly incarcerated, foster children, and those recovering from mental health and substance abuse issues, the path to success will start with the education and mentoring products and services we aim to provide.



MARKETING FUNNEL

Leveraging Influencer Branding to Deliver on Vision and Mission

Multi-channel customer acquisition

Non-Profits, Influencers
and Sports Education

PRODUCTS:

- Legacy Degree
- Social Housing
- Entrepreneur Training
- Credit Repair
- Financial Literacy
- Affordable Legal Expertise
- Salon Franchising
- Trading
- Real Estate Investment



Influencer branding

With influencers as our
Visionary and Brand Leaders:

We aim to leverage partnerships with non-profits and government agencies to maximize engagement with underserved communities while minimizing digital marketing costs.

With a broad spectrum of products and services being assembled, we anticipate profitably fulfilling needs and maximizing impact in diverse communities.

ATHLETICS GATEWAY

to Legacy Degree

Sports Education as a Conduit to Life Skills and Continued Education

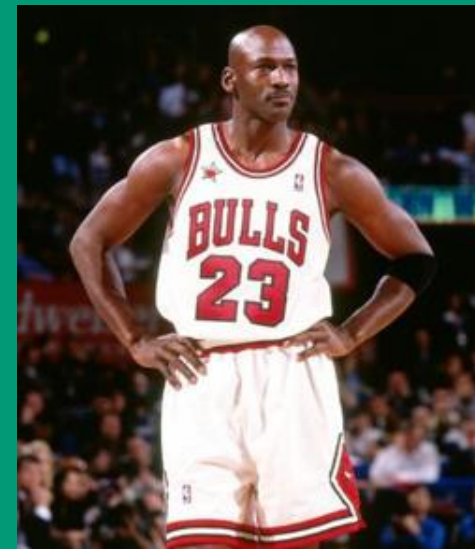
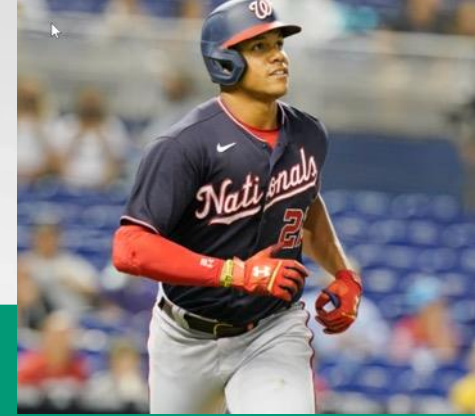
Each year, there are roughly 180,000 athletic scholarships available for the NCAA's D-I and D-II schools. The NCAA requires that a student-athlete meet certain academic requirements in high school, before becoming eligible for an athletic scholarship.

The average career of an NFL player is 3.3 years. To succeed in life, athletes need financial skills and education, and career path to support their families for many years beyond their NFL career.

Fewer than 2 percent of NCAA student-athletes go on to be professional athletes, and even fewer become athletes with full careers. In reality, most student-athletes depend on academics to prepare them for life after college. **Education is important.** There are more than 460,000 NCAA student-athletes, and most of them will go pro in something other than sports.

Target market Demographics

HIGH SCHOOL
JUNIOR COLLEGE
VOCATIONAL
SCHOOLS
PARENTS



MILITARY GATEWAY to Legacy Degree

Legacy Degree focus on Enlisted Military Personnel and their Families

- Alicia Hanf extends the Legacy Degree mission and vision to include women and the military.
- **LinkedIn Profile:** <https://www.linkedin.com/in/aliciahanf/>
- **TEDx Talk:** The Last Known Point- Veterans' Edge in Navigating the Business World
[https://www.ted.com/talks/alicia_hanf_the_last_known_point_veterans_edge_in_navigating_the_business_world?](https://www.ted.com/talks/alicia_hanf_the_last_known_point_veterans_edge_in_navigating_the_business_world?ref=share)
- There are approximately 1.4 mm active personnel in the U.S., including 480,000 men and women in the army.
- Basic training sets recruits on the pathway toward becoming an enlisted service member.
- Those with a desire for leadership opportunities and a bachelor's degree can take another route into a military career — as a commissioned officer.
- A bachelors degree typically adds at least \$18,000 to annual military compensation.



excelsior.edu/military-and-veterans/

Military and Veterans

BEST FOR VETS
2020 MILITARY TRAVEL COLLEGE

50 Years of Service
to military and veteran students

72,000 military graduates
and counting

100% of military students
turn military experience and training into degree credit

Accredited & Not for Profit
offering 40 career-focused degree programs

Take the Next Step – Speak With a Counselor

First Name:

Last Name:

Email Address:

Mobile Phone Number:

Level of Interest:

Military Status:

Request Information

Partnership with Excelsior

Target market Demographics

ENLISTED - HIGH SCHOOL ONLY

MBAS FOR OFFICERS

VETERANS & SPOUSES

VOCATIONAL TRAINING

PARENTS

LEGACY DEGREE

Business Strategy

COST AND TIME LEADER

Hybrid online education.
“4-year” degree for under \$10,000 in less than 18 months.

BUILD COMMUNITY TO FACILITATE SUCCESS

Establish network of tutors, career guidance counselors, and marketers to give students video and in-person guidance. Contribute a portion of profits to non-profit partners and offer students financing.

FOCUS ON CAREER PATH AND LIFE GOALS

Partner with professional programs such as accounting, social work, abuse counseling, and nursing.

Illustration: GOODWILL MISSION

Goodwill® works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

DEGREE COMPLETION PLATFORM

Legacy is building its online degree business in partnership with Coopersmith Career Consulting, with over 15,000 students having completed their degrees and career plans

TARGET FOR TOP LINE REVENUE

5% online degree market share (150k students / year) would generate top line revenue in excess of \$1 bn / year

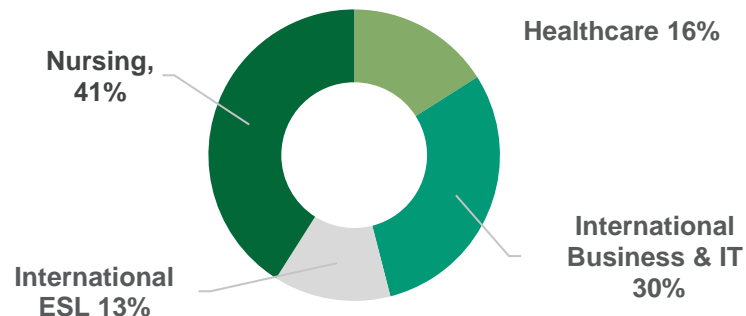
A COST LEADER

At approximately \$10k or less for a full Bachelor's degree, we are a cost leader

STRATEGIC INVESTMENT Opportunity

Vocational Education

- We are seeking to partner with certified vocational education providers to deliver direct career opportunities
- We are targeting investments in brick-and-mortar vocational schools, and have initially identified a prospective acquisition with 8 locations
- Campus locations: Chicago IL (2), Naperville IL, Evergreen Park IL, Florence KY, Columbus OH, Canton OH, Parma Heights OH
- Offers programs in Nursing, Allied Health, Business & IT, and ESL
- Offers Hybrid and Online programs
- Average enrollment – 1,520 students
- Partnered with prominent hospitals – U of Chicago Medicine, Advocate Aurora, Rush, etc.
- Generated \$22.5M in aggregate Revenue in 2021
- Net Operating Income \$2.1M in 2021
- Total value \$23.4M

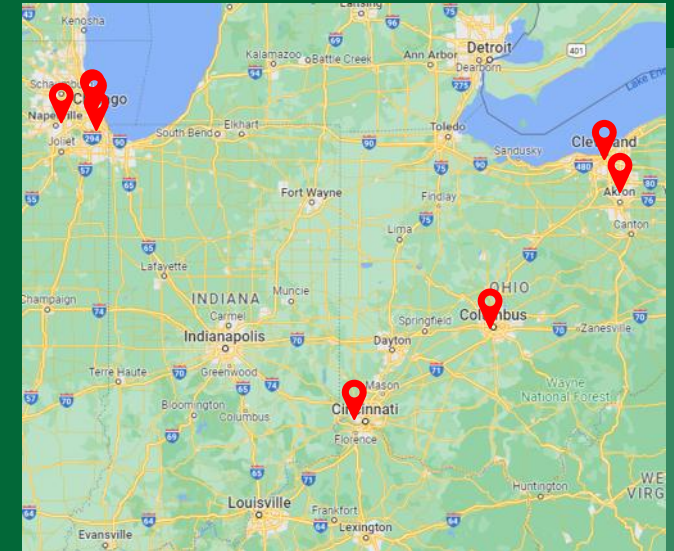


- By investing and partnering with brick and mortar vocational schools focused on healthcare, we can maximize our ability to deliver career focused education.
- We believe that online courses paired with practical training is the lowest cost approach to training our future healthcare providers
- **Legacy Degree can reduce the cost of a B.S. in nursing by over \$30k and reduce time to completion by at least 1 year**

Enrollment by Program

Program	Number of Students
Nursing	627
Healthcare	462
Business & IT	231
ESL	200

Locations



Growth opportunities

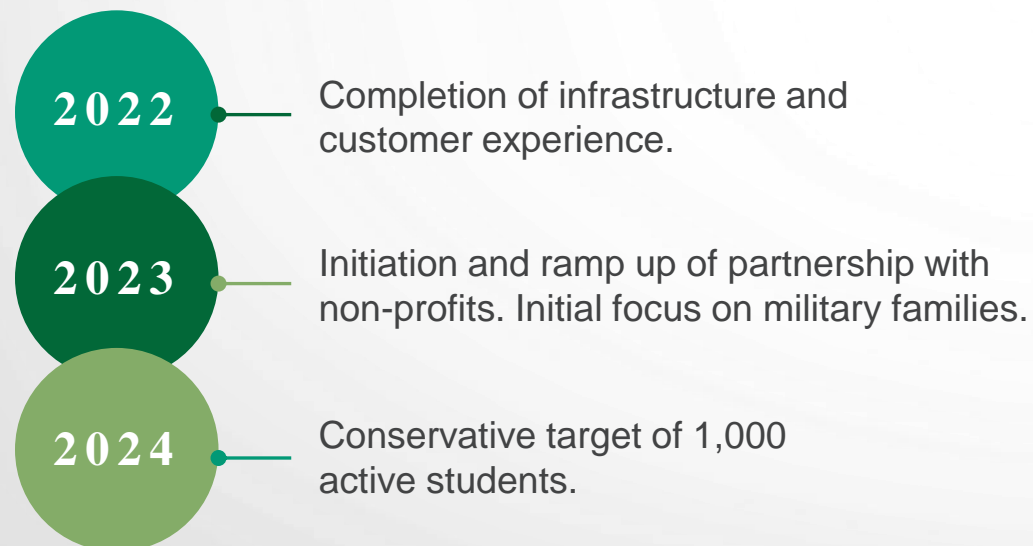
- Generate additional \$27mil in Gross Annual Revenue and additional \$9mil in Net Operating Income in five (5) years from current locations
- Expansion to additional locations in Lexington KY, Louisville KY, Youngstown OH, Dayton OH and Toledo OH
- Add new programs in Physical Therapy, Dental Hygiene and Computer Science

LEGACY DEGREE

Financial projections

Explosive growth in valuation through achieving modest customer acquisition milestones

Timing & Milestones



Projection analysis

- Conservative expectation: 1,000 students taking 2 courses / month in 2024 on top of \$1.5M in revenue from existing Coopersmith demographics
- 2 courses = 6 credits @ \$50 / credit, which is \$300 / month gross revenue for each student
- 1,000 students generates \$3.6 M in annual revenue; \$5.1 M including existing demographics
- Assuming a 40% net margin, this would result in EBITDA of \$2.04 M
- We expect, once reaching this baseline, to grow explosively in partnership with non-profits
- 5% of the online market equates to 150,000 students per year
- We may pursue faster growth by offering equity incentives and revenue sharing with marketers, as well as student loans

ASSETS:

Buying \$1 for a Nickel

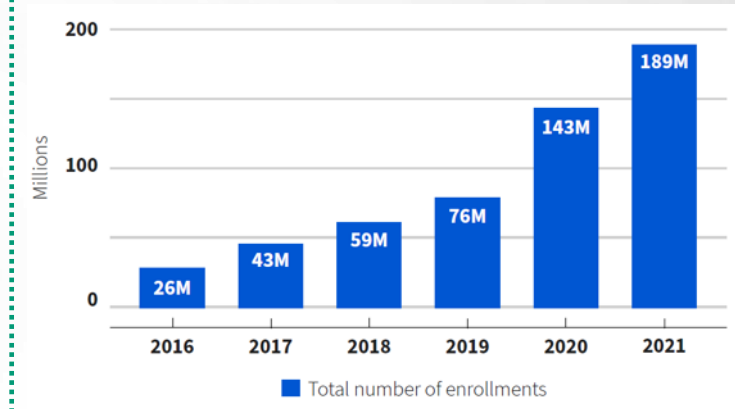
Acquisition of Legacy Education rides on 20+ year history of live event business with almost \$900M in revenue and content delivered by Rich Dad, Poor Dad brand

Assets acquired

- Global Database of over 7 mm real estate, entrepreneur and trading students
- Over \$250M revenue in US since 2016 by 40,000 students
- Oracle Netsuite system customized for SEC reporting and education customer and live event service: \$10+M investment
- 20 employees: accounting, marketing, IT, operations, customer service
- Expert Philippines outsourcing operations: customer service and IT focus
- Content and Intellectual Property from almost \$900M in education sales
- Extensive network of leading speakers and mentors expected to be ready to re-join

EdTech comps have high valuations with negative earnings. Legacy Education is confident its profit model is poised to dominate.

Edtech comp: Coursera



- **Market Cap (28 Jul): \$2.0 B**
- **2021 Revenue: \$415M**
- **2021 EBIT: - \$143M**
- **YE 21 Registered Learners: 96.9M**
- **Online Degree Students: 16,204**
 - \$48.7M revenue

A man in profile, smiling, sitting at a desk with a laptop and a book. The background is a blurred office setting.

Appendix

Legacy Education:

Platform and Background

EDUCATION INFRASTRUCTURE Platform

LEGACY
EDUCATION ALLIANCE, Inc.
OTC: LEAI

Building on 25-year investment in people and systems

People

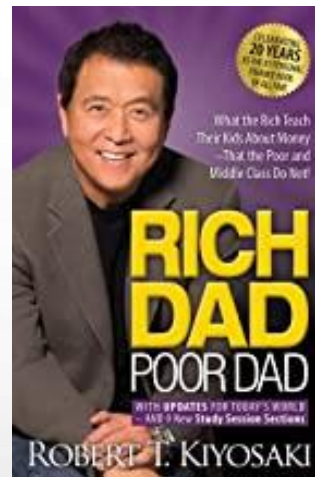
With a 20 person core team and Philippines call center we can rebuild a global education business,

But this time focus on profitability and digital delivery

Systems

Legacy has invested over \$10 mm in Oracle Netsuite ERP software infrastructure to manage over \$800 mm in sales

Year	North America Revenue	North America Rich Dad Revenue Percentage	UK Revenue	UK Rich Dad Revenue Percentage	Other Foreign Markets Revenue	Other Foreign Markets Rich Dad Revenue Percentage	Total	Royalties Paid
2014	\$ 74.2	96.3%	\$ 8.1	49.7%	\$ 0.8	23.0%	\$ 83.1	\$ 6.3
2015	59.7	92.2%	7.1	40.8%	0.5	9.0%	67.3	5.5
2016	51.0	87.8%	5.4	30.5%	10.2	76.8%	66.6	4.3
2017	50.5	88.4%	4.3	20.2%	15.7	82.1%	70.5	4.7
2018	44.6	84.1%	5.1	83.7%	19.3	97.2%	69.0	3.4
2019	43.5	79.9%	3.5	84.6%	16.9	100.0%	63.9	3.4
2020	16.9	71.6%	0.7	87.5%	0.7	46.7%	18.3	-
2021	2.5	50.0%	1.8	66.7%	-	0.0%	4.3	-
Total	\$ 342.9		\$ 36.0		\$ 64.1		\$ 443.0	\$ 27.6



Basic and Advanced Level Trainings Courses Are Delivered Via:
Live Classroom Live Online On-Demand 1-on-1 Mentoring & Coaching

Course Offerings (partial list)



MANAGEMENT AND INVESTMENT

Leadership

Barry J. Kostiner

Structured Investments

In his role as Senior Director of Structured Investments for Family Office Experiences, Barry Kostiner is focused on impact investing and partnering with family offices on the origination of Nasdaq investment vehicles. Areas of focus include real estate, energy and Africa.

Mr. Kostiner serves as the CEO of Legacy Education Alliance, Inc. (OTCQB: LEAI). Legacy Education has had cumulative education revenues in excess of \$500 million over the past decade, prior to the Covid-19 pandemic. Additionally, Mr. Kostiner is serving as the CEO of Sagaliam Acquisition Corp (Nasdaq: SGAU) and worked with EF Hutton to raise \$115 mm to fund the IPO in December 2021.

Legacy Education provides online degrees and practical, high-quality, and value-based educational training on personal finance, entrepreneurship, trading and real estate investing strategies and techniques. Legacy Education has transitioned to focusing on impact investing and providing education and career resources to underserved communities, in addition to serving its established customer base.

Previous experiences include restructuring of a Nasdaq global SAP IT services company, the Nasdaq listing of a cannabinoid pharma company, data analytics for nursing homes and advising an Indian AI incubator. Mr. Kostiner's 20-year career in energy includes eight years at Goldman Sachs and Merrill Lynch and their affiliates, with a focus on energy trading and portfolio management, as well as serving as the CEO of an oil & gas SPAC.

Mr. Kostiner earned a Bachelor's of Science degree in Electrical Engineering with a minor in history, and a Master's of Science in Operations Research from MIT. His thesis on the mathematics of electric industry deregulation was sponsored by Harvard's Kennedy School of Government.

legacyeducationalliance.com

Future



Foundations



GUIDANCE and Inspiration

Andrew McDonald

A natural-born networker, entrepreneur, salesman and seeker, Andrew brings more than 20 years of multi-sector entrepreneurship and real estate experience to Legacy Education and Family Office Experiences. With a passion for helping others and a gift for identifying opportunity and potential, he is uniquely suited to bring out the highest values in investments.

Andrew has helped to form, launch and scale numerous businesses in a variety of industries. He has worked extensively with leaders of industry, A-list celebrities and a broad range of family offices as a trusted advisor.

Through his leadership role in Family Office Experiences, Andrew is partnering with some of the most significant global investors to create new paradigms for impact investing.

Andrew's journey has been anything but static. His life experience reflects common threads in a remarkable story — his commitment to demonstrating and inspiring peak performance and his passion to help people fulfill their dreams. His interest in real estate and entrepreneurship began in grade school, and upon his arrival in the arena, he quickly exhibited his competitive edge — the unique brand that has become his trademark.

<https://theandrewmcdonald.com/>

Robert Herjavec has found his latest investment in Newport Beach.

The businessman and “Shark Tank” star has purchased a waterfront home through a trust for \$7.95 million.



Laguna Beach mansion selling for \$14 million created by designer of Qatar palace



VALUATION VISION: EDTECH / LEGACY DEGREE

Generating Profits in a Cash Burn World



**EdTech comps have high valuations with negative earnings.
Legacy Education is confident its profit model is poised to dominate.**

	2021						2020				
	Coursera COUR	Amsite AMST	Aspen ASPU	2U TWOU	Udemy UDMY		Coursera COUR	Amsite AMST	Aspen ASPU	2U TWOU	Udemy UDMY
Revenue	415,287,000	674,580	67,812,520	945,682,000	518,157,000		293,511,000	59,749	49,061,080	774,533,000	429,899,000
Gross Profit	249,533,000	674,580	52,537,389	676,317,000	282,133,000		154,665,000	59,749	39,421,758	540,714,000	220,646,000
GM %	60%	100%	77%	72%	54%		53%	100%	80%	70%	51%
Operating Costs	392,596,000	8,648,592	58,028,529	843,755,000	357,540,000		221,248,000	4,142,133	42,240,099	710,549,000	294,026,000
Op Income	(143,063,000)	(7,974,012)	(5,491,140)	(167,438,000)	(75,407,000)		(66,583,000)	(4,082,384)	(2,818,341)	(169,835,000)	(73,380,000)
EBITDA %	-34%	-1182%	-8%	-18%	-15%		-23%	-6833%	-6%	-22%	-17%
Total Assets	958,910,000	12,476,833	80,806,906	2,109,006,000	739,851,000		417,624,000	5,704,673	66,239,511	1,544,264,000	282,096,000
Stockholder's Equity	741,513,000	11,735,090	49,090,474	829,155,000	392,200,000		(221,824,000)	2,999,896	41,747,957	940,990,000	(260,685,000)
Net Tangible Assets	731,422,000	10,422,447	30,939,076	(670,907,000)	345,903,000		(232,394,000)	1,722,799	24,612,107	206,090,000	(274,698,000)
Share Price (11 feb 22)	19.7	0.825	1.27	9.03	13.18						
Shares Outstanding	93,650,000	21,990,000	25,030,000	75,750,000	138,940,000						
Mkt Cap	2,770,000,000	18,138,000	31,794,000	684,065,000	1,831,000,000						
Rev Multiple (Annualized)	6.67	26.89	0.47	0.72	3.53						
Op Income Multiple	Neg	Neg	Neg	Neg	Neg						
Employees	779	22	398	3,772	1,131						
Revenue / Employee	533,103	30,663	170,383	250,711	458,141						

We believe in building businesses that have a clear path to providing not only valuable services that positively impact society, but also profitability.

The EdTech world is led by companies that do not meet these criteria. We are committed to delivering value to our students, investors, employees and communities.