

# Response Template – RFI #33201-04026

## Labor Market Data Platform

Submitted to: Tennessee Higher Education Commission (THEC)  
Submitted by: Draup, Inc.  
Date: September 18, 2025

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**1. Respondent Legal Entity Name:** Draup, Inc.

**2. Respondent Contact Person:**

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**3. Provide a brief description of experience providing similar scope of services/products:**

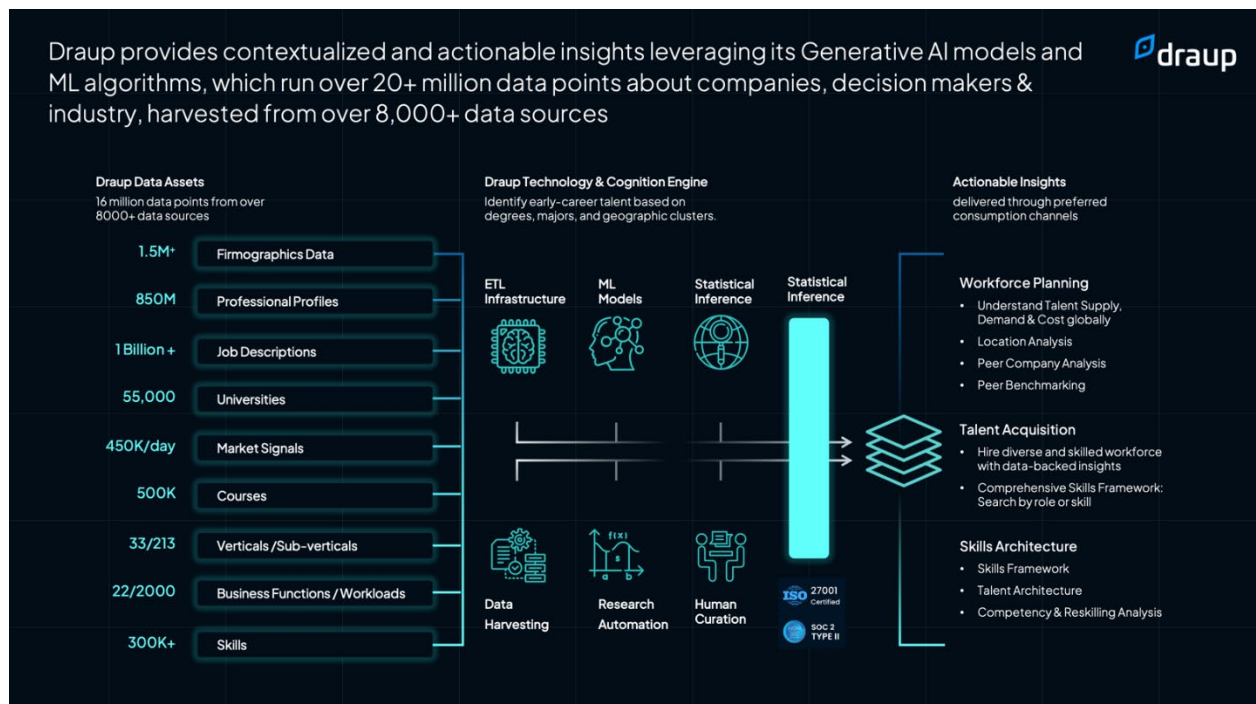
Draup is uniquely positioned to empower the State of Tennessee with a scalable, transparent, and flexible labor market intelligence platform that serves all higher education institutions, government stakeholders, and workforce partners.

Draup is the next-generation Talent & Labor Intelligence platform, purpose-built for state-level institutional scale. We uniquely combine global labor market analytics, educational data, and industry- and organization-level insights—including firmographics, technographics, and market signals—into a single, AI-powered platform that delivers actionable intelligence for statewide workforce and education planning.

We offer on-demand support, transparent methodologies, and flexible data-sharing models to ensure all institutions across Tennessee can access and benefit from reliable insights. Unlike other talent intelligence solutions, Draup is differentiated by our GenAI-powered query engine, full transparency in sourcing, and unmatched integration capabilities, enabling THEC and its partners to plan, forecast, and respond to workforce needs with precision and confidence.

**Our Strong Points:** Draup brings deep experience delivering platforms and services that mirror the requested scope. Our AI-driven labor market intelligence platform provides comprehensive coverage at the national, state, regional, and local levels, integrating diverse data sources such as job postings, government statistics, patents, academic program outputs, and online learning offerings. A distinctive strength is our proprietary Skills Architecture, which connects Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes, ensuring that higher education curricula can be precisely aligned with workforce demand. Draup's platform goes beyond static reporting by offering forecasting models that highlight emerging skills, industry growth projections, award gaps, and demographic insights, enabling institutions and policymakers to anticipate and address future workforce needs.

We have worked extensively with state workforce boards, higher education commissions, and public universities, supporting academic program approvals, grant evaluations, and policy decisions with transparent, explainable data. Draup's solution is designed for scalability and access, enabling statewide users and institutional partners to interact with dashboards, generate reports, and share insights seamlessly across campuses. To ensure adoption and impact, we provide on-demand customer support and training, including after-hours coverage, and maintain a commitment to methodological transparency by disclosing data sources and analytic assumptions. Built on a global labor market intelligence backbone covering 140+ countries, 850 Million+ profiles, and millions of job postings, Draup enables clients not only to benchmark within their region but also against global best practices. This breadth and depth of experience position Draup as a trusted partner for statewide labor market analysis and educational alignment.



**Our Limitations:** (Published in full transparency) At present, Draup does not provide state-level talent and skills estimates natively on the platform. These insights can, however, be supported through our data exchange framework, enabling clients to access state-level views where required. The introduction of direct state-level functionality is already part of our product roadmap and is planned for upcoming releases, expanding the granularity of workforce intelligence available within Draup.

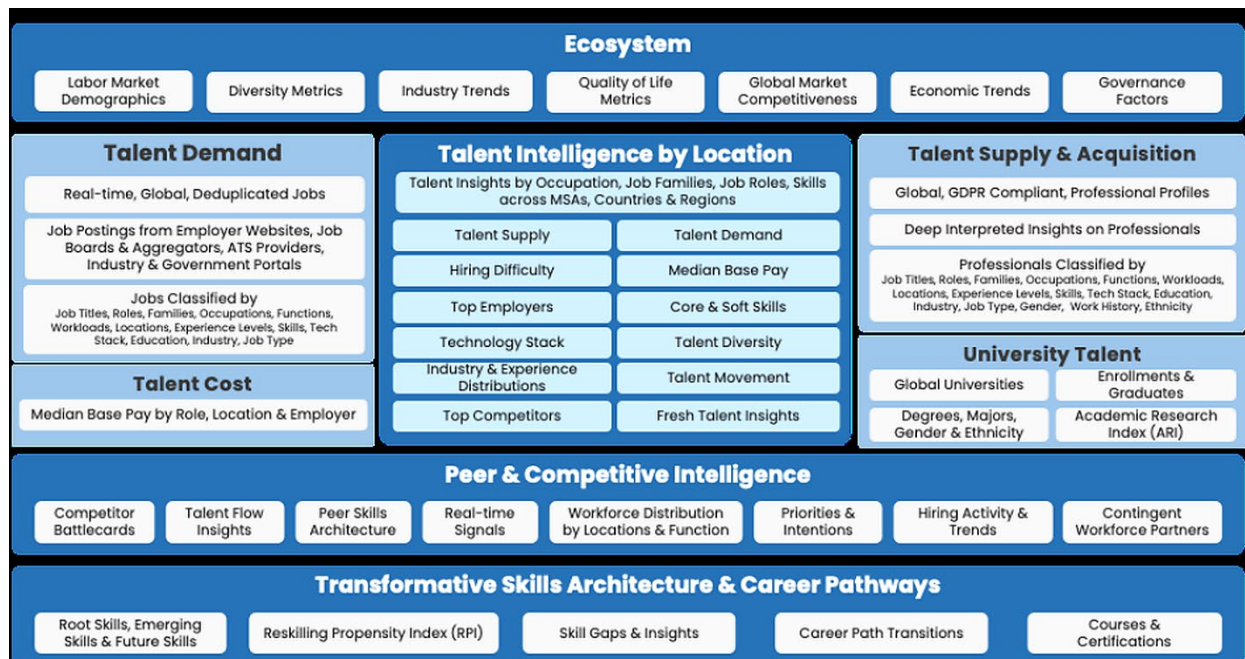
In parallel, Draup continues to maintain a comprehensive and continuously updated catalog of courses and programs with robust mapping to occupations and skills. This ensures that, as new layers of geographic and program-level integration are introduced, clients can immediately leverage a more seamless and scalable connection between education pipelines, skills, and workforce outcomes.

Founded by Vijay Swaminathan (CEO) and Vamsee Tirukkala (CCO), Draup leverages over 30 years of expertise in consulting and talent analytics. The founders previously built Zinnov and TalentNeuron (later acquired by Gartner).

### 3.1 Platform Capabilities (Addressing RFI Minimums)

We understand the Tennessee ecosystem well

City / Region	Strengths / Specialties	Why It's a Tech Hotspot
Nashville & Middle Tennessee	Healthcare tech, life sciences, data centers, corporate tech expansions	Strong growth in tech jobs; many startups & major employers targeting IT/AI industries.
Chattanooga	High-speed internet infrastructure ("The Gig" fiber); mobility & networking; startup ecosystem	It was one of the first U.S. cities with gigabit-internet for all, which attracts both infrastructure-heavy tech and remote-friendly firms.
Memphis	Logistics & supply chain tech, data/information services, health tech	Due to its logistics advantages and investments from larger tech players, Memphis is being positioned for growth in tech & AI.
Knoxville / Oak Ridge	Advanced science & national labs; research in energy, nuclear tech; close ties to ORNL (Oak Ridge)	Universities + the national lab infrastructure support R&D that often spins into tech commercialization.
Murfreesboro	Mid-sized city growth, affordable cost of living, talent from regional universities	It's gaining recognition for tech jobs, startups, and being more accessible than big metro areas



#### i. Educational Data

- Awards tracking, award gaps, skill gaps, and demographic overlays.

- Draup Differentiator: GenAI-driven “skills gap recommender” for academic program design.

## ii. Labor Market Data

- Multi-layered: local, regional, statewide, (in the roadmap) national.
- Draup Differentiator: Supply, Demand, and Cost data, Industry (256 industry sub-verticals), and skills (3500+ skills)

University Hiring ▾ Universities Professors

Search 158 Universities

Completion Insights

Filters	Reset	University Name	Acade...	Gender DL...	Location	Expertise	Degrees Offered
Field of Study		The University of Tennessee-Knoxville	8.25	6.68	Knoxville, Tennessee Area, United States	Internet Of Things  +3	Bachelors Masters
+ Health Professions And Related Progra... (110)		Vanderbilt University	8.10	6.23	Greater Nashville, Tennessee Area, Unit...	Artificial Intelligence  +6	Bachelors Certificat
Job Families		University of Memphis	6.85	6.65	Greater Memphis Area, United States	N/A	Bachelors Certificat
+ General & Specialty Physicians (143)		The University of Tennessee-Chattano...	6.47	6.22	Chattanooga, Tennessee Area, United S...	N/A	Bachelors Certificat
Locations		Tennessee Technological University	6.32	5.75	Greater Nashville, Tennessee Area, Unit...	N/A	Bachelors Masters
Tennessee x + California (616)		University of Mississippi	6.23	6.61	Greater Memphis Area, United States	N/A	Bachelors Certificat
Degrees Offered		Tennessee State University	5.60	6.36	Greater Nashville, Tennessee Area, Unit...	N/A	Bachelors Certificat
+ Certification (128)		Middle Tennessee State University	5.21	6.39	Greater Nashville, Tennessee Area, Unit...	N/A	Bachelors Masters
Majors		East Tennessee State University	4.98	6.46	Johnson City-Kingsport-Bristol Area, Un...	N/A	Bachelors Certificat
+ Business Administration, Management ... (65)		Appalachian State University	4.33	6.55	Johnson City-Kingsport-Bristol Area, Un...	N/A	Bachelors Masters
Manage Filters		Lipscomb University	4.25	6.04	Greater Nashville, Tennessee Area, Unit...	N/A	Bachelors Certificat
		Austin Peay State University	3.99	6.23	Clarksville, Tennessee Area, United Stat...	N/A	Bachelors Masters
		Rhodes College	3.86	5.38	Greater Memphis Area, United States	N/A	Bachelors Certificat
		Cumberland University	3.72	5.50	Greater Nashville, Tennessee Area, Unit...	N/A	Associates Bachelor
		Fisk University	3.62	5.40	Greater Nashville, Tennessee Area, Unit...	N/A	Bachelors Masters
		Pellissippi State Community College	3.45	5.85	Knoxville, Tennessee Area, United States	N/A	Associates Certificat
		The University of Tennessee-Martin	2.45	6.12	Jackson, Tennessee Area, United States	N/A	Bachelors Masters

## iii. Projections

Reskilling ▾ Reskill Navigator Reskill Simulator Employee Reskilling

Search Draup Ctrl + K

Explore a role  
View career paths, required skills, courses & certifications to study

Transition to a new role  
View career paths, required skills, courses & certifications to study

Explore skills  
Discover adjacent skills, relevant roles, courses & certifications to study

Select starting role Select ending role

Data Analyst Data Scientist

Current Skillset | Only keep skills that you possess or add missing skills

Data Engineering And Analytics Business Intelligence Programming Languages and AL Database Skills

Statistical & Mathematical Model

[Learn more about Data Analyst](#)

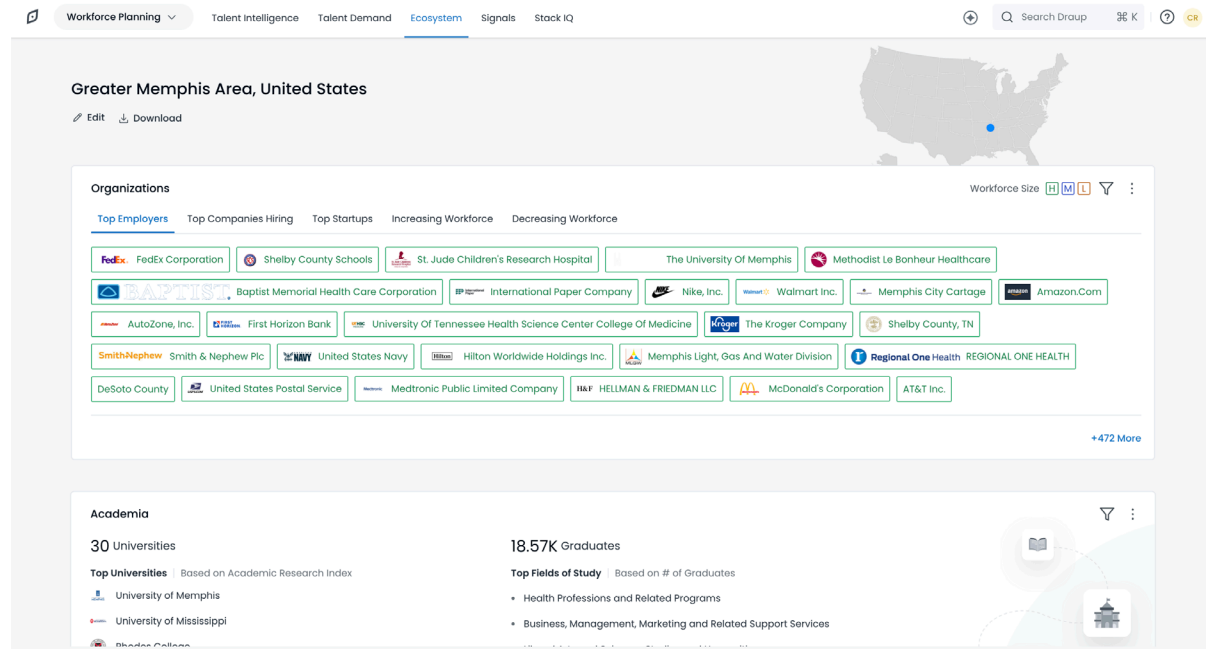
Report an issue

Popular Transitions

Data Analyst → Business Intelligence Developer → Data Engineer → Data Scientist

8.13 RPI score 7.9 RPI score 7.42 RPI score

- Industry & career path forecasts with AI scenario modeling.
- Draup Differentiator: Predictive alignment with Tennessee’s Workforce & Education goals.
- Graduate Outcomes & Career Pathways
- Our data identifies academic programs to real-world employment outcomes by tracing graduates into industries, employers, and geographies. Draup provides visibility into which companies graduates join, which job roles they move into, and how location preferences evolve over time. This supports THEC’s goal of aligning education supply with workforce demand and helps evaluate the effectiveness of state-sponsored skilling and education programs.



#### iv. Job Ads & Demand

Draup positions labor market intelligence around jobs data as the anchor dataset. Our platform aggregates and analyzes millions of job postings across global and U.S. sources, enabling timely insights into demand trends at the occupation, industry, and skill level. This foundation ensures that state agencies, higher education institutions, and workforce boards have direct access to the most current and actionable demand signals.

Draup delivers insights into skills demand patterns over time, including emerging skills, declining skills, and stable core requirements. Year-over-year demand comparisons allow policymakers to anticipate shifts in the labor market and proactively adapt skilling initiatives. This enables state agencies to target funding and training to areas of highest need and fastest growth.

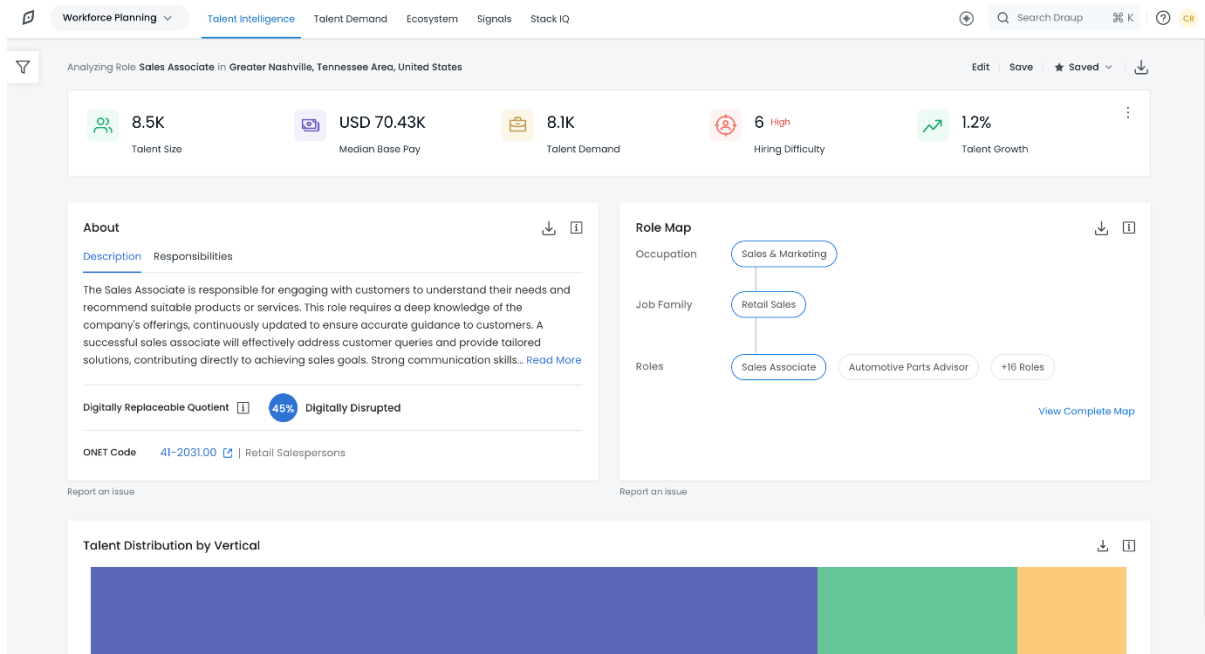
- Continuous scraping of 50,000+ sources for job postings and skills demand.
- Draup Differentiator: Integration of GenAI to normalize skill taxonomies (beyond raw job postings).

#### v. CIP–SOC Mappings (In the Roadmap)

- Dynamic mappings updated automatically.
- Draup Differentiator: Our AI harmonization engine adapts to program changes faster than static mappings.

## vi. CIP-Code Search (In the Roadmap)

- Intuitive search by CIP, SOC, and custom taxonomies.
- Differentiator: Natural language GenAI queries (“Show me demand for Cybersecurity graduates in Tennessee in 2030”).
- Examples: Give 3-5 relevant top of mind examples



## 3.2 Additional Services

### i. On-Demand Support

- Standard Support: 24 x 5 support included in our pricing.
- Additional Fee for 24x7x365 support, including evenings, weekends, and holidays.
- Coverage via dedicated support desk + AI-guided knowledge base.

### ii. Transparent Data Analyses

- Every chart/table includes source lineage and methodology notes.
- Draup’s “Data Transparency Index” ensures decision-makers trust what they see.

### iii. Forecasting

- Historical data back to 2010; forecasts to 2035.



- AI models adjusted for state-level economic shifts (e.g., manufacturing, healthcare, tech).

#### **iv. Data Sharing with Partners**

- Role-based access: institutions, campuses, agencies.
- Options: secure portal, API, flat-file data feeds, MCP server integrations.
- Scalable to all public & private higher education partners statewide.

#### **4. Provide a brief description of experiences providing services to and contracting with educational governing or coordinating boards, university or college systems, and/or government agencies:**

We have engaged with global government entities, workforce boards, and associations, including contributions to the G7 forum, Nasscom, and ARM Institute. We have also supported large government contractors, such as Boeing. Examples include building a national job postings demand atlas for a U.S. technology association, curating MOOCs for a Fortune 100 retailer's academy, and competency mapping for a global professional services firm.

##### **4.1 Experience Delivering Similar Services**

- Proven success delivering labor market + educational intelligence for Fortune 500 enterprises, government entities, and higher education systems.
- Scaled deployment across millions of workers and learners, ensuring state-level capability (not just enterprise scale).

##### **4.2 Experience with Education & Government Agencies**

- Direct engagement with universities, state workforce boards, and economic development agencies. (Briefly explain the work with G7 forum, Nasscom, ARM Institute, government contractors like Boeing, and anything else remotely similar)
- Strong compliance framework aligning with public procurement and academic governance standards.

#### **Case Study 1: Major National Technology Industry Association (Job Postings Demand Atlas)**

##### **Context**

A leading national tech trade association needed a standardized, nationwide view of IT job posting demand by role, skill, and geography to inform policy and workforce programs.

##### **Challenge**

Fragmented postings across boards/portals, heavy cross-posting noise, inconsistent titles/skills, and no MSA-standardized view to benchmark against Country Census.

##### **Draup Approach**

- Built a National Job Postings Demand Atlas: deduplicated and MSA-mapped postings across the countries.
- Normalized titles to a role taxonomy; extracted skills/tools and mapped to NOS competencies.

- Delivered demand dashboards (role/skill/employer intensity, wage bands, trend lines) with quarterly change logs.

#### Outcomes

- Clear, benchmarkable MSA-level demand signal across IT roles.
- Evidence-backed policy briefs and targeted program investments by region and competency.
- Faster provider engagement using real employer demand data.

### **Case Study 2 – Global Retail Organization**

A Fortune 100 retail enterprise selected Draup to curate Massive Open Online Courses (MOOCs) for its corporate learning academy. Draup conducted a detailed skills gap analysis, sourced and validated content from global providers, and ensured alignment with the organization's competency models. The curated learning library enabled targeted, scalable upskilling programs across diverse roles, geographies, and skill levels.

### **Case Study 3 – Global Professional Services Firm**

A top-tier global professional services firm collaborated with Draup to certify learning content for its internal competency framework. The project involved mapping competencies to vet internal and external resources, ensuring quality, relevance, and alignment with strategic priorities. This competency-to-content mapping streamlined global L&D initiatives and delivered consistent, high-quality learning experiences to the workforce.

## **5. Explain how the platform has or would accommodate access for institutional partners outside THEC**

**Design Architecture:** Draup's platform is built on a scalable, identity-driven architecture designed to balance accessibility, compliance, and control. Each user is provisioned with a unique "Organization + User" identifier, which ensures that data access, entitlements, and auditability are consistently managed across THEC and its extended ecosystem. This design mirrors modern frameworks where identity serves as the foundational layer for personalization, security, and flexible subscription management.

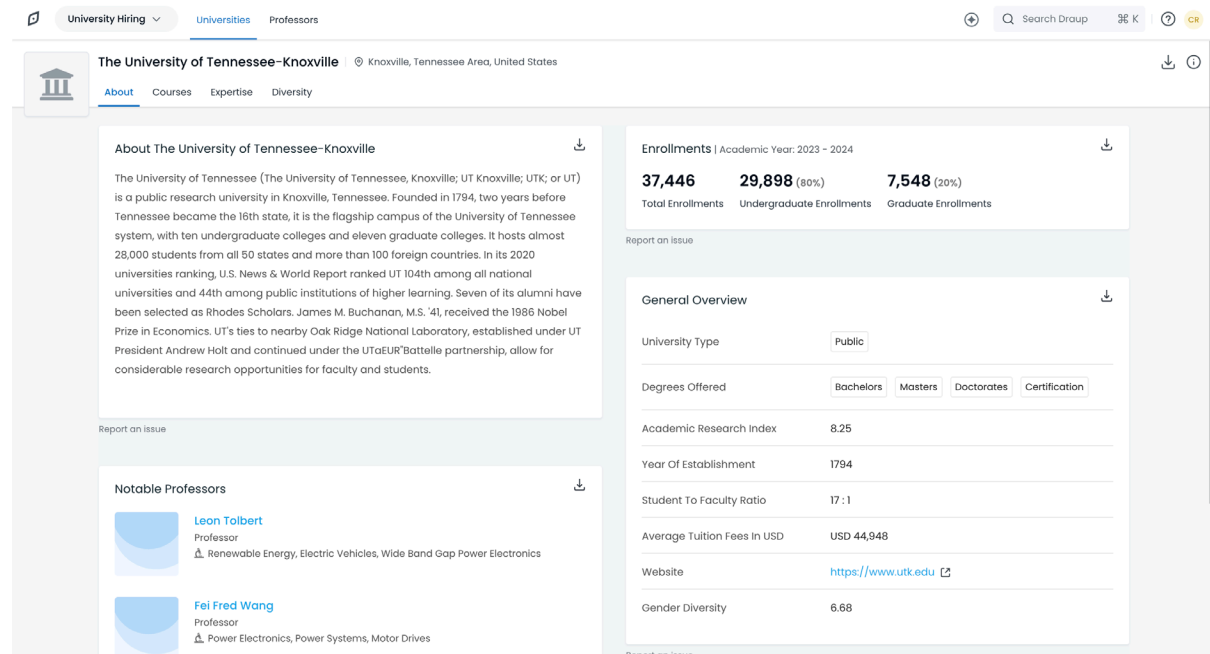
Key elements of the architecture include:

- To ensure inclusive collaboration and data accessibility beyond THEC's immediate ecosystem, Draup can provide with below flexible mechanisms that support external institutional partnerships while maintaining compliance and control.
- Flexible Access Models for External Partners: Draup can provide access to external institutions either through direct provisioning or via contractual addendums facilitated by THEC. This ensures that any engagement with non-THEC entities is governed by clear, auditable agreements that uphold institutional integrity.
- Subscription Flexibility via Pricing SKUs: Each "Organization + User" identifier can subscribe to one of several Pricing SKUs, tailored to different levels of functionality (e.g., core data access, advanced analytics, or API-driven integration). This ensures scalability, cost-efficiency, and alignment with diverse partner needs.
- API-Based and Platform-Level Enablement: The platform supports secure API integrations and customized access configurations, allowing external partners to interact with relevant data and insights. These models are built to ensure data privacy, scalability, and seamless interoperability across systems.



# Additional Platform Capabilities:

## 1. University Hiring



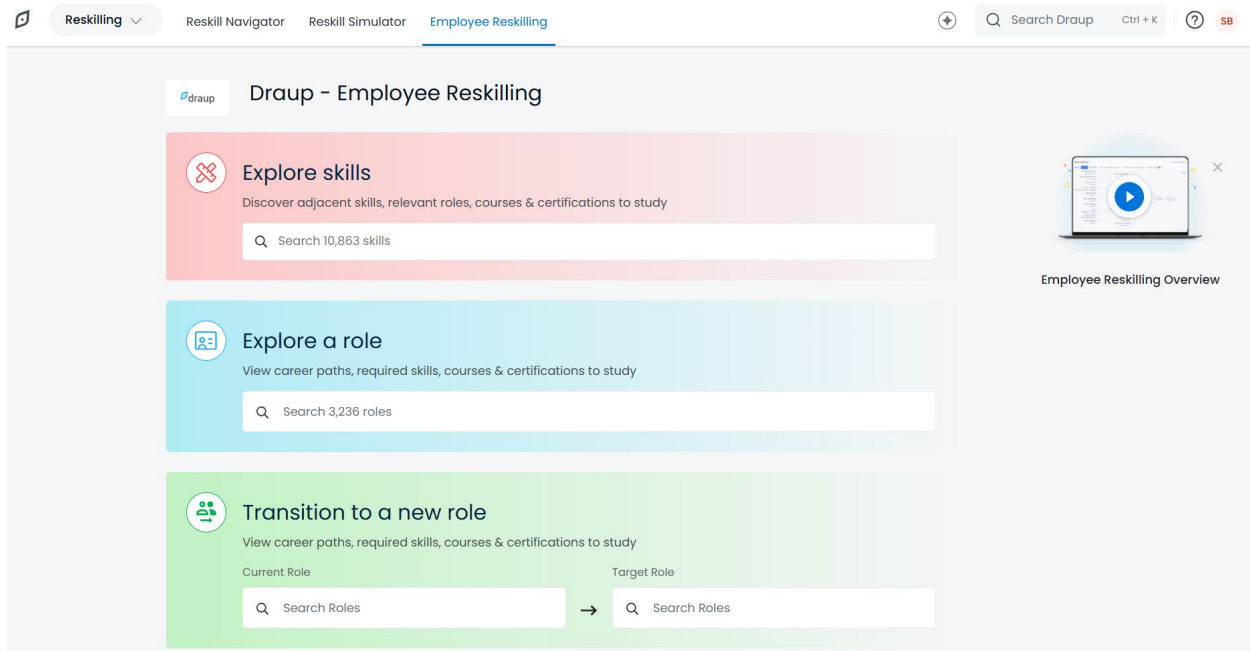
Draup's university hiring intelligence capability, showcasing how the platform connects academic institutions with workforce demand. Users can filter by field of study, job families, and location to view insights on universities worldwide, supported by indicators such as academic ranking, gender diversity, location, and areas of expertise.

This feature enables stakeholders to identify leading universities producing talent in emerging fields, assess diversity and expertise trends, and align education pipelines with labor market needs. By linking higher education outputs to workforce outcomes, Draup provides actionable intelligence that directly supports THEC's mission of data-driven program planning and policy design.

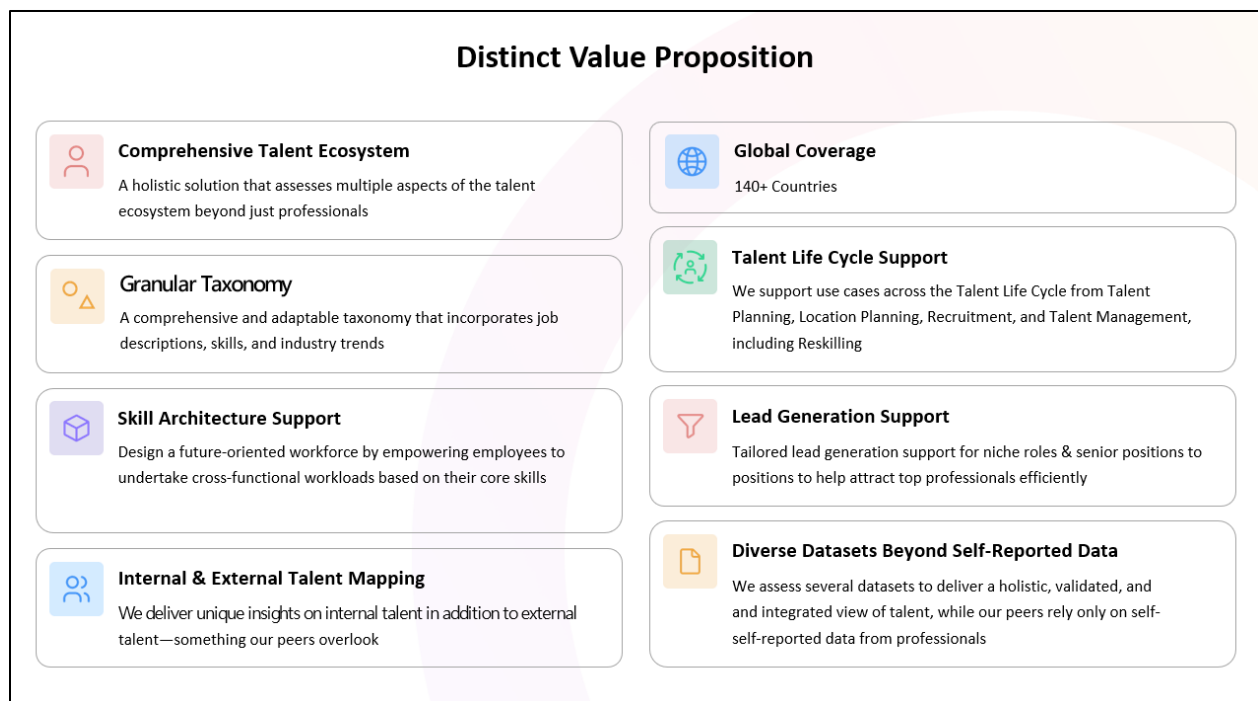
## 2. Employee Reskilling

Draup's employee reskilling module, which provides an interactive framework for workforce transformation. Users can explore skills, discover adjacent capabilities, and identify relevant courses and certifications to build future-ready competencies. The platform also enables exploration of specific roles, offering insights into career paths, required skills, and training resources.

Additionally, the tool supports transition planning by mapping a current role to a target role, outlining the skills gap and providing recommendations for reskilling pathways. This capability equips organizations and institutions with actionable guidance to manage workforce shifts, align employees to emerging opportunities, and design reskilling initiatives that meet evolving labor market needs.



### 3. Comparison chart (Draup vs other point solutions– emphasizing transparency, GenAI, flexibility)



Draup’s distinct value proposition in comparison to other point solutions, emphasizing transparency, GenAI integration, and flexibility. It highlights Draup’s comprehensive talent ecosystem, which extends

beyond professionals to capture the full spectrum of the workforce, supported by a granular taxonomy of job descriptions, skills, and industry trends.

The platform provides skill architecture support to design future-oriented roles, internal and external talent mapping for a holistic view, and coverage across 140+ countries. Draup also supports the entire talent life cycle—from planning and recruitment to reskilling—while offering lead generation capabilities for hard-to-fill roles. Unlike peers that rely heavily on self-reported data, Draup integrates diverse, validated datasets to deliver more accurate, transparent, and actionable insights.

## Examples of thought leadership and Product Innovation 2024-2025

**Popular features released in last 12 months**

Workforce Planning	Recruitment
✓ Analyze talent at job family level in talent intelligence	✓ View candidate skills on web using chrome extension
✓ Talent intelligence insights for multiple roles together	✓ Discover your internal talent
✓ Understand hiring challenges with 'Hiring Difficulty' index	✓ Comprehensive candidate profile export in PDF file format
✓ Analyze talent at an occupation level in talent intelligence	✓ Access exclusive Doximity profiles for your searches
✓ Know locations coverage using browse locations feature	✓ Understand candidate's key priorities in the organization
✓ Export talent intelligence insights in PPT file format	✓ Search recognizes languages criteria in search queries

Peer Intelligence	Reskilling
✓ View the peer company priorities by business function	✓ Filters candidates using education degree
✓ Talent flow insights including hiring and attrition patterns	✓ Access exclusive Google Scholars profiles for your searches
University Hiring	✓ Personalize career paths by customizing start role
✓ Improved AI-powered University search	✓ Export reskilling insights in the PDF file format

Draup’s recent product innovations and thought leadership, showcasing features released in the last 12 months across workforce planning, peer intelligence, university hiring, recruitment, and reskilling. These enhancements demonstrate Draup’s commitment to continuous innovation and alignment with evolving market and policy needs.

In workforce planning, the platform now supports analysis at the job family and occupation level, provides hiring difficulty insights, and enables export of intelligence in flexible formats. Peer intelligence modules allow benchmarking of company priorities and hiring patterns, while university hiring is strengthened with improved AI-powered search. Recruitment features expand candidate intelligence through integrations with external data sources, advanced filters, and export capabilities. Reskilling modules now allow personalization of career paths and streamlined export of reskilling insights.

Collectively, these updates reinforce Draup’s role as a thought leader, delivering transparent, GenAI-powered, and flexible solutions that directly support workforce development objectives for 2024–2025.

**Drap for Talent: Trusted by 260+ Global Enterprises**



# Draup for Talent is an AI-driven platform for Strategic Workforce Planning, Talent Acquisition, and Skills Architecture, helping enterprises align today's workforce with future business needs.

## 260+

Enterprise Customers

## Texas Based

U.S. incorporated company

## 200+

Software Engineers, Data Scientists, Math, AI/ML experts, Researchers

## 2017

Founded by Vijay & Vamsee (Zinnov, Talent Neuron, Draup)

## Draup for Talent

Leverages 18 Million datasets from 8,000 sources

SaaS Platform  
Data Exchange  
API integration

Series A Funded



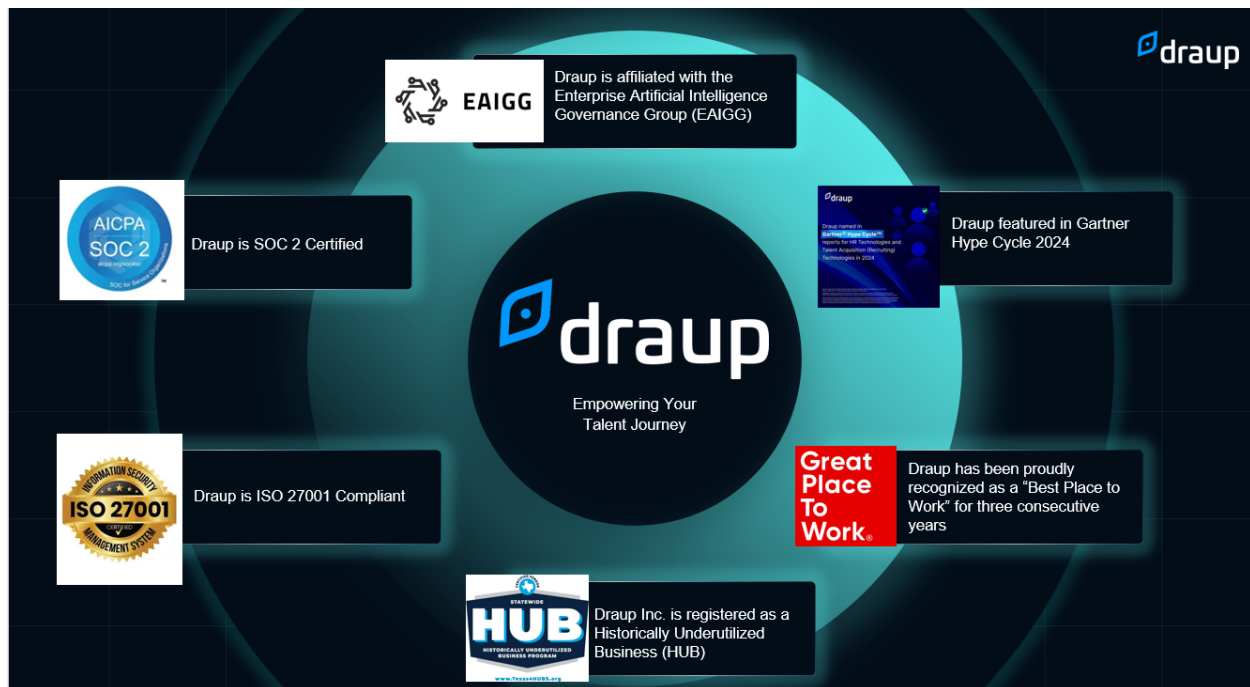
Draup's credibility as a trusted partner spans over 260 global enterprises highlighting Draup for Talent as an AI-driven platform designed for strategic workforce planning, talent acquisition, and skills architecture—helping organizations align today's workforce with future business needs.

This breadth of adoption demonstrates Draup's ability to deliver transparent, AI-powered, and scalable workforce intelligence solutions that meet the needs of leading enterprises worldwide, validating its fit for statewide initiatives like THEC's labor market data platform.

## 4. Certifications & Affiliations

Draup is committed to maintaining the highest standards of data security, operational excellence, and workplace culture. Our credentials reflect this commitment:

1. **SOC 2 Certification:** Draup adheres to rigorous standards for data security, availability, and confidentiality, validated through SOC 2 Type II certification. This ensures our systems are designed to keep client data safe and secure.
2. **ISO 27001 Compliance:** As an ISO 27001-certified organization, Draup demonstrates a robust information security management system (ISMS), ensuring continuous risk assessment, mitigation, and compliance with global security standards.



3. **EAIGG Membership:** Draup is affiliated with the **Enterprise Artificial Intelligence Governance Group (EAIGG)**, reinforcing our commitment to ethical AI practices, transparency, and responsible innovation.
4. **Great Place to Work Recognition:** Draup has been proudly recognized as a "Great Place to Work" for **three consecutive years**, a testament to our unwavering commitment to building a culture of excellence, inclusion, and employee well-being
5. **Texas HUB Certified:** Draup Inc. has successfully been registered as a Historically Underutilized Business (HUB).

# Cost Informational Form

## 1. Pricing Units

Draup has a flexible approach to pricing based on the needs of the customer:

- SaaS platform access: license based, per user per organization
- Flat pricing: per organization
- Utility Pricing: per user, per institution, per query

## 2. Price Ranges

- SaaS license range: [\$50,000 – \$2,000,000 annually]
- Data: [\$150,000 – \$2,000,000 depending on data-type, update frequency, and volume]

## 3. THEC Implementation Costs

- Minimal upfront due to Draup’s cloud-native architecture. Flat file/data exchange costs depend on dataset scope.

Sr. No.	Item & Description	Duration	Proposed Pricing
1	Standard Enterprise Pricing	-	\$350,000
2	Discount for the Government of Tennessee and THEC Officials	-	\$(150,000)
3	<b>Total Cost</b>	-	\$200,000
4	Initial Data Infrastructure & Process Setup + First Data Feed Deployment of data harvesting infrastructure, acquisition of public program data, enrichment and classification aligned to THEC’s competency frameworks, and secure delivery of the validated dataset in required formats.	Q1 & Q2	\$120,000
5	<b>Quarterly Dataset Refreshes</b> Quarterly re-run of the processes from new data acquisition, enrichment, classification & delivery	Q3	\$40,000
		Q4	\$40,000

**SaaS Platform Access** - There are no additional costs associated with platform implementation. Once users are authenticated, they gain instant access to the platform, eliminating delays and setup overhead.

## 4. Sharing Access Costs

- Flexible model:
- Can be flat pricing to cover defined set of institutions with no incremental cost per new addition
- Utility Pricing: Draup can accommodate per-user, per-institution, or statewide licenses.



## **5. License/User Cost Structure**

- Flexible: can be utility based or subscription based.
- Utility Pricing: per query, per user, per institution.

## **6. Additional Costs**

- None beyond agreed-upon license.

## **Additional Considerations**

1. Draup's Generative AI Query Engine enables conversational insights.
2. Scalable deployment to all Tennessee institutions without performance loss.
3. Commitment to partnering long-term with THEC for evolving workforce needs.
4. Transparent sourcing and forecasting methodology ensures trust in data-driven decision-making.