

The model on one page, three times over.

Business Model Canvas

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skails

KEY PARTNERS

- AI model providers, named in the plan and held interchangeable: Claude, Gemini and GPT-4-class models, plus ElevenLabs for the premium speech features the paid tiers gate.
- Smoother Experiences and aiLearning inside the CEMI group — the sister platform whose learning programmes are already surfaced on every skails assessment.
- Open standards used as sources, not as partnerships: ISCO-08 (International Labour Organization), ESCO (European Commission) and O*NET (US Department of Labor). The classifications are used under their own published terms; no partnership, endorsement or affiliation is claimed.
- HR-community organisations in the Dominican Republic, Colombia, Mexico and Spain, reached through the founder's standing relationships. Named as markets and relationships in the plan, not as signed agreements.
- Integration targets, not yet partners: BambooHR, Personio and Sage are named in the plan as the HRIS systems the third go-to-market circle pursues from month 9. No agreement is signed with any of them.

KEY ACTIVITIES

- Authoring the evaluation corpus — hundreds of profiles and thousands of competency questions, in four languages.
- Standards work: ISCO-08's remaining phases, the ESCO v1.2.1 crosswalk, O*NET as planned, and the attribution surfaces.
- Building the Transformative Layer instruments the plan still owes.
- AI-native engineering on a provider-agnostic abstraction, with caching so an inference price rise does not reprice the product.
- Publishing the opinion library, and direct sales with pilots that each carry a case-study commitment.

KEY RESOURCES

- The founder. The model depends on one person today — the plan's first risk — and the round's first hires are the mitigation.
- The deployed multi-tenant platform at v0.21.x, and AI capacity held provider-agnostic so no vendor is a single point of failure.
- Standing community access across the Caribbean, Central America, the Andean region and Spain, and the CEMI group platform skails is built on.
- The evaluation corpus — hundreds of evaluation profiles across dozens of sectors and multiple levels, and thousands of multilingual competency questions — together with the ISCO-08 and ESCO crosswalk, the Transformative Layer instruments and the scenario simulators, all authored in-house.
- Standards depth and multilingual construction.

VALUE PROPOSITIONS

- skails handles the mechanical work of HR — evaluations, recruitment, CVs, certificates — so that people can do what only people can: plan, judge and lead. The platform is organized explicitly around two layers: a Mechanical Layer that AI absorbs cleanly, and a Transformative Layer that gives individuals and organizations real instruments for planning the transition rather than reacting to it.

CUSTOMER RELATIONSHIPS

- Self-serve for the free and paid personal plans: a person can evaluate themselves, build a CV and get a growth plan without ever speaking to us.
- Communities of practice inside the platform, shipped and open on the free plan — peers, not a support queue.
- Dedicated account management and an SLA on Enterprise, as published on the pricing page.
- Founder-led relationships for the first organisational customers — deliberately, and deliberately temporary: the round funds the hires that replace it.

CHANNELS

- skails.ai itself — self-serve sign-up and payment in four languages, with the free personal plan open to anyone and no sales call required.
- Direct founder outreach and HR-community partnerships across the Caribbean, Central America, the Andean region and Spain — the plan's first circle.
- The published opinion library on /resources — long-form articles that are search and credibility assets at the same time, the plan's second circle.
- Smoother Experiences (experiences.ailearning.global), the sister platform, which surfaces sector- and role-tailored learning programmes on every assessment skails produces.
- Planned, not yet open: a partner channel through HRIS and ATS integrations and through certification programmes. The plan names it as the third circle, from month 9.

CUSTOMER SEGMENTS

- SMEs
- Startups
- Large corporations
- Freelancers and independent professionals
- Consumers (mass market)
- Government and public sector
- Educators and educational institutions

COST STRUCTURE

- AI provider inference — the main variable cost, gated so the expensive features sit on the paid tiers, and cached so repeated work is not paid for twice.
- Cloud infrastructure at production scale: Cloud Functions, Firestore, Storage, observability and error tracking.
- Engineering payroll — the two engineers and the go-to-market lead the round funds. Today this cost is near zero, which is exactly the fragility the round removes.
- Go-to-market: community partnerships, content production, pilot deployments, CRM and outreach infrastructure.
- Compliance, standards and legal: ISO 27001 and SOC 2 preparation, attribution surfaces, IP cleanup.
- A modest below-market founder salary, at 5% of the round. The round extends focus, not lifestyle.

REVENUE STREAMS

- Subscriptions (SaaS, memberships)
- Sale of services
- Consulting
- Free — no direct income

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Lean Canvas

skails

PROBLEM

- Every organization now needs a plan for what AI does to its work, and almost none has one. Anthropic's March 2026 study of labour-market impacts measures the shift that is already under way. Meanwhile HR teams spend their time on repetitive scoring, CV parsing and paperwork, and the planning work — role redesign, reskilling paths, career navigation — never gets done. In Latin America, Iberian Europe and francophone Africa the problem is worse, because the platforms that could help are English-only and built on taxonomies those labour markets do not use.

SOLUTION

- skalls personal plans (Free / Pro / Premium)
- skalls organizational plans (Starter / Business / Enterprise)
- Org Transformation Plan engagements
- Certificate issuance (ISCO-stamped, verifiable)
- Recruitment campaigns

UNIQUE VALUE PROPOSITION

- skills handles the mechanical work of HR — evaluations, recruitment, CVs, certificates — so that people can do what only people can: plan, judge and lead. The platform is organized explicitly around two layers: a Mechanical Layer that AI absorbs cleanly, and a Transformative Layer that gives individuals and organizations real instruments for planning the transition rather than reacting to it.

UNFAIR ADVANTAGE

- The evaluation corpus and the ISCO-08 / ESCO crosswalk, authored in four languages over more than two years, are the expensive part to copy: authoring time, not a feature. What skills does not have is a patent, a network effect or an exclusive dataset, and this round is not defended on one. The two-layer framing and the multilingual construction are a head start that a funded incumbent could close — the corpus is what would take them the same two years.

CUSTOMER SEGMENTS

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KEY METRICS

- Paying organisations: No measured value — skills is pre-revenue. The business plan's base case targets about 200 by the end of year one and labels it forward-looking.
- Monthly recurring revenue. Nothing measured to report: no paying customer has been signed.
- Average revenue per paying organisation. A target, published in the plan: US\$ 300 per month after month 12.
- Gross margin after AI provider variable cost. A target, published in the plan: 75 to 82%.
- Customer acquisition cost and its payback. Targets, published in the plan: under US\$ 600, pay back in three months.
- Lifetime value over acquisition cost. A target, published in the plan: 12 times, on a 24-month average tenure.
- Free-to-paid conversion on the personal plans. Not yet defined: no figure is published and none has been measured, so the funnel carries it as a plan assumption rather than a rate.

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- (expanding learning globally), the sister platform, which surfaces sector- and role-tailored learning programmes on every assessment skills produces.
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Value Proposition Canvas — Consumers (mass market)

skails · Segment: Consumers (mass market)

Value map

PRODUCTS & SERVICES · skails personal plans (Free / Pro / Premium) — Personal evaluations, CV tools, growth plan and communities on a free tier, with advanced AI analysis and the Transformative Layer instruments on the paid tiers. Published at \$0, \$29/month and \$79/month.	GAIN CREATORS · The AI-Readiness Assessment has an individual variant, so the AI question is answered for this person's own role. · The Interview Simulator runs a multi-turn mock interview with a recruiter decision and a three-track quality review. · Learning programmes tailored to sector, level and role are surfaced on every assessment through Smoother Experiences.
	PAIN RELIEVERS · The free plan is a real product, not a trial: personal evaluations, CV tools, growth plan and communities at \$0, published at /pricing. · Four languages from the first release, not a translation added afterwards. · The Career Path Navigator gives 3 to 5 plausible paths grounded in ISCO-08, in place of generic advice.

Customer profile

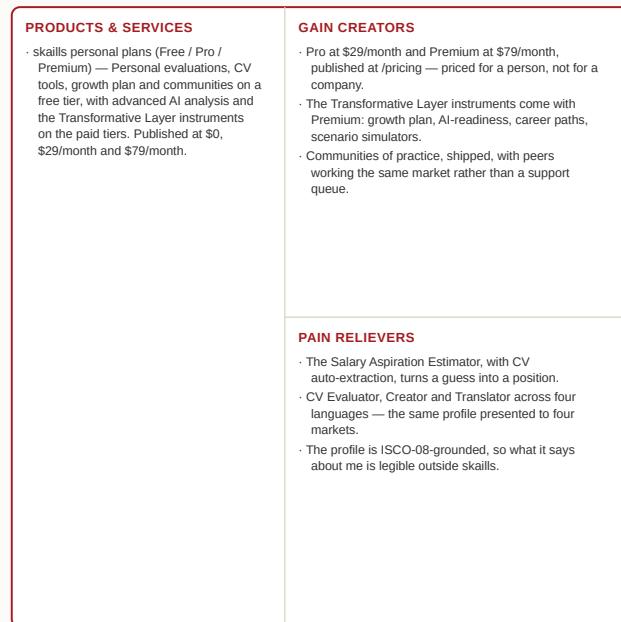


Freelancers and independent professionals

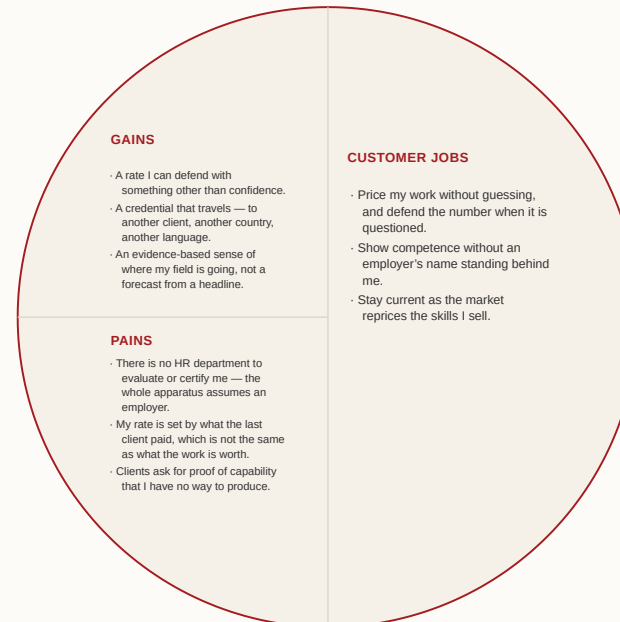
Value Proposition Canvas — Freelancers and independent professionals

skalls · Segment: Freelancers and independent professionals

Value map



Customer profile



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Value Proposition Canvas — SMEs

skalls · Segment: SMEs

Value map

PRODUCTS & SERVICES

- skalls organizational plans (Starter / Business / Enterprise) — Multi-tenant HR platform by headcount band — evaluation suite, recruitment, climate surveys and 360 reviews, organizational dashboards; Enterprise adds the Org Transformation Plan, AI agents, integrations and SLA. Published at \$199/month, \$499/month and custom.
- Recruitment campaigns — Recruitment campaigns run by campaign or per hire, on the shipped seven-step recruitment flow. Planned; priced per engagement and not published as a rate card.

GAIN CREATORS

- Job-fit scoring against hundreds of evaluation profiles across dozens of sectors.
- Climate surveys and 360 reviews on the Business tier at \$499/month, published at /pricing.
- The AI-Readiness Assessment in its organizational variant, which answers the AI question without a consulting engagement.

PAIN RELIEVERS

- Starter at \$199/month for up to 25 employees, published at /pricing — the whole evaluation suite, not a cut-down edition.
- The seven-step recruitment flow — define, open, score, rank, simulate, prep, decide — audit-logged and ISCO-mapped, shipped.
- Self-serve sign-up and payment, so there is no implementation project standing between the price and the product.

Customer profile

GAINS

- A hiring process I can defend to a candidate and to myself.
- A transition plan sized to my company, not to a multinational.
- Time back from the paperwork, spent on the business instead.

PAINS

- HR suites are priced and scoped for companies ten times my size.
- Every hire is a bet placed on a CV and one conversation.
- There is no budget for consultants to tell me what AI does to my roles.

CUSTOMER JOBS

- Hire well without an HR department to run the process.
- Know which of the people I already have can grow into which role.
- Get the mechanical work done without putting a full-time person on it.

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SEGMENT

Startups

Value Proposition Canvas — Startups

skails · Segment: Startups

Value map

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	PAIN RELIEVERS · The full Position / Campaign / Candidate workflow with a candidate pipeline, shipped and running. · A public job board and public organization pages, so candidates can find the company without a brand behind it. · The Interview Simulator, used to prepare the interviewer as much as to screen the candidate.

Customer profile



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SEGMENT

Large corporations

Value Proposition Canvas — Large corporations

skails · Segment: Large corporations

Value map

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Customer profile



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Value Proposition Canvas — Government and public sector

skalls · Segment: Government and public sector

Value map

PRODUCTS & SERVICES

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- Org Transformation Plan engagements — The CHRO-grade transformation roadmap delivered and refreshed as an engagement. Planned; priced per engagement and not published as a rate card.
- Certificate issuance (ISCO-stamped, verifiable) — ISCO-stamped verifiable credentials, issued per credential. Planned; priced per engagement and not published as a rate card.

GAIN CREATORS

- The free personal plan puts the same instruments in front of citizens at no cost to them or to the state.
- Enterprise procurement with integrations and an SLA, quoted per engagement — no public rate card is published.
- Certificate issuance, ISCO-stamped and verifiable. Planned, not yet live — the kit's revenue page marks it as such.

PAIN RELIEVERS

- ISCO-08 is the data model, not a mapping layer bolted on: phases 1 to 4 are live, with an outbound HR-XML webhook.
- ESCO v1.2.1 is ingested across four languages — 3,043 occupations and 426 ISCO unit groups — with the crosswalk seeded.
- Recruitment and evaluation are audit-logged end to end, which is what makes a public process defensible.

Customer profile

GAINS

- Workforce data aligned to ISCO-08, the ILO standard the state already uses.
- An audit trail per decision, which is what a public process has to survive.
- Instruments citizens can use directly, not only officials on their behalf.

PAINS

- Capability data sits in taxonomies invented by vendors, so it cannot be reported or compared.
- Programmes are evaluated on attendance because capability was never measured at the start.
- Nothing is available in the working language of the country at the level the population needs.

CUSTOMER JOBS

- Describe a public workforce in the classification the state already reports in.
- Run reskilling programmes whose results can be audited, not just attended.
- Procure a system that will still be intelligible to the next administration.

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Value Proposition Canvas — Educators and educational institutions

skails · Segment: Educators and educational institutions

Value map

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	PAIN RELIEVERS · Certificate issuance stamped with ISCO-08 and verifiable. Planned, priced per engagement, and marked planned on the kit's revenue page. · The same ISCO-08 and ESCO grounding the hiring side uses, so a programme and a job posting speak one vocabulary. · Smoother Experiences already surfaces sector-, level- and role-tailored programmes on every assessment, which is the demand side of the same bridge.

Customer profile



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