

Ready.org

ATTRACT
SUPPORT
ENGAGE



Our History

In 2019, Evocati partnered with Aliro to support its Military Advisory Services — an innovative service offering to help employers assess organizational readiness, and attract, support, and engage military-connected talent. While the demand for advisory services increased, the growth was constrained due competing business priorities.

In 2022, Aliro and Evocati agreed to spin-off Military Advisory Services and launch a separate organization under a new name.

Today, **Ready.org** is a national non-profit organization whose mission is to empower employers to attract, support, and engage military-connected talent.

Problems: Attrition & Underemployment

Military-connected talent pools comprise over nine million people; however, employers often lack the awareness, expertise, and strategic initiatives to attract, support, and engage them in meaningful and sustainable careers. Recruiters and Hiring Managers struggle to qualify, place and retain military-connected talent at the correct levels. Underemployment data shows that veterans are 70% more likely to step back in seniority in their first civilian roles, and 55% want to pursue new career fields. As a result, 42% of military-connected talent leave their first civilian job in one year; 80% separate in two years. High turnover and underutilized talent impact critical business measures like productivity, employee engagement, customer experience, innovation, and growth.

What happens when employers try to solve these problems?

- **Drown in a Sea of Goodwill**
- **Encounter a One-Size-Fits-All Approach**
- **Don't Know Where to Begin**
- **Missing Awareness and Expertise**

"Military Advisory Services allowed us to save time and money in planning our veteran hiring program the right way. We have a well thought out strategy that aligns with our values while supporting the military community."
- Corporate Client

Market Validation

Military Advisory Services has proven Ready.org's business model and value to employers. Each 90-day engagement utilized a proprietary data collection method and assessment model to assess the current organizational readiness level and build sustainable programs to attract and keep some of the best employees in the country.

Proven Service

Unique Clients

The team has delivered customized services and program recommendations to **G4S, CareFirst, Modern Woodmen, Worldwide Clinical Trials, & Healthfirst**—**an estimated combined market cap of \$43 Billion.**

Differentiation

Market Leader

The **only evidence-based full-cycle service in the country** that helps companies meet business imperatives to attract, support, and engage military-connected talent.

What Does Ready Look Like?

Ready.org defines ready as the ongoing transformation of an organization to successfully attract, support and retain diverse, military-connected talent.

In general, a business that is ready to attract, support, and engage military-connected talent demonstrates the following: enterprise-wide adoption, senior executive buy-in and public endorsement, awareness and support from all levels, dedicated support systems and measurement tools, consistent execution, cross-department collaboration, commitment to results and ongoing improvement.

Ready is an aligned organizational vision and infrastructure to implement, support, and track military-connected talent initiatives.

Our Goals

Ready.org partners with employers to help them remedy talent gaps and cultivate a diverse and differentiated workforce through an annual support service.

We assess, design, implement, and sustain transformative, data-driven initiatives to help employers find and integrate military-connected talent that are integral to ongoing business strategies.

How does it work?

Partnership

We **partner** with employers to help them remedy talent gaps and cultivate a diverse and differentiated workforce through an annual support service.

Expertise

Through internal expertise and data analysis, we **assess and propose customized initiatives and partner** with clients to implement programs based on priorities and budget.

Data

We use a proprietary evidence-based collection method, with more than forty qualitative and quantitative **measurements that deliver** outcomes.

Sustainment

Our deliverable outlines actionable recommendations according to the results of the data analysis and mapped to the Readiness Journey. **Sustainment services include quarterly reviews. Additional program development** is available to accelerate the transformation to military-connected ready.

Outcomes

01

Establish
Sustainable
Diverse
Talent
Pipeline

02

Reduce
Talent Costs

03

Increase
Workforce
Competencies

04

Amplify
DE&I
Efforts

05

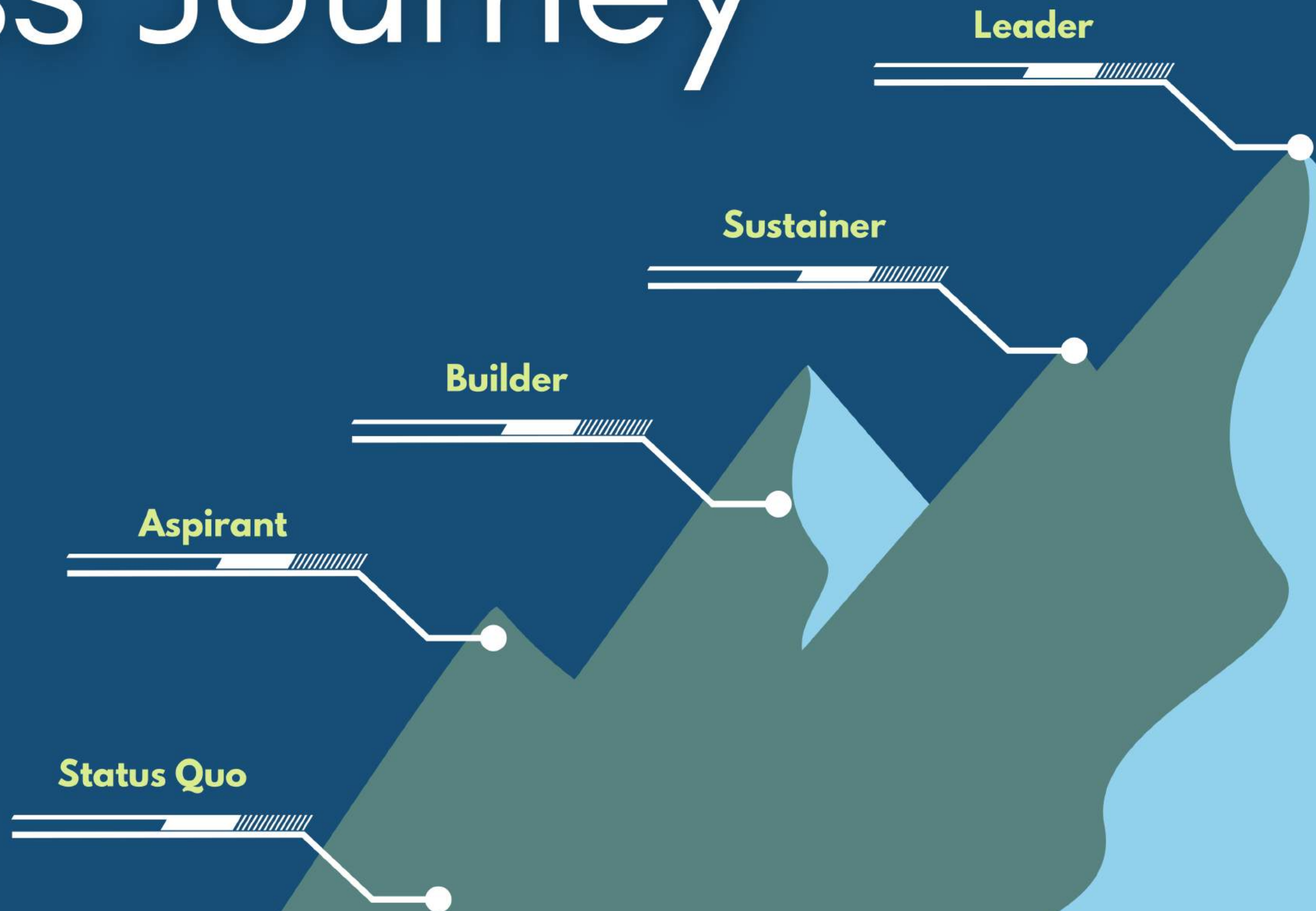
Advance
Mission

Readiness Journey

The five-step model empowers employers to go from **Status Quo** to **Leader** in readiness using Ready.org's services.

Ready.org uses a proprietary **evidence-based data collection** method with more than forty qualitative and quantitative measurements.

The data analysis helps Ready.org determine an employer's **starting point** and **best next steps** on their Readiness Journey.



Delivery Timeline

- Partner engagement begins with discovery sessions to build trust, align expectations, define success, demonstrate growth opportunities, and support long-term sustainment.
 - Success factors include pre-engagement partner commitments to confirm stakeholders, key dates, and participation requirements.
- Ready.org offers twelve-month engagements in two phases.
 - Phase One includes a summary of the organizational assessment, a customized roadmap of recommendations and action steps, and a digital playbook of resources and references.
 - Phase Two includes Quarterly Business Reviews, community membership and invitations to any Readiness Refresher workshops.
- Additional consulting services and program design is available with an additional service contract.

Phase One
(90-120 days)

Readiness Roadmap

Playbook of
Recommendations and
Resources.

Phase Two
(8-9 months)

Quarterly Business Reviews
Community Membership
Ready.org Events

Value-added Services
(12+ Months)

Virtual and In-person Training
On-demand Help Desk
Mentor Program development
ERG Engagement Initiatives
Recruiter Readiness training
Talent sourcing and pipeline
development
Community event planning

Discover → **Assess** → **Analyze** → **Reccomend** → **Act** → **Assess** → **Advance** →

Market Size



Ready.org partners with **U.S. employers** to help them remedy talent gaps and cultivate a diverse and differentiated workforce. The objectives are to assess, design, implement, and sustain transformative, data-driven initiatives to **help U.S. employers integrate military-connected talent and leverage their unique skillsets to achieve business objectives.**

Total Available Market (TAM)

17.5 Million

According to DOL, there are 17.5 million employers in the United States.

Serviceable Available Market (SAM)

8.75 Million

Employers Seeking Military-Connected Talent in the U.S. because of their diverse population, traditional and non-traditional skills.

Serviceable Obtainable Market (SOM)

87,500

Employers Seeking Ready.org.

Business Model



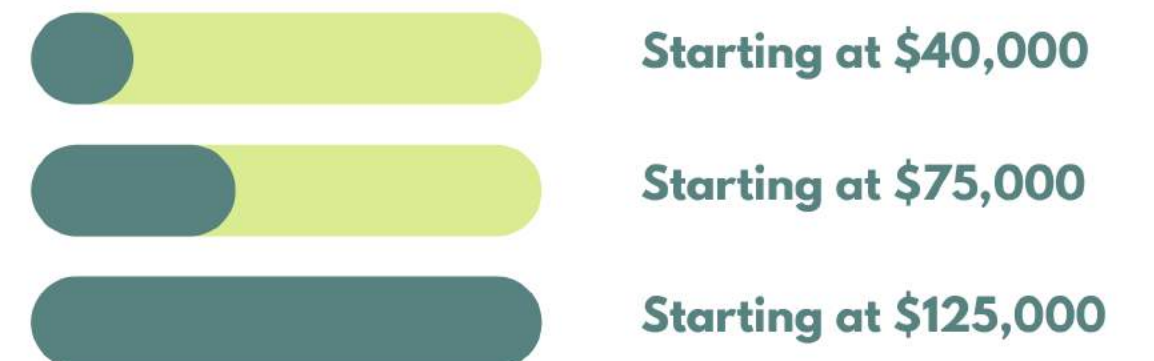
Ready.org helps employers achieve their talent management and corporate social responsibility objectives.

Because Ready.org is a nonprofit organization, employers can use funds from various budgets, including HR, Learning and Development, Marketing, and DEI. In addition, employers may allocate Corporate Social Responsibility (CSR) funds and grants for Ready.org services to showcase their brand while impacting the military-connected population.

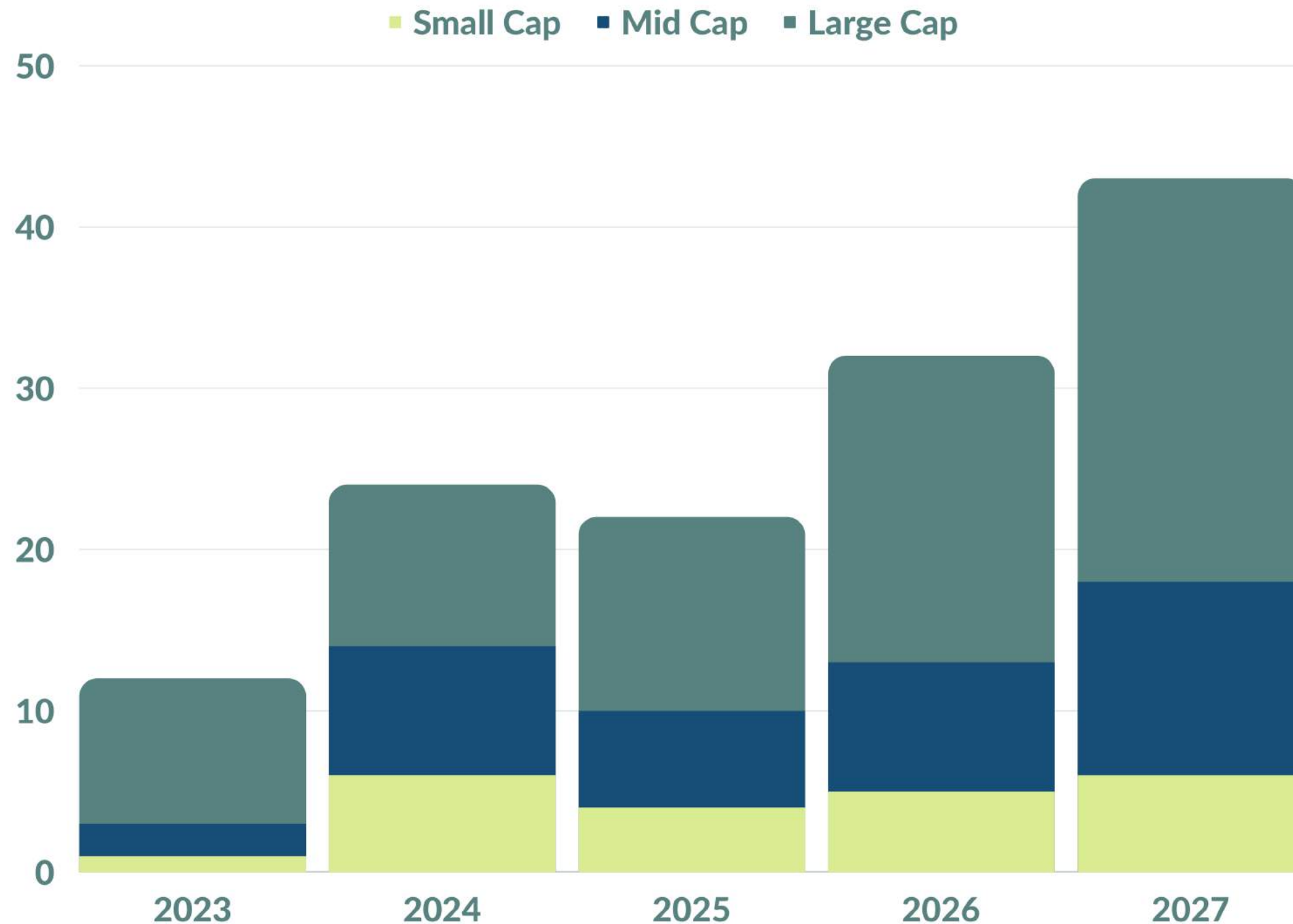
Employer Size



Tiered Pricing



Traction



We anticipate **growing the number of employer engagements annually through 2027 starting with 12 total engagements in 2023**. Ready.org can begin the pre-engagement process with two clients starting in January 2023 and scale accordingly. Pre-engagement includes signing a contract, client-side prep, and confirmed resources.

Targeted Verticals

Healthcare



Defense



Logistics



Competitive Advantage

Landscape Analysis by Service Offering

Service Offering	Korn Ferry	Cicero Group	PsychArmor	Shift	FourBlock	Ready.org
Organizational Assessment						
Advise on Strategy & Policy						
Recruiter & Hiring Manager Training						
Talent Sourcing						
Published Research						
SaaS						
Mentorship Program Design						
ERG Program Design						
Recruiting Metrics						

Korn Ferry

Korn Ferry is the **market leader** that provides all but one of the services Ready.org offers. However, unlike Korn Ferry, which is proprietary, Ready.org operates as a nonprofit, providing revenue and fundraising opportunities that leverage CSR and DE&I budgetary allocations.

Shift

Shift is a **potential threat** as a career advancement company for current and former U.S. military service members with investors and expertise to compete with Ready.org. Shift is an a16z, Expa, and Structure Capital backed startup.

Ready

No company or organization except Ready.org offers sustainment programming and services to ensure employers can attract, support, and engage their military-connected talent long-term.

Our Ask

- \$1 Million in Pre-Seed Raise by 2023
- Vetted and Aligned Board of Directors and Advisors
- Tech Stack to Support Launch
- Public Relations and Marketing Support
- Prospective Team Members—Build the Bench



Meet Our Team

Experts in Military Transition and Corporate Readiness.



Sara D. Blewett, MSOD | Executive Director

Sara is an organization development practitioner and the Founder and Principal of SDB Transition Strategies Consulting. She specializes in military-civilian transitions, diverse talent management, and career readiness initiatives for employers and individuals. Her client portfolio includes Amazon, PayPal, and Draft Kings. Sara spent 15 years as a military spouse, launched the DOD Skillbridge Program for the US Marine Corps, and is a 2019 Scholar with the George W. Bush Institute's Stand-To Veteran Leadership Program.



Jonathan Fermin-Robbins | Program Specialist

A proven Strategy and Solutions Architect (SaaS), Jonathan is a thought partner to industry leaders who helps them operationalize their strategic visions through carefully architected SaaS solutions.

Venture Associates

Proven Business and Military Leadership. Successful Entrepreneurs.



Robert "Arch" Archibald | Founder & CEO, Aliro

Arch is the Founder and CEO of Aliro. Aliro is an intuitive SaaS platform built around the power of referrals. It makes the referral process easy, provides incentives to all involved and respects the value of everyone's personal and professional networks.



Thom Kenney | Technical Director, OCTO, Google

Thom is an experienced CEO and CTO with multiple successful exits, Army Reserve officer and combat veteran, board member and investor. He currently serves as the Chairperson for the Board of Directors at Aliro.



Barrett Y. Bogue | President & Founder, Evocati PR

Barrett is a 2009 Presidential Management Fellow, 2019 Scholar with the George W. Bush Institute's Stand-To Veteran Leadership Program, 2020 Bunker Labs & WeWork Veterans in Residence Fellow, and 2021 graduate of Stanford University's Graduate School of Business Ignite Entrepreneurship program

Thank You

Let's Work Together

We are passionate and driven to help employers achieve business imperatives by fully utilizing military-connected and diverse talent.

Together, we have a tremendous opportunity to improve outcomes for people, organizations, and our country.

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