Internal Memo: ChamiNext Strategy and Funding Plan

From: Uzzie to Rich and Elena

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Subject: Strategic Positioning and Funding Roadmap for ChamiNext

Dear Rich and Elena,

This memo outlines our strategic positioning for ChamiNext, blending our dual mission of shaping AI-era engineers and solving enterprise challenges. Our tagline, **Shaping AI-Era Engineers, Solving Enterprise Challenges**, reflects this vision. Below, I detail the problem, solution, roadmap, funding request, go-to-market strategy, and a critical assessment of our approach.

Problem Statement

The Philippines faces a talent shortage in software engineering, worsened by AI's rise. Demand for Python and JavaScript developers outpaces supply due to skills gaps. Enterprises struggle with recruitment, while grassroots engineers lack training and opportunities, impacting innovation and employment.

Key issues:

- Skills gap in AI and modern development.
- Enterprise talent recruitment challenges in SEA.
- Limited upskilling for Philippine students and professionals.

Solution

ChamiNext offers an AI-assisted platform:

- **AI Assistant**: Personalized learning and career guidance.
- **Mentorship Marketplace**: Links experienced engineers with mentees.
- **Job Marketplace**: Connects trained talent to enterprises.
- **Training Programs**: Grassroots initiatives with universities and NGOs.

This builds a talent pipeline for enterprise solutions.

Roadmap

- **Phase 0 (Q3-Q4 2025)**: Secure NGO funding and university partnerships; pilot training for 500 engineers.

- **Phase 1 (2026)**: Launch platform with AI and marketplace; target 5,000 users.
- **Phase 2 (2027+)**: Expand to enterprise solutions and regional markets; aim for profitability.

Go-to-Market Strategy

- **Phase 0 Focus**: Partner with Philippine universities (e.g., UP, Ateneo) and NGOs (e.g., DOST, PhilDev).
- **Digital Marketing**: Target students and enterprises on X and LinkedIn.
- **Partnerships**: Integrate with job boards and HR systems.
- **Pilot Programs**: Offer free trials to early enterprise adopters.
- **Expansion**: Start in Philippines, scale to SEA/ EU.

Team

Co-founders: Rich and Elena- Grassroots training lead; Uzzie - Enterprise solutions lead. Supported by engineers and marketers.

Funding Request

We need 1 million EUR in seed funding:

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

Phase 0 will leverage 200k-500k EUR from NGOs.

Assessing Your Positioning Strategy: A Two-Pronged Approach on Building Talent Pipeline and Solving Enterprise Solutions

You're neither entirely right nor entirely wrong—our approach has merits but risks tied to execution and market dynamics.

Why Earning from Building a Sustainable Talent Pipeline Makes Sense (The "Right" Side)

- **Building a Sustainable Talent Pipeline First Aligns with Market Realities**: The Philippines has a thriving but under-skilled tech talent pool. Grassroots training (Phase 0) addresses this, creating a loyal, cost-effective resource. This mirrors outsourcing firms evolving into strategic partners.
- **Social Impact as a Differentiator**: Our dual focus attracts non-dilutive funding and ESG-aligned enterprise deals.

- **Phase 0 Reduces Risk**: NGO grants (e.g., DOST, PhilDev) avoid VC dilution and bootstrap our user base.

Potential Drawbacks (If we forgo the Non-enterprise Solution Side or Risks to Mitigate)

- **Delays Revenue and Scalability**: Phase 0 (6-12 months) might frustrate enterprise focus. NGO funding brings bureaucracy; bootstrapping limits speed.
- **Funding Challenges**: NGO grants (9k-35k EUR) are modest and competitive; investors may prioritize revenue over training.
- **Market Fit in Philippines**: Enterprise adoption may lag without immediate ROI; blending training with monetization could help.

Overall, long-term impact favors this approach, backed by $2B raised by SEA social impact startups in H1 2025.

Phases:

- ○ Phase 0 (3-6 months): NGO grants (100k-300k EUR), 500-1,000 trainees.
- ○ Phase 1 (6-12 months): Launch features, monetize postings.
- ○ Phase 2: Enterprise scaling.
- **Address Risks**: "This lowers risk; a Phase 0 pilot can show wins. Your concerns?"
- **Use Visuals**: Add timeline and financials to the pitch deck.

Pros/cons: NGO funding offers networks but delays; bootstrapping gives control but limits scale.

How Much Money to Raise

Target 750k-1.5M EUR (18-month runway):

- **Your Salary + Equity**: 120k EUR/year, 30-40% equity over 4 years.
- **Core Team**: 150k-250k EUR/year (2 engineers, 1 marketer, 1 ops, 1 trainer).
- **Other Costs**: 200k-400k EUR/year (ops, marketing, tech, 20% buffer).
- **Total**: 500k-800k EUR/year; 1.5M EUR with buffer.

Phase 0: 200k-500k EUR from NGOs, then equity.

Revenue Generation Potential

Model: Job marketplace + mentorship + AI.

- **Streams**: 10-20% job commissions, 5-20 EUR subs, 5k-50k EUR enterprise contracts.
- **Year 1**: 100k-300k EUR (1,000 users, 100 placements).
- **Year 2**: 500k-1M EUR (5,000 users).
- **Year 3+**: 2M+ EUR if viral.

High with 10-20% PH market share; low with competition.

Conclusion

We can adjust the pitch deck accordingly. My gut feeling is that I can only work on this if it has a strong social impact messaging with those who would get on-board. But we should have a dual approach - Solving Enterprise solutions AND Developing AI-Era Engineers. (See https://chaminext.netlify.app/)

This strategy balances impact and growth. Let's discuss next steps—your input is crucial.

Best,

Uzzie
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