

CoreTrades Inc Business Plan (Canada)

1. Executive Summary

Core Trades addresses a critical gap in Canada's skilled-trades labour market, where:

- 64,000-worker shortfall in technical goods/services, costing the economy \$2.6 billion in 2024.
- 10,000+ additional Red Seal trades needed over five years.
- 245,100 construction workers retiring by 2032, creating a 61,400 deficit.

We offer an industry-specific job board, flat-rate resume database, and document-management.

2. Products & Services

Job Posting & Sourcing Plans:

- Starter: \$99/mo for 3 posts & 200 views.
- Growth: \$249/mo for 10 posts & 1,000 views.
- Enterprise: \$499/mo unlimited.

Resume Database Plans:

- DB Basic: \$199/mo, 1 seat, 100 CSV exports.
- DB Growth: \$349/mo, 3 seats, 500 exports, API access.
- DB Enterprise: \$599/mo, 10 seats, unlimited exports.

Document & Form Management:

- Custom Form Setup: \$49 one-time.
- Form Template Access: \$9/form/mo.
- Portal Seat: \$15/user/mo (5 seats included in Growth+).

3. Lean Canvas (Canada - Skilled Trades Focus)

Problem:

- Skilled-trades vacancies, mass retirements, high vacancy rates, costly recruitment, expensive job-board spend.

Solution:

- Trades-only job board, flat-rate resume DB, integrated form management.

Key Metrics:

- MRR & plan mix, time-to-fill, fill rate, DB engagement, form completion.

UVP:

"An all-in-one trades hiring platform - post jobs, search unlimited resumes, and automate compliance - for a fixed monthly fee."

Customer Segments:

- Primary: Construction, manufacturing, oil & gas, utilities employers.
- Secondary: Trade schools, apprenticeship programs.
- Tertiary: Staffing agencies.

Channels:

- Partnerships with trade bodies, apprenticeship outreach, digital ads, content/webinars, referrals.

Cost Structure:

- Platform & hosting, marketing, support & compliance, onboarding.

Revenue Streams:

- Subscriptions: Job posting \$99-499, DB \$199-599, forms \$9-15.
- Pay-As-You-Go: single posts \$199, view packs.
- Premium: bulk discounts, API integrations.