

STRATEGIC PIVOT

ACCREDITED + NON-ACCREDITED

Skills-First Commercialisation

Unlocking the Non-Accredited Revenue Layer

TOTAL REVENUE
POTENTIAL

\$724,550

+41% via Skills Products

CLINICAL VERTICAL

Pathology

HLT37215 • HLT37415

SCIENCE VERTICAL

Laboratory

MSL20122 • MSL50122

INDUSTRIAL VERTICAL

Manufacturing

MSM30116 • QC Sampling

SCOPE DEMAND HEATMAP

● HIGH DEMAND ● MEDIUM DEMAND

We have mapped every Unit of Competency in your current scope against live job market data. This validates that your IP is currently in high commercial demand.

Lead team effectiveness

Manage operational plan

Manage budgets

Manage risk

Perform venipuncture

Collect pathology specimens

Use business software

CPR & First Aid

Infection control policies

WHS Participation

Perform laboratory tests

Maintain quality systems

Analyse & report data

QC Checks

Calibrate scientific instruments

Operate production machinery

Monitor manufacturing

Manage lab operations

The Commercial Opportunity

The Heatmap above proves we have the "Ingredients". The strategy below shows how to package them.

By **Unbundling** these high-demand units into **Non-Accredited Micro-Credentials**, we can bypass the friction of full qualifications and sell directly to the immediate market need.

ACCREDITED MARGIN

35%

SKILLS/NON-ACCREDITED
MARGIN

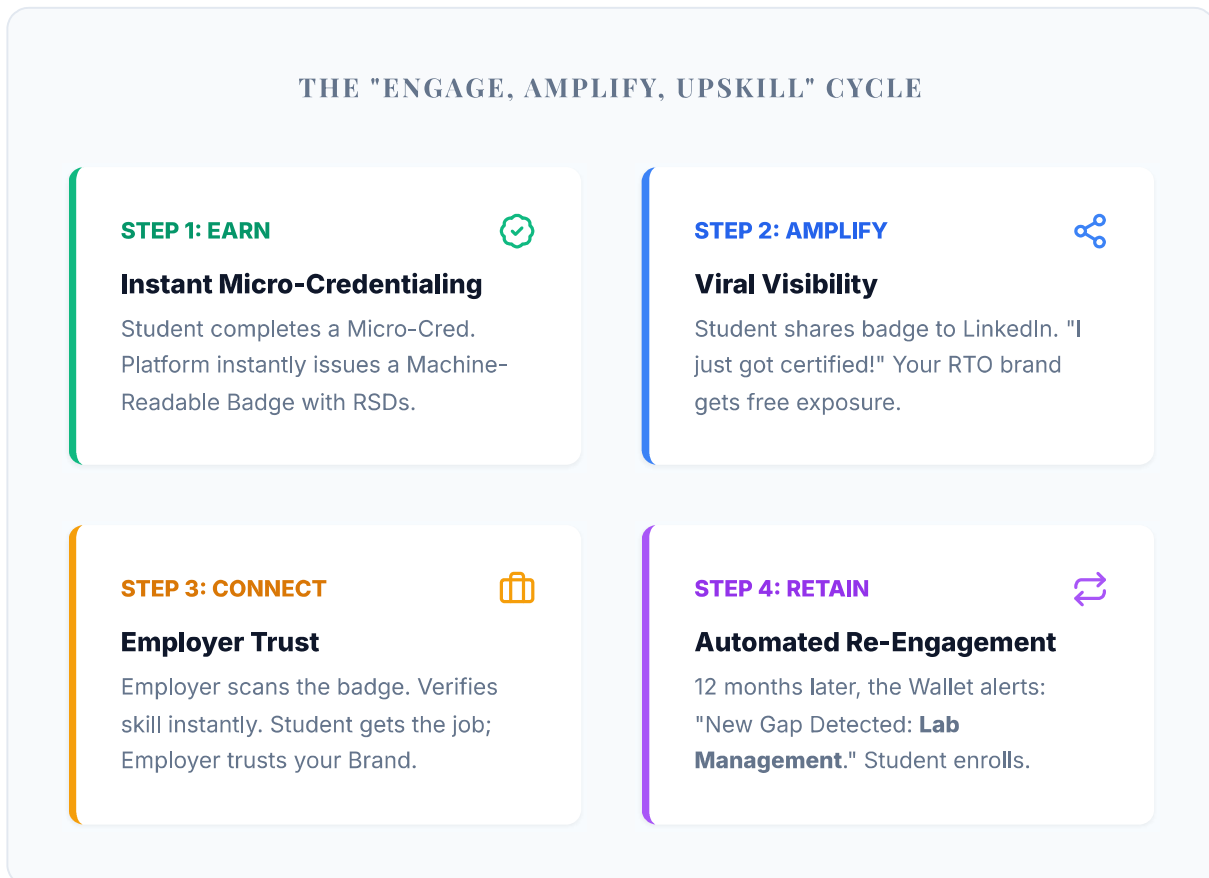
85%

Product Architecture: The 3-Tier Stack

STRATEGIC STRUCTURE



THE "ENGAGE, AMPLIFY, UPSKILL" CYCLE



SKILLS-BASED PRODUCT CATALOG (NON-ACCREDITED)

1. Infection Control Refresher **\$195**

Source: HLTINF001

- Hand hygiene protocols (WHO 5 Moments).
- PPE Donning & Doffing sequences.
- Spill management & waste disposal.

2. Venepuncture & Bloods **\$495**

Source: HLTPAT002

- Anatomy of the arm & vein selection.
- Vacutainer order of draw.
- Troubleshooting difficult draws & patient care.

3. ECG Basics **\$350**

Source: HLTCAR001

- Correct lead placement (12-lead).
- Identifying normal Sinus Rhythm.
- Troubleshooting artifacts & patient prep.

4. Medical Terminology **\$250**

Source: BSBMED301

- Common root words, prefixes & suffixes.
- Standard pathology abbreviations.
- Body systems & disease terminology.

5. Specimen Reception **\$295**

Source: HLTPAT001

- Sample labelling & rejection criteria.
- Centrifugation & aliquoting techniques.
- Data entry & LIS basics.

6. Client Care in Health **\$195**

Source: HLTCCD001

- Communication with anxious patients.
- Cultural safety protocols.
- Handling complaints & privacy (confidentiality).

AI SKILLS EXTENSION

Diagnostic Triage

Teach students how AI tools are automating specimen coding and result flagging in modern labs.

ADD-ON PRICE

\$150

SKILLS-BASED PRODUCT CATALOG (NON-ACCREDITED)

1. QC Sampling Basics

\$850

Source: MSL20122

- Representative sampling methods.
- Chain of Custody documentation.
- Sample preservation & transport.

2. Lean 5S Implementation

\$450

Source: MSS402040

- Sort, Set, Shine, Standardize, Sustain.
- Visual management boards.
- Waste reduction in workflows.

3. Microscopy Mastery

\$395

Source: MSL973007

- Setup & focusing techniques.
- Oil immersion & slide preparation.
- Basic identification & lens maintenance.

4. Chemical Safety/Spills

\$295

Source: MSL943002

- Reading Safety Data Sheets (SDS).
- Chemical segregation & storage.
- Spill kit usage & fume hood operation.

5. Aseptic Technique

\$495

Source: MSL973004

- Establishing sterile fields.
- Preventing cross-contamination.
- Media handling & personal hygiene.

6. Chain of Responsibility

\$350

Source: TLI/Logistics

- CoR laws & legislation basics.
- Load restraint fundamentals.
- Fatigue management & mass limits.



AI SKILLS EXTENSION

Predictive Maintenance

Introduction to Computer Vision and IoT sensors in modern manufacturing environments.

ADD-ON PRICE**\$295**

SKILLS-BASED PRODUCT CATALOG (NON-ACCREDITED)

1. Emotional Intelligence

\$850

Source: BSBPEF502

- Self-awareness & regulating emotions.
- Empathy in the workplace.
- Social skills for team cohesion.

2. Conflict Resolution

\$750

Source: BSBLDR523

- De-escalation techniques.
- Mediation & having difficult conversations.
- Creating Win-Win outcomes.

3. Operational Budgets

\$950

Source: BSBFIN501

- P&L analysis & variance reporting.
- CapEx vs. OpEx understanding.
- Forecasting team resources.

4. Leading Remote Teams

\$695

Source: BSBTWK502

- Digital communication strategies.
- Managing by outcomes, not hours.
- Building trust in virtual environments.

5. Project Mgmt Basics

\$1,200

Source: BSBPMG430

- Gantt charts & critical path analysis.
- Stakeholder communication plans.
- Agile vs. Waterfall basics.

6. Risk Management

\$950

Source: BSBOPS504

- Risk matrix & hazard identification.
- Hierarchy of controls application.
- Business continuity planning.

AI SKILLS EXTENSION

Generative AI for Managers

How to use ChatGPT and Copilot to automate reporting, rostering, and policy writing.

ADD-ON PRICE**\$495**

The Tech Stack: Secure Skills Delivery

WHY NON-ACCREDITED IS SAFE

Historically, non-accredited training was seen as "low quality." Our platform changes that by wrapping non-accredited skills in **Accredited-Grade Security**.



Rich Skill Descriptors (RSDs)

We don't just issue a PDF. We issue live data linked to occupational standards. Employers can verify the specific skills (e.g., "Venepuncture") instantly.



Blockchain Verification

Every non-accredited badge is tamper-proof. This gives it the same trust level as a University Testamur.

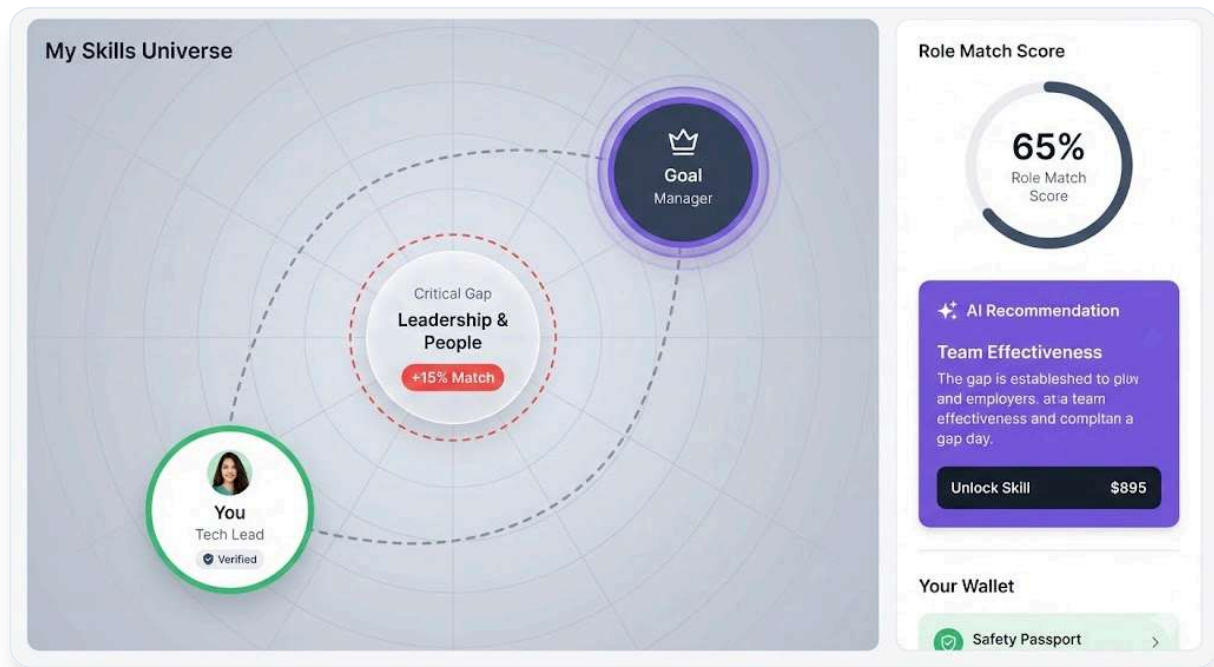


AI Gap Analysis

The platform scans the student's non-accredited badges and tells them exactly which units they need for a Diploma.

Learner Experience: The "Career GPS" RETENTION INTERFACE

DYNAMIC PATHWAY VISUALIZATION



**The interface visualizes the "distance" to the next role, creating psychological motivation to close the gap.*

PROFITABILITY FORECAST

\$320,000 / yr

\$404,550 / yr

| Product Type | Product Name | Volume | Unit Price | Net Revenue |
|----------------|--------------------------|--------|------------|-------------|
| Accredited | Cert III Pathology | 80 | \$2,800 | \$224,000 |
| Accredited | Dip Lab Tech | 20 | \$4,800 | \$96,000 |
| Non-Accredited | Safe Collection Passport | 350 | \$495 | \$173,250 |
| Non-Accredited | QC Sampling Tech | 120 | \$850 | \$102,000 |
| Exec Training | Lab Mgr Workshop | 50 | \$1,500 | \$75,000 |
| B2B SaaS | Workforce Dashboard | 12 | \$4,500 | \$54,000 |
| | | | | |

| PRODUCT TYPE | PRODUCT NAME | VOLUME | UNIT PRICE | NET REVENUE |
|--------------------------|--------------|--------|---------------|------------------|
| TOTAL INTEGRATED REVENUE | | | | \$724,550 |

B2B Strategy: Corporate Workforce Portal

ENTERPRISE
REVENUE

The Industry Pain Point

Employers don't want "Diplomas". They want a dashboard that tells them if their staff are compliant **today**.

The Solution

We sell them a "Workforce Skills Dashboard" (SaaS). It tracks accredited AND non-accredited skills in real-time using our RSD engine.

MOCKUP: EMPLOYER PORTAL

Pathology North - Staff Audit

1 Critical Gap



David L.
Processing Lead

Missing: Infection Control

Auto-Enroll (\$195)

Go-To-Market Strategy: The "Dual-Funnel" Engine

EXECUTION
PLAN



Engine 1: B2C Student Velocity

THE HOOK

"Get Hired Fast"

Don't sell the "Course". Sell the "Job Outcome".

CHANNELS

TikTok / Reels

Google Jobs

Alumni Referrals

AD COPY EXAMPLE (CLINICAL)

"Nursing school is hard. Getting your first job shouldn't be. Get your **Pathology Safety Passport** in 2 days and start earning while you study."



Engine 2: B2B Corporate Value

THE HOOK

"Risk & Compliance Shield"

Don't sell "Training". Sell "Audit Readiness".

CHANNELS

LinkedIn Sales Nav

Industry Expos

Direct Sales

OUTREACH PITCH (INDUSTRIAL)

"Stop using spreadsheets to track staff competencies. Our **Real-Time Skills Dashboard** automates your Chain of Responsibility audits. Try it free."



THE "TROJAN HORSE" TACTICS

1. The "Resume Scan"

Free tool on your website. Students upload a resume; AI tells them exactly which 3 micro-credentials they are missing for their dream role.

High Conversion

2. The "Free Audit"

Offer Employers a free "Skills Gap Audit" for 10 staff. Once they see the red flags (non-compliance) on the dashboard, they buy the training to fix it.

B2B Entry Point

3. The "Badge Share"

Incentivize students to share their "Safety Passport" badge on LinkedIn. (e.g., "Share to unlock 10% off your next course").

Organic Reach

The "Self-Funding" Marketing Model

We use the profit from low-cost Micro-credentials (Tier 1) to fund the ad spend for high-ticket Diplomas (Tier 3).

TARGET
ROAS
4.5x
Return on Ad
Spend