

WORKPLACE SIMULATION PLATFORM

# Practice real work, alongside AI coworkers.

A sandboxed company staffed by autonomous AI teammates. People do the work; we score the replay — and the *same scenario* trains your team and screens your next hire.

Train

Hire

Practice

THE PROBLEM

# Hiring is a guess. Training doesn't stick.

Companies spend hundreds of billions a year to assess and develop people — on signals that barely predict the job.

**46%**

of new hires fail within 18 months — **89% for non-skill reasons**

Leadership IQ

**≥30%**

of first-year salary is the cost of a single bad hire

U.S. Dept. of Labor

**~12mo**

to full productivity; only 12% say their org onboards well

Gallup

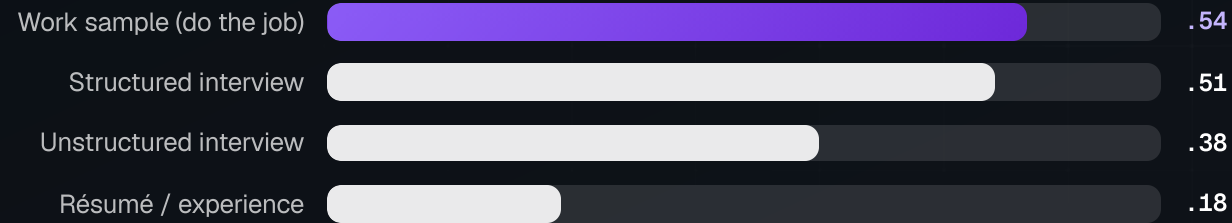
**~90%**

of training is forgotten within a week of the session

Ebbinghaus curve

THE INSIGHT

# The best predictor of performance is watching someone do the job.



Yet almost no one uses work samples — they're **expensive to build, impossible to standardize, and don't scale**. So companies default to the weakest signals.

WHAT WE BUILT

# Finderk turns any job into a live, scored simulation.



## A real workplace

An isolated company with the real tools — chat, a task board, docs, mail, an IDE — and a believable backlog to work through.



## Agentic AI coworkers

Teammates with their own role and agenda. They file tickets, push back, send mail and message you — in character, in real time.



## An evidence-cited replay

Every session is scored against the scenario's success criteria and returned as a replay — what they did, when, and why it mattered.

One artifact. Two budgets. **Train your team and screen candidates on the exact same scenario.**

WHY IT'S DIFFERENT

# Two things only Finderk does.

01

## You build a simulation by talking to an AI.

Describe the moment to train or test. An authoring agent proposes the company, the coworkers, the tools, the seed data and the rubric — then drops you into a prefilled editor. Authoring goes from weeks to minutes.

02

## You pay only for the usage your content generates.

Per-session compute "drain" is covered inline from the buyer's payment, so creators pre-fund nothing and a buyer is never blocked. Finderk keeps the drain plus a 15% marketplace take.

Authoring scales supply. Usage-based pricing makes every session gross-margin-positive from day one.

HOW IT WORKS

# Author by chat → run the simulation → score the replay.

STEP 1

**Studio**

The authoring agent turns a sentence into a runnable scenario — coworkers, apps, seeds, triggers, rubric. Publish to your org or the marketplace.

STEP 2

**The live session**

The person enters the workplace and gets to work. The AI coworkers react to their messages and moves in real time — everything they do is captured.

STEP 3

**Report & replay**

AI scores the run against the criteria with evidence. Managers compare cohorts; recruiters compare candidates on the same scenario.

WHY NOW

# Three curves just crossed.

- 01 **AI got cheap enough to staff a company.** The cost of capable AI falls ~10× per year — a given level halves every 6–8 months. Believable agentic coworkers became affordable to run at scale only in 2024–26. (a16z LLMflation · Epoch AI)
- 02 **Work went digital, so the job is simulatable.** Remote settled at ~25% of US workdays — a permanent ~5× shift. The job is now a set of apps you can replay and score. (Stanford WFH · Gallup)
- 03 **Skills-based hiring is here — but the evidence isn't.** 81% of employers now use skills-based hiring, yet most still lack a credible way to measure skill. (TestGorilla 2024 · Burning Glass)

Gartner: enterprise apps embedding task-specific AI agents go from <5% in 2025 to 40% in 2026. Finderk's core mechanic rides the fastest-growing category in software.

MARKET

# One asset, three budgets: training, hiring, practice.

**TAM** Corporate training & L&D (~\$360B) + talent assessment (~\$29B) + AI-in-HR (~\$7B)

~\$450B

**SAM** Digital, AI-native delivery: corporate e-learning + AI-powered training + digital pre-hire assessment + skills tech

~\$130B

**Wedge** Simulation-based learning — the fastest-growing modality (\$6.2B→\$17.8B, 23% CAGR) — riding the 40%+ CAGR agentic-AI wave

\$6-18B

BUSINESS MODEL

# Three revenue streams, one usage meter.

USAGE

## Drain

Per-session compute (agents × minutes), covered inline by paid takes or a prepaid pool for unpaid org use. Margin-positive every session.

MARKETPLACE

## 15% take

On every paid take of a published scenario or story. A two-sided catalog of role-specific simulations with network effects.

RECURRING

## Seats & subscriptions

B2B seats + committed pool for training & hiring; B2C membership + credit allowance for individuals.

## B2B — train & hire

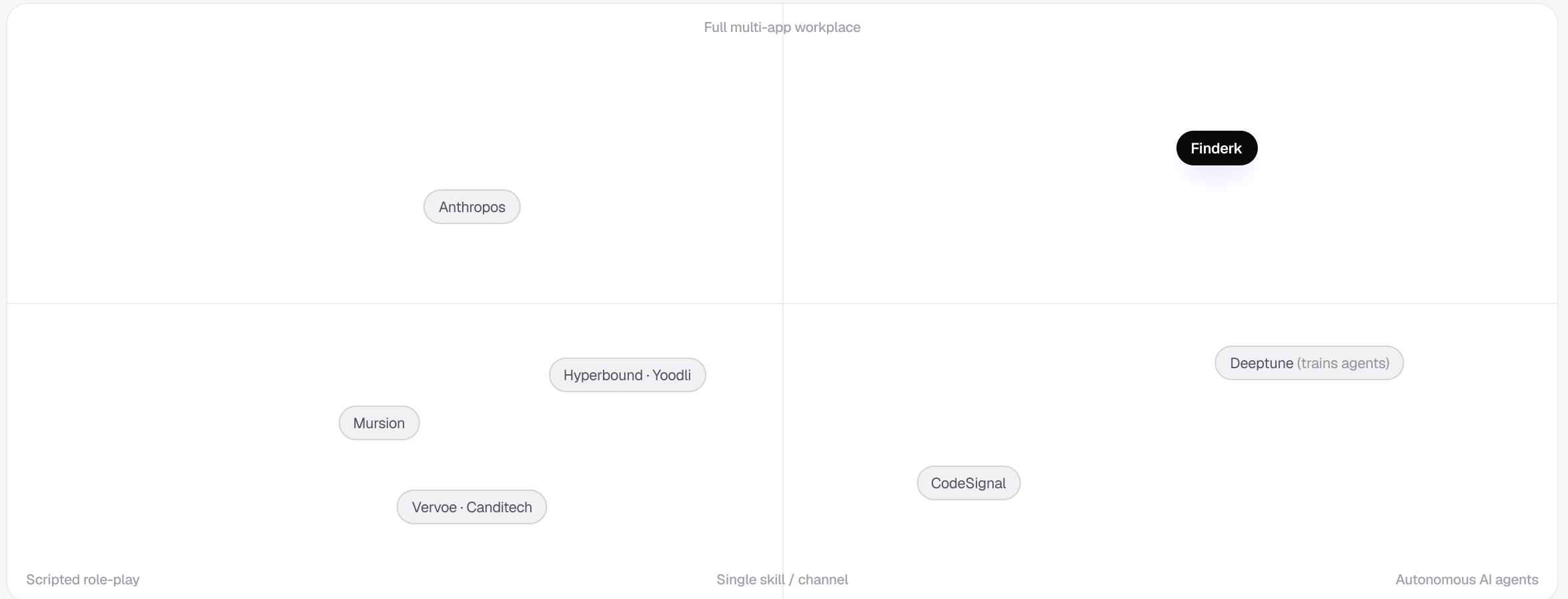
Land on work-sample hiring (sharp, measurable ROI), expand into onboarding & upskilling on the same scenarios. \$50–150K ACV.

## B2C — practice

Individuals rehearse for the role they want and prove it with a shareable scored replay. Top-of-funnel + brand.

COMPETITIVE LANDSCAPE

# Everyone owns a corner. We own the center.



Closest analogue **Anthropos** (\$2.7M pre-seed) does dual hire+train, but with scripted personas & task building-blocks – not autonomous agents in a live, integrated workspace. Coding tests, sales role-play and static work-samples each cover one axis only.

# Hard to build. Harder to copy.

## Agentic, not scripted

Coworkers that behave like real teammates — open-ended, reactive, never a branching role-play tree. The bar competitors haven't cleared.

## One artifact, two budgets

The same simulation trains and hires — twice the wedge, and a proprietary dataset of how people actually perform the work.

## AI-authored marketplace

Talk-to-build authoring + a two-sided catalog → compounding content and network effects no single-vendor tool can match.

## Usage-based economics

Every session pays for itself; pricing scales with value delivered, not seats sold.

The category is forming around us — **Mercor \$10B, Workday's ~\$1.1B Sana acquisition**, top-tier funds backing AI that works and learns. No one has fused it into coworkers you practice and get hired alongside.

GO-TO-MARKET

# Land on hiring. Expand into training. Compound on supply.

LAND

## Work-sample hiring

The sharpest, most measurable ROI: replace the take-home and the screen with a scored, job-real work sample. Fast wedge into the TA budget.

EXPAND

## Training & onboarding

The same scenarios become onboarding and upskilling for the team that just hired on them. TA budget opens the L&D budget — seats & pool.

COMPOUND

## Marketplace + B2C

AI authoring lets companies & creators publish scenarios; B2C practice seeds demand and brand. Two-sided network effect.

Beachhead: Engineering

Sales

Support & CX

high-volume, digital, hire + onboard fast

WHERE WE ARE

# A working engine and a live, interactive product.



## The product runs today

Live sessions, agentic AI coworkers and AI scoring — working end-to-end, not a prototype.



## End-to-end demo live

The full product — catalog, Studio authoring, the live session, reports and the org console — is explorable at [finderk.com](https://finderk.com).



## Invite-only beta

Waitlist open; first design-partner conversations underway across engineering, sales and support hiring.

TEAM

# A builder and a seller.



**Eje David**

Co-Founder & Technical Lead

Built Finderk's product end-to-end — the agentic simulation, the AI coworkers and the automated scoring — from zero to a working platform.



**Adoyi Daniel**

Co-Founder & Go-to-Market

Leads commercial strategy and pipeline — turning design-partner conversations into paid pilots across hiring and L&D.

The two things an early company at this intersection needs: someone who can build the hard engine, and someone who can sell it into hiring and L&D.

THE ASK

# Raising \$1.5M pre-seed.

On a SAFE — ~18 months of runway to turn a working product into paid pilots, validated unit economics, and a live marketplace.

~50% · BUILD

## Product & engineering

Reliability, scale, and the unit economics that make usage-based pricing work; ship great authoring + the marketplace.

~15% · RUN

## Compute & infrastructure

Run many sessions at once, affordably — the cost base behind the margin story.

~35% · SELL

## GTM, pilots & hiring

Convert hiring & L&D design partners into paid pilots and prove the dual-use ROI.

**Milestones (12–18 mo):** first paid B2B pilots across 2–3 beachhead roles · marketplace live with external creators · validated per-session unit economics.

# Put people in the room before the job.

One scored simulation that trains your team and screens your next hire —  
built by talking to an AI, billed only for what it's used.

[contact@finderk.com](mailto:contact@finderk.com)

[See the live demo ↗](#)

## APPENDIX

# Sources

**Problem & method:** Leadership IQ, hiring-failure study · U.S. Dept. of Labor, cost of a bad hire (~30%) · Gallup, onboarding & time-to-productivity · Ebbinghaus forgetting curve · Schmidt & Hunter (1998), *Psychological Bulletin*; Sackett, Zhang, Berry & Lievens (2022), *J. Applied Psychology* – predictive validity of selection methods.

**Why now:** a16z "LLMflation" & Epoch AI – AI cost trends · Stanford WFH Research (Bloom) / Gallup – remote work share · TestGorilla, *State of Skills-Based Hiring 2024*; Burning Glass Institute · EEOC Title VII AI guidance (2023) · Gartner – AI agents in enterprise apps · WEF, *Future of Jobs 2025*.

**Market:** Corporate training – Research&Markets, Allied Market Research · Corporate e-learning \$104B @ 21.7% – Grand View Research · Talent assessment \$29B – Business Research Insights · Game/simulation-based learning \$6.2B-\$17.8B @ 23.4% – MarketsandMarkets · AI-powered corporate training – Mordor Intelligence · Agentic AI 40%+ CAGR – Fortune Business Insights.

**Comparables & funding:** Mercor \$350M / \$10B (TechCrunch, Oct 2025) · Deeptune \$43M Series A, a16z (Fortune, Mar 2026) · Workday acquires Sana ~\$1.1B (Workday, Nov 2025) · Yoodli \$40M (TechCrunch, Dec 2025) · Micro1 \$35M / \$500M (TechCrunch, Sep 2025) · Anthropos \$2.7M pre-seed (Tech.eu, May 2024) · CodeSignal, Karat, HackerRank, Vervoe, Canditech, Mursion, Hyperbound – company & press sources.

Market figures vary 2-3× by scope; ranges shown are conservative mid-points. Some private valuations undisclosed/estimated.