



Vision and Strategy

The current approach to hiring is broken. We believe an alternative model is possible. Primd revolutionizes hiring by providing services to employers, workers, and training providers that enable a trusted skill and trait-based approach.

Despite evidence of growing costs, prolonged processes, and mutual dissatisfaction of both employers and workers, the process of filling or finding a new job has not significantly changed in decades. Boiler-plate job

postings, buzz-word filled resumes and countless hours of reviewing and assessing viable candidates or employers.

It gets worse. What constitutes “viable?” Candidates that don’t map to narrowly defined keywords but, nevertheless, are capable and competent are often overlooked. Skills are attested to, but difficult to verify. And, increasingly, the disconnect between what workers are looking for and what employers are offering isn’t realized until it’s too late.

How Do We Fix This?

Primd uses a distributed trust model to verify the skills and traits that individuals and organizations claim to possess or provide. While anyone is capable of claiming their own skills and traits or recognizing those in their network, the trust they receive will vary. Rather than relying on our own preferred partners, existing social recognition, or complex methodologies that often just re-affirm existing biases, we intend to build trust from the ground up.

We believe the only way to achieve the promise of a skills-first hiring and credential quality measures is a robust *democratization* of how skills and traits are verified. Practically, this means that the level of trust a worker, employer, or training provider has with respect to a given skill or trait is determined by the trust that has been afforded to them. How much trust you or your organization can afford to anyone else is, equally, a matter of how much trust has been afforded to you.

This distributed trust model is combined with strict adherence to user privacy, confidentiality, and autonomy. Primd will **never** sell your personal data or expose sensitive information to other users without your consent. For employers, this means your candidate searches are based *solely* on what individuals can do for your company. For workers, this means you’re never disqualified for any reason other than your actual qualifications.

Trust can be gained in a few different ways:



Trust Sharing

When you connect to another user or organization, they have the opportunity to express a level of trust or confidence in your skills or traits. The level of trust you receive from them corresponds to the level of trust others have in them. For example, if you work as a welder for a small business whose welding services are highly trusted by their customers and other employees, they are able to afford you higher levels of trust in that skill. Similarly, if you have colleagues who are highly trusted, they can afford you more trust.

Democratized Learning

Skills can be obtained and demonstrated through small learning and test modules called “nano-courses.” Nano-courses are a way for users and organizations to share the skills and knowledge they have. They’re also a way for you to become more highly trusted in a given skill. Nano-courses allows users taking the course express their level of trust in the course provider while simultaneously building their own trust.

Building The Network

Primd only works if it’s capable of engaging its three primary audiences at mass scale. While we believe nothing short of a complete transformation is necessary, initial releases will attempt to bridge the gap by offering features that are broadly compatible with existing practices.

For Employers

- Build and track your existing employees’ skills portfolios.
- Conduct internal candidate searches.
- Use role-based gap analysis to identify pathways to upskilling.

For Workers

- Skills-first resume builder
- Job market insights and trend tracker.
- Skill-oriented communities with peer-level training and verification tools.

For Training Providers

- Verify your students and learners to track your impact and reputation.
- Create skill-specific training offers to reach a targeted audience.

Unlike traditional workforce tools, using Primd shouldn’t feel like a second job. While users will always have the option to take highly specific actions, a big part of incentivizing engagement will depend on providing an experience like no other solution in this field. Whether you’re looking to hire for a new position or want to build your own skills to get the next promotion, Primd will offer asynchronous user interactions that build towards your goal(s) in a natural and non-intrusive way. This asynchronous user experience will be combined with automated planning and rewards to ensure users stay on track and stay engaged.



Ground Game

While an increasing amount of tools and services exist in an online space, we understand that in order to build the critical mass necessary we need to get out and touch grass. With targeted campaigns and pilots that work through direct local community outreach we believe Primd's early success will be built through non-virtual interactions. This means working with local employers, small-businesses, unions, community colleges, etc.

Crowdfunded

In order to fund early operations, we believe the best approach is that which can validate what we're doing along the way. Using incentive-based crowdfunding campaigns helps to validate potential user interest in specific features as well as the overall project. While many of Primd's features will be *forever free* (especially for workers) potential users can gain early access to specific features by helping to fund their development. Likewise, employers and training providers can obtain access to discounts on paid features in advance.

Privacy and Rights

We're huge proponents of open-source software, in fact, we're aiming to build our entire operation on it. Trust isn't just about skills and traits, it's a core measure of our relationship with our users. When users sign up for modern online services, putting aside the general risks of security breaches and bugs, they're often giving up some or all control over their data. We believe in providing users as much control over their data as possible. Through flexible privacy controls, rewards, and confidentiality by default workers and employers don't have to simply trust us, they'll be able to see the difference. And with a promise to release Primd under the AGPL license that trust can be further verified by any third-party.

Long View

We believe in a world where job postings are a thing of the past and where finding or filling a job isn't a periodic burden but an integrated component of how you already learn, work, and ultimately, live. In this view, workers don't find a job, the *right* job finds them. Likewise, employers find the *right* candidate faster and easier with less overhead, higher retention, and more room for growth. We can't build this overnight (despite what we're told about AI), but we're confident we can get there. If nothing else, we're confident we can provide a glimpse of an alternative not only in hiring and learning, but in work itself.

For more, take a look at our [Cooperative Startup Model](#).

