

CoreTrades Inc Business Plan (Canada)

1. Executive Summary

CoreTrades addresses critical shortages in Canada's skilled-trades sector:

- 64,000-worker shortfall in technical goods/services, costing \$2.6 billion in 2024.
- 10,000+ Red Seal tradespeople needed over the next five years.
- 245,100 construction workers retiring by 2032 -> 61,400 replacement deficit.
- Construction vacancy rate at 4.2% vs. 3.0% national average, driving project delays and cost inflation.

We deliver an all-in-one platform: a trades-only job board, flat-rate resume database, and automated form management -- drastically reducing hiring costs and accelerating time-to-fill.

2. Products & Services

2.1 Job Posting & Sourcing Plans

Plan	Monthly Fee	Posts (30 days)	Resume Views	Recruiter Fee Saved
Starter	\$99	3	200	~\$12,000/hire
Growth	\$249	10	1,000	~\$12,000/hire
Enterprise	\$499	Unlimited	Unlimited	~\$12,000/hire

Pay-As-You-Go: Single 30-day post for \$199; 500-view pack for \$99; 1,000-view pack for \$179.

2.2 Resume Database Plans

Plan	Monthly Fee	Seats	CSV Exports	API Access
DB Basic	\$199	1	100/mo	No
DB Growth	\$349	3	500/mo	Yes
DB Enterprise	\$599	10	Unlimited	Yes

2.3 Document & Form Management

Service	Included Features	Pricing
Custom Form Setup	Branded Indoc & pre-employment templates (I-9, W-4, NDAs)	\$49 one-time
Form Template Access	Unlimited configured forms	\$9/form per month
Portal Seat	User dashboard, e-sign workflows, secure storage	\$15/user per month
Included Seats	Up to 5 seats in Growth & Enterprise plans	Included
Bulk Seat Discount	Orders of >10 seats	\$12/user per month

3. Why We Built CoreTrades

- Offset recruiting costs: Eliminate 18-25% agency fees (~\$12,000/hire).
- Avoid high job-board spend: Skip \$150-\$480+ per month per post on Indeed/ZipRecruiter/Monster.
- Targeted visibility: Reach blue-collar & Red Seal tradespeople exclusively.

- Reliable compliance: Automate form workflows to reduce errors and legal risk.
- Minimize churn: Simplify hiring to prevent candidate drop-off and lost productivity.
- User simplicity: Single portal for postings, resume searches, and form management.

4. Market Analysis & Pain Points

- Vacancy costs: Each unfilled trades vacancy costs an average \$40,400 annually.
- Retirement wave: 245,100 upcoming retirements -> 61,400 deficits by 2032.
- Vacancy rates: Construction roles hit 4.2% vacancy vs. 3.0% average.
- Recruiter fees: 18-25% of salary (~\$9,000-\$15,000).
- Job-board fees: \$150-\$480+ per month or \$299-\$450 flat per listing.

5. Lean Canvas

Problem: Skilled-trades shortages, high vacancies, costly recruiting, expensive boards.

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: Canadian construction, manufacturing, oil & gas, utilities employers; Secondary: Trade schools & apprenticeship programs; Tertiary: Staffing agencies needing bulk resume access.

Channels: Partnerships with trade bodies; apprenticeship outreach; digital ads; content & webinars; referral program.

Cost Structure: Platform & hosting; marketing & sales; support & compliance; onboarding.

Revenue Streams: Subscriptions (posts \$99-\$499; DB \$199-\$599; forms \$9-\$15); pay-as-you-go; premium integrations.

6. Go-to-Market Strategy

1. Trade Partnerships: Red Seal authorities, BuildForce, CFIB, provincial councils.
2. Apprenticeship Alliances: Colleges & technical institutes.
3. Digital Campaigns: LinkedIn, industry portals, SEO for "trades jobs Canada".
4. Thought Leadership: Whitepapers & webinars on closing the trades gap.
5. Referral Incentives: Credits for employer referrals.

7. Financial Projections (MRR)

Year	MRR	COGS	Gross Margin
2025	\$60k	\$18k	70%
2026	\$140k	\$30k	80%
2027	\$300k	\$45k	85%

Assumes 250 Growth-plan and 50 Enterprise-plan subscribers by end of 2025, scaling to 700 Enterprise and 300 DB subscribers by end of 2027.

8. Team & Roadmap

- Founder & CEO: Bretton Harper (Tradesman & SaaS entrepreneur).
- Q3 2025: Release to Eastern Canada (Ontario & Quebec).

- Q1 2026: Expand to Western Canada (British Columbia, Alberta & Prairies); begin API beta.
- Q2 2026: Achieve 1,000 paying employer accounts; reach break-even.
- 2027: Expand into US markets, starting with the Midwest & Texas regions.