

FUNDER BRIEFING · JULY 2026

Red Seal Ready.

The instrument that proves a worker is ready. Before the exam, not after.

Powered by ReadyEngine™ · A We Know Training Inc. company



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Canada is filling the pipeline. No one is fixing the last mile.

THE NATIONAL FUNNEL · 2024

101,541

new apprenticeship registrations, a
record high



the gap is the national problem · the exam gap is the part we solve

46,971

certificates issued



Source: StatsCan RAIS, 2024 release.

19.9%

complete within the program's expected duration,
still below pre-pandemic levels.

30.9%

of the 2019 registration cohort had
discontinued by 2024.

Source: StatsCan RAIS, 2024 release – 2019 registration cohort tracked to 2024.

And at the finish line, **roughly half of candidates fail the Red Seal exam on the first attempt.**

Roughly half fail on the first attempt – most estimates; no single national first-attempt dataset is published.

We close the exam gap. The dropout gap is a different problem: one this platform can help address indirectly, through earlier and more honest readiness signals, but does not claim to solve directly.

Why now.

\$6B

TEAM CANADA STRONG · APR 2026

80,000–100,000 new Red Seal workers by 2030–31; \$331M to expedite certification; \$3.4B in completion supports.

Legislation

ONE CANADIAN ECONOMY ACT

In force January 1, 2026. Portable proof of readiness is what mobility law now assumes.

\$7.5B+

ACTIVE SKILLS FUNDING

Committed across federal and provincial programs.

245,000 tradespeople retiring by 2034; **380,500** needed (BuildForce Canada). And young Canadians can't find work: youth unemployment hit **14.6%** in Sep 2025 and sits near **12.7%** today (Statistics Canada, Labour Force Survey). The trades are the bridge, and the free self-assessment is the on-ramp.

What ReadyEngine™ is.

One engine turns a regulated exam blueprint into a single, continuously updated prediction: **readiness to pass**. Six surfaces the learner actually touches, one engine underneath.

01

Daily study plan

A fresh plan every day, built from stage, mastery and time-to-exam. The reason for each recommendation is shown.

02

Adaptive quiz engine

Questions chosen for what moves the learner forward, not served in a fixed order.

03

ReadyRating™ - 1 to 5

A single, exam-calibrated readiness score, recalculated after every graded interaction.

04

Learner analytics

Concept-by-concept strengths, weaknesses and effort, unlocked as the evidence builds.

05

24/7 AI tutor

Always-on support, grounded in the exam content and aware of the learner's progress.

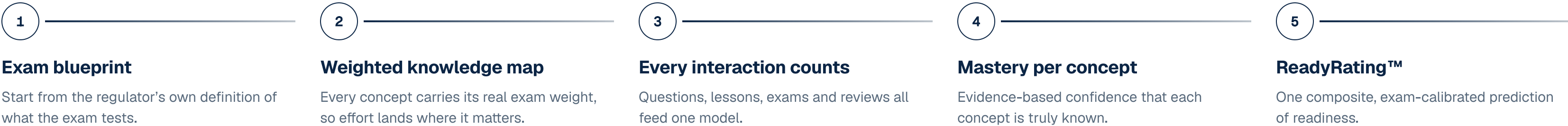
06

Smart flashcards

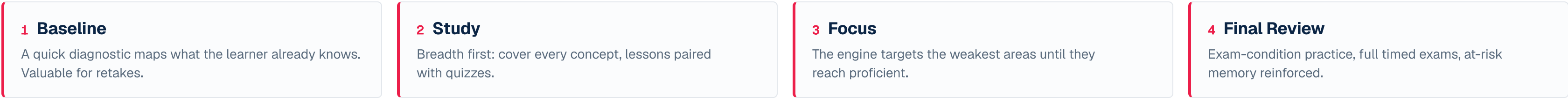
Spaced-repetition review that keeps knowledge alive across a multi-week prep arc.

How it works: from blueprint to prediction.

Why it works, not just what it is. The ReadyRating™ is a prediction the engine earns, one concept at a time.



THE LEARNER’S JOURNEY · SAME LEARNER, DIFFERENT DAY, DIFFERENT PLAN



Mastery is **earned, not counted**. The platform withholds “proficient” until the evidence supports it, weights recent performance most, and won’t let a strong average hide a weak subtopic. It never claims a 100% chance of passing.

We didn't theorize this. We ran it.

81% → 96%

PASS RATE WITHIN TWO ATTEMPTS

In a live, regulator-accredited real estate program (relo.ca). Corroborated by early CIRO securities results, and modelled forward to LLQP insurance.

~80%

of exam failures eliminated (19 → 4 per cohort).

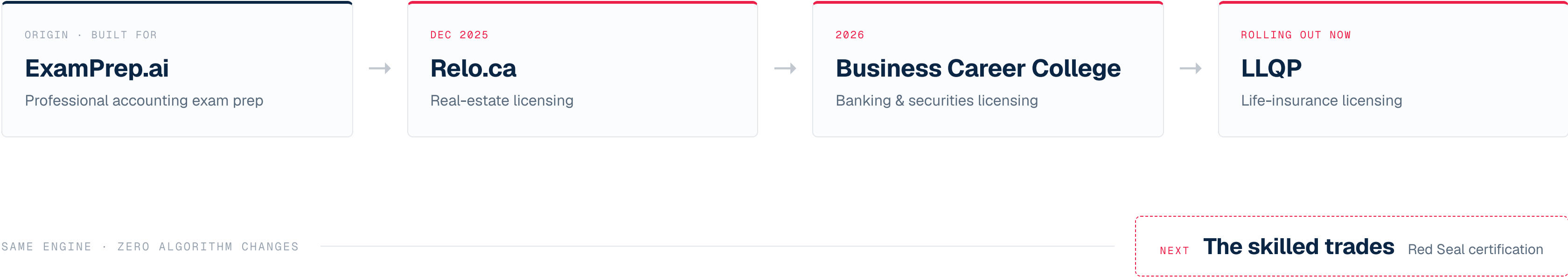
48% faster

to certify: 94 days down to 49 days.

The trades result does not exist yet. This is our target, grounded in results proven in other regulated domains. It is not a proven trades outcome, and is labelled honestly as such everywhere it appears.

The engine has already crossed four regulated domains, and held.

Built for one regulated licensing exam, then carried **unchanged** into three more. Each new credential comes online by mapping its blueprint into the knowledge structure, not by rebuilding the platform.



Four regulated domains, one engine. The trades are the next mapping, not the next rebuild. The trades pass outcome itself remains a **target we intend to prove**, not a result we are claiming.

In market now.

relo.ca



by WKT

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Your adaptive learning real estate journey with Relo

KNOWLEDGE INSIGHTS

Smart from the start

Our entire platform is built around the official RECA competency framework and exam blueprint.

Every lesson, question, and flashcard is directly mapped to the specific skills and topics on the real estate exam.

The platform's artificial intelligence understands how important every topic is for the actual exam. This doesn't mean you skip content. It means the platform uses this information to prioritize

relo

Dashboard

Fundamentals of Real Estate Dashboard

Today's Study Plan

How is my study plan generated?

LESSON

Property Ownership & Trade

1 hr 10 mins

GO

QUIZ

Client Representation

10 - 15 mins

GO

LESSON

Client & Property Info

10 mins

GO

QUIZ

Client & Property Info

10 - 15 mins

GO

ReadyRating

Readiness to pass the exam

Not ready yet, but you'll get there!

You're off to a great start!

Develop your understanding by watching lessons & practicing questions. Reach intermediate mastery or better across all concepts to advance to the next stage.

1 / 28 Concepts Learned

Watching lessons helps you answer questions correctly, but doesn't directly affect mastery.

Concept Mastery

Which concepts to focus on learning

GRID

LIST

Concept Mastery Key

Concept squares show your mastery of each topic at a glance and jump to lessons.

Unknown

Basic

Intermediate

Proficient

LIVE TODAY

This isn't a concept deck. **The engine is running, today,** for paying learners in regulated markets.

relo.ca

REAL ESTATE · THE PROOF COHORT

Business Career College

PROFESSIONS

CIRO securities prep

SECURITIES

relo.ca · the public storefront and the ReadyEngine™ study plan behind it, live today.

Every point of pass rate has a price tag.

~550

PER POINT, PER YEAR

more certified journeypersons for every 1-point gain in the national pass rate (1% of roughly 55,000 annual Red Seal exams).

~\$60K

PUBLIC INVESTMENT PER TARGETED WORKER

\$6B Team Canada Strong ÷ the 100,000-worker goal. Each certified, employed, tax-paying Canadian is public investment returned.

14,000

ADDITIONAL WORKERS / YEAR

at our 80% target versus the ~54% national average: a 26-point gap, worth hundreds of millions in recovered public investment annually.

Fixing the exam gap alone, before we widen the funnel at all, could deliver a meaningful share of Canada's 100,000-worker goal.

And the exam gap is only the first lever.

80%+ is our target, grounded in results proven in other regulated domains. Not yet a trades result.

Five levers. One goal.

THE GOAL THE STACK BUILDS TOWARD **100,000** skilled workers by 2030–31

LAYER 5

WIDEN THE INTAKE

A free national self-assessment, counsellor referrals, and a consumer brand pull people into the trades who never considered them.

new entrants

DIRECTIONAL · PROVEN IN YEAR ONE

LAYER 4

MULTIPLY THROUGH EMPLOYERS

Up-ticketing and cross-ticketing: every credentialed worker who adds a ticket is new certified capacity with no new entrant. No public dataset tracks this today; the platform creates the measurement.

new capacity

DIRECTIONAL · MEASURED IN YEAR ONE

LAYER 3

UNLOCK THE WORKERS WHO ALREADY EXIST

If 5% of a conservatively estimated 200K uncredentialed pool challenged the exam with an honest readiness signal, at an 80% pass rate. Placeholder: real trade-qualifier baseline pending StatsCan Table 37-10-0089-01.

~8,000

ILLUSTRATIVE SCENARIO

LAYER 2

KEEP MORE PEOPLE IN

30.9% of apprentices discontinue (StatsCan RAIS 2024). On ~100K annual registrations, a 5-point cut in discontinuation keeps ~5,000 more in the pipeline each year. Improvement rate to be proven in pilot.

~5,000/yr

ILLUSTRATIVE · INPUTS CITED

LAYER 1

FIX THE EXIT

Closing the exam gap: up to ~14,000 additional certified workers a year at an 80% pass rate versus the ~54% national average, derived from ~55,000 annual Red Seal exams. A target, not yet a trades result.

~14,000/yr

QUANTIFIED CEILING

The exam gap is the layer we can already price. The next four stack on top of it, each one measurable within the first funded year. **14,000 is the floor of the ambition, not the ceiling.**

One worker. Six moments of value.

- 1 **Discover.** A free self-assessment, one click from an ad. The funnel widens before a program spends a dollar.
- 2 **Assess.** Sees exactly what is known and what is missing, and becomes a qualified lead for a partner institution.
- 3 **Predict.** An honest forecast of time-to-ready. Institutions and funders plan cohorts around real capacity.
- 4 **Ready.** Trains on exactly what is missing. Preparation stops being seat time.
- 5 **Certify.** Passes sooner. One more certified tradesperson in Canada's count.
- 6 **Stay current.** The platform keeps confirming competency through the whole career.

The same engine runs this loop for the employer, the institution, and the country.



Canada has committed the money and passed the law. Today, **fewer than one in five apprentices** certify on time — and at the finish line, roughly half fail the exam on the first attempt. That is public money spent without the outcome it was meant to buy.

We built the instrument that measures whether the system is actually working. Before the exam, not after.

Public money becomes public outcome.

Every point of pass rate you fund is a number you can report. In **certified workers**, and in **recovered training investment**.

Report the outcome

Every cohort, every institution, every dollar, visible in one dashboard.

Certified workers

A pass-rate gain converts directly into journeypersons added to Canada's count.

Recovered investment

Fewer non-completers means less public money spent without the credential it was meant to buy.

This is **built to be measured**.

We support institutions. We don't replace them.

ReadyEngine™ doesn't sit in the classroom or replace the instructor. It sits alongside the existing curriculum: in the prep week, with the retaker, with the challenge candidate. It closes the exam gap without touching what institutions are mandated to deliver.

Where institutions choose to adopt it, they keep the brand, the learner relationship, and the credit for the outcome.

Canadian-owned, Canadian-run.

Canadian company

Built and operated in Canada.

Canadian data residency

Data resides in Canada, by design.

Canadian IP

The intellectual property stays in Canadian hands.

A homegrown platform solving a Canadian problem, **built to stay in Canadian hands.**

Who owns the data.

PENDING VALIDATION · AIT

GOVERNMENT

Data resides in Canada

National competency visibility, on infrastructure that stays sovereign.

INSTITUTIONS

Keep the learner relationship

Each institution keeps the reporting rights for its own cohort's outcomes. Red Seal Ready does not intermediate that relationship or sell it elsewhere.

LEARNERS

Own their credential

The learner owns their assessment history and credential, portable via Oliu™ and interoperable with provincial digital wallets.

This is infrastructure, not a data grab. Government, institutions, and learners each keep what's theirs.

A free front door for every Canadian.

A free, national self-assessment tool. "Am I good enough?" One click from an ad, a job posting, or a counsellor's referral. Positioned as **public infrastructure**, not a private funnel.

Every program can run it

Every provincial and federal workforce-readiness, retraining, and entry-to-work program can run the same instrument with its own clients.

It recruits, not just qualifies

Thousands self-discover the trades as a viable career before a single seat is funded.

From K-12 up

High-school counsellors use the tool to stream students toward trades pathways they might not otherwise consider.

The same instrument that fixes the exit **widens the intake.**

The workers we can already see.

Hundreds of thousands of Canadians already do skilled work without the credential that proves it.

The challenge pathway exists

The Trades Qualifier and challenge route already exist in law. What is missing is an honest instrument telling a worker, before they risk the exam fee and a day off work, whether they are actually ready.

Benchmarking from abroad

Workers still abroad assess against the Canadian standard before they arrive.

Veterans, and any skilled cohort

Members converting service into civilian trades, and any identifiable skilled cohort.

This is where the numbers move fastest. Before the long apprenticeship cycle can pay off, and before we need years of trades-specific data to calibrate against.

Same worker. Two uniforms.

The pathway already exists, and it ends at our gate.

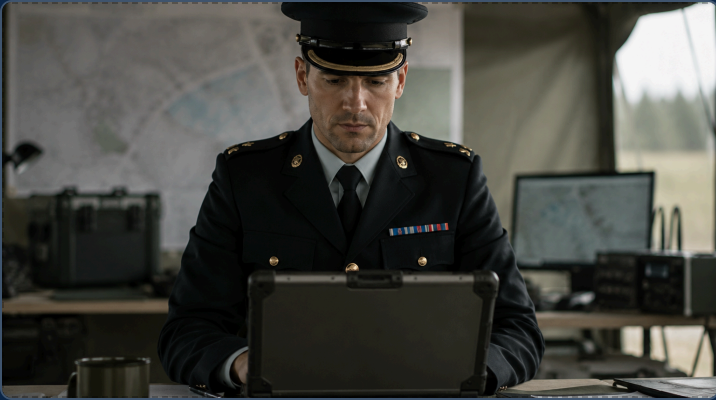
Canada already recognizes military trade experience. Qualified members convert service into a civilian credential without re-proving years of work. The final gate is the same certification exam ReadyEngine™ addresses.

It now runs both ways.

The federal government is investing **\$250 million** to expand skilled trades training through the Armed Forces, including a new Reserve pathway pairing funded training with paid service. Nine eligible trades under QL5/DP2 receive streamlined equivalency, then approval to challenge the exam.

Dual-use by design. One engine serves members converting out to civilian careers, and Canadians training in through service.

Source and date to be confirmed. This section requires a defence-experienced reviewer and an NDA check before external use.



TRAINING IN, THROUGH SERVICE



What could go wrong, and how we'd know.

#	ASSUMPTION	CONFIDENCE	IF WRONG	HOW WE PROVE IT
1	The readiness method transfers from proven markets to the trades	LIKELY	The whole value proposition collapses	Run one trades pilot (electrician retakers); measure real pass-rate lift against a baseline
2	Government will fund the build	LIKELY	The funding-first model breaks	Get named in one grant application; convert one earmarked grant into a funded pilot
3	Institutions will adopt and promote a third-party product	LIKELY	The B2I channel doesn't open	60-day discovery gate: 10+ calls, 3+ with real intent, one grant angle
4	A trade credential can be built for ~\$75K, AI-assisted, in weeks	GUESSING	Unit economics and speed-to-library story break	Build and cost the first one (309A Electrician) against the estimate
5	Data ownership can satisfy government, institutions, and unions at once	GUESSING	The national portal and B2I channel stall on trust	Draft the governance model; pressure-test with AIT and Skilled Trades Ontario
6	The pricing model holds	GUESSING	Every revenue scenario shifts	Test willingness-to-pay in Phase 1 discovery; confirm a funded payer
7	The readiness score works before trades data exists (cold start)	GUESSING	Can't prove the core claim on day one	Seed with experienced-worker challengers; calibrate from adjacent domains, re-tune
8	We reach the channel before a competitor locks it	LIKELY	Second into accounts that don't switch	Win one reference account in a segment not currently served
9	The funding and policy window stays open through 2030	LIKELY	The tailwind shifts with the political cycle	Get funded and referenced early; build to survive on employer/learner revenue

The top three are the plan. If the method doesn't transfer, the money doesn't come, or institutions won't adopt, nothing else matters. We prove those first, in that order.

FUNDER LAYER · CLOSE

Co-fund the build. Be the outcome partner.

The money and the law are already pointed at this problem. We built the instrument. Co-fund the build, and be the partner who can show, in certified tradespeople, not projections, that the investment worked.



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