

# SkillForge

The new standard of early-career hiring.

# THE SHIFT

Early-career hiring is breaking

- Résumés are inflated or AI-generated
- Companies use AI filters that create zero-signal noise
- Hiring costs 50k–100k per junior role
- Two–three month cycles cannot meet operational velocity
- Universities no longer signal job-readiness

The market needs a capability-based hiring infrastructure.

# The Problem

## Companies

- 80% of résumés contain inaccuracies
- Interviews correlate with performance at 0.15
- 50% first-year failure rate
- Rising recruiting spend, shrinking junior pipelines

## Candidates

- No credible experience or portfolio proof
- No income during the job search
- High rejection rates due to “experience required”

The system traps both sides in a credibility and signaling failure.

# THE OPPORTUNITY

A large and underserved ecosystem

- 1.4M early-career hires annually
- 62B dollars spent on early-career recruiting
- 9B dollar TAM directly reachable
- Applicable across all disciplines:

marketing, finance, HR, biotech, operations, design, analytics, product, tech

- No platform today verifies capability through real work

SkillForge defines the new standard.

# THE SOLUTION

A work-first hiring platform

- Employers post real, paid tasks
- Candidates complete tasks and earn immediately
- AI evaluates correctness, quality, clarity, structure
- Employers meet only top performers
- Hiring cycle compresses from months to one week
- Every task becomes a verified portfolio artifact

## HOW IT WORKS (FLOW)

- Employer posts scoped task (200–2,000 dollars)
- 30–50 submissions arrive in days
- AI scores each submission instantly
- Employer reviews top performers in parallel
- Candidate hired with high confidence as verified work replaces résumé claims.

## VALUE TO COMPANIES

- 96% reduction in hiring cost
- 12× faster time-to-hire
- 2× improvement in junior performance quality
- High-confidence onboarding based on real work
- Repeat usage above 80%
- Scales across all departments, not only technical roles

# VALUE TO USERS

Earn 150–750 dollars per task

- Build a verified, career-relevant portfolio
- Demonstrate capability through real work
- Receive job offers after 2–3 strong submissions
- Identity anchored in actual performance, not résumé claims
- Career progression tied to outcomes, not credentials



# WHY THIS WINS NOW (TIMING ADVANTAGE)

Market conditions make SkillForge inevitable

- AI has collapsed résumé authenticity across all roles
- Employers openly distrust traditional hiring signals
- Early-career applicants are facing historic financial pressure
- Companies cutting recruiting budgets at scale
- Universities searching for new job-readiness pathways
- No incumbent can shift from profile-based to outcome-based models

This is the first moment in decades where a new hiring infrastructure can emerge.

# MARKET LANDSCAPE

Legacy platforms cannot solve this

**LinkedIn:** Profile-based, not capability-based

**Indeed:** Keyword-driven, not outcome-driven

**Upwork/Fiverr:** Gig-focused, misaligned incentives

SkillForge Advantage

- Real-work evaluation
- Outcome-based identity
- AI scoring
- Multi-discipline applicability
- Defensible data moat

# MOATS

Outcome-based data: role fit, task type, performance indicators

- Two-sided network effects: more tasks → better AI → better matches
- High switching costs: portfolios, reputation, evaluations stay on-platform
- AI evaluation engine improves with each task submission
- Defensibility strengthens as activity compounds

# BUSINESS MODEL

Marketplace core + SaaS margin structure

## **Revenue Streams**

- 25% task commission
- Employer subscriptions
- Candidate premium features
- Recruiter API / partner integrations

## **Unit Economics**

- CAC 15–20 dollars
- LTV 300–500 dollars
- Gross margin above 75%
- One-month payback period

# GO-TO-MARKET STRATEGY

## **Phase 1: Campus + Creator Distribution**

- Ambassadors, portfolio incentives, viral loops

## **Phase 2: Employer Acquisition**

- SMB → mid-market → enterprise sequencing
- Case studies drive outbound success

## **Phase 3: Global + Institutional Expansion**

- Universities, bootcamps, workforce partners
- International rollout and enterprise integrations

# 18-MONTH PLAN

## **Months 1–5**

- Complete core platform
- Build multi-discipline evaluation engine
- Establish initial marketplace liquidity

## **Months 6–9**

- Expand acquisition channels
- Increase employer penetration
- Scale platform usage and task volume

## **Months 10–13**

- Build sales and operations teams
- Strengthen customer success
- Reach profitability

## **Months 14–18**

- International pilots
- Enterprise-grade features
- High-volume marketplace expansion

# **SEED USE OF FUNDS (3M ASK)**

## **Use of Proceeds**

- Product & Engineering: 1.05M
- Sales & Marketing: 900k
- Operations & Team: 600k
- Infrastructure & Tools: 300k
- Contingency: 150k

## **Milestones by Month 18**

- 50k active users
- 1,000+ employer customers
- ~50k monthly tasks
- Monthly revenue of 6.25M
- Profitability and Series A readiness