



SKILL-UP

WORKFORCE UPSKILLING PLATFORM

UPSKILL TODAY.

LEAD TOMORROW.

NEW SKILLS.
NEW OPPORTUNITIES.
LIMITLESS POSSIBILITIES.

Skill-Up is an AI-powered platform that helps people gain real-world, job-ready skills without



Company Overview

Skill-Up is an AI-powered workforce development platform designed to help individuals quickly gain job-ready skills without going back to traditional school. We focus on bridging the gap between learning and earning by delivering structured, personalized skill pathways tied directly to real-world outcomes. The platform guides users to high-demand skills based on their goals, experience, and market trends, then provides a curated, step-by-step learning experience that emphasizes application over theory. Unlike traditional courses that end with completion, Skill-Up is built around outcomes—helping users build portfolios, complete real-world projects, and position themselves for income opportunities. Our primary customers are working adults, career switchers, and underserved populations who are often priced out of or underserved by traditional education systems. We also support employers by helping them upskill talent more efficiently and close critical skills gaps. At its core, Skill-Up is redefining how people access economic mobility—making skill acquisition faster, more relevant, and directly connected to career advancement and income growth.

Problem

Skill-Up addresses the widening gap between traditional education and workforce readiness by providing a faster, more affordable pathway to job-relevant skills. Today's learners, particularly working adults, face significant barriers: the high cost and time commitment of traditional education, a lack of clarity on which skills lead to real economic mobility, and limited return on investment from existing online courses that often lack structure, personalization, and clear outcomes. At the same time, rapid shifts driven by AI and automation are increasing urgency, leaving many individuals feeling stuck, under-skilled, and unable to access better-paying opportunities. Skill-Up solves this by delivering an AI-powered platform that guides users to in-demand skills, provides structured and personalized learning experiences, and connects skill development directly to real-world application and income opportunities.

Highlights

Skill-Up is being launched by founder Derrick Wesley as an extension of his award-winning venture, Seedlyng Financial Education (formerly Plan-It), which has already demonstrated strong traction and impact in the education and financial literacy space. Seedlyng (formerly Plan-It) was the inaugural winner of TD Ameritrade Innovation Quest in 2019, recognizing its innovation in financial education and technology. In addition, Derrick Wesley has been featured in Forbes for his work at the intersection of education, technology, and social impact, further validating both the vision and leadership behind Skill-Up.

These milestones reflect a proven ability to build, execute, and deliver solutions that

Financial Info

Raising

\$100K

Valuation

\$3.5M

Location

St. Louis, MO, USA

Business Stage

Mvp Built

Business Type

B2C, B2B, Education

Meet the Team



Derrick Wesley

CEO

resonate with real users and institutions. Skill-Up builds on this foundation, expanding beyond financial education into a broader, AI-powered platform focused on workforce development, skill acquisition, and economic mobility.

Go-To-Market Strategy

Skill-Up is entering the market through a dual-sided approach that targets both **individual learners (B2C)** and **institutional partners (B2B)**, with a strong emphasis on credibility, access, and outcomes.

1. Direct-to-Consumer (B2C): Building Early Traction

We are leveraging social media, founder-led storytelling, and targeted digital campaigns to reach working adults who are actively seeking better career opportunities. Our messaging focuses on a clear value proposition: gaining real skills that lead to income—without the time and cost of traditional education.

- Early access sign-ups and waitlist campaigns
- Short-form content (Twitter, Instagram, TikTok) centered on career growth, AI, and income pathways
- Landing pages with strong calls to action and conversion tracking

What's working:

Messaging that emphasizes “**skills → income**” and “**no degree required**” is resonating strongly. Early users are engaging most with content that shows practical, real-world outcomes rather than abstract learning.

2. Strategic Partnerships (B2B2C): Scaling Through Institutions

We are actively pursuing partnerships with school districts, workforce development organizations, nonprofits, and community-based programs to embed Skill-Up into existing ecosystems.

- Workforce programs and adult education providers
- School districts (leveraging existing relationships through AVID and Seedlyng networks)
- Nonprofits focused on economic mobility and underserved communities

What's working:

Organizations are highly interested in solutions that provide **measurable ROI, career alignment, and modern skill development (especially AI-related skills)**. Our positioning as a flexible, outcomes-driven platform is opening doors for pilot opportunities.

3. Pilot Programs → Case Studies → Scale

Our strategy is to secure pilot cohorts, track outcomes (skill completion, project creation, income impact), and convert those into case studies that drive broader adoption.

- Small cohort pilots with clear success metrics
- Data collection on user progress and outcomes
- Use results to secure larger contracts and partnerships

4. Long-Term Growth Engine

- Referral and community-based growth (users inviting others)
- Employer partnerships for hiring pipelines
- Integration with platforms that support learning, hiring, or creator economies

Summary

We are combining **grassroots demand generation (B2C)** with **institutional distribution (B2B2C)**. Early traction shows that clear, outcome-driven messaging and partnerships with trusted organizations are the most effective levers for growth.

What Makes Us Special

What makes Skill-Up special is that we are not just another learning platform—we are building a **direct bridge between skills and income**. While most solutions focus on delivering content, Skill-Up is designed to produce outcomes. Every part of the platform is built around helping users move from “I want to learn” to “I can earn.”

Our differentiation is driven by three key factors. First, we use AI to guide users through personalized, structured pathways tied to real market demand, eliminating the overwhelm that comes with traditional course marketplaces. Second, we emphasize application over theory by ensuring users build real-world projects and portfolio-ready work, not just complete lessons. Third, we are intentionally focused on underserved and highly motivated populations—working adults, career switchers, and individuals priced out of traditional education—who need faster, more practical pathways to economic mobility.

Equally important is the founder-market fit. Skill-Up is being built by Derrick Wesley, an educator and entrepreneur with a proven track record of creating impactful, award-winning solutions in the education and financial literacy space. This lived experience, combined with deep relationships across school systems, workforce programs, and community organizations, gives us a unique advantage in both product design and distribution.

At its core, Skill-Up is special because it shifts the value proposition from “learn more” to “earn more”—making skill development faster, more relevant, and directly tied to real-world opportunity.