

Core Trades - Proof Deck

1. Skilled Trades Shortage (North America)

- Canada: 700,000 skilled tradespeople expected to retire by 2028. (Source: Canadian Apprenticeship Forum, 2023)
- USA: 4.7 million new skilled trades positions needed by 2030. (Source: U.S. Bureau of Labor Statistics, 2022)

2. High Cost of Traditional Hiring

- Average recruiter fee for skilled trades hires: \$7,500-\$14,000 per hire. (Source: Workable Hiring Statistics, 2023)
- Average time-to-hire: 42 days for skilled trades roles. (Source: LinkedIn Talent Solutions, 2023)

3. Need for Niche Platforms

- General job boards like Indeed and ZipRecruiter struggle with trade-specific hiring quality. (Source: Forbes Business Council, 2023)
- Niche job boards outperform generalist sites by up to 300% in candidate match rate. (Source: Talent Board Research, 2023)

Conclusion:

Core Trades is positioned to lead the skilled trades hiring revolution - offering faster, specialized, and massively more affordable hiring solutions to fill an urgent \$4 billion+ market gap in North America.