

Trail One-Pager

www.trailing.com

Offering

Trail is a Nigerian startup that helps enterprises upskill their staff 10 times more effectively. The company's primary offering is an intelligent tool that tracks learning, finds skill gaps, and manages learning in one place. The tool makes it easy for businesses to gauge the strength of their workforce over time and identify skill gaps, allowing them to direct their staff on learning plans to fill those gaps. The tool is designed to be accessible to both individuals and enterprises.

Technology

Trail's technology is based on analyzing learning resources that people use on the internet and extracting the micro-skills that these resources teach. This technology allows Trail to provide its users with a comprehensive view of their learning progress and help them identify areas where they need to improve. The technology also enables businesses to track the learning of their staff and assess the strength of their workforce.

We created a dashboard that allows business owners to visualize the growth of their employees in real-time.

Initial Market

Trail is starting in Nigeria and aims to develop the next generation of globally competitive knowledge workers for Africa. The company aims to provide the African workforce with the curriculum and support they need to pursue the most in-demand careers. The initial target market for Trail is businesses and individuals in Nigeria who are looking to upskill their workforce.

Opportunity

The demand for upskilled workers is growing, and businesses are finding it increasingly challenging to upskill their staff. Trail provides a solution to this problem by making the process of upskilling easier and more direct. With Trail, skill gaps can be located on an employee level, departmental level, and organizational level. There's never been a better way to assess the skill strength of a workforce like this before. This creates an opportunity for businesses to stay competitive in an era where the demand for upskilled workers is growing.

Business Model

Trail is free for individuals, while enterprises are charged \$100 per month. This business model allows Trail to provide its services to both individuals and businesses while also generating revenue.

Market Size

The potential market size for Trail is the entire African workforce seeking to upskill. As the demand for upskilled workers grows, the market size for Trail is expected to increase. The company has a unique opportunity to serve the African market and provide its services to businesses and individuals who are looking to upskill their workforce.