

Business Model Canvas

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KEY PARTNERS

- CEMI.ai and its shared pipeline — CEMI Labs, CEMI Factory and CEMI Solutions — together with the sister initiatives built on it.
- Supérate — the public-sector programme partnership published on the platform, running at no cost to the counterparty for the duration of the pilot.
- Sponsors and funders of the AI Learning Challenge and of programme access. None is named here: a sponsor is named once it has consented to be named, and not before.
- The commercial model providers and cloud infrastructure the production pipeline and the platform run on.
- Beyond these, no partnership is claimed. A relationship that is not already public is not one this profile cites.

KEY ACTIVITIES

- Authoring and maintaining the trilingual programme and content library — the asset every other activity draws on.
- Scoping, delivering and documenting institutional engagements across the six published service lines.
- Running the readiness instruments and turning their output into a baseline an institution can defend.
- Producing and curating the open material — guides, prompt library, glossary, tool directory, ethics scenarios, learning games, AI tutors and long-form insights.
- Running the AI Learning Challenge and the sponsor relationships that fund it.
- Enforcing the learning-first editorial discipline in the work itself — learning experiences rather than courses, and nothing accepted until it deepens understanding rather than engagement.

KEY RESOURCES

- Carlos Miranda Levy's standing and reach across education, social entrepreneurship and AI.
- Delivery capacity — scoping, fieldwork, documentation. Today the binding constraint.
- The Smoother Experiences platform, as the thing an engagement lands on.
- The editorial persona set and the Learning Advisory Panel, disclosed as AI.
- Three operating languages as a capability, not a translation step.
- The Smoother methodology and its learning-object model, the trilingual programme and content library, and the site's own code and design system.
- A learning-first editorial discipline enforced in the work itself, paired with an AI production pipeline.

VALUE PROPOSITIONS

- An institution gets a defensible answer to what its people need to be able to do with AI, a programme that takes them there, and the evidence to show it worked — from a partner whose entire published body of work is open, in three languages, and judged on whether understanding deepened rather than on engagement.

CUSTOMER RELATIONSHIPS

- Anonymous and self-serve for everything free: no account, no gate, no form, in any of the three languages.
- Consultant-led and named for every paid engagement — fixed scope, fixed fee, one accountable contact, and a documented baseline the institution can put in front of a board or a ministry.
- Ongoing for an institution that ends up running its own academy: the administration is in its own hands, and the relationship becomes renewal rather than rebooking.
- Accountable to sponsors and funders for the access they pay for, in programmes that stay free to the participant.
- Learning-first in the relationship as much as in the product: the question asked at every review is whether understanding deepened, not whether engagement rose.

CHANNELS

- The published site itself, in English, Spanish and French — the open library is the top of every route into the business.
- Each service's own published page, carrying its scope and either an investment band or a scoping statement, so a buyer can qualify itself before a call.
- Speaking engagements — keynotes, workshops and closed-door briefings, priced as reach rather than revenue, with reduced rates published for public-sector, academic and mission-aligned bookings.
- The AI Learning Challenge — free for public schools, a US\$100 contribution from private schools (waiver on request), every tool a team uses free and available to everyone — as the published route into school systems.
- Delivery on the Smoother Experiences platform, so an engagement ends on software the institution keeps rather than in a document it files.
- The CEMI.ai group — the institutional dossier and the shared reach of the sister initiatives built on the same pipeline.

CUSTOMER SEGMENTS

- Educators and educational institutions
- Students and learners
- Government and public sector
- Large corporations
- NGOs and foundations
- Families and parents
- Freelancers and independent professionals

COST STRUCTURE

- Authoring and maintaining the programme and content library in three languages — the largest recurring cost, and the one that produces the asset.
- Delivery time: scoping, fieldwork and documentation. It does not fall when the price rises, which is why capacity and not demand is the constraint.
- Platform engineering and maintenance, carried on the Smoother Experiences side of the plan.
- Model inference, hosting, storage and the build pipeline behind both properties.
- Institutional reach: travel, events, the AI Learning Challenge, and the time an institutional sale takes — measured in terms, not months of hope.
- Keeping the free material free, in all three languages. It is a deliberate cost of the model, not a leak in it.

REVENUE STREAMS

- Sale of services
- Consulting
- Training and events
- Sponsorships
- Grants and donations
- Free — no direct income

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Lean Canvas

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PROBLEM

- Institutions are not short of AI tools; they are short of a defensible answer to what their people must be able to do, how to get them there without pretending the technology is settled, and how to show a board, a ministry or a family that it worked. The industry's reflex — more content, delivered faster — makes delivery cheaper while hollowing out analysis, synthesis, judgement and transfer.

SOLUTION

- AI Suite for Education
- AI Readiness Assessment
- Consulting
- Personalized Training
- Digital Twins for Education
- Speaking Engagements
- Open learning material
- AI Learning Challenge

KEY METRICS

- Academies deployed and, above all, renewed — renewal is what says the model works, where a first sale only says the pitch did.
- Share of income that recurs rather than being rebooked.
- Programmes authored once and reused across academies — the ratio that decides whether the library is an asset or an expense.
- Engagements delivered per unit of delivery capacity, which is the number the round is meant to move.
- Institutions that move from the free readiness self-assessment to a paid engagement.
- None of these figures is published. They are the instruments management runs on; they open under NDA, and naming them here is not a claim about their value.

UNIQUE VALUE PROPOSITION

- An institution gets a defensible answer to what its people need to be able to do with AI, a programme that takes them there, and the evidence to show it worked — from a partner whose entire published body of work is open, in three languages, and judged on whether understanding deepened rather than on engagement.

UNFAIR ADVANTAGE

- The accumulated open body of published work, in three languages, maintained under one editorial discipline. A platform can be built by anyone who funds engineering; a library of this kind is years of sustained output, and it is what earns the attention the rest of the model converts. We state that as our position, not as a measured moat.

CUSTOMER SEGMENTS

- Educators and educational institutions
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- NGOs and foundations
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- Freelancers and independent professionals

CHANNELS

- The published site itself, in English, Spanish and French — the open library is the top of every route into the business.
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- Platform engineering and maintenance, carried on the Smoother Experiences side of the plan.
- Model inference, hosting, storage and the build pipeline behind both properties.
- Institutional reach: travel, events, the AI Learning Challenge, and the time an institutional sale takes — measured in terms, not months of hope.
- Keeping the free material free, in all three languages. It is a deliberate cost of the model, not a leak in it.

REVENUE STREAMS

- Sale of services
- Consulting
- Training and events
- Sponsorships
- Grants and donations
- Free — no direct income

Value Proposition Canvas — Educators and educational institutions

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Value map

PRODUCTS & SERVICES

- AI Suite for Education — The operational starter pack for institutions that have decided AI adoption is real work — productized tooling, faculty training and ethics scaffolding, configured to the institution's context and owned by it.
- AI Readiness Assessment — A consultant-led institutional audit that produces a defensible, documented baseline of where the institution actually stands on AI.
- Personalized Training — Customized AI training programmes for faculty, staff and leadership, built on the public curriculum and adapted to the institution's discipline mix, tool stack, policy context and schedule.
- Consulting — Outside perspective and capacity for the AI decisions an institution cannot afford to get wrong. Fixed-scope, fixed-fee.
- Open learning material — Free and ungated: guides and learning paths, a prompt library, a glossary and tool directory, ethics scenarios, a readiness self-assessment, browser learning games, AI tutors and long-form Insights, in English, Spanish and French.

GAIN CREATORS

- Learning-first judgement applied to every decision: a tool or a module earns its place only if understanding deepens, which is the criterion the institution is buying.
- Certificates on completion with a verification code and a public verification page, and a per-academy diploma the institution controls — a deliverable inside the engagement, not a certification sold and not an accreditation claimed.
- Everything trilingual by construction, so one institution runs one programme across its languages.
- Accessibility to WCAG 2.1 AA, role-based access control and full user data export on the platform — what lets procurement say yes.

PAIN RELIEVERS

- The AI Readiness Assessment produces the documented baseline itself — consultant-led, and written to be shown rather than filed.
- Training is built on the published curriculum and adapted to the institution's discipline mix, tool stack, policy context and schedule, rather than delivered from a deck.
- The AI Suite for Education pairs the tooling with the faculty training and the ethics scaffolding, so neither arrives without the other.
- Every engagement is fixed-scope and fixed-fee, and ends on the platform rather than in a document.
- The open library — guides, glossary, tool directory, ethics scenarios, self-assessment — lets the institution start before it has a budget line.

Customer profile

GAINS

- A documented baseline it can defend to whoever asks.
- A programme that takes its people to stated capability.
- Its own branded academy, kept after the engagement.
- Ethics and policy scaffolding it did not have to invent.
- Material in three working languages — one programme, not three.

PAINS

- No shortage of AI tools; a shortage of a defensible answer to what its people must do.
- Training that is delivered, applauded, and then not used.
- Vendors who sell a platform and leave the pedagogy, or the reverse.
- A report that ends the engagement and starts nothing.
- Policy written under time pressure, with legal exposure and no precedent.

CUSTOMER JOBS

- Decide what its faculty, staff and leadership must actually be able to do with AI, and write it down as policy.
- Bring a faculty along without pretending the technology is settled or that everyone starts from the same place.
- Show a board, a ministry or a family that the money spent changed what students can do.
- Keep the capability in the institution after the consultants leave.

Value Proposition Canvas — Students and learners

aiLearning · ailearning.global · Segment: Students and learners

Value map

PRODUCTS & SERVICES

- Open learning material — Free and ungated: guides and learning paths, a prompt library, a glossary and tool directory, ethics scenarios, a readiness self-assessment, browser learning games, AI tutors and long-form Insights, in English, Spanish and French.
- AI Learning Challenge — A live competition of creativity, innovation and problem-solving with AI, for learners from primary school to university. Sponsor-funded by design; private schools register with a contribution of US\$100, a school that cannot cover it may request a waiver, and public schools register free of charge. First edition scheduled for Saturday 28 November 2026.

GAIN CREATORS

- Learning paths that are sequenced for the participant's process, not for a syllabus's convenience.
- A live competition of creativity, innovation and problem-solving with AI, open from primary school to university, first edition scheduled for Saturday 28 November 2026.
- Long-form Insights that treat the participant as someone who can follow an argument.

PAIN RELIEVERS

- The whole open library is free and ungated in English, Spanish and French: no account, no gate, no form.
- Ethics scenarios, a glossary and a tool directory that teach the judgement rather than the button.
- Learning games and AI tutors in the browser, so practice needs nothing installed and nothing paid.
- The AI Learning Challenge registers public schools free of charge, asks private schools for a US\$100 contribution that a school unable to cover it may ask to have waived, and requires every tool a team uses to be free and available to everyone — so entering does not depend on what a family can spend.

Customer profile

GAINS

- A path through the subject that can be started today, for nothing, in the participant's own language.
- Judgement about the tools, not just fluency with them.
- A real occasion to build something with a team and have it looked at.

PAINS

- Guidance that is either a marketing page or a research paper, with nothing usable in between.
- Tools that make the output better and the understanding thinner.
- Paywalls and sign-up walls on the material that should have been the starting point.
- English-only resources, when the language of the participant is Spanish or French.

CUSTOMER JOBS

- Become able to do something real with AI, not able to name its features.
- Judge when a tool is helping understanding and when it is standing in for it.
- Practise on something that matters, with other people, and be seen doing it.

Value Proposition Canvas — Government and public sector

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Value map

PRODUCTS & SERVICES

- AI Readiness Assessment — A consultant-led institutional audit that produces a defensible, documented baseline of where the institution actually stands on AI.
- Consulting — Outside perspective and capacity for the AI decisions an institution cannot afford to get wrong. Fixed-scope, fixed-fee.
- Personalized Training — Customized AI training programmes for faculty, staff and leadership, built on the public curriculum and adapted to the institution's discipline mix, tool stack, policy context and schedule.
- Digital Twins for Education — Virtual models of classrooms, curricula, learner journeys and institutional processes, so decisions can be stress-tested in a sandbox before they are made in production.
- Speaking Engagements — Keynotes, workshops and closed-door briefings on AI in learning, with reduced rates published for public-sector, academic and mission-aligned bookings.

GAIN CREATORS

- The open material is free and ungated by policy, so the parts of a national programme that should be public can be public.
- Full user data export and role-based access control on the platform — the institution can leave with its data.
- Three operating languages, which is what a multi-country or bilingual jurisdiction actually needs.

PAIN RELIEVERS

- The AI Readiness Assessment gives procurement something specifiable: a written baseline, scoped by institutional size, campuses or business units, depth of policy review and whether fieldwork is required.
- Consulting is fixed-scope and fixed-fee, with a governance handoff written into it — the capability is transferred, not rented.
- Digital twins let a curriculum, a learner journey or an institutional process be stress-tested in a sandbox before it is imposed in production.
- Reduced speaking rates are published for public-sector bookings where the standard fee would be a real barrier, so a first conversation is not a budget decision.

Customer profile

GAINS

- A documented baseline, produced by an outside party, that can be tabled and defended.
- Programmes that stay free to the participant when an agency or a sponsor funds them.
- Its own tenancy, so the capability stays public property.
- The same material in the three languages a regional body works in.

PAINS

- Procurement that cannot buy what it cannot specify, and a field that changes faster than a specification cycle.
- Pilots that end with a press release and no transferred capability.
- Vendor lock-in that a successor administration inherits and resents.
- Equity: a programme that works where connectivity and devices are already good, and nowhere else.

CUSTOMER JOBS

- Set a defensible position on AI for a school system or an agency, and be able to publish it.
- Reach a whole territory rather than the schools that already had capacity.
- Spend public money in a way that survives an audit and a change of administration.
- Test a decision before it is imposed on a system that cannot easily be rolled back.

Value Proposition Canvas — Large corporations

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Value map

PRODUCTS & SERVICES

- Personalized Training — Customized AI training programmes for faculty, staff and leadership, built on the public curriculum and adapted to the institution's discipline mix, tool stack, policy context and schedule.
- Consulting — Outside perspective and capacity for the AI decisions an institution cannot afford to get wrong. Fixed-scope, fixed-fee.
- Digital Twins for Education — Virtual models of classrooms, curricula, learner journeys and institutional processes, so decisions can be stress-tested in a sandbox before they are made in production.
- AI Suite for Education — The operational starter pack for institutions that have decided AI adoption is real work — productized tooling, faculty training and ethics scaffolding, configured to the institution's context and owned by it.

GAIN CREATORS

- The AI Suite for Education brings the tooling, the training and the ethics scaffolding as one configured deployment the organisation owns.
- Programmes authored on the Smoother learning-object model are reused across cohorts and countries at no proportional cost.
- Accessibility to WCAG 2.1 AA, role-based access control and full data export — the conditions a procurement and a works council ask about first.

PAIN RELIEVERS

- Personalized Training is scoped by audience size, number of cohorts and delivery format rather than a flat per-seat rate, and is quoted after a needs assessment.
- Consulting is a fixed-scope, fixed-fee vendor evaluation or policy draft — a decision, not a retainer.
- Digital twins model the learner journeys and institutional processes themselves, so a change is tried before it is rolled out.
- The learning-first criterion replaces completion reporting: the question at review is what the participant can now do.

Customer profile

GAINS

- Programmes scoped by audience and cohort rather than sold by the seat.
- An outside read on a vendor or architecture decision, as a fixed-fee opinion.
- Its own academy — an asset the company holds, not a licence it rents.
- One programme, three languages, one standard across the footprint.

PAINS

- Per-seat catalogues bought at scale and consumed by almost nobody.
- Executive briefings that do not reach the people doing the work, and workforce training that never reaches the decision.
- Completion rates reported as if they were capability.
- A policy vacuum in which every team improvises its own rules for AI at work.

CUSTOMER JOBS

- Make the AI capability of a whole workforce real, at several levels at once — executives who decide, and the people who do the work.
- Choose between tools and vendors without a decision the company will regret in a year.
- Show a board that the learning budget changed what the organisation can do.
- Run the same programme across countries and languages without three parallel builds.

Value Proposition Canvas — NGOs and foundations

aiLearning · ailearning.global · Segment: NGOs and foundations

Value map

PRODUCTS & SERVICES

- AI Learning Challenge — A live competition of creativity, innovation and problem-solving with AI, for learners from primary school to university. Sponsor-funded by design; private schools register with a contribution of US\$100, a school that cannot cover it may request a waiver, and public schools register free of charge. First edition scheduled for Saturday 28 November 2026.
- Speaking Engagements — Keynotes, workshops and closed-door briefings on AI in learning, with reduced rates published for public-sector, academic and mission-aligned bookings.
- Open learning material — Free and ungated: guides and learning paths, a prompt library, a glossary and tool directory, ethics scenarios, a readiness self-assessment, browser learning games, AI tutors and long-form Insights, in English, Spanish and French.
- Consulting — Outside perspective and capacity for the AI decisions an institution cannot afford to get wrong. Fixed-scope, fixed-fee.

GAIN CREATORS

- Speaking engagements carry reduced rates for mission-aligned bookings, so the funder's convening power is not priced out.
- Consulting can be pointed at the funder's own grantees, as an outside read rather than an internal one.
- Everything is published in three languages, which is what a regional funder needs to fund one programme rather than three.

PAIN RELIEVERS

- The published policy is that sponsor-funded and social programmes stay free to the participant permanently — the commitment is on the page, not in a conversation.
- The AI Learning Challenge registers public schools free of charge; a private school registers with a contribution of US\$100 and may request a waiver if it cannot cover it, and every tool a team uses must be free and available to everyone.
- The open library is free and ungated by policy, so what a grant produced can stay available to the next cohort at no cost.
- Learning-first reporting asks what participants can now do, which is the question a funder wanted answered.

Customer profile

GAINS

- Sponsored programmes free to the participant permanently, by published policy.
- Material that stays open and trilingual after the funded cohort finishes.
- A visible, sector-facing vehicle in the AI Learning Challenge.

PAINS

- Grant-funded programmes that end when the grant does, leaving nothing reusable behind.
- Reporting that measures attendance because capability is harder to measure.
- Access programmes that quietly charge the participant somewhere in the funnel.

CUSTOMER JOBS

- Fund learning that reaches people who could not have paid for it, and be able to show what it changed.
- Back a programme whose material does not disappear behind a licence when the grant ends.
- Associate the funder's name with something the sector will recognise as serious.

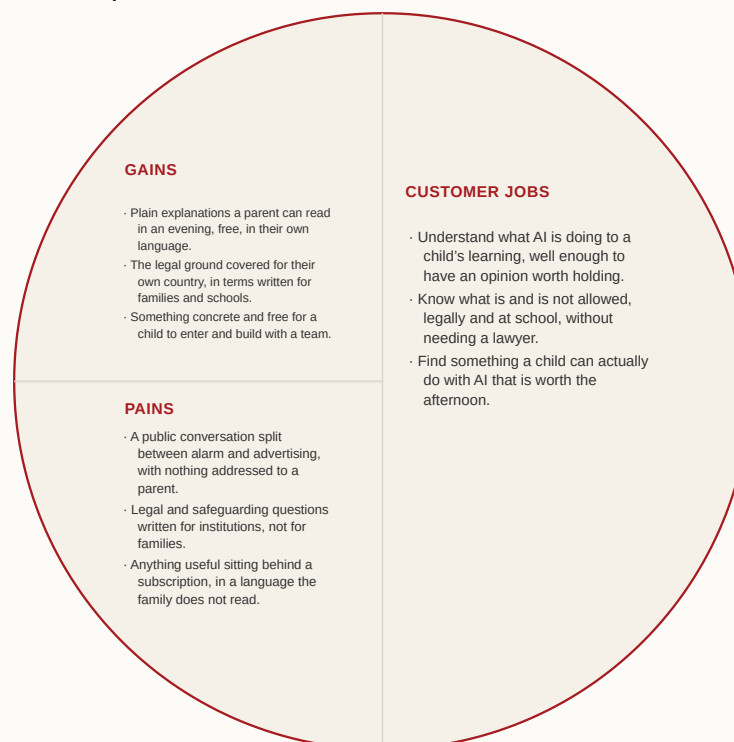
Value Proposition Canvas — Families and parents

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Value map

PRODUCTS & SERVICES · Open learning material — Free and ungated: guides and learning paths, a prompt library, a glossary and tool directory, ethics scenarios, a readiness self-assessment, browser learning games, AI tutors and long-form Insights, in English, Spanish and French. · AI Learning Challenge — A live competition of creativity, innovation and problem-solving with AI, for learners from primary school to university. Sponsor-funded by design; private schools register with a contribution of US\$100, a school that cannot cover it may request a waiver, and public schools register free of charge. First edition scheduled for Saturday 28 November 2026.	GAIN CREATORS · The AI Learning Challenge is open from primary school upward — public schools register free of charge, and a private school contributes US\$100 or may request a waiver if it cannot cover it — and every tool a team uses must be free and available to everyone — so a family's budget is not the entry condition. · Learning-first framing throughout: the material is about what the young participant understands and can do, never about a product to buy.
	PAIN RELIEVERS · A published section on the Dominican penal code written for schools and families, not for lawyers. · Ethics scenarios and a glossary in plain language, free and ungated, in English, Spanish and French. · Browser learning games and AI tutors that need nothing installed, bought or signed up for.

Customer profile



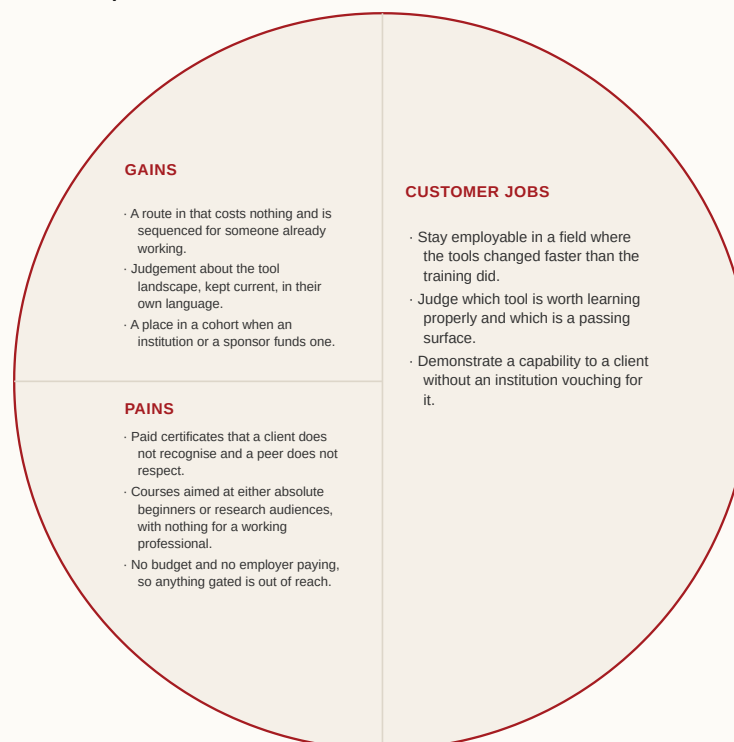
Value Proposition Canvas — Freelancers and independent professionals

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Value map

PRODUCTS & SERVICES · Open learning material — Free and ungated: guides and learning paths, a prompt library, a glossary and tool directory, ethics scenarios, a readiness self-assessment, browser learning games, AI tutors and long-form Insights, in English, Spanish and French. · Personalized Training — Customized AI training programmes for faculty, staff and leadership, built on the public curriculum and adapted to the institution's discipline mix, tool stack, policy context and schedule.	GAIN CREATORS · Long-form Insights and learning paths that assume a working adult with judgement, not a beginner to be walked through features. · When an institution or a sponsor funds a cohort, Personalized Training places the independent professional inside it at no cost to them.
	PAIN RELIEVERS · The prompt library, glossary and tool directory are free, ungated and maintained, which is what a working professional needs rather than a course. · No certification is sold and no accreditation is claimed anywhere, so nobody pays for a credential that would not have been recognised. · Everything is published in three languages, so the professional reads it in the one they think in.

Customer profile



Business Model Canvas

Smoother Experiences · experiences.ailearning.global

KEY PARTNERS

- Supérate — the published public-sector programme partnership, at no cost to the counterparty for the duration of the pilot.
- aiLearning (ailearning.global) — the service lines that bring an institution to the platform, and the trilingual library the catalogue is built from.
- CEMI.ai and its shared pipeline — CEMI Labs, CEMI Factory and CEMI Solutions.
- The commercial model providers and cloud infrastructure the platform runs on.
- Tenant institutions and sponsors are not listed here. A counterparty is named once it has consented to be named; Supérate is the one that has.

KEY ACTIVITIES

- Running and hardening the multi-tenant platform — per-organisation administration, roles, access control, accessibility and security.
- Authoring learning programmes on the Smoother learning-object model and putting every one through the published structural quality gate.
- Operating the AI authoring pipeline that produces programme content, and exposing it to the institution itself.
- Deploying and configuring each white-label academy: domain, palette, typography, logos, curated catalogue, managers.
- Issuing certificates with a verification code and a public verification page, and the per-academy diploma the institution controls — a deliverable, never a certification sold.
- Maintaining the public catalogue API and keeping the free tiers free.

KEY RESOURCES

- The multi-tenant architecture itself — one deployment serving many institutions.
- Platform engineering capacity, which the largest line of this round funds.
- The catalogue as a standing asset: programmes authored once fill the next academy.
- Near-zero runtime cost by design — local narration synthesis, inline SVG diagrams.
- The aiLearning service engagements as the demand channel.
- The platform code and its multi-tenant architecture, and the Smoother methodology as implemented in it.
- A pedagogical model encoded in the software rather than described beside it.

VALUE PROPOSITIONS

- An institution gets its own learning academy — its brand, its domain, its catalogue, its rules — without building or maintaining a platform, and with a body of learning experiences already on the shelf. What it keeps is the platform, not a report: the delivery renews instead of being rebooked.

CUSTOMER RELATIONSHIPS

- Self-serve and anonymous to browse: the catalogue needs no account, and the Learning Designer has a free public tier.
- Delegated for a tenant institution: its own managers hold the roles, the enrolment and approval workflows, the analytics and the certificates. We operate the platform; it operates its academy.
- Recurring rather than transactional: a tenancy renews, and the relationship is the renewal rather than the next booking.
- Never with the participant as the payer: sponsor-funded, inclusion and workforce-transition programmes are free to the participant permanently, by published policy.
- Open to integrators: the catalogue API is free and public by design, so a partner does not have to ask permission to carry the catalogue.

CHANNELS

- The platform itself at experiences.ailearning.global — the catalogue is browsable without an account, so the product is its own shop window.
- A white-label deployment on the institution's own domain, which is where its own audience meets it.
- The aiLearning service engagements — an assessment, a consulting or a training engagement is how most institutions arrive at the platform.
- The public catalogue API, through which any external or partner site carries the catalogue without a contract.
- The AI Learning Designer's free public tier at /create/, which puts the authoring engine in a stranger's hands before any conversation.
- Sponsored and public-sector programmes, of which the published Supérate partnership is the example.

CUSTOMER SEGMENTS

- Educators and educational institutions
- Government and public sector
- Large corporations
- NGOs and foundations
- Students and learners
- SMEs
- Developers and tech teams

COST STRUCTURE

- Platform engineering and maintenance — the largest line, and the one the round is mostly spent on.
- Programme authoring: the AI pipeline plus the human editorial pass every programme takes before the quality gate lets it ship.
- Model inference for the authoring and learning tools, hosting and storage.
- Accessibility, security and data-export work — a standing cost of being buyable by an institution, not a one-off project.
- Tenant onboarding and configuration, which is human time per academy and does not fall to zero.
- The free tiers — the browsable catalogue, the Learning Designer's free tier and the public API. A deliberate cost of the model.

REVENUE STREAMS

- Subscriptions (SaaS, memberships)
- Licensing and royalties
- Sale of services
- Grants and donations
- Sponsorships
- Free — no direct income

Lean Canvas

Smoother Experiences · experiences.ailearning.global

PROBLEM

- Institutions that want to run their own learning programmes face two bad options: a generic LMS with no content and no pedagogy, which they must fill themselves, or a course catalogue they cannot brand, curate or govern. Neither leaves them with a capability. And where a programme does get built, nothing in the tooling forces it to be any good.

SOLUTION

- White-label academy
- Learning experiences catalogue
- Sponsored and public-sector programmes
- AI Learning Designer
- Public catalogue API

KEY METRICS

- Academies deployed, and the share of them that renew — renewal is the number that decides whether this is a platform business or a services business with software attached.
- Programmes reused across academies versus programmes authored for one — the ratio that makes the catalogue an asset.
- Cost to author one shipped programme, and whether the authoring pipeline keeps it below a conventional instructional-design cost.
- Programmes that clear the structural quality gate on the first pass.
- What participants can do after a programme, not how many finished it — the learning-first criterion applied to the platform's own reporting.
- None of these figures is published, and no tenancy, programme or enrolment count appears in this kit. They open under NDA.

UNIQUE VALUE PROPOSITION

- An institution gets its own learning academy — its brand, its domain, its catalogue, its rules — without building or maintaining a platform, and with a body of learning experiences already on the shelf. What it keeps is the platform, not a report: the delivery renews instead of being rebooked.

UNFAIR ADVANTAGE

- The pedagogy is in the software, not in a document beside it: modalities, learning objects, content types, diagnostics and a structural quality gate a programme must clear before it ships. A competitor can copy the feature list; copying the gate means adopting a position on what good learning is, and most platforms have deliberately declined to hold one. We state that as our position, not as a measured moat.

CUSTOMER SEGMENTS

- Educators and educational institutions
- Government and public sector
- Large corporations
- NGOs and foundations
- Students and learners
- SMEs
- Developers and tech teams

CHANNELS

- The platform itself at experiences.ailearning.global — the catalogue is browsable without an account, so the product is its own shop window.
- A white-label deployment on the institution's own domain, which is where its own audience meets it.
- The aiLearning service engagements — an assessment, a consulting or a training engagement is how most institutions arrive at the platform.
- The public catalogue API, through which any external or partner site carries the catalogue without a contract.
- The AI Learning Designer's free public tier at /create/, which puts the authoring engine in a stranger's hands before any conversation.
- Sponsored and public-sector programmes, of which the published Supérate partnership is the example.

COST STRUCTURE

- Platform engineering and maintenance — the largest line, and the one the round is mostly spent on.
- Programme authoring: the AI pipeline plus the human editorial pass every programme takes before the quality gate lets it ship.
- Model inference for the authoring and learning tools, hosting and storage.
- Accessibility, security and data-export work — a standing cost of being buyable by an institution, not a one-off project.
- Tenant onboarding and configuration, which is human time per academy and does not fall to zero.
- The free tiers — the browsable catalogue, the Learning Designer's free tier and the public API. A deliberate cost of the model.

REVENUE STREAMS

- Subscriptions (SaaS, memberships)
- Licensing and royalties
- Sale of services
- Grants and donations
- Sponsorships
- Free — no direct income

Value Proposition Canvas — Educators and educational institutions

Smoother Experiences · experiences.ailearning.global · Segment: Educators and educational institutions

Value map

PRODUCTS & SERVICES

- White-label academy — Smoother Experiences deployed as an institution's own branded learning platform — its own domain, colour palette, typography and logos, a curated catalogue, its own managers and roles, enrolment and approval workflows, analytics, and certificates it controls.
- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.
- AI Learning Designer — The public AI authoring surface, wrapping the same engine the platform runs on, with a free tier of five generations a day. No paid tier is offered on the site today.

GAIN CREATORS

- Its own managers, roles, enrolment and approval workflows, analytics and certificates — governance in its hands, not ours.
- Programmes grouped into learning paths and into series that form pathways, with ten content types and a diagnostic layer.
- Certificates with a verification code and a public verification page, plus a per-academy diploma the institution controls. No certification is sold and no accreditation is claimed.

PAIN RELIEVERS

- The platform arrives with a methodology, a catalogue and a published quality bar rather than empty.
- Programmes are built on the Smoother learning-object model and ship only when they clear the structural quality gate.
- WCAG 2.1 AA accessibility, role-based access control and full user data export are built in — which is what lets a procurement review say yes.
- The AI authoring engine is exposed to the institution itself, so it can write its own experiences rather than commission every one.

Customer profile

GAINS

- Its own academy on its own domain, with its palette, logos and curated catalogue.
- A body of learning experiences already on the shelf on the day it opens.
- A published quality bar it can point at when someone asks why this programme.
- A platform it keeps and renews, rather than a report it files.

PAINS

- A generic LMS arrives empty: no content, no pedagogy, and the institution must fill it itself.
- A course catalogue it cannot brand, curate or govern leaves it a reseller of someone else's offer.
- Neither option leaves a capability behind — and where a programme does get built, nothing in the tooling forces it to be any good.
- Accessibility and data-export gaps that stop a procurement review dead.

CUSTOMER JOBS

- Run its own learning programmes under its own name, to its own standard.
- Get programmes in front of learners this term, not after a year of building.
- Keep control of enrolment, approval, analytics and the certificate its name goes on.
- Satisfy procurement, accessibility and data-protection review before any of it.

Value Proposition Canvas — Government and public sector

Smoother Experiences · experiences.ailearning.global · Segment: Government and public sector

Value map

PRODUCTS & SERVICES

- White-label academy — Smoother Experiences deployed as an institution's own branded learning platform — its own domain, colour palette, typography and logos, a curated catalogue, its own managers and roles, enrolment and approval workflows, analytics, and certificates it controls.
- Sponsored and public-sector programmes — Cohorts funded by a ministry, an agency or a sponsor and free to the participant, permanently and by design. The Supérate partnership is the published example and runs at no cost to the counterparty for the duration of the pilot.
- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.

GAIN CREATORS

- The catalogue is browsable without an account and the catalogue API is open, so a public programme can be genuinely public.
- Certificates carry a public verification page anyone can check — including an auditor.
- Near-zero runtime cost by design (local narration synthesis, inline SVG diagrams), which is what makes reaching a whole territory affordable.

PAIN RELIEVERS

- Sponsored and public-sector cohorts are funded by a ministry, an agency or a sponsor and are free to the participant — permanently and by design, never funded by the person learning.
- The Supérate partnership is the published precedent, and runs at no cost to the counterparty for the duration of the pilot.
- WCAG 2.1 AA, role-based access control and full user data export are in the product, not in a roadmap.
- A white-label tenancy means the platform carries the public body's name, so a pilot can be extended without renegotiating whose programme it is.

Customer profile

GAINS

- A tenancy the public body holds, with its own branding, catalogue and managers.
- Programmes free to the participant permanently, by published policy.
- Full data export, so leaving is possible and therefore staying is a choice.
- The same material in the three languages a multilingual jurisdiction needs.

PAINS

- Per-seat licensing that makes reaching everyone the most expensive option.
- Pilots that cannot be extended because the platform was never the public body's to extend.
- Accessibility and data-protection obligations that most offers meet on a slide and not in the product.
- A single language, when the population served does not have one.

CUSTOMER JOBS

- Deliver a learning programme at the scale of a system, not of a school.
- Guarantee that the person learning never pays, whatever the funding route.
- Keep the programme and its data in public hands across a change of supplier or of administration.
- Show a result that an audit and a legislature will both accept.

Value Proposition Canvas — Large corporations

Smoother Experiences · experiences.ailearning.global · Segment: Large corporations

Value map

PRODUCTS & SERVICES

- White-label academy — Smoother Experiences deployed as an institution's own branded learning platform — its own domain, colour palette, typography and logos, a curated catalogue, its own managers and roles, enrolment and approval workflows, analytics, and certificates it controls.
- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.
- AI Learning Designer — The public AI authoring surface, wrapping the same engine the platform runs on, with a free tier of five generations a day. No paid tier is offered on the site today.

GAIN CREATORS

- One tenancy, its own domain and brand, and a catalogue curated per function — one platform instead of a per-country patchwork.
- Learning paths and certified pathways, with certificates the company controls per academy.
- Content in the three operating languages, produced once.

PAIN RELIEVERS

- The AI authoring pipeline produces programme content at a cost per programme a conventional instructional-design team does not match, and the engine is exposed to the company itself.
- The structural quality gate means a programme cannot ship merely because someone authored it.
- WCAG 2.1 AA, role-based access control and full user data export are in the product from the start.
- The learning-first criterion is what the reporting is built around: what the participant can now do.

Customer profile

GAINS

- Its own branded academy, curated to the company's roles and functions.
- A catalogue already produced, so the first cohort does not wait on authoring.
- An authoring engine its own people can use, at a cost a conventional team cannot reach.
- Accessibility, access control and data export settled before the review asks.

PAINS

- An instructional-design team is slow and expensive; an off-the-shelf catalogue is neither the company's content nor its standard.
- A platform bought for its feature list and then filled with whatever was available.
- Completion dashboards that answer a question nobody asked.
- Works-council and data-protection review arriving late and stopping a rollout.

CUSTOMER JOBS

- Run onboarding, upskilling and leadership development on one platform under the company's own brand.
- Roll the same programme out across countries and languages without three parallel builds.
- Author programmes in-house at a cost the learning budget can carry.
- Prove capability, not attendance, to an executive committee.

Value Proposition Canvas — NGOs and foundations

Smoother Experiences · experiences.ailearning.global · Segment: NGOs and foundations

Value map

PRODUCTS & SERVICES

- Sponsored and public-sector programmes — Cohorts funded by a ministry, an agency or a sponsor and free to the participant, permanently and by design. The Supérate partnership is the published example and runs at no cost to the counterparty for the duration of the pilot.
- White-label academy — Smoother Experiences deployed as an institution's own branded learning platform — its own domain, colour palette, typography and logos, a curated catalogue, its own managers and roles, enrolment and approval workflows, analytics, and certificates it controls.
- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.

GAIN CREATORS

- A white-label academy under the organisation's own name, with its curated catalogue and its own managers.
- Certificates with a public verification page, which is evidence a funder can check without asking us.
- Learning-first reporting: what the participants can now do, which is the question the grant was written to answer.

PAIN RELIEVERS

- Inclusion, workforce-transition and sponsor-funded programmes are free to the participant permanently, by published policy, and are never funded by the person learning.
- The catalogue already exists across sectors and languages, so a grant funds delivery rather than construction.
- The platform is WCAG 2.1 AA and lets any user export all of their data.

Customer profile

GAINS

- A published guarantee that inclusion, workforce-transition and sponsor-funded programmes are free to the participant permanently.
- Its own branded academy for the programme, so the work is visibly the organisation's.
- Accessibility and data rights that match what the organisation says it stands for.

PAINS

- Programmes that stop when the grant stops, leaving the participants where they started.
- Platforms priced per seat, which makes the widest reach the least affordable.
- Accessibility treated as an add-on, in programmes whose whole point is people who are usually left out.
- A hidden charge to the participant somewhere further down the funnel.

CUSTOMER JOBS

- Fund learning that reaches people who could not have bought it.
- Show a funder or a board what the grant actually produced.
- Run an inclusion or workforce-transition programme without building a platform to do it.

Value Proposition Canvas — Students and learners

Smoother Experiences · experiences.ailearning.global · Segment: Students and learners

Value map

PRODUCTS & SERVICES

- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.
- Sponsored and public-sector programmes — Cohorts funded by a ministry, an agency or a sponsor and free to the participant, permanently and by design. The Supérate partnership is the published example and runs at no cost to the counterparty for the duration of the pilot.
- AI Learning Designer — The public AI authoring surface, wrapping the same engine the platform runs on, with a free tier of five generations a day. No paid tier is offered on the site today.

GAIN CREATORS

- Learning paths and series that form pathways, with ten content types and a diagnostic layer — the sequence is designed for the participant's process.
- Certificates on completion carry a verification code and a public verification page. They are a deliverable of the programme; no certification is sold and no accreditation is claimed.
- Programmes are produced across languages, so the participant is not reading a translation of someone else's course.

PAIN RELIEVERS

- Every programme clears a structural quality gate before it ships, and the catalogue is browsable without an account so it can be judged before it is entered.
- Inclusion, workforce-transition and sponsor-funded programmes are free to the participant permanently and are never funded by the person learning.
- The AI Learning Designer has a free public tier, so the participant can build something without a licence.
- The platform is WCAG 2.1 AA and lets any user export all of their data.

Customer profile

GAINS

- A programme built to a published quality bar, readable before enrolling.
- Cost carried by a sponsor, an agency or an employer — never by the participant.
- A certificate with a verification page a stranger can check.
- The right to take all of their own data out.

PAINS

- Programmes whose quality is unknowable until the hours are already spent.
- A price that decides who gets to learn.
- Being treated as an enrolment number rather than as a person doing something.
- Material that exists only in English.

CUSTOMER JOBS

- Learn something that changes what the participant can do at work or in study.
- Find out, before starting, whether a programme is worth the hours.
- Hold something at the end that another person will recognise.
- Learn in the language the participant actually thinks in.

Value Proposition Canvas — SMEs

Smoother Experiences · experiences.ailearning.global · Segment: SMEs

Value map

PRODUCTS & SERVICES

- Learning experiences catalogue — Hundreds of learning programmes and experiences produced across sectors and languages on the Smoother methodology, grouped into learning paths and into series that form certified pathways, with ten content types and a diagnostic layer.
- White-label academy — Smoother Experiences deployed as an institution's own branded learning platform — its own domain, colour palette, typography and logos, a curated catalogue, its own managers and roles, enrolment and approval workflows, analytics, and certificates it controls.
- AI Learning Designer — The public AI authoring surface, wrapping the same engine the platform runs on, with a free tier of five generations a day. No paid tier is offered on the site today.

GAIN CREATORS

- The same white-label deployment serves a small organisation as serves a large one — the model is multi-tenant, so size is a configuration and not a different product.
- Diagnostics inside the programmes, so a small team learns where it actually stands rather than guessing.
- No price is published for the platform, so the terms for a small organisation are a conversation rather than a list price it cannot meet.

PAIN RELIEVERS

- The catalogue is produced across sectors and languages and is browsable without an account, so a small company can start from what exists.
- Programmes are grouped into learning paths and into series that form pathways, so the sequence is already decided.
- The AI Learning Designer's free public tier lets a company write its own first programme before it commits to anything.

Customer profile

GAINS

- A catalogue that can be used as it is, with no authoring of its own.
- A sequenced path, so a new colleague's first weeks are the same every time.
- The option of its own small academy later, without changing platform.

PAINS

- Enterprise platforms priced and configured for organisations of a different size entirely.
- Nobody internally whose job is to build a programme.
- Free material that is abundant and unsequenced, so learning depends on who happens to be disciplined.

CUSTOMER JOBS

- Get a small team competent with AI without an HR department to run it.
- Onboard new colleagues to the same standard every time, without repeating the same week of explaining.
- Spend on learning at a size that a small company can actually approve.

Value Proposition Canvas — Developers and tech teams

Smoother Experiences · experiences.ailearning.global · Segment: Developers and tech teams

Value map



Customer profile

