

BUSINESS PLAN

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VOUCH

# The Proof-of-Work Protocol for the Next Generation

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# Solving the Experience Paradox

## The Problem

Students face an impossible barrier: you can't get a job without experience, and you can't get experience without a job.

**Vouch** breaks this cycle through verifiable "Proof-of-Work" portfolios that supersede traditional resumes.

### Work Bounties

Real-world projects from actual companies

### AI Validation

Proprietary evaluation engine verifies competency at scale

### Dual Market

Serving universities and corporations simultaneously

**Seeking:** \$100,000 pre-seed funding to develop MVP and secure first 10 university partnerships

# Bridging Academic Theory and Professional Competency

We empower students to build verifiable "Proof-of-Work" portfolios through real-world simulations, ensuring graduates leave university with proven confidence and practical skills required to deliver immediate value.

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01

## User Engagement

Motivating students to complete work beyond coursework

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02

## Data Integrity

Ensuring originality through AI detection systems

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03

## Brand Authority

Making Vouch Profiles carry weight with HR teams

# Our Objectives

1

## Market Adoption

Secure pilot partnerships with **10 major universities** and **25 corporate bounty providers** targeting Fortune 500 and high-growth startups.

2

## Product Validation

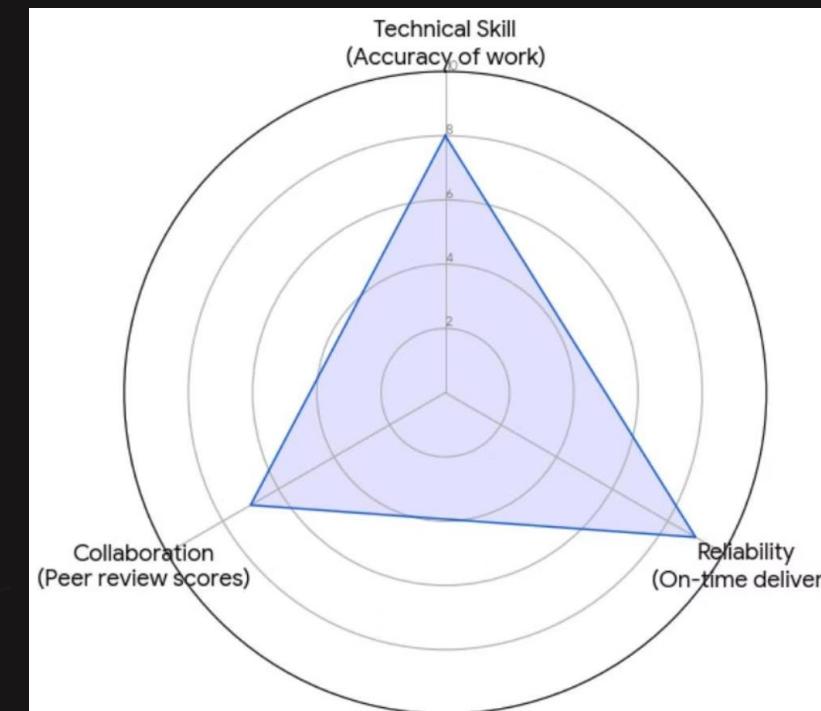
Achieve **75% hiring success rate** where students completing 1-5 bounties secure roles within 6 months of graduation.

3

## Scalable Assessment

Deploy AI evaluation engine grading **10,000+ monthly artifacts** with 95% correlation to expert feedback.

# The Vouch Platform



*The Vouch Score visualizes competency across three critical dimensions*

## Bounty System

Short-term projects from corporate partners: analyze datasets, debug code, design assets

## Live Stack

Sandboxed environment integrating Slack, GitHub, Figma, and SQL

## Vouch Score

Dynamic rating of reliability, technical proficiency, and collaboration

## University Dashboard

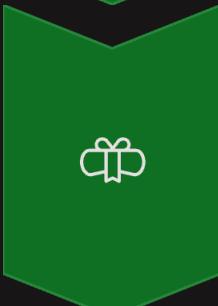
Faculty monitor engagement and identify at-risk students

# A Perfect Storm of Market Forces



## Confidence Gap

**80% of students** rate themselves highly proficient, but only **55.8% of employers** agree (NACE 2025)



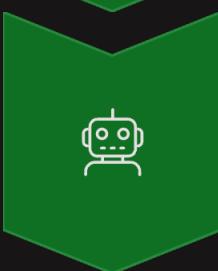
## Degree Reset

**46% of middle-skill** and **31% of high-skill** occupations reduced degree requirements since 2017 (Harvard Business School)



## Skills-First Hiring

Job postings emphasizing skills over degrees increased **21% year-over-year**, expanding talent pools **6.1x** (LinkedIn)



## AI Displacement

Early-career workers experienced **13% relative employment decline** in AI-exposed occupations (Stanford 2025)

# Market Segmentation

1

Primary Users: Students

**20M college students** in U.S. Ages 20-24, high employment anxiety, digital natives comfortable with remote tools

2

Primary Customers: Career Centers

University departments under pressure to justify tuition via high graduate employability rates

3

Secondary Customers: Corporations

Talent acquisition teams spending 15+ hours per hire sifting through unverified resumes

- ❑ **B2B2C Strategy:** We target university career centers to gain bulk access to thousands of students at once, rather than marketing to individuals.

# Competitive Advantage

## Validation Layer, Not Content Layer

While competitors focus on *delivering* knowledge, Vouch focuses on *proving* competency.

### vs. LinkedIn

Self-reported resumes →

**Verified portfolios**

### vs. Coursera

Passive video-watching →

**Active problem-solving**

### vs. Traditional Internships

Scarce & geographically limited

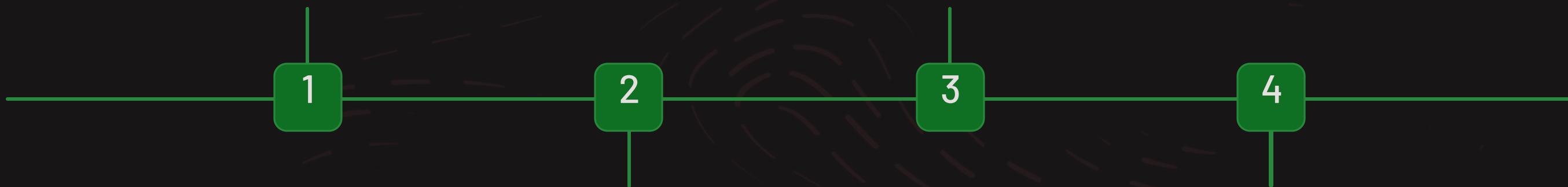
→ **Scalable & remote-first**

**Defensive Moat:** Our data network effect means more students completing bounties makes our AI grading more accurate, creating a statistically significant predictor of hiring success.

# Go-to-Market Strategy

## Campus Ambassadors

Recruit influential students to host "Resume Roast" events demonstrating Vouch's 10x effectiveness



## Bounty Sponsorships

Offer companies free branded challenges (e.g., "Spotify Data Analytics Challenge")

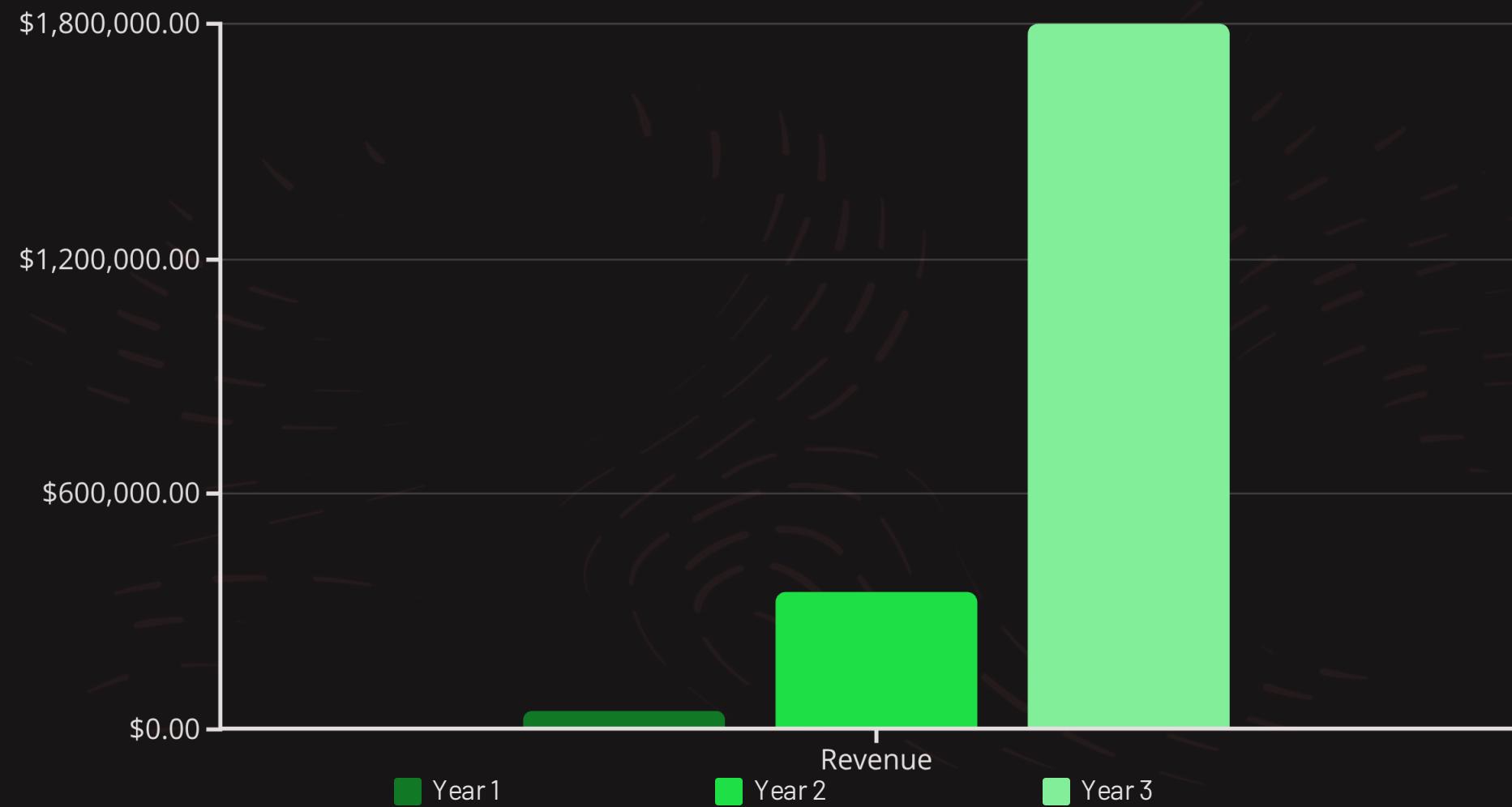
## Viral Content

Auto-generate LinkedIn posts when students complete bounties, turning users into marketers

## Land & Expand

Start with department pilots (\$5K/year), then upsell to central career centers

# Sales Forecast



5

University Pilots

Year 1 target

2.5K

Active Students

Year 1 users

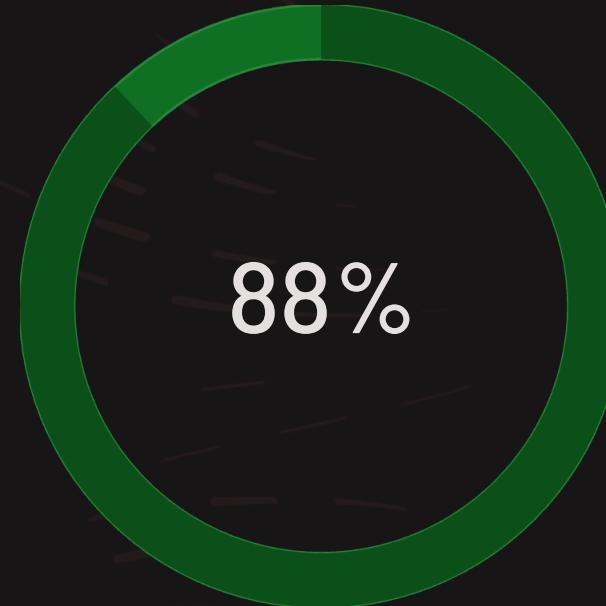
75K

Students

Year 3 projection

# Lean Startup Model

## Year 1 Breakdown



Gross Margin

Typical for SaaS products



LTV:CAC Ratio

Customer lifetime value vs. acquisition cost

**Break-even:** Month 18

**Burn Rate:** \$7,500/month

**Ending Cash:** \$50,000 (6-month runway)

## Use of Funds



Operational Cash

12-month runway



Development

AWS hosting & APIs

**Strategic Year 1 Loss:** (\$50,000) invested in product development to capture market leadership position