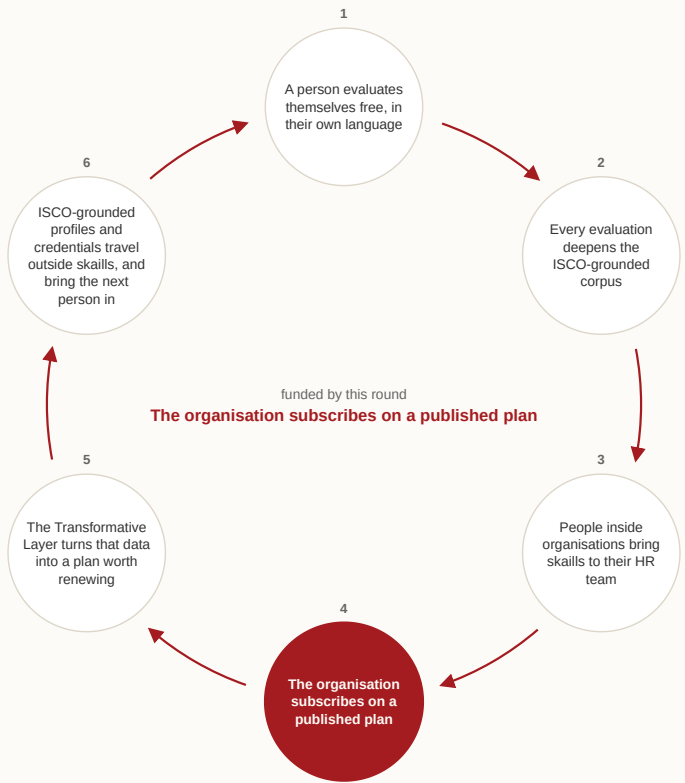


The loop, the funnel, and what the next eighteen months buy.

The business flywheel

Business flywheel

skailis



Business flywheel - skailis - generated from the business profile / growth.json on skailis investor kit - canvases v1

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The sk customer funnel

#	Stage	Figure	Basis	What happens here
1	Reaches skaiills.ai in one of four languages	<i>no figure published</i>	Plan assumption	Arrives on the public site in Spanish, English, French or Portuguese. No traffic figure is published.
2	Opens a free account	<i>no figure published</i>	Plan assumption	Creates a free account. No sales contact, no card, no trial clock.
3	Completes a first evaluation	<i>no figure published</i>	Plan assumption	Completes a first evaluation, which is the moment the product proves itself.
4	Upgrades to Pro (\$29/month) or Premium (\$79/month)	<i>no figure published</i>	Plan assumption	Upgrades to a paid personal plan. The prices are published; the rate at which people upgrade is not, because it has not happened yet.
5	An organisation opens a pilot, with a case-study commitment	<i>no figure published</i>	Plan assumption	An organisation opens a pilot. The plan attaches a case-study commitment to each one, which is how the second go-to-market circle gets its material.
6	Subscribes on Starter (\$199/month) or Business (\$499/month)	about 200 by the end of year one — a plan target, not a measurement	Plan assumption	The organisation subscribes on a published plan. The figure shown is the business plan's year-one target, stated there as forward-looking — a target, not a measurement.
7	Moves to Enterprise (custom) with the Org Transformation Plan	<i>no figure published</i>	Plan assumption	Moves to Enterprise, where the Org Transformation Plan and the integrations live. Priced per engagement; no rate card is published.
8	Adds credentials or recruitment campaigns — both planned, neither live	<i>no figure published</i>	Plan assumption	Adds credentials or recruitment campaigns. Both are planned streams; the revenue page marks them planned, and neither is live.

Roadmap

skails · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close
PRODUCT	- ESCO attribution surfaces live in the UI; the crosswalk exposed on career paths product 40% ◆ Mentor Matching and the Skills Adjacency Map shipped product 40%	- Manager AI Co-pilot shipped product 40% - O*NET ingested; SFIA and DigComp researched product 40% - Observability and error tracking at production scale; unit cost per evaluation tracked infra 15%	◆ Change Playbooks Library shipped, completing the Transformative Layer the plan owes product 40% ◆ ISCO-08 phase 5 — certificate verifiability live, which moves the credential stream from planned to live product 40% - Premium speech and multimodal upgrades on the paid tiers infra 15%
MARKET	- HR-community partnerships opened in the Dominican Republic, Colombia, Mexico and Spain gtm 20% ◆ First paying organisations landed by direct outreach, each pilot carrying a case-study commitment gtm 20%	The opinion library sustained as the inbound channel; CRM and outreach infrastructure at full use gtm 20%	◆ HRIS integration targets pursued, and certification programmes opened with institutions gtm 20%
TEAM	◆ Two engineers hired — the solo-founder dependency the plan names as its first risk is retired product 40% ◆ Go-to-market lead hired gtm 20%	First customer-success hire gtm 20%	Engineering capacity held through the runway without a second raise product 40%
FINANCE	◆ SAFE closed at or above the minimum viable close; the runway starts reserve 5% - Founder on a modest below-market salary for the full runway founder 5%	- ISO 27001 and SOC 2 preparation begun compliance 15% ◆ First revenue recognised, and reported monthly to investors reserve 5%	◆ IP assignment confirmation and legal cleanup complete compliance 15% ◆ Series Seed materials prepared from measured revenue rather than from a plan reserve 5%

Use of funds: Product 40% · Gtm 20% · Infra 15% · Compliance 15% · Founder 5% · Reserve 5%
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