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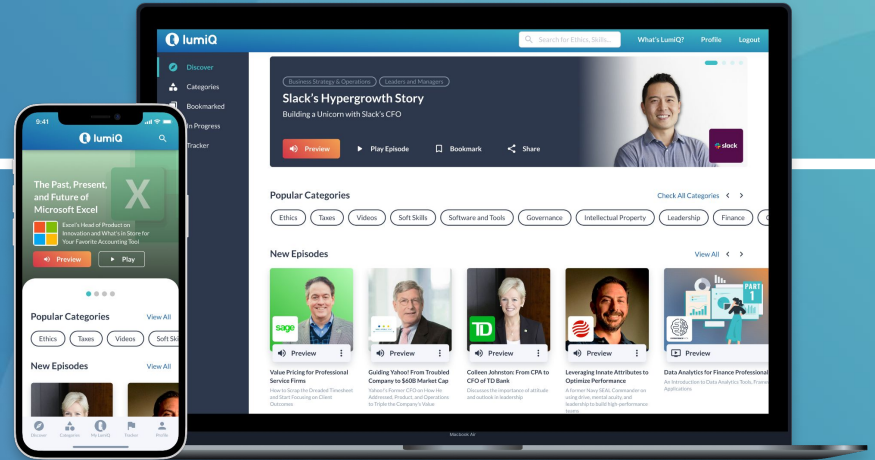
A podcast app where engaging conversations with business leaders count as verified CPE for CPAs.

Verified under all American CPA Regulations

VERIFIABLE CPD

*LumiQ content is fully verifiable under all Canadian CPA regulations.

Welcome to LumiQ!

No one has ever said to themselves, *"I can't wait to do my CPE this year!"*. A vast majority of CPAs view CPE as compliance, instead of learning. Yet, everyone agrees that our profession is changing rapidly, and we need to keep up.

The problem is, your grandfather's CPE just doesn't cut it anymore. No one has the time or inclination to watch outdated webinars on 90's era platforms. That's why we wait until December 25th every year before we start to scramble.

We created LumiQ based on 3 core principles: Enjoyable CPE. On a convenient platform. Where CPAs learn something practical. It's CPE by CPAs, for CPAs.

In the past, a lot of a CPAs role was compliance, but as technology advances continue to automate the compliance part of our jobs, we need to continue to become better advisors. For our companies, our clients and most importantly, for the future of our profession.

That's why we started LumiQ. To help you on this journey of modernization that we're all embarking on. Along the way, you'll enjoy practical lessons from real-world leaders about how they're tackling the biggest challenges of today, and tomorrow.

I hope you enjoy it.

Sincerely,

Michael Kravshik, CPA
CEO & Founder of LumiQ

Why LumiQ Works

Interviews, Not Lectures
Personal stories and experiences from today's leaders

Convenience
Earn CPE while on your commute, at the gym or walking your dog

Offline Listening
Download episodes and series so you can listen without wifi

CPE by the Chapter
Micro-learning chapters means you don't need to finish the episode in one go.

New Episodes Every Week
Choose from our extensive library of 200+ hours of content, with 100's more released every year.
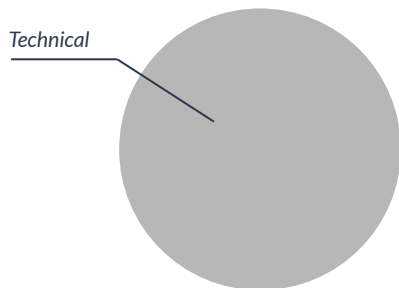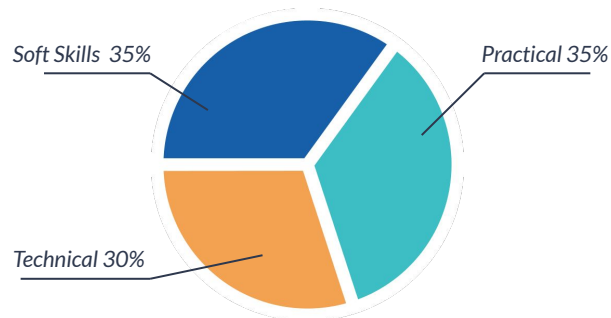
LumiQ CPE Tracker
CPE hours and certificates are automatically stored in our easy-to-use CPE tracker

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Content Buckets

What CPE used to be:

Technical

What CPE is with LumiQ:

Soft Skills 35%

Practical 35%

Technical 30%

Every CPA is driven by a core character trait of curiosity. How does this business work? Why was a decision made in a certain way? What impact will this have on other areas of the business?

While technical accounting topics play an important role in our continued learning as CPAs, it can't be everything. That's why our core focus is talking to business leaders of all stripes, to learn first-hand practical knowledge from their experiences, and expose CPAs to the world of business in new and exciting ways. And of course, we cover the technical topics too!

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Your CPE Instructors

**Aditya Maheshwari,
Chief Accounting
Officer**
Under Armour

**Brian Jones,
Head of Product,
Excel**
Microsoft

**Colleen Johnston
CFO**
TD Bank

**Allen Shim,
CFO**
Slack

**Steve Vamos
CEO**
Xero

What Makes Us Different

Podcasts:

While we do have webinars and video content, podcasts are and always will be our medium of choice. That's because modern professionals don't have enough time in the day, and podcasts are a wonderful medium that allow you to multi-task while learning.

In-House Content Development:

The vast majority of CPE platforms out there rely on outside vendors to help build content for them, and focus on driving that content to their audience. This results in a varying degree of quality control, with some courses being a lot better than others. On LumiQ, we're in control of every episode that gets released (there are episodes we record and never launch) and we endeavour to hold every piece of content to the same high standard.

By CPAs, for CPAs:

Big box L&D platforms have tens of thousands of hours of content, but sometimes quantity doesn't equal quality. Case in point - type "accounting" into any of their search bars and you'll get "what is an audit?". On LumiQ, we're covering the most important topics to the accounting profession every year, and we aim to ask the same questions you're thinking of as you're listening. We take pride in the fact that over 50% of our company are CPAs - even in non-traditional roles like content development and sales.

You're in Good Company

Purolator

lululemon

pepsi

Deloitte.

SiriusXM

Over 500 clients are using LumiQ for their finance teams!

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KPIs of LumiQ

Here are some engagement metrics from the LumiQ app that prove how it engages CPAs in a different way than other learning platforms:

66 mins

When a user logs in a certain day *(they don't come every day, it's not that sort of app)*, they spend an average of 66 minutes with us that day

95%

Of premium users activate their account once it's purchased for them

76%

Of premium users activate their CPE tracker feature

85%

Of users download the mobile app

96.4%

Of episode reviews are given a "thumbs up" (aka positive feedback)

99.2%

Of quizzes are completed

93%

If a user completes 1 chapter of a episode, 93% of the time they will finish the entire episode

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Our Content Partners

In addition to finding some of the most accomplished business leaders to be guests on our podcasts, our content team works hand-in-hand with other best-in-class organizations in the accounting & finance space.
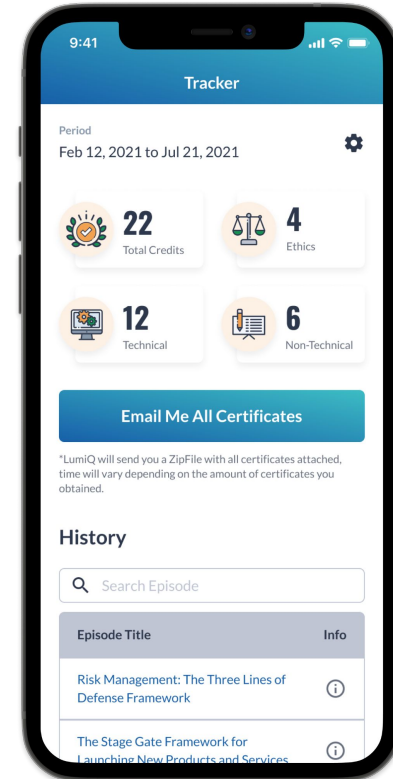
Tracking Compliance

We know the CPE regulations are changing every year, and it's hard to keep track. That's why we have a dedicated team in charge of making sure we're on top of the changing regulatory landscape, so you don't have to be. Use our easy-to-use CPE tracker, and we'll take care of the rest. Don't worry, if you're ever audited, you can always access this tool *(even if you no longer subscribe to the platform)*.

9:41

Tracker

Period
Feb 12, 2021 to Jul 21, 2021

22 Total Credits

4 Ethics

12 Technical

6 Non-Technical

Email Me All Certificates

*LumiQ will send you a ZipFile with all certificates attached, time will vary depending on the amount of certificates you obtained.

History

Search Episode

Episode Title	Info
Risk Management: The Three Lines of Defense Framework	ⓘ
The Stage Gate Framework for Launching New Products and Services	ⓘ

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Busy Season

We know the vast majority of CPAs wait until the deadline to start thinking about CPE, and we've designed our user experience to reflect that. While we still keep users up to date with new content throughout the year, Q4 is when we really shine with our user engagement:

From 5 to 15+ episodes released per month

Usage reports to team leads

Gamification and contests to drive engagement

Reminder emails to help manage compliance

While our goal is to get CPAs to stop scrambling during the holidays for their hours, we know old habits die hard. So we try our best to support you to make the process as easy as possible.

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Onboarding

After having onboarded hundreds of companies, and tens of thousands of CPAs to our platform, we've learned what works in terms of getting LumiQ into your staff's hands and getting them trying it. This includes, but is not limited to:

Team walkthroughs

Activation emails

Contests

Dedicated account manager

Quarterly business review with team lead

Learning paths

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The Case for LumiQ

Reduce Costs

➜ The price for 20 hours of content with the CPA Institute can be north of $1,200 per person. Other avenues for receiving hours can be comparable, if not more expensive (conferences).

➜ 72% of LumiQ's app usage happens outside of work hours. Webinars can be inconvenient, often scheduled during the work day where things pop up to distract staff. Conferences (even virtual) can waste a whole day of work, where a CPA only finds 10-15% of the content relevant. With the ability to listen to LumiQ whenever you have 15 minutes of free time, our data shows that companies can save significant money purely from a soft cost perspective that adds 20 hours back into the team's work-year.

Education Rather Than Compliance

➜ Since LumiQ's content is focused on practical lessons from business leaders, staff are more likely to get in a habit of seeing a new episode released (we send a push notification to their phones!) and deciding to listen for the learning, instead of just checking the compliance box.

Eliminate Administrative Work

➜ We send your team usage reports, outlining which staff members have not met compliance yet. This removes the work on your team's end of having to manage this process.

LEARN MORE!

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👆 **Visit us**
www.lumiqlearn.com

🖥 **Listen on your computer**
lumiq.luminari.co/discover

📱 **Download on your app store**

Download on the **App Store**

GET IT ON **Google Play**

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