

ChamiNext Concept Note

ChamiNext Team

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1 Executive Summary

ChamiNext is a cutting-edge platform where innovative solutions meet exceptional opportunities. Our tagline: **Shaping AI-Era Engineers, Solving Enterprise Challenges.**

We empower the next generation of software engineers through mentorship, growth, and connections in the age of AI, while providing enterprises with skilled talent to solve their complex problems. Starting with grassroots training in the Philippines, we aim to build a sustainable talent pipeline.

This concept note outlines our problem statement, solution, roadmap, funding request, and go-to-market strategy.

2 Problem Statement

The Philippines faces a significant talent shortage in software engineering, exacerbated by the rapid rise of AI technologies. According to recent reports, there is a high demand for software developers proficient in languages like Python and JavaScript, but skills mismatches hinder growth. Globally, a talent deficit of over 85 million workers is projected by 2030, with the Philippines' BPO and tech sectors particularly affected.

Enterprises struggle to find reliable, AI-ready talent for innovation, leading to delayed projects and increased costs. Meanwhile, aspiring engineers from grassroots levels lack access to quality training, mentorship, and job opportunities, perpetuating the cycle.

Key issues:

- Skills gap in AI and modern software development.
- Enterprise recruitment challenges in Southeast Asia.
- Limited upskilling opportunities for university students and young professionals in the Philippines.

3 Solution

ChamiNext is an AI-assisted platform that bridges these gaps:

- **AI Assistant:** Personalized guidance for learning and career advice.
- **Mentorship Marketplace:** Connects experienced engineers with mentees.
- **Job Marketplace:** Matches trained talent with enterprise needs.
- **Training Programs:** Grassroots initiatives in partnership with universities and NGOs.

By training at the grassroots level first, we create a pool of AI-era engineers ready to solve enterprise problems.

4 Market Opportunity

The EdTech market in the Philippines is valued at approximately USD 5 billion in 2024, projected to reach USD 13.6 billion by 2033 with a CAGR of 11.8%. Online education alone is expected to grow from USD 1.7 billion to USD 12.7 billion by 2033 at 24% CAGR.

In HR Tech, the Asia-Pacific market stands at USD 9.6 billion in 2024, growing to over USD 22 billion by 2030. Southeast Asia's HR SaaS market is around USD 262 million in 2024.

Successful EdTech startups in the Philippines, like Edukasyon.ph and Avion School, demonstrate the potential for platforms focused on skill development and job placement.

ChamiNext targets this intersection, with a focus on software engineering talent.

5 Business Model

Revenue streams include:

- Commission on job placements (10-20%).
- Premium subscriptions for advanced AI features and mentorship.
- Enterprise contracts for custom talent pipelines and training.
- Partnerships with NGOs and universities for sponsored programs.

Projected revenue: Year 1: 100k-300k EUR; Year 2: 500k-1M EUR.

6 Roadmap

- **Phase 0 (Q3-Q4 2025):** Secure NGO funding and university partnerships; launch pilot training programs for 500 engineers.
- **Phase 1 (2026):** Full platform launch with AI assistant and marketplace; onboard 5,000 users.
- **Phase 2 (2027+):** Expand to enterprise solutions and regional markets; achieve profitability.

7 Go-to-Market Strategy

- **Phase 0 Focus:** Collaborate with Philippine universities (e.g., UP, Ateneo) and NGOs (e.g., DOST, PhilDev) for talent acquisition and funding.
- **Digital Marketing:** Social media campaigns on X, LinkedIn targeting students and enterprises.
- **Partnerships:** Integrate with job boards and enterprise HR systems.
- **Pilot Programs:** Free trials for early enterprise adopters.
- **Expansion:** Start in Philippines, scale to SEA.

8 Team

Co-founders: Rich Lanot (Pinterest, eBay, Accenture), Elena Lanot (Apple), Uzziel Perez (CERN, PhD)-Visionary focused on grassroots training; - Enterprise solutions expert. Supported by a core team of engineers and marketers.

9 Funding Request

We seek 1 million EUR in seed funding:

- 40% for product development and AI integration.
- 30% for marketing and partnerships.
- 20% for team salaries (including founder salaries at 100k+ EUR/year).
- 10% for operations and contingencies.

Initial non-dilutive funding from NGOs (200k-500k EUR) will support Phase 0.

This investment will enable us to train 1,000 engineers and secure first enterprise contracts within 18 months.

10 Social Impact

By training the next generation, ChamiNext will create jobs, reduce unemployment among youth, and drive innovation in the Philippines' tech ecosystem.

11 Contact

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