



PRESS RELEASE

5miles attracts 750,000 euro to grow its online learning tool

Dutch scale-up helps professionals develop the necessary skills for the future

Amsterdam, 22 July 2019 – Dutch scale-up [5miles](#) has successfully attracted 750,000 euro from angel investors. One of the main investors is Chris Hall, founder and CEO of Bynder. 5miles helps companies and their employees to meet the challenges of today and tomorrow, by offering daily micro-learning opportunities. The investment will allow 5miles to reach more professionals worldwide so that they can start improving their skills.

Amongst its clients are multinationals like ABN AMRO, Achmea and KPMG.

Momentum and growth

Chris Hall, investor in 5miles and Founder and CEO of Bynder, said: "This is not your average corporate training. The impressive growth of 5miles proves that their proposition works, and gives me the confidence that there is a real demand for their product. I look forward to further supporting the team in their next phase of growth!"

The announcement of the investment is timely, with the Dutch government recently announcing a plan to offer personal budgets to support 'lifelong learning'.

Chris van Voorden, founder and CEO of 5miles, said: "Professionals are concerned about the impact technological innovation and globalisation may have on their jobs, and companies are always looking for new skills to help support their success. 5miles provides a solution, by offering 5-minute challenges that help professionals easily improve their skills on a daily basis. Our product makes lifelong, professional learning, easy."

A million learning moments

With 5miles, professionals can improve their data, analytical and presentation skills in just 5 minutes a day.

Van Voorden said: "Our innovative learning algorithm ensures a personal and efficient learning experience, making it effective and enjoyable. With this investment, we are one step closer to our next goal: to realise at least a million learning moments in the next two years."

Van Voorden states that 5miles sits at the centre of two mega-trends: technological innovation, and the skills gap it creates. "Every company is now looking for opportunities to profit from technological innovation. However, there still is a massive gap between the skill-set needed by companies to innovate and grow, and the skills of employees as technologies rapidly change. Our online learning tool helps companies solve that problem in a unique and effective way, providing employees with the skills they need in the 21st century."

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Note for the editors, not for publication

About 5miles

5miles is an online learning tool where employees can improve their skills in an innovative and inspiring way – in just 5 minutes a day. Using our unique challenge-based method, people become better, faster and more accurate in the tools they use on a daily basis – like Excel, PowerPoint and Salesforce. Companies already benefiting from 5miles on a global scale include ABN AMRO, Achmea, Aegon, KPN and KPMG.

More information

For more information about this press release, 5miles, or an interview with Chris van Voorden, you can contact Aaron Mirck via aaron@bureaumirck.nl or +316 3438 3309. Also see 5miles.nl/press.