1. **Hero Section**
   * Title & Tagline : “BrainBridge”, “Where Unique Minds Meets Inclusive Opportunities, Employers finds there Unicorns”
   * Key Visual/Illustration
   * Team Members in cards up to- for 5 Team members- have place holders, for photo, title-name and short description.
     + Sridar – Full Stack Developer, QA, Product Manager
     + Monika – Full Stack AI Engineer
     + Zaidi – Back-end AI Engineer
     + Noor – Front-end AI Engineer
     + Bilal – Front-end Developer
2. **The Core Problem**
   * Emphasized Description - “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 and accurate match to both Employers and ND Minds”
   * Current Challenges in ND-Inclusion
     + Current solution are merely focus on ND minds those are survived the ‘norm’ and self discovered other are left alone.
     + While fields like Cyber-Security and modern focus intensive jobs are in demands and rising; more than 75% (¾ of a Billion) 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
3. **Our Core Solution**
   * Emphasized Description - “Instead of merely evaluating the experience, skills, qualifications, and preferences are abstract level, BrainBridge identifies actutal strengths of ND Minds; Using AI Driven matrix-weighing algorithms!”
   * Key Features and AI Agents
     + Cognitive Demand Categories(CDC) Focused: I.e {attenttion: 0.8, pattern\_recognition: 0.6}
     + Self Discovery Engine (SDE) – Unlike current predefined preferences selction, focused on untuitive assessment types; scenario drive, interactive, gamified, etc
     + JD Normalizor (JDN)– Parsed typical Job Description for deep-insights.
     + Job Matching Engine (JME) - Finds and recommends best fits for both ND-Minds and Employers.
     + ND-Mentor - Helps and Support ND-Minds towards skill-up and Employers towards ND-DEI.
4. **Market Opportunity**
   * Emphasized Description - “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”
   * Competitive Landscape

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| Key Players | Differentiation |
| Mentra - AI platform matching ND professionals to Fortune; profiles go beyond resumes. | BrainBridge adds self-discovery, JD normalization, and employer certification to create a closed loop - not just matching |
| Specialisterne – Focuses on placing autistic talent in roles, but limited adaptive learning or AI-driven matching. | BrainBridge pairs AI task-matching with self-discovery profiles and certifies employers for long-term fit. |
| Untapped.ai – Provides neurodiversity coaching for organizations, but doesn’t cover end-to-end hiring pipelines or candidate self-discovery. | BrainBridge delivers an end-to-end pipeline: discovery → JD parser → AI cognitive-fit matching → certified employers. |
| HireVue (AI Hiring Tools) – AI-driven interview analysis, but criticized for bias and not tailored for ND candidates. | BrainBridge avoids interview bias by centering cognitive-fit scoring, inclusive JD rewrites, and ND-first workflows. |
| TPI - Benefit-corp outsourcing firm creating ND jobs via IT/BPO project teams. | BrainBridge is SaaS (discovery, JD normalization, AI matching, certification) rather than a managed-services outsourcing model. |
| CAI - Global IT firm with a Neurodiverse Solutions program embedded in tech/staffing services | BrainBridge specializes in neuro-inclusion tooling (self-discovery, JD parser, certification) and plugs into existing ATS/stacks. |

1. **Market Sizing (TAM / SAM / SOM)**

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| Total Addressable Market (TAM) | Serviceable Available Market (SAM) | Serviceable Obtainable Market (SOM) |
| * 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) | * Focus: ND employment enablemen + corporate DEI compliants * 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). | * Initial arget: 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. |

1. **Revenue Streams**
   * + Monetization of Talent Portal
       - Premium microlearning access
       - b. AI Task Coach
       - Mentorship Match
       - Corporate sponsorship (e.g., SAP sponsors 500 learners)
       - 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
2. **Rodmap**
   * Agentize Mentor Role
   * Employer Evaluation and Certification, LMS program.
   * ND-LMS – On the job skill up modules.
   * 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.