

TBC...



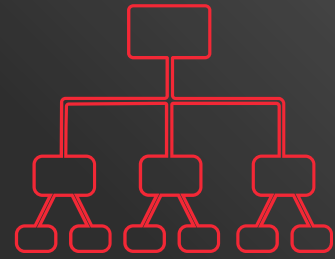
PARTNERSHIP PROPOSAL

Proposal for Collaborative
Video Branching Infrastructure

Prepared for the leadership of SkillPath
Confidential — For Discussion Purposes

WHO WE ARE

TBC... at a Glance



TBC... (To Be Continued) is a collaborative branching video platform built for organizations that train at scale. Instead of one-time seminars that employees attend and forget, TBC transforms training content into living knowledge networks. Subject matter experts create foundational content, participants add their own real-world applications and role-specific adaptations, and learners navigate intelligently to the exact guidance relevant to their job, experience level, and challenge.

The platform is enterprise-ready, deployable as white-labeled infrastructure, and purpose-built for training organizations where retention, practical application, and sustained behavior change are the actual outcomes that matter.

We are seeking a strategic partner who already owns the corporate training relationship, a partner who delivers 16,000+ training sessions annually and serves 997 of the Fortune 1000. A partner who understands the quality of the training session is just as important as what happens after the trainer leaves the room.

That partner is SkillPath.

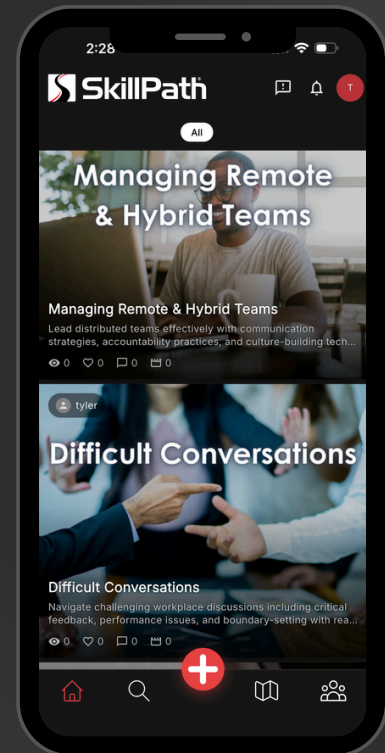


TBC...

THE TBC... PLATFORM: HOW IT WORKS

Knowledge Networks, Not Linear Playlist

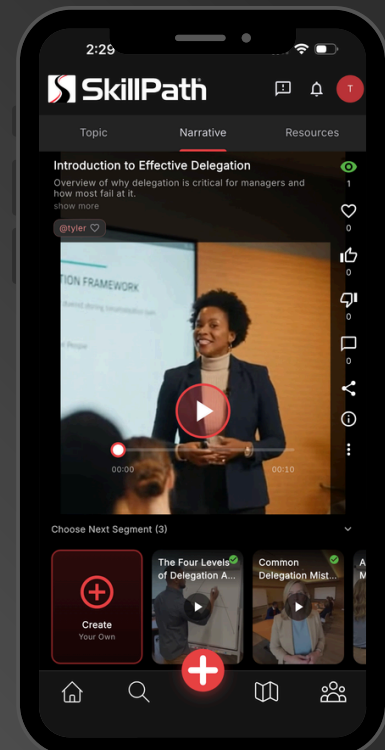
A learning path category is a collection of self-contained knowledge topics like "Effective Delegation," "Difficult Conversations," "Building High-Performance Teams." Each Category begins with foundational content from SkillPath's expert trainers, then branches as attendees add their own real-world applications, role-specific scenarios, and organizational adaptations.



Four-Way Navigation

Users navigate intuitively through story-like progression:

- Scroll right → Move forward in the sequence (next topic, next procedure step).
- Scroll left ← Go back to previous content or review foundations.
- Scroll up ↑ View alternate approaches or user-contributed branches.
- Scroll down ↓ View alternate approaches or user-contributed branches.

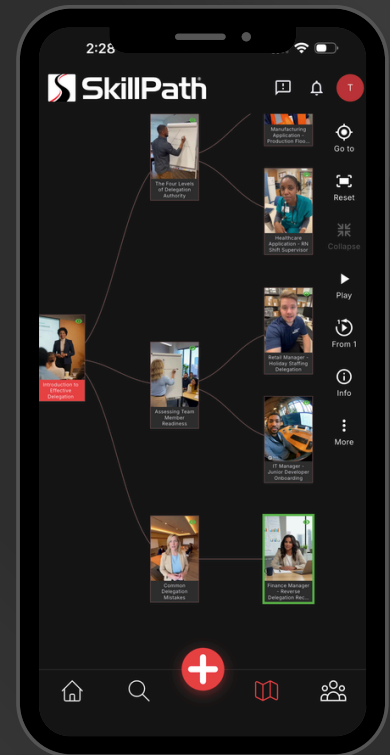


TBC...

THE TBC... PLATFORM: HOW IT WORKS

Branching Map: See the Whole Knowledge Network

Zoom out to Map View and see the entire topic as an interconnected network. Each node is a video segment. Lines show connections. Navigate visually to any point in the knowledge tree. See where official content branches into peer contributions. Identify gaps where new content is needed.



Serial Momentum Index (SMI): Measuring Knowledge Impact

Unlike traditional platforms that measure views, TBC... tracks Serial Momentum — how far knowledge travels through an organization:

- Continuation Depth: How many follow-up contributions does this content inspire?
- Contributor Diversity: How many different people are building on this knowledge?
- Engagement Rate: Do users actually watch the branches, or does the chain die?

For SkillPath members, SMI reveals which leadership techniques are actually being applied in the workplace, which communication strategies are spreading through organizations, and which skill gaps need additional content development.

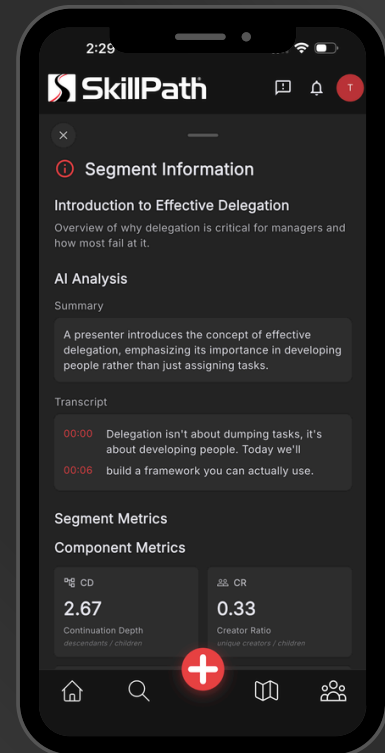
TBC...

THE TBC... PLATFORM: HOW IT WORKS

AI-Powered Search

TBC's intelligent search understands context, not just keywords. The AI surfaces related content based on usage patterns such as if users frequently navigate from one topic to another, search learns that connection and surfaces it proactively.

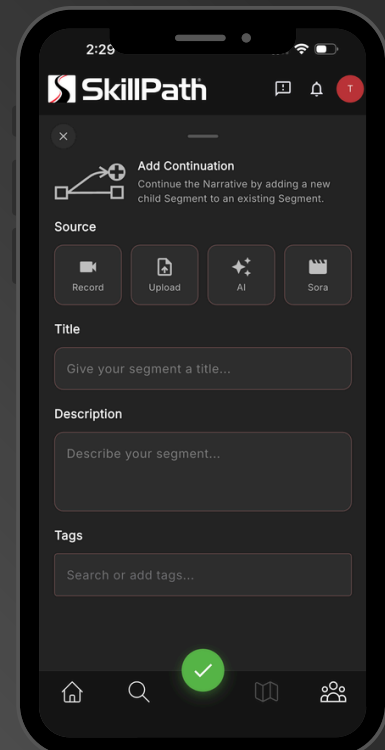
Search across all content by topic, contributor, date range, or relevance. Results ranked by Serial Momentum Index. See solutions that actually worked, not just most-viewed content.



Content Upload: Capture Knowledge Anywhere

Record directly in-app from your phone. Upload from camera roll. Desktop MP4 upload for polished content.

Every upload is automatically transcribed, tagged, and made searchable. The platform handles the technical details. You focus on capturing knowledge.



TBC...

COLLABORATION: THE TBC... DIFFERENTIATOR

Why Collaboration Changes Everything

TBC... is the only platform in the world that enables collaborative branching.

TBC... is where every learner can become a contributor, adding their real-world applications, industry-specific adaptations, and role-based variations to foundational content.

This isn't commenting or discussion forums. This is knowledge that compounds. When a SkillPath member attends a seminar on Effective Delegation, they don't just consume content. They add their own continuation showing how they applied it in healthcare, manufacturing, or retail. That contribution becomes discoverable content for the next person facing a similar challenge.

TBC...



COLLABORATION: THE TBC DIFFERENTIATOR

Why Collaboration Changes Everything

The science backs this up:

75%

People retain 75% of information when they teach it to others, compared to just 5% from lectures alone. (National Training Laboratories 2019)

90%

Learners are 90% more engaged when learning collaboratively versus traditional passive methods. (Johnson & Johnson, 2014)

3x Faster

Teams with shared knowledge bases solve problems 3x faster than those relying on individual expertise. (MIT Sloan Management Review, 2018)

50% Higher

Peer-to-peer learning increases knowledge retention by 50% compared to instructor-only training. (Association for Talent Development, 2016)

TBC...

COLLABORATION: THE TBC... DIFFERENTIATOR

Why Collaboration Changes Everything

No other platform offers this. LinkedIn Learning, Udemy, Coursera, even specialized training platforms, they all deliver content to learners. Only TBC... turns learners into contributors who build institutional knowledge together.

For SkillPath, this means training doesn't end when the seminar does. It compounds every time a member adds their experience, their adaptation, their success story. The content gets smarter, more nuanced, and more valuable with every contribution.

This is knowledge infrastructure, not content delivery.



TBC... FITS INTO YOUR EXISTING ECOSYSTEM

TBC... isn't a replacement. It's an enhancement layer that integrates into SkillPath's existing infrastructure.

White-Label Design: Fully branded as SkillPath. We match your colors, fonts, logos, and navigation. Members see "SkillPath Learning Network" — not TBC... branding.

Integration Options

- Single Sign-On (SSO): Members use existing SkillPath credentials
- LMS Integration: API connection to your current platform
- Embedded Access: Launch directly from member portal or seminar pages
- Mobile-Ready: Responsive web or native apps

Your Data, Your Control: All content and user data belongs to SkillPath. Export anytime. Full administrative control.

TBC...

WHY SKILLPATH



Since 1989, SkillPath has enriched the professional and personal lives of 10 million individuals worldwide. You deliver more than 16,000 training sessions per year through in-person workshops, live virtual sessions, webinars, and on-demand courses.

But here's the persistent challenge that every training company faces:

The forgetting curve is brutal. Employees forget 70% of training content within 24 hours and 90% within 30 days. A \$2,500 two-day leadership seminar delivers insight and energy in the moment, but six weeks later the manager is back to their old patterns.

One-size-fits-all doesn't fit anyone. A first-time manager at a 50-person startup and a mid-level manager at a Fortune 100 company both attend "The Essentials of Management for First-Time Managers." The content is good, but neither gets what they specifically need, contextual guidance for their actual situation.

Static materials die after delivery. SkillPath delivers exceptional training, but after the session ends, participants are left with a PDF workbook, maybe a recording, and their notes. When they encounter a real-world challenge two months later, they don't remember which slide had the answer. The knowledge isn't accessible when needed.

TBC... solves all three problems simultaneously and increases the value of every training session SkillPath already delivers.

TBC...

PARTNERSHIP MODEL

Rather than a vendor relationship, we propose SkillPath becomes TBC's exclusive corporate training channel partner — the entity that embeds, licenses, and supports TBC... across all SkillPath training products.

This structure creates three distinct value streams for SkillPath:

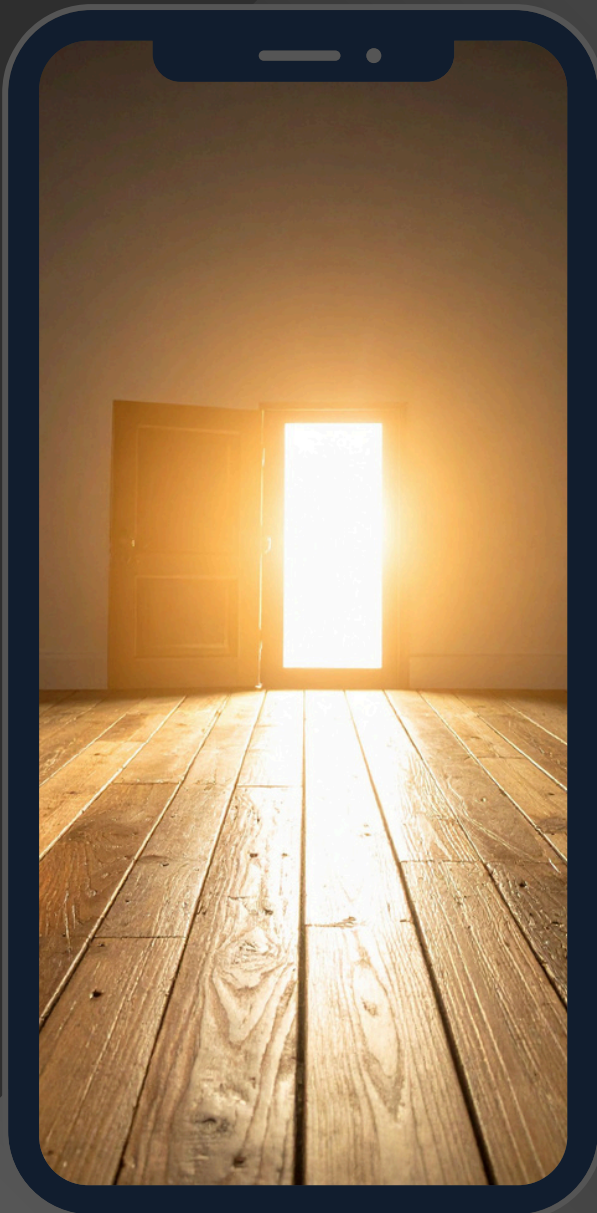
Stream 1 — Enhanced Product Value (Immediate) Every SkillPath training product (seminars, webinars, certificate programs, Unlimited membership, LXP deployments) becomes more valuable and differentiated with TBC... integrated. This justifies premium pricing and reduces churn.

Stream 2 — New Recurring Revenue (Primary) SkillPath licenses TBC... to corporate clients as persistent training infrastructure. Pricing is structured for multi-year contracts that generate recurring revenue long after the initial training engagement ends.

Stream 3 — Competitive Moat (Strategic) No other corporate training provider offers collaborative branching video infrastructure. SkillPath becomes the only provider where training doesn't end when the session ends. It becomes a living knowledge asset that compounds over time.



THE OPPORTUNITY



10 SPECIFIC APPLICATIONS



TBC... Enterprise integrates seamlessly into SkillPath's existing training delivery model transforming one-time seminars, static webinars, and isolated learning events into persistent knowledge infrastructure that members, corporate clients, and seminar participants can continuously access, update, and expand long after the instructor leaves the room.

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APPLICATION 1

POST-SEMINAR LEARNING CONTINUATIONS



The Problem: SkillPath delivers a leadership seminar to 30 managers. The trainer is excellent. The content relevant. Participants energized. Three months later, 80% of them have reverted to old behaviors.

The TBC Solution: Every SkillPath seminar gets a private TBC... topic category. The trainer seeds it with foundational content, the core concepts, frameworks, and tools covered during the session. After the seminar ends, participants add their own video continuations: how they applied the framework in a real situation, what worked, what didn't, the contextual adjustments they made for their specific team or industry.

A manager encountering a performance management challenge four months later doesn't search their notes or try to remember which slide covered feedback delivery. They go to the TBC universe for their seminar, navigate to "Performance Management," and find 15 peer-contributed examples of how other participants handled similar challenges, each one real, contextual, and actionable.

The seminar doesn't end when the trainer leaves. It becomes a living resource that grows more valuable over time.

Measurable outcome: Knowledge retention at 90 days increases from 10% to 40-60%.

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APPLICATION 2

SKILLPATH UNLIMITED CONTEXTUAL LEARNING



The Problem: SkillPath Unlimited offers learners access to 6,000+ live virtual courses, 500+ webinars, and on-demand content for one annual fee. It's an incredible library. But it's still a library. Users have to figure out how to adapt the generic content to their specific context.

The TBC Solution: SkillPath Unlimited members get access to a TBC... category for every major course topic. After completing a course on "Business Writing Essentials," learners can navigate a TBC... category where previous participants have added continuations showing how they applied the principles in their actual workplace: writing product launch emails, drafting client proposals, creating internal memos, responding to customer complaints. Each continuation is tagged by industry, role, and communication type.

A learner who needs to write a difficult email to an underperforming vendor doesn't just watch a generic business writing course. They watch the foundational course, then navigate the TBC... to the "Difficult Client Communications" branch and find 20 real examples from other learners who faced similar situations.

Measurable outcome: SkillPath Unlimited utilization and renewal rates increase. Users don't just watch courses, they apply them and document their application, which makes the Unlimited membership exponentially more valuable every year.

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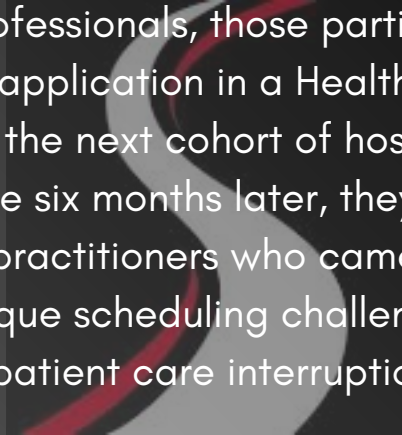
APPLICATION 3

INDUSTRY-SPECIFIC LEARNING COLLABORATIVES



The Problem: SkillPath trains thousands of organizations across multiple sectors. But a "Time Management for Busy Professionals" course delivered to a hospital administrator, a factory supervisor, and a federal agency project manager is the same content, even though their time management challenges are fundamentally different.

The TBC Solution: SkillPath creates industry-specific TBC categories for high-volume training topics. After delivering a "Time Management" seminar to 200 healthcare professionals, those participants continue documenting their real-world application in a Healthcare Time Management category. When the next cohort of hospital administrators takes the course six months later, they inherit the accumulated wisdom of 200 practitioners who came before them, all contextual to healthcare's unique scheduling challenges, regulatory documentation burdens, and patient care interruptions.



The same happens for manufacturing supervisors, federal employees, and nonprofit directors, each in their own TBC category, each accumulating industry-specific institutional knowledge.

Measurable outcome: SkillPath can offer industry-specific versions of popular seminars at a premium because they come with access to an industry-specific knowledge network, not just generic training. No other training company offers this.

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APPLICATION 4

ONSITE TRAINING PERSISTENT KNOWLEDGE



The Problem: A Fortune 500 client hires SkillPath to deliver custom leadership training to 500 managers over 12 months. SkillPath designs excellent content, delivers it on-site and virtually. At the end of 12 months, the training ends. The knowledge walks out the door with the trainers. When the client needs to train 200 new managers two years later, they're starting from scratch.

The TBC Solution: SkillPath creates industry-specific TBC... universes for high-volume training topics. After delivering a "Time Management" seminar to 200 healthcare professionals, those participants continue documenting their real-world application in a Healthcare Time Management universe. When the next cohort of hospital administrators takes the course six months later, they inherit the accumulated wisdom of 200 practitioners who came before them.

The same happens for manufacturing supervisors, federal employees, and nonprofit directors, each in their own TBC... topic category, each accumulating industry-specific institutional knowledge.

Measurable outcome: SkillPath can sell TBC... as a value-added platform that extends the life and impact of every onsite engagement. Once a client has built two years of institutional knowledge in a TBC... universe, they can't switch to a competing training provider without losing that knowledge base. This creates stickiness that doesn't exist in traditional training engagements.

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APPLICATION 5

CERTIFICATION PROGRAMS PEER LEARNING AT SCALE



The Problem: SkillPath offers accelerated certificate programs in partnership with Graceland University, programs like the Accelerated Leadership Certificate and Advanced Management Certificate. These programs deliver high-quality content, but learners are isolated. They complete modules alone, don't interact with other participants, and don't benefit from peer learning.

The TBC Solution: Every SkillPath certificate program gets a TBC... learning collaborative. As learners complete modules, they add video continuations documenting how they applied the concepts in their workplace. A participant doesn't just submit an assignment — they create a short video Cliff showing what they tried, and what they learned. Other participants continue from there.

The result is that certificate programs become collaborative experiences rather than isolated self-study. Peer learning happens asynchronously, at scale, and the knowledge compounds over every cohort.

Measurable outcome: Certificate program completion rates increase (peer engagement creates accountability). Graduates report higher confidence applying skills (because they've seen 50+ real-world examples, not just theoretical concepts).

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APPLICATION 6

SHRM AND HRCI CONTINUING EDUCATION



The Problem: SkillPath offers hundreds of courses that qualify for HRCI and SHRM recertification credits. HR professionals take these courses to maintain their credentials, but compliance training is often abstract and disconnected from the specific HR challenges they're facing in their actual organizations.

The TBC Solution: Every HRCI/SHRM-qualifying course gets a TBC application universe. After HR professionals complete the foundational training on "Employee Relations" or "Performance Management," they add video continuations showing how they applied the concepts in real workplace situations, anonymized case studies of how they handled a harassment complaint, navigated a termination, or structured a difficult performance improvement plan.

When the next cohort of HR professionals takes the course, they get the foundational content plus access to 100+ peer-contributed examples of how the principles play out in practice, across industries, company sizes, and HR scenarios.

Measurable outcome: HR professionals walk away with actionable, peer-validated strategies they can implement immediately. SkillPath's reputation among HR professionals grows from "good training provider" to "the only training provider that shows you how it actually works."

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APPLICATION 7

FIRST-TIME MANAGER BOOTCAMPS



The Problem: SkillPath delivers "The Essentials of Management for First-Time Managers" to thousands of new managers every year. But new managers face a steep, isolating learning curve. They leave the seminar with tools, but when they encounter their first real crisis, a team member quitting unexpectedly, a missed deadline, a conflict between two direct reports, they're on their own.

The TBC Solution: Every first-time manager cohort gets a private TBC... category that persists for 12 months after the seminar. In the weeks and months following training, participants add video segments documenting the challenges they're facing and how they're applying (or struggling to apply) the frameworks from the seminar.

When one manager posts "I just had to give my first piece of critical feedback and it went badly," other managers in the topic continue from there, sharing how they handled similar situations, what language worked, what they wish they'd done differently. The trainer can also chime in asynchronously with guidance specific to the real-world scenarios participants are facing.

Measurable outcome: First-time managers report higher confidence and lower turnover (they have peer support during the hardest transition in their career).

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APPLICATION 8

MILITARY AND FEDERAL GOVERNMENT TRAINING



The Problem: SkillPath trains the U.S. military across 226 bases, and all three branches of the federal government. These organizations face extreme turnover due to deployments, reassignments, and retirements. A senior NCO who attended SkillPath leadership training five years ago and has been applying it brilliantly rotates to a new base. Their hard-won knowledge walks out the door with them.

The TBC Solution: Every military or federal client gets a persistent TBC... knowledge collaborative tied to their organization. When service members or federal employees complete SkillPath training, they document their real-world application over time such as how they applied conflict resolution in a joint operation, how they managed morale during a deployment, how they navigated interagency coordination on a Federal project.

That knowledge stays in the organization even when individuals leave. New leaders inheriting a unit or team navigate the TBC... universe to see how previous leaders in that exact role handled similar challenges.

Measurable outcome: Institutional knowledge is preserved across personnel rotations. Training investment compounds over time rather than evaporating with every reassignment. For the military and federal agencies, it's operational readiness infrastructure. SkillPath becomes a mission-critical knowledge preservation partner, not just a training vendor.

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APPLICATION 9

ASYNCHRONOUS COACHING AND MENTORING AT SCALE



The Problem: SkillPath offers one-on-one and team coaching as a premium service. It's high-impact but difficult to scale. Coaches can only serve a limited number of clients, and pricing reflects that scarcity. Meanwhile, thousands of SkillPath seminar participants would benefit from ongoing coaching support but can't afford the current model.

The TBC Solution: SkillPath coaches create a TBC... coaching collaborative. Participants who complete a seminar and want ongoing coaching support opt into an "Asynchronous Coaching" add-on (\$150-\$300/month). They post video continuations documenting challenges they're facing ("I need to have a difficult conversation with an underperforming peer who's also a friend").

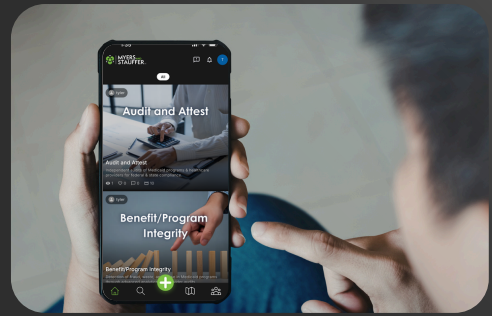
A SkillPath coach responds asynchronously with guidance specific to their situation. Other participants in the coaching cohort can also view and learn from the coach's guidance (all anonymized). Over time, the universe accumulates hundreds of coach-client exchanges covering every conceivable workplace scenario, a living coaching library that every new participant can navigate.

Measurable outcome: SkillPath scales coaching from dozens of one-on-one clients to hundreds or thousands paying for asynchronous access. Coaches serve more clients in less time (one video response can benefit 50 learners encountering similar challenges). Revenue per coach increases 5-10x.

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APPLICATION 10

SKILLPATH LXP INTEGRATION THE BRANCHING LAYER



The Problem: SkillPath offers a comprehensive LXP with thousands of courses, training videos, and resources. It's an excellent content delivery system. But it's still fundamentally linear. Learners search, find a course, watch it, mark it complete, and move to the next course. There's no mechanism for learners to document their application, learn from each other's experiences, or navigate contextually based on their specific challenges.

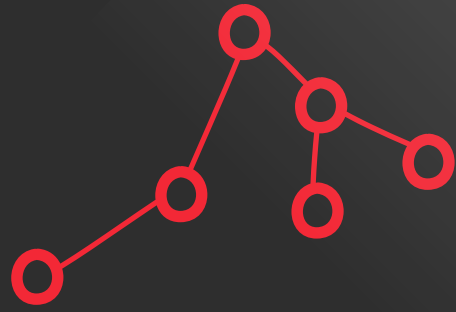
The TBC Solution: TBC... becomes the collaborative branching layer that sits on top of the SkillPath LXP. Every course in the LXP can have an associated TBC collaborative. Learners complete the foundational course through the LXP, then navigate TBC... to see how other learners applied the concepts, contribute their own applications, and find contextual guidance relevant to their role and industry.

The SkillPath LXP becomes a living knowledge network where learning happens through both structured content delivery (the LXP) and peer-contributed application (TBC).

Measurable outcome: The SkillPath LXP becomes stickier, more differentiated, and more valuable. Organizations that deploy it see better learning outcomes. SkillPath becomes the only corporate training provider with a true collaborative learning infrastructure, not just a content library.

TBC...

PRICING STRUCTURE



All pricing is structured for corporate procurement compatibility and reflects the recurring infrastructure value TBC... creates.



TBC...

TIER 1 — INTERNAL DEPLOYMENT

\$50,000/year



Covers all SkillPath employees (trainers, instructional designers, operations staff) across all locations. Includes:

- Unlimited private TBC... universes by training topic and client
- Internal knowledge base for trainer best practices and lesson documentation
- Training on TBC... facilitation for all SkillPath trainers



TBC...

TIER 2 — POST-SEMINAR ACCESS

\$200–\$500 per participant

For any SkillPath in-person or virtual seminar, participants can purchase post-seminar access to the TBC... universe for that cohort.

Includes:

- 12-month access to the collaborative universe for their specific seminar cohort
- Ability to add continuations documenting real-world application
- Asynchronous engagement with trainer and peers
- Mobile app access for on-the-go learning

Pricing scales by seminar type:

- Standard seminars (1-day): \$200/participant
- Advanced seminars (2-day): \$350/participant
- Executive programs: \$500/participant

Revenue model: SkillPath keeps 70% of the add-on fee. TBC... receives 30% for platform provision and support.

Revenue projection: If 10% of SkillPath's annual seminar participants (estimated 50,000+) opt for post-seminar access at an average of \$300 each:

- 5,000 participants × \$300 = \$1.5M gross
- SkillPath keeps \$1.05M
- TBC... receives \$450,000

TBC...

TIER 3 — SKILLPATH UNLIMITED ENHANCEMENT

\$25 per Unlimited member

TBC... becomes a core feature of SkillPath Unlimited — included in the annual membership at no additional cost. This increases the perceived value and defensibility of the Unlimited product without changing pricing.

Revenue impact: TBC... enables SkillPath to either:

- Raise Unlimited pricing by \$200-\$500/year (justified by collaborative feature)
- Maintain current pricing but reduce churn by 20-30% (TBC... creates stickiness)

Licensing fee to TBC: \$25 per Unlimited member per year (estimated 10,000-20,000 members = \$250K-\$500K annual recurring to TBC).

TBC...

TIER 4 — ENTERPRISE CLIENT DEPLOYMENT

\$75,000–\$500,000/year per client organization

For clients purchasing custom onsite training or deploying the SkillPath LXP, TBC... is included as persistent training infrastructure. Pricing scales by organization size:

- 500–2,000 employees: \$75,000/year
- 2,000–10,000 employees: \$200,000/year
- 10,000–50,000 employees: \$400,000/year
- 50,000+ employees: \$500,000/year

Includes:

- Private white-labeled TBC... universe under client branding
- Integration with SkillPath LXP or standalone deployment
- SSO integration and enterprise security
- Dedicated onboarding and content migration support
- Quarterly analytics reports on knowledge adoption and application
- Multi-year contracts (3-year standard)

Revenue model: SkillPath invoices the client and keeps 25% as channel partner margin. TBC... receives 75% for platform licensing and support.

Client value: For a \$200,000 contract, SkillPath keeps \$50,000/year in margin with zero incremental delivery cost once deployed. For a 3-year contract, that's \$150,000 in recurring margin per client.

TBC...

TIER 5 — TOPIC LEARNING COLLABORATIVES

\$100,000–\$300,000/year per industry vertical

For high-volume training topics (leadership, time management, communication), SkillPath creates industry-specific TBC... collaboratives (healthcare, manufacturing, federal government, finance, nonprofit). Clients in those industries get access to the accumulated peer knowledge from hundreds of previous participants.

Revenue model: Clients pay a \$1,000–\$2,000 premium per participant to access the industry-specific universe in addition to the standard seminar. SkillPath aggregates this revenue and licenses the universe maintenance to TBC... at \$100,000–\$300,000 annually per vertical.



CHANNEL PARTNER ECONOMICS SUMMARY

Revenue Stream	Volume	SkillPath Gross Revenue	TBC Fees (Cost to SkillPath)	SkillPath Net Revenue
Post-Seminar Access	5,000 @ \$300	\$1,500,000	-\$450,000	\$1,050,000
Unlimited Upgrade	15,000 members	\$0 (Included)	-\$375,000	-\$375,000
Enterprise Deployed	20 clients @ \$200K	\$4,000,000	-\$3,000,000	\$1,000,000
Collaboratives	3 verticals × 500 @ \$1,000/year	\$1,500,000	-\$600,000	\$900,000
Internal Deployed			-\$50,000	-\$50,000
TOTAL (Year 1)		\$7,000,000	-\$4,475,000	<u>\$2,525,000</u>

TBC...

CHANNEL PARTNER ECONOMICS SUMMARY

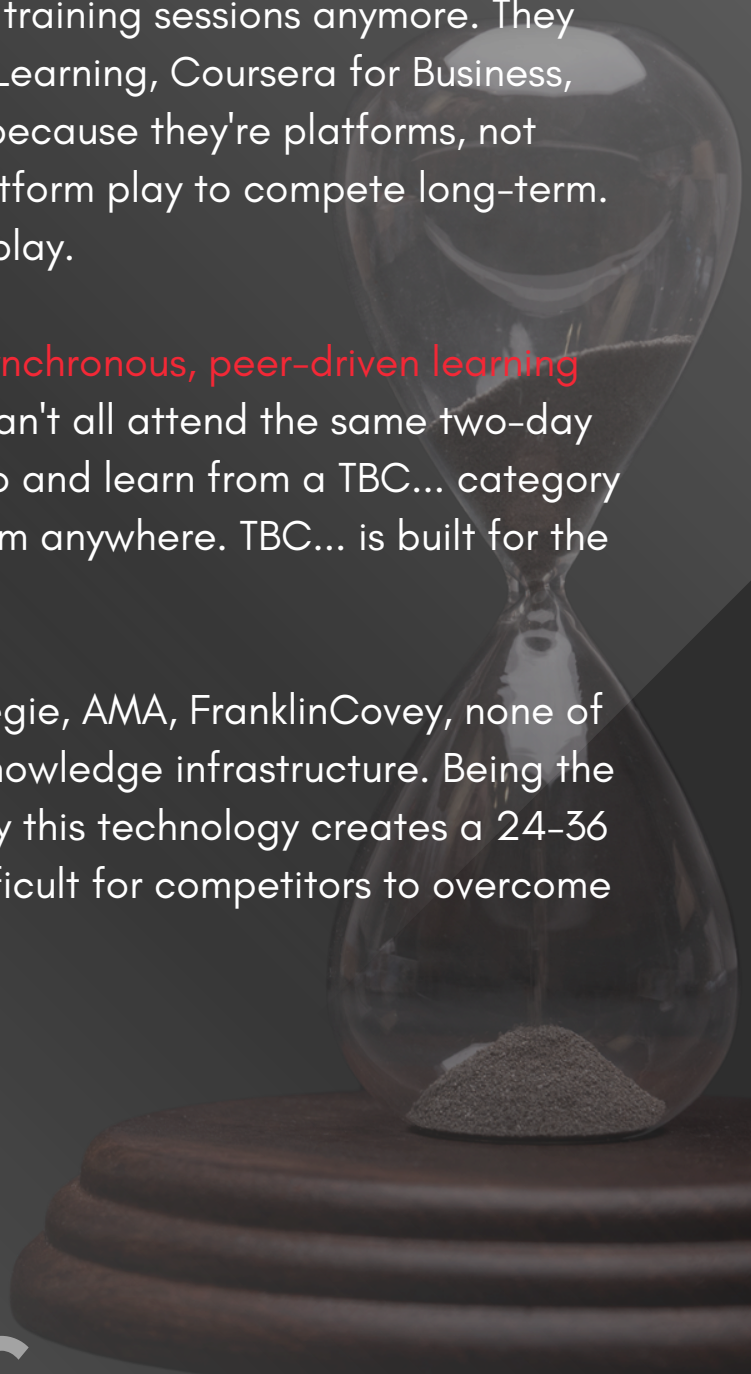
This is \$2.5 M in new annual recurring revenue for SkillPath from 20 enterprise deployments plus scaled individual products — achievable within 18-24 months of partnership launch

TBC...

WHY NOW

Three market forces make this the moment for SkillPath to move:

1. **The corporate training market is consolidating around platforms, not providers.** Companies don't just want training sessions anymore. They want training infrastructure. LinkedIn Learning, Coursera for Business, and Udemy for Business are winning because they're platforms, not event providers. SkillPath needs a platform play to compete long-term. TBC... and SkillPath Unlimited is that play.
2. **Post-pandemic work has made asynchronous, peer-driven learning essential.** Hybrid and remote teams can't all attend the same two-day seminar. But they can all contribute to and learn from a TBC... category asynchronously, on their schedule, from anywhere. TBC... is built for the future of work.
3. **No competitor has this.** Dale Carnegie, AMA, FranklinCovey, none of them offer collaborative branching knowledge infrastructure. Being the first major training company to deploy this technology creates a 24-36 month head start that will be very difficult for competitors to overcome once you've built the network effects.



TBC...

WHY NOW

The Strategic Advantage of Being First

Yes, TBC... is a startup. That's precisely why this partnership opportunity exists.

What Established Platforms Can't Offer

Large vendors serve hundreds of clients with standardized products. Feature requests get prioritized against a massive backlog. Customization is expensive. You're one account among thousands.

TBC... can dedicate our entire development roadmap to SkillPath's needs. Want a specific reporting dashboard? We build it. Need integration with a legacy system? We make it work. Your feedback shapes the product.

You Get a True Partner, Not a Vendor

- Direct access to founders: No account managers or support tiers. You work directly with the people building the platform.
- Custom development included: Features SkillPath needs become part of the core product. No upcharging for "enterprise customization."
- Co-development opportunity: SkillPath's input shapes TBC's evolution. You're not adapting to our product — we're adapting to your needs.
- Exclusive partnership period: SkillPath gets competitive advantage while TBC... is pre-market. By the time competitors notice, you're 18-24 months ahead.

TBC...

HOW TBC COMPARES

The Only Platform Built for Collaborative Knowledge

LinkedIn Learning, Udemy, and Coursera deliver professional development content at scale. Traditional LMS platforms like Absorb, Litmos, and Cornerstone manage course catalogs, track completions, and deliver training efficiently. They all excel at their purpose: delivering content to learners.

But none of them turn learners into contributors who build institutional knowledge together. No other platform enables collaborative branching where every user can add real-world applications, industry-specific adaptations, and role-based variations that become discoverable content for others. This is more than a feature gap. It's a fundamental difference in what the platform is designed to do.

TBC... isn't a better LMS. It's a different category: collaborative knowledge infrastructure that compounds over time.



HOW TBC COMPARES

Feature	TBC...	Udemy / Coursera	Absorb LMS / Litmos / Cornerstone
Collaborative Branching	Users add continuations ✓	Content is fixed ✗	Content is fixed ✗
Knowledge Compounds Over Time	Gets smarter with use ✓	Static content library ✗	Static courses ✗
Peer-to-Peer Knowledge Transfer	Built-in core feature ✓	Comments only ✗	Discussion forums only ✗
AI-Powered Contextual Search	Understands intent ✓	Keyword search ✗	Basic search ✗
Real-World Application Examples	Community-contributed ✓	Instructor-only ✗	Instructor-only ✗
Visual Knowledge Network Map	See entire constellation ✓	Linear playlists ✗	Course catalogs ✗
Captures Tacit Knowledge	Built for expertise transfer ✓	Explicit knowledge only ✗	Explicit knowledge only ✗

TBC...

LET'S TALK

We'd like to invite SkillPath leadership to an executive discovery session where we can provide a live demonstration and explore these questions together:

Strategic Fit & Opportunity

- Where does the gap between seminar delivery and real-world application create the biggest challenge for SkillPath today?
- Which training topics or member segments would benefit most from living, collaborative knowledge infrastructure?
- How does knowledge reinforcement currently happen after participants leave your seminars?
- What would success look like if TBC eliminated the "training fade" problem and turned one-time seminars into ongoing learning networks?
- What would a successful partnership model look like from SkillPath's perspective?
- How do you typically evaluate and onboard new technology partners or platform integrations?

TBC...

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"Imagine if SkillPath training sessions didn't end. Instead they became the seed of a knowledge network that grew, compounded, and created lasting behavior change. We want SkillPath to be the partner who brings that to the training world."



TBC...

APPENDIX



WHY SKILLPATH IS THE IDEAL FIRST PARTNER

Market position: 997 of the Fortune 1000, all federal branches, 226 military bases. You already have the relationships TBC needs.

Nonprofit alignment: As a 501(c)(3) supporting Graceland University, SkillPath's mission is to create real learning impact, not just deliver billable hours. TBC serves that mission by ensuring training creates lasting behavior change.

Scale: 16,000+ training sessions annually = 16,000+ opportunities to deploy TBC. No other training provider has this volume or reach. Instructional design expertise: SkillPath already has the team and capability to transform existing training content into TBC-ready foundational material. You're not starting from scratch.

LXP infrastructure: SkillPath already built a learning platform. TBC integrates with it, doesn't replace it. You've done the hard work — we're the layer that makes it collaborative.

Reputation for innovation: SkillPath acquired National Seminars Training, launched online certificate programs with Graceland, and built SkillPath Unlimited. You're already seen as innovators. TBC positions you as the category leader in the next generation of corporate training.

TBC...