Team BrainBridge

[Member Details]

The Problem/s

- While fields like Cyber-Security and modern focus intensive jobs are in demands and rising; more than 75% of ND Minds are job less globally!
- Early identification of ND Capabilities are vital in the globe! Late determinations are resulting in waste of time, wrong-career paths, stress, misuse and so on..
- Employers/Companies are striving for ND-DEI inclusion, lack of proper guidelines, high cost and delays with consultants making things harder.

The Core Problem

Matching ND strengths with JD! It's not just about knowing in theory which ND strengths fit a job, but about evaluating an individual (ND Minds) and interpreting a job description (JD) so we can make a confident recommendation to both Employers and ND Minds.

BrainBridge: Empowering Neurodiverse Talent and Inclusive Workplaces

- An AI-driven career platform that **empowers NeuroDiverse Minds** through personalized self-discovery and   learning, while connecting them to inclusive employers.
- Features gamified   quizzes, adaptive microlearning, and an AI-powered job matcher to   improve employment outcomes for neurodivergent individuals.
- While other platforms are suited for NDs those already discovered about themself, BrainBridge helps the ND to discover themself.

The Core Solution

Istead of evaluating and matching neuro condition, skills, and jobs at abstract level (i.e : Attention to Detail, Focus Intensive).. BrainBridge Uses AI Driven weighing algorithms! AKA Cognitive Demand Categories (CDC) I.e. pattern_recognition": 0.86, "sustained_attention": 0.82

And uses AI/ML models over legacy comparison tools! … And more!

BrainBridge - Components

Self Discovery
Engine

JD Normalizor

Adaptive Micro
Learning

Employer -LMS

Job Matching
Engine

Employer
-Certification

Market Scope - Competitor Landscape

While there are platforms addressing **employment for neurodiverse individuals** or **corporate DEI training**, **none integrate talent discovery, adaptive learning, employer certification, and AI-driven job matching in one ecosystem** like BrainBridge does with AI.

Key Players

- **Specialisterne** – Focuses on placing autistic talent in roles, but limited adaptive learning or AI-driven matching.
- **Untapped.ai** – Provides neurodiversity coaching for organizations, but doesn't cover end-to-end hiring pipelines or candidate self-discovery.
- **HireVue (AI Hiring Tools)** – AI-driven interview analysis, but criticized for bias and not tailored for ND candidates.
- **Coursera / LinkedIn Learning** – Provide general e-learning, but lack neurodiverse-friendly adaptive modules or integration with job-matching.

Differentiation

- **End-to-End Platform:** From self-discovery → learning → certification → AI-matching (others focus on fragments).
- **Neurodiverse-First Design:** Accessibility & personalization built-in, not an afterthought.
- **Closed Feedback Loop:** Continuous improvement from both candidate success and employer feedback.
- **Employer Certification:** Internal, legally safe, and API-ready for future external validation.

Market Sizing (TAM / SAM / SOM)

Total Addressable Market (TAM)

- **Global EdTech + HRTech intersection**.
- ~1B people worldwide are neurodivergent (WHO estimates ~15% of global population).
- Global corporate training & DEI spend: **$350B+ annually** (Statista, 2023).
- Global e-learning market: **$250B+ (CAGR ~20%)**.
- **TAM:** $50B+ (portion of EdTech/HRTech spend relevant to neurodiversity inclusion).

Serviceable Available Market (SAM)

- Focus: ND employment enablement + corporate   DEI compliance.
- **North America + Europe initially:** ~120M neurodivergent adults of working age.
- Corporate DEI/Accessibility spend: **$15B   annually**.
- **SAM:** ~$5B (ND-focused job placement, LMS, employer DEI services).

Serviceable Obtainable Market (SOM)

- Hackathon MVP target: SMEs and forward-thinking enterprises.
- Initial go-to-market: Pilot with **10k   ND adults + 500 employers** (NGO + corporate partnerships).
- Avg. ARPU:
  - Talent subscriptions: ~$100/year.
  - Employer subs: ~$5–10k/year (LMS + certification).
- **SOM (Year 1–2):** ~$10–20M potential revenue capture with scaling.

Revenue Streams

- Monetization of Talent Portal
    a. Premium microlearning access
    b. AI Task Coach
    c. Mentorship Match
    d. Corporate sponsorship (e.g., SAP sponsors 500 learners)
    e. Government/NGO grants
- AI Mentor Support
- Corporate Certification Program
- Job Funnel + ATS Plugin - Tailored job board + plugin to rank resumes from neurodiverse applicants based on pattern-match potential
- Government Subsidy Gateway - Automated documentation + submission for EU/US workforce grants
- Multi-Domain applicability

Future Plans

- Agentize Mentor Role
- Dynamic set of self assessments and questions based on neuro conditions.
- **Algorithm Refinement:** Incorporate   real-world data (with consent) to train and improve our cognitive-fit scoring models and personalization AI, ensuring more accurate matches.
- **Content Expansion:** Develop a rich,   modular content library in the LMS, including multi-media tutorials   and interactive simulations, covering hard and soft skills relevant   to neurodiverse learners.
- **Full Certification Platform:** Build out the employer portal with a polished dashboard, detailed analytics,   and guided action plans, aiming to partner with DEI experts for best   practices.
- **User Research & Testing:** Engage   neurodiverse users and employers to gather feedback on usability and   efficacy, iterating on UI/UX to maximize accessibility (e.g.,   adjustable text, customizable interfaces).
- **Scalability & Partnerships:** Plan   for scaling infrastructure (cloud deployment) and explore   partnerships with NGOs and companies. This will help onboard more   users and continuously improve the platform based on diverse needs.