

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