

SkillBridge

AI coach + curated resources for mid-career professionals contemplating pivots — engineer → PM, teacher → instructional design, banker → consultant, lawyer → policy. High-stakes life decision; current career-tools serve early-career graduates not 38-year-olds with mortgage.

Category	Set 6 · Consumer & Family
Customer	Mid-career professionals age 32-52 with 8-25 years experience contemplating career pivot (industry change + functional change + senior-IC to manager transitions)
Monetisation	\$49/mo Solo · \$99/mo Premium (with monthly 1:1 human coach) · \$999 program-tier (12-week structured)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

SkillBridge serves mid-career professionals (8-25 years in) contemplating career pivots — the engineer becoming a PM, the teacher transitioning to instructional design, the banker becoming a consultant, the lawyer moving into policy. This is a high-stakes life decision (financial obligations + family + senior-IC identity) that current career tools (LinkedIn Learning, Coursera, generic career-coaching platforms) serve poorly. Mid-career is not early-career; the playbook is fundamentally different.

Product: AI coach that helps user clarify motivation + assess fit for target pivot + identify skill gaps + create structured 6-18 month transition plan + curate learning resources + provide weekly check-ins + facilitate community of fellow pivoters. Premium tier adds monthly 1:1 human coach session.

Year-1 target: 2,200 paying subscribers generating ■4.4 crore annual revenue against ■85 lakh costs. Cash-positive month 3-4. The wedge: serves the specific demographics (mid-career + financially-anchored + identity-shift involved) that generic career tools ignore.

The Problem

Mid-career professionals contemplating pivots face a hard decision-and-execution problem. A 38-year-old senior software engineer wanting to move to product management has: financial obligations (mortgage + kids' school + spouse expectations); senior-IC identity built over 14 years; uncertain target-role economics + responsibilities; no obvious training path (a Coursera PM course is generic + insufficient); no network in target function; 6-18 months of preparation work that must happen alongside full-time existing job.

Existing options. LinkedIn Learning + Coursera + Maven cohort courses: provide skill content but not personalised guidance + not pivot-specific. Generic career-coaching platforms (BetterUp, CoachHub) priced at \$200+/session: assume early-career or executive coaching; weakly serve mid-career pivot specifically. Industry-specific bootcamps (Reforge for PM, etc.): work for specific transitions but priced \$2-6k. Internal mentorship: hit-or-miss based on company culture.

Result: most mid-career professionals contemplating pivots either don't pursue them (stay in current role despite dissatisfaction) or pursue them in semi-blind way with 6-18 months of inefficient effort + frequent pivot-failure. The pivot decision affects 20+ years of subsequent income + life-satisfaction; the support infrastructure is weak.

The Solution

SkillBridge structured around the pivot decision + execution journey. Onboarding: structured assessment of current role + skills + interests + values + financial situation + family context + target pivot direction (or 'help me figure out target direction').

Pivot fit assessment: AI-assisted analysis of fit between user's current strengths + target role requirements + likely transition difficulty + realistic timeline. Honest assessment (we tell users when their target pivot is unrealistic or requires different intermediate steps).

Structured 6-18 month transition plan: customised plan with skill-building milestones + portfolio-building activities + networking targets + interview preparation timeline + transition financial planning.

Curated learning resources: per-pivot-direction resource library (recommended courses + books + podcasts + communities + mentors-to-follow). Curation done by SkillBridge content team + community-contributed validated resources.

Weekly AI check-ins: structured weekly review of progress + obstacle identification + adjustment + motivation maintenance.

Pivoter community: cohort-based (you join with others pivoting in similar direction) + structured discussion + peer accountability.

Premium tier (\$99/mo) adds: monthly 1:1 session with human coach (typically a mid-career pivoter who completed similar transition 3-5 years ago + trained coaching credentials).

Program tier (\$999, 12-week structured): cohort-based intensive program with daily content + weekly group calls + 4 1:1 coach sessions + structured deliverables. For users in active pivot mode wanting accelerated support.

Three structural differences. First, mid-career-specific (acknowledges financial + identity + family stakes). Second, AI + human hybrid (AI for daily cadence; human for the harder 1:1 work). Third, structured transition plan vs. generic career exploration.

Market Opportunity

Mid-career pivot-contemplating professionals globally: estimated 80-120M at any time. Willingness-to-pay for structured support: ~6-10M who would pay \$49-99/mo.

At blended ARPU of \$720/year, SAM is \$4-7B globally. Realistic 4-year capture: 0.02-0.08% = \$800k-5.6M ARR.

Adjacent expansion. Year 2: specialist tiers for specific high-volume pivots (engineer-to-PM, teacher-to-corporate-L&D;). Enterprise tier (companies offer SkillBridge as employee-development benefit). Year 3: international expansion + non-English markets.

Target Customer

Primary persona: a 38-year-old senior software engineer at a Series B SaaS company wanting to move to PM track. Salary ■52 lakh; 2 kids; mortgage. Will pay \$49/mo Solo for structured guidance.

Secondary persona: a 45-year-old teacher wanting to transition to corporate L&D.; Salary ■14 lakh; lower financial flexibility but high motivation. Will pay \$49/mo Solo; may scale up to \$99/mo Premium during active transition phase.

Tertiary persona: a 42-year-old lawyer wanting to move into policy + advocacy work. Will pay \$999 program-tier for 12-week structured intensive at point of decision.

Product

Onboarding: structured assessment of current state + target pivot + constraints + timeline.

Pivot fit assessment: AI analysis + report with honest fit assessment + suggested alternative paths if applicable.

Transition plan: structured 6-18 month plan with milestones + activities + financial planning.

Curated learning library: per-pivot resource recommendations.

Weekly check-ins: AI-driven structured weekly reviews.

Pivoter community: cohort-based with peer accountability.

Premium tier additions: monthly 1:1 human coach session.

Program tier: 12-week structured cohort with intensive support.

Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

AI: GPT-4o + Claude Sonnet for assessment + planning + coaching content (~\$2/user/mo at average usage).

Coach scheduling: integration with Calendly + dedicated coach workspace.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Three tiers. Solo (\$49/mo or \$489/yr). Premium (\$99/mo or \$989/yr) — adds monthly 1:1 coach. Program (\$999 one-time, 12-week structured cohort).

Conversion: 14-day trial converts at 18%. Distribution: 60% Solo, 30% Premium, 10% Program. Monthly churn under 5%.

Gross margin: 82% on Solo; 56% on Premium (coach labour); 48% on Program (intensive coach + cohort labour). Blended ~70%.

LTV: \$588 × 14 mo = \$823 (Solo); \$1,188 × 16 mo = \$1,901 (Premium); Program one-time \$999 with potential extension into subscription.

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	2,200 mix
Blended ARPU	\$1,000/year
Year-1 revenue	\$520,000 (~■4.4 crore)
Gross margin	70%
CAC	\$180
Payback	3.6 months
Year-1 all-in costs	~■85 lakh
Year-1 net contribution	~■2.2 crore

Go-to-Market

Channel 1 — Mid-career-content community (40%): LinkedIn long-form content + mid-career-focused newsletters + transition-success-story podcasts.

Channel 2 — Successful-pivoter community (30%): each program graduate becomes potential ambassador + case study.

Channel 3 — Industry-specific partnerships (20%): partnerships with Reforge (PM-pivot adjacency), career-coach networks.

Channel 4 — Paid acquisition (10%): LinkedIn Ads to mid-career titles.

Roadmap (first 12 months)

- Month 1-3: MVP with assessment + transition plan + weekly check-ins + Solo tier. 200 subscribers.
- Month 4-5: Pivoter community + curated learning library, 600 subscribers, ■15 lakh MRR.
- Month 6-8: Premium tier with 1:1 coach (initial coach roster of 15), 1,200 subscribers, ■30 lakh MRR.
- Month 9-10: Program tier (12-week cohort) launched, 1,800 subscribers.
- Month 11-12: 2,200 subscribers, ■4.4 crore annualised.

Key Risks

- Coach quality variance at Premium + Program tiers: human coaching depends on individual coach quality. Mitigated by structured coach selection + ongoing quality monitoring + user feedback per session.

- Pivot outcome unpredictability: career pivots fail despite preparation; user blame can attach to SkillBridge. Mitigated by clear scope-of-support disclaimers + honest fit assessment from start.
- Slow trial-to-paid conversion in high-stakes consumer SaaS — mid-career pivots are emotionally + financially loaded decisions; users hesitate. Mitigated by extended trial + low-friction onboarding + program-tier as commitment-device for serious pivoters.
- Generic career platforms expanding into pivot-specific: BetterUp / CoachHub or Coursera could launch mid-career-pivot variants. Mitigated by AI + human hybrid structure + community moat.
- AI coaching limits: AI cannot replace human judgment in high-stakes decisions. Mitigated by clear scope (AI for daily cadence + planning; human for high-stakes decisions) + Premium tier escalation path.