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BUSINESS PLAN

How skaills becomes a category-defining HR-transformation platform inside 36 months.

01 · COMPANY

What skaills is, in operational terms

skaills is a SaaS platform delivered at skaills.ai with a multi-tenant data model, trilingual UI (es/en/fr), and an explicit two-layer product architecture. We sell to organizations (B2B SaaS) and to individuals (free + premium freemium). The platform is fully deployed and operational as of v0.21.x.
Legal vehicle and jurisdiction details are available under NDA. Founder is Carlos Miranda Levy; engineering and product execution to date is solo-founder accelerated by AI-native development workflows.

02 · MARKET

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The HR-transformation market is the same conversation in every boardroom this year

The market, as published sources measure it: Global HR technology is a USD 47.5 billion market in 2026, forecast to reach USD 77.7 billion by 2031 at a 10.35% CAGR. Source: Mordor Intelligence, HR Tech Market Size, Growth Drivers & Industry Outlook 2031, mordorintelligence.com/industry-reports/hr-tech-market. Fortune Business Insights puts the same market at USD 43.4 billion in 2025 reaching USD 86.1 billion by 2034 (8.1% CAGR) — two publishers agreeing within 10% on a market this size, which is as good as this category gets.

The blocs skaills is built for — Latin America and the Caribbean, Iberia, and francophone and Maghreb Africa — hold about 767 million people of working age. That figure is our own sum of the World Bank's 2024 ages-15-to-64 series over those countries, computed at build time from the indicator rather than typed, and it is not a World Bank published total; "Latin America & Caribbean" is the World Bank's own aggregate and is wider than Latin America alone. Source: World Bank, World Development Indicators, indicator SP.POP.1564.TO "Population ages 15-64, total", 2024, api.worldbank.org/v2/country/all/indicator/SP.POP.1564.TO.

Our own share of it is our own sizing. The three-year figures below are a bottom-up estimate built from our published prices, not a third-party study, and they are forward-looking.

Where we can win first: SMB and mid-market organizations in the markets where skaills has a structural advantage — Latin America, Iberian Europe, francophone Africa, and US Hispanic-market HR. These are the markets an English-only platform is structurally locked out of.

How the estimate is built: the count of addressable organizations in those markets, multiplied by the published organizational price points, discounted to a share we could plausibly serve within three years. The resulting range is an

internal planning figure; it appears in the projections table below and is labelled forward-looking there.

Why now: Three things had to be true at once. (1) AI models capable of absorbing mechanical HR (current generation: Claude / Gemini / GPT-4-class). (2) Empirical evidence that the AI transition is real and uneven enough to force the “what is our plan?” conversation at the CHRO level (Anthropic March 2026 paper). (3) A founder team that started building this 2+ years before the market needed it. All three converged in 2026.

03 · PRODUCT

Two layers, deployed, ready to monetize

The product splits cleanly into two layers that map to where AI absorbs vs. augments HR work.

Mechanical Layer (deployed)

hundreds of evaluation profiles across dozens of sectors and multiple levels · thousands of multilingual competency questions

Cognitive / personality (Big Five) / DISC / aptitude tests

CV Evaluator, Creator, Translator

Salary Aspiration Estimator (with CV auto-extraction)

Interview Simulator (multi-turn AI mock interview + recruiter decision + 3-track quality review)

Recruitment campaigns + candidate pipeline (full Position / Campaign / Candidate workflow)

Climate surveys · 360 reviews · job-fit scoring

ISCO-08 integration · HR-XML outbound webhook (partner-ready) · certificate issuance

Public job board · org public pages · talent pool · communities of practice

Transformative Layer (shipped, with more on the roadmap)

Shipped — Personal Growth Plan (12 / 24 / 36-month synthesis)

Shipped — AI-Readiness Assessment (individual + organizational variants)

Shipped — Career Path Navigator (3–5 plausible paths, ISCO-grounded)

Shipped — Org Transformation Plan (CHRO-grade roadmap)

Shipped — Scenario Simulators — live decision under pressure: Committee Defense (audit / investment / board), AML Triage, Cash Crisis, Variance Investigation, Skill Simulator

Shipped — Smoother Experiences integration — sister platform (experiences.ailearning.global) surfaces sector/level/role-tailored learning programs on every assessment; orgs can spin up branded Custom Academies / Digital Learning Divisions with our catalog, their own programs, or both

Shipped — Recruitment 7-step end-to-end (Define · Open · Score · Rank · Simulate · Prep · Decide — audit-logged and ISCO-mapped)

Shipped — Unified Activity dashboard

Shipped — Communities of Practice

On the roadmap — Mentor Matching · Skills Adjacency Map · Manager AI Co-pilot · Change Playbooks Library

Built around your criteria, your priorities, and your values.

Integrations and ecosystem

HRIS · ATS · Payroll & accounting

SSO & identity (Google / Microsoft / Okta)

Calendars & messaging (Outlook / Slack / Teams / Google)

Open APIs · webhooks · SCIM · SAML

Standards integration

ISCO-08 (ILO): Phases 1–4 shipped; HR-XML webhook live; cert verifiability in Phase 5.

ESCO (EU Commission v1.2.1): CSV bundles ingested for en/es/fr/pt; crosswalk seeder ready; UI attribution component pending.

O*NET (US DOL), SFIA, DigComp, GDPval, OWCI, OECD AI Observatory Index, OSWorld: research sprint underway; integration phased over months 1–12 post-raise.

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04 · BUSINESS MODEL

Subscriptions + transactions + premium · scaled per layer

Published plans

Quoted from the pricing page at skaills.ai/pricing. Nothing here is a price we have not published.

Free (individuals): $0. Personal evaluations, CV tools, growth plan, communities. The acquisition layer.

Pro (individuals): $29 / month. All evaluation profiles, detailed results with PDF export, CV operations.

Premium (individuals): $79 / month. Advanced AI plus the Transformative Layer instruments.

Starter (organizations): $199 / month. Up to 25 employees, all evaluation profiles, basic recruitment campaigns.

Business (organizations): $499 / month. Up to 100 employees, multi-model AI, climate surveys and 360 reviews.

Enterprise (organizations): Custom. Unlimited headcount, Org Transformation Plan, AI agents, integrations, dedicated account management and SLA.

Planned, not published as prices

Premium AI add-ons per organization — priced per engagement; no rate card is published.

Certificate issuance per credential, ISCO-stamped and verifiable — priced per engagement.

Recruitment campaigns, by campaign or per hire — priced per engagement.

Org Transformation Plan engagements — priced per engagement; hybrid product and services.

Unit economics (target after month 12)
Average revenue per paying org: US$ 300/month
Gross margin: 75–82% (after AI provider variable costs)
CAC target: < US$ 600 (3-month payback)
LTV target: US$ 7,200 (24-month average tenure × $300)
LTV/CAC: 12× target

05 · GO-TO-MARKET

Three concentric circles, executed in sequence

Circle 1 — Direct LATAM partnerships (months 1–6). Skaills founder has standing relationships and community access across Caribbean / Central America / Andean region. The first 50 paying customers are landed via direct outreach + HR community partnerships in DR, Colombia, Mexico, Spain. Target: 50 paying orgs at $200 blended ARPU = US$ 10K MRR by month 6.
Circle 2 — Content + thought leadership (months 4–12). The skaills opinion library on Resources is the GTM moat: long-form articles that engage seriously with industry research (Anthropic exposure data, McKinsey/WEF reports, OECD AI capability indicators). These articles are SEO assets and credibility assets simultaneously. Target: 200 paying orgs by month 12 = US$ 50K MRR.
Circle 3 — Channel + ecosystem (months 9–24). Integrations with HRIS systems (BambooHR, Personio, Sage) and certification programs (university-issued professional certificates via ISCO-stamped infrastructure). Partner-led acquisition for the next 800 orgs. Target: 1,000 paying orgs by month 24 = US$ 250–300K MRR (US$ 3M–3.6M ARR).

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06 · FINANCIAL PROJECTIONS

Conservative, base, optimistic — forward-looking, on our own assumptions

Every figure in this section is forward-looking and none of it has been measured: skaills is pre-revenue. The conservative case discounts the base by about 40%; the optimistic case assumes enterprise wins and channel acceleration. All scenarios assume this round plus a likely priced Series Seed 12 to 18 months later, priced from real revenue.

Year (post-raise)	Paying orgs (base)	MRR (base)	ARR (base)	Gross margin
Year 1	~200	US$ 50–60K	US$ 600–720K	75%
Year 2	~800	US$ 200–250K	US$ 2.4–3.0M	78%
Year 3	~2,000	US$ 500–650K	US$ 6.0–7.8M	80%

Forward-looking, not measured. Conservative case discounts above by ~40%; optimistic case includes enterprise wins and channel acceleration and lands at US$ 12–18M ARR by Year 3.

07 · USE OF FUNDS

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18-month runway · the spend that turns a built platform into a category

40% Product (US$ 80,000). Layer-2 connective tissue (Mentor Matching, Skills Adjacency Map, Manager Co-pilot, Change Playbooks). ESCO and O*NET ingestion. Premium speech and multimodal upgrades.
20% Go-to-market (US$ 40,000). Latin American HR-community partnerships, content, pilot deployments with case-study commitments, CRM and outreach infrastructure.
15% AI and infrastructure (US$ 30,000). AI provider spend, Cloud Functions, Firestore and Storage at production scale, observability and error tracking.
15% Compliance and standards (US$ 30,000). ESCO / O*NET attribution surfaces, ISO 27001 and SOC 2 preparation, verifiable-credential compatibility, legal and IP cleanup.
5% Founder (US$ 10,000). A modest below-market salary. The round extends focus, not lifestyle.
5% Reserve (US$ 10,000). Contingency for pilots, partnerships and unforeseen runway gaps.

08 · RISKS AND MITIGATIONS

The honest version of what could go wrong

Solo-founder dependency: mitigated by the raise itself (first hires are 2 engineers + GTM lead).
Long enterprise sales cycles in LATAM HR: mitigated by SMB-led GTM (Circle 1) before pursuing enterprise (Circle 3).

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Generic AI-HR competitors muscling in: mitigated by the two-layer framing + standards depth (ISCO/ESCO native) + trilingual moat. Generic competitors retrofit; we started here.
AI provider cost spikes: mitigated by provider-agnostic abstraction + content-addressed caching + premium-tier-only gating of expensive features (e.g., ElevenLabs TTS).
Regulatory / labor pushback in some markets: mitigated by the editorial framing — skaills explicitly rejects both extreme positions and positions itself as the planning instrument, not the replacement instrument. Aligns with regulators' incentives.

ROUND SIZE	**US$ 200,000** 10.0% — conversion-equivalent at the cap
VALUATION CAP	**US$ 2,000,000** SAFE post-money cap — a ceiling on conversion, not a valuation
MINIMUM TICKET	**US$ 20,000** 1.0% — at the cap
INSTRUMENT	**SAFE (post-money cap)** US$ 2,000,000 · MFN · no discount
USE OF FUNDS	**18 months runway** Product · go-to-market · AI and infrastructure · compliance · founder · reserve

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REVENUE MODEL

B2B SaaS subscriptions + individual plans

Published pricing at /pricing · pre-revenue today

Investor FAQ →

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skaills is an initiative of CEMI — Collectively Enhanced Multiple Intelligence.

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CEMI institutional dossier