

Core Trades Lean Canvas (Canada - Skilled Trades Focus)

1. Problem

1. Excess Skilled-Trades Vacancies

- 64,000-worker shortfall in technical goods/services, costing \$40,400 per vacancy annually.

2. Impending Mass Retirements

- 245,100 construction workers retiring by 2032 -> 61,400 deficit if not replaced.

3. High Vacancy Rates

- Construction vacancy rate at 4.2% vs. 3.0% national avg, causing delays & cost inflation.

4. Costly Recruitment Fees

- Agencies charge 18-25% of first-year salary (~\$9,000-\$15,000 on \$60,000).

5. Expensive Job-Board Spend

- Indeed sponsored jobs: \$5/day (\$150/mo); ZipRecruiter Standard \$16/day (\$480/mo); Monster Pro \$299/mo.

2. Solution

- Trades-Only Job Board: Focused listing for blue-collar and Red Seal roles - no irrelevant traffic.
- Flat-Rate Resume Database: Unlimited search under predictable tiers - no per-view surprises.
- Integrated Form Management: Automated Indoc & pre-employment workflows (I-9, W-4, NDAs) with e-signatures - ensuring compliance.

3. Key Metrics

- MRR & Plan Mix: number of active paying employers by tier.
- Time-to-Fill: average days from post to hire.
- Fill Rate: percent of roles filled within 30 days.
- DB Engagement: active seats, resume views/downloads.
- Form Completion: percent of started forms successfully submitted.

4. Unique Value Proposition (UVP)

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

5. Customer Segments

- Primary: Canadian construction, manufacturing, oil & gas, utilities employers.
- Secondary: Trade schools, apprenticeship programs, union hiring halls.
- Tertiary: Staffing agencies seeking low-cost bulk resume access.

6. Channels

- Partnerships: Provincial trade bodies (BuildForce, CFIB), Red Seal authorities.
- Apprenticeship Outreach: polytechnics, technical colleges.
- Digital Ads: LinkedIn, industry portals targeting hiring managers.
- Content & Webinars: whitepapers on closing Canada's trades gap.
- Referral Program: credits for employer referrals.

7. Cost Structure

- Platform & Hosting: AWS, React/Node.js, database, security.
- Marketing: digital campaigns, trade shows, partnerships.
- Support & Compliance: SOC-2 roadmap, DocuSign/API fees, customer success.
- Onboarding: custom form setup, training, CSM time.

8. Revenue Streams

- Subscriptions:
 - Job Posting (Starter \$99 -> Enterprise \$499/mo)
 - Resume DB (Basic \$199 -> Enterprise \$599/mo)
 - Form Mgmt add-ons (\$9/form/mo, \$15/user/mo)
- Pay-As-You-Go: single posts (\$199), resume-view packs (500 for \$99, 1000 for \$179).
- Premium Services: bulk discounts, API integrations.