



ForgeTomorrow

The professional verification platform turning
experience into trusted career evidence.

Eric James
Founder & CEO

THE PROFESSIONAL HIRING BLACK BOX

Seasoned professionals with 10+ years of experience lose **\$7,200 annually** on resumes and coaching, yet remain invisible to hiring systems that prioritize keyword-matching over verified professional evidence.

Why Current Solutions Fail

- **The Keyword Trap:** Traditional ATS systems compress 10+ years of complex career growth into one-page templates that algorithms ignore.
- **Engagement vs. Evaluation:** Incumbents prioritize ad-driven engagement, not the deep, transparent verification required to assess actual capability.
- **The Transparency Gap:** Candidates are flying blind, spending thousands on coaching without knowing exactly how their experience is being graded or why they are being passed over.

The problem isn't a lack of experience. It's a lack of visibility, transparency, and trusted evidence.



ForgeTomorrow

We replace keyword-dependent guesswork with a verified professional intelligence layer that gives professionals transparency into how their experience is evaluated, ensuring they are seen for their actual capability.

- **Explainable Evidence:** *We decompress 10+ years of history into a structured, verified portfolio that ATS systems and humans can actually parse.*
- **Recruiter Evaluation:** *We replace engagement-driven professional profiles with high-fidelity, recruiter-view evaluation that prioritizes professional capability over clicks.*
- **Actionable Intelligence:** *Our "If We Were To Hire You" engine explains why candidates win or lose, allowing them to identify and close alignment gaps before they apply.*

By moving from resumes to verified career evidence, we help seasoned professionals bypass the black box and secure the high-stakes roles they deserve.



Market Opportunity

Initial Customer Focus

Seasoned professionals with 10+ years of experience whose professional capability cannot be accurately represented through resumes, keywords, and traditional hiring signals.

THE PROFESSIONAL INTELLIGENCE OPPORTUNITY

\$65.6B+

Existing professional platforms monetize attention and engagement. ForgeTomorrow captures the professional intelligence layer, where experienced professionals pay for transparency, evaluation, and career outcomes.

We begin with experienced professionals navigating career transitions and expand into the broader professional intelligence and trust ecosystem.

Based on 2025 published market estimates



HOW PROFESSIONAL INTELLIGENCE WORKS

We transform 10+ years of work history into verified career evidence that goes beyond keyword filtering.

UNIFY DATA	GENERATE EVIDENCE	COMPETE WITH EVIDENCE
Resumes, projects, and career outcomes - into a single, permanent intelligence layer.	Our system audits your profile against roles to create an 'Evidence Report,' producing an Evidence Report with an 'If We Were To Hire You' evaluation.	Professionals enter the market with verified career evidence instead of relying on resumes and keyword matching alone.

From hidden experience to verified professional evidence.



Seeker-First Revenue Strategy

Revenue Stream	Customer	Pricing Model
Subscription	Mid-career Professional Seekers	\$9.99/month
Subscription	(Initial Market) Career Coaches	\$39.99/month
Subscription	Recruiters	\$99/month
Enterprise Licensing	Organizations	\$499+/seat/month
Performance Partnerships	Platform Partners	Performance based

ForgeTomorrow begins with mid-career professionals whose experience is difficult to verify, leveraging founder networks, professional referrals, and organic growth before expanding into the broader professional trust ecosystem.



Execution & Early Traction

Validated the Hiring Black Box with 29 organically acquired professionals, including experienced users who created detailed career profiles and portfolios.

EXECUTION

- Platform designed and launched in approximately 5 months

VALIDATION

- 29 seasoned professionals acquired through 100% organic and referral channels
- 14 resumes and 7 professional portfolios created during private validation

MOMENTUM

- Achieved up to 60% month-over-month organic growth
- \$0 paid acquisition

Early adoption demonstrates demand for professional intelligence among seasoned professionals navigating career transitions.



Competition

Professional Challenge	LinkedIn	Indeed	BetterUp	
Shows why you're losing	X	X	X	✓
Explains recruiter evaluation	X	X	X	✓
Aligns experience to opportunity	X	X	Partial	✓
Prioritizes user success over engagement	X	X	X	✓
Learns from your career history	X	X	Partial	✓

Traditional platforms monetize attention.

ForgeTomorrow monetizes professional success.



Founders and Strategic Contributors

Founders



Eric James
Founder & CEO

18+ years hiring, evaluating, and leading professionals across enterprise operations exceeding \$25M annually. Built ForgeTomorrow after personally experiencing the same professional opacity faced by millions of workers.



Ted Sitz
Founder & Head of UX

25+ years designing systems that evaluate user behavior, professional workflows, and trust-based decision making.

Strategic Contributors



Joel Flores Bustamante
Support & Operations

30+ years supporting enterprise technology, identity, access, and operational systems where reliability, performance, and trust are mission-critical.



Deepti Aggarwal
Risk & Compliance

Expertise in governance, risk management, and compliance

Built by professionals with decades of experience evaluating performance, usability, reliability, risk, and trust.



Revenue Expansion Strategy

Year	Users	Paid Conversion	Revenue
Year 1	1,000	10%	\$12K
Year 2	10,000	15%	\$180K
Year 3	50,000	20%	\$1.2M
Year 4	150,000	20%	\$6M
Year 5	500,000	B2C + B2B	\$30-\$50M

User Acquisition

- Organic community growth
- Professional referrals
- Strategic acquisition channels

Core Assumptions

- CAC < \$100
- Conversion 10–20%
- Annual revenue per paid user: ~\$120

Unit Economics

- Target SaaS gross margin 80%+
- Seeker-first strategy

Revenue Expansion

- Professional seeker subscriptions (Years 1-2)
- Recruiter and coaching, & B2B expansion (Years 3-4)
- Enterprise licensing growth (Year 5+)

These projections reflect ForgeTomorrow's initial market penetration strategy and do not include the full potential of future enterprise trust infrastructure opportunities.



Funding Ask

Pre-Seed Raise: \$850,000
(18-24 month runway)*

What this investment funds

- ✓ Acquire and validate the first 1,000 paying professional users
- ✓ Demonstrate repeatable customer acquisition below target CAC thresholds
- ✓ Establish recurring subscription revenue and retention benchmarks
- ✓ Launch recruiter, coaching, and enterprise expansion initiatives
- ✓ Position ForgeTomorrow for institutional seed financing

Use of Funds

- 45% Marketing & user acquisition
- 20% Enterprise sales & partnerships
- 20% Strategic hiring
- 10% Infrastructure & scaling
- 5% Operations & contingency

**29 users validated demand. This round proves repeatable customer acquisition.*



THE FUTURE OF HIRING

Hiring is moving from 'keyword-matching' to 'capability-verification'.

The era of the Hiring Black Box is coming to an end.

ForgeTomorrow is establishing a new standard where career success is no longer a game of chance or social signaling, but a predictable, evidence-based process.

We have built a unified intelligence platform that serves the entire hiring ecosystem. We are entering the market through the job seeker - the person with the most pain and the highest intent - to rapidly scale our intelligence layer demonstrate repeatable customer acquisition..

Once we establish that liquidity, our infrastructure is already built to serve coaches and recruiters, who are essentially 'demand-side' users of the same capability data.

