

1.0 Company Overview

Traditional HR systems are primarily designed for recruitment and internal business operations (Schweyer, 2004), leaving HR leaders with fragmented career tracking tools, bias-prone promotion processes, and limited real-time visibility into employee growth. Promotion pathways often rely on manual HR assessments, subjective manager discretion, and infrequent performance reviews, making career development unclear and inefficient.

AscendAI Careers is a workforce analytics B2B platform designed to help HR leaders drive equitable, data-driven career progression while optimising talent development. By providing real-time career insights, automated recognition, and AI-powered promotion predictors, HR teams can standardise career pathways, eliminate bias, and enhance internal mobility, helping companies retain top talent and meet DEI commitments. Abele et al. (2012) identified organisational conditions - including mentoring limitations, company culture, and discrimination as key contributors to career stagnation. By implementing an AI-powered platform, AscendAI Careers removes dependency on manual mentoring programs, mitigates unconscious bias, and ensures employees are evaluated based on performance rather than subjective assessments.

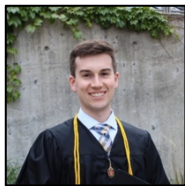
1.1 Board Members



Teanna Puthucheary, CEO & Business Strategist: Drives the company's vision, mission, and long-term growth strategy. Overseeing all aspects of business development that ensures AscendAI Careers remains at the forefront of AI-powered career progression solutions. She defines the company's strategy and secures initial external funding for AscendAI and future projects.



Konstantinos Bakogiannis, CTO & AI Product Lead: Leads AscendAI's AI recommendation engine, developing scalable machine learning models for career guidance, skill-matching, and workforce analytics, leveraging advanced AI to analyze career paths, predict skill gaps, and recommend upskilling.



Nathaniel Martin, COO & Customer Experience Lead: Ensures companies and employees fully leverage AscendAI for career development and workforce planning, overseeing user engagement, operations, and strategic marketing. He also fosters corporate partnerships, collaborating with HR and leadership to integrate AscendAI into talent strategies.

2.0 Customer Segment

Customer Profile: HR leaders in mid-to-large companies responsible for talent management, workforce retention, and equitable promotion processes. Under growing pressure to ensure fair career advancement, reduce promotion bias, and improve employee engagement while aligning with business goals, many companies struggle with fragmented performance tracking, high turnover rates, and compliance risks tied to DEI initiatives.

Functional Jobs : HR leaders need to implement fair, data-driven promotion frameworks that provide clear career progression pathways for employees. Research from Pergamit and Veum (1999) found that transparent promotion

criteria lead to higher job satisfaction and retention. They also need real-time workforce insights to track employee growth, skill gaps, and internal mobility while ensuring seamless integration with existing HR systems.

Social Jobs : HR leaders are responsible for positioning their company as a fair, inclusive, and employee-focused organisation. Companies strive to be recognised as equal-opportunity employers while actively investing in talent development to attract and retain top performers. Strengthening leadership credibility and building trust in promotion processes ensures a positive workplace culture and higher engagement.

Emotional Jobs : A structured, AI-powered career progression platform allows HR teams to shift from reactive talent management to proactive, strategic workforce planning, reducing stress and uncertainty. By eliminating bias in promotions, HR leaders can ensure fairness, improve DEI compliance, and empower employees to feel confident in their career growth, ultimately fostering a more motivated and engaged workforce.

Pains: HR leaders face fragmented and inconsistent career tracking systems, where performance insights are only available during periodic review cycles, often on a quarterly or annual basis, making real-time workforce planning difficult. Employee recognition is heavily reliant on manager discretion, introducing bias and inconsistency in visibility and promotions. Workplace bias remains prevalent, particularly for minority groups, with only marginal improvements since the 1990s (Chen, 2023). Traditional career development tools provide generic, one-size-fits-all recommendations, rather than AI-driven, personalised career insights that align with individual performance, skills, and growth potential, limiting HR's ability to optimise talent development effectively.

Gains: HR leaders gain real-time, AI-powered career insights, allowing them to track employee progression, identify skill gaps, and support internal mobility. This eliminates the reliance on periodic performance reviews and ensuring data-driven talent decisions Automated recognition ensures fair and unbiased visibility into employee contributions, reducing manager-driven bias in promotions and reinforcing a culture of equity and transparency in career advancement.

3.0 Value Proposition

Introducing AscendAI Careers: A cutting-edge AI-powered platform designed to help HR leaders streamline career progression, ensure fair promotions, and drive employee engagement. Traditional HR tools rely on manual tracking, subjective evaluations, and inconsistent recognition, leading to bias, employee disengagement, and high turnover.

With AscendAI Careers, HR teams gain real-time career insights, automated achievement recognition, and AI-powered promotion pathways - removing guesswork and ensuring data-driven, equitable talent decisions. The platform integrates seamlessly with Slack, Microsoft Teams, SAP, and other HR systems, making implementation effortless. AscendAI Careers transforms HR from a reactive function to a proactive, data-driven force - ensuring companies retain top talent, uphold DEI commitments, and create a thriving workforce.

Features include:

- *Smart Career Dashboard:* a centralised performance insights for real-time tracking.
- *Seamless HR Tech Integration:* Embedded into the most popular workplace platforms.

- *AI-Powered Promotion Predictor:* Predicts next steps for promotion and estimated timeline based on the company performance and market trends.
- *Automated Performance & Achievement Tracking:* AI collects data from projects, KPIs, and feedback, then automatically compiles and shares milestones with managers to ensure fair visibility.
- *Personalised AI Career Coaching:* Provides tailored learning and upskilling recommendations based on changing workforce trends and individual career goals.

Pain Relievers: Employees gain live visibility into how their progress aligns with business objectives, fostering higher engagement and retention. Clear pathways and AI-driven insights allow employees to be more proactive in managing their own growth, reducing manager's time spent micromanaging career development and allotting time to focus on strategic priorities (Goldsby et al, 2020). A centralised AI-driven platform streamlines talent development and skills analysis, ensuring seamless workforce planning. By eliminating manual processes and fragmented tracking systems, HR leaders can make data-driven decisions faster and scale workforce development efficiently - creating a more agile, future-ready organisation.

Gain Creators: AscendAI Careers enables prioritization of fair promotions and cross-departmental mobility, reducing hiring costs and fostering culture, strengthening their employer brand. AscendAI's Smart Career Dashboard provides HR leaders real-time workforce skill insights for strategic, data-driven talent development.

4.0 Market Comparisons (Microsoft Viva)

What are we trying to solve? Traditional career progression is unclear, biased, and reliant on manual HR processes. Employees lack real-time insights and structured promotion pathways, making career growth uncertain and inefficient. Existing tools focus on HR needs rather than empowering employees, leaving gaps in visibility, tracking, and strategic workforce planning.

- **AI-Driven Career Progression Tracking:** Microsoft Viva is a career tracking tool which is primarily HR-centric, requiring **HR updates, periodic reviews, or manual inputs** for employees to track progress. AscendAI Careers provides real-time, AI-generated career tracking, ensuring employees and HR leaders have continuous, unbiased access to performance insights and career progression data.
- **Automated Recognition & Visibility:** Microsoft Viva requires manual achievement logging, and recognition depends on managers discretion which can introduce bias, however, AscendAI compiles and shares achievements automatically, ensuring consistent and unbiased recognition across the organisation.
- **AI-Powered Promotion Predictor:** Microsoft Viva can track careers but lacks AI-driven promotion insights requiring manual input from HR to evaluate career growth. AscendAI uses AI-driven promotion insights, analysing performance data and career trajectories to provide data-backed promotion readiness.
- **Seamless Integration with IT Workflows:** Microsoft Viva is limited to Microsoft365 and cannot be integrated with other platforms, requiring users to switch between multiple platforms for comprehensive career tracking (Kjellstad,2024), However, AscendAI is able to integrate directly into Slack, Microsoft Teams, SAP, and HR systems, embedding career tracking into existing workflows without disrupting productivity.

5.0 References

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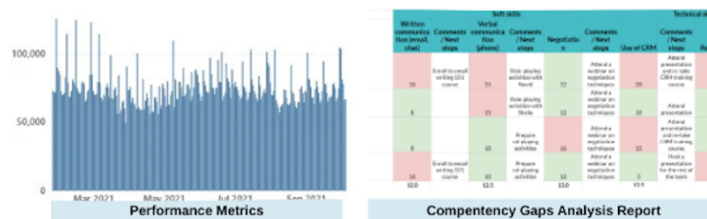
6.0 Appendix

Smart Dashboard Prototype

Smart Dashboard

2 Career Insights & Analysis

Based on your performance, you're 60% ready for a Senior Analyst role.
Focus on developing [Skills X] and completing in your next project



3 Personalised Learning Hub

SKILL BUILDING COURSES

MENTORSHIP OPPORTUNITIES

FEEDBACK REPORT



Welcome Alex! Here's an overview of your career growth this month

Notifications



**You've completed 60% of skills
needed for a promotion!**

RECENT ACHIEVEMENTS

- **Impact:** Improved data processing efficiency by 30%, reducing manual effort.
- **Skills Applied:** SQL, Python (Pandas),
- **Recognition:** Received positive feedback from senior leadership and was invited to present at the next company-wide analytics meeting.

SKILLS TO DEVELOP

Python (Pandas)

Project Management (AGILE)

The Value Proposition Canvas

