

MIIRAE CORE

미래 코어

HUMAN-AI CAPACITY INTELLIGENCE

Cognitive Capability Index, for optimal human-AI resource allocation.

Miirae Core builds a **Cognitive Capability Index** - a resource decision system - for Companies **to reduce allocation errors during AI transformation** — turning the “95% of pilots, no measurable P&L impact” problem into economically actionable **automate · augment · preserve · redeploy · hire** decisions. **Korea is the beachhead; India is the first expansion. We engage companies directly and through AI transformation partners.**

● Seoul · beachhead

● Pune, India

● San Francisco, US

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AT A GLANCE

WHAT WE SELL

Cognitive Capability Index (CCI)

embedded in partner transformation programs and internally in servers as the decision engine

PRIMARY CHANNEL · BUYER

Consulting & transformation partners

then the CXO · HR · transformation office end client

PRICING

Usage + 4–6% of project value

partner channel · direct enterprise ACV is secondary

ASK - PRE-SEED

₩150–500M pre-seed

then stage-wise ₩1.5B → ₩3.0B → ₩10.0B · Korea → India → US



Transformation partners can't prove AI's P&L impact.

Partners sell AI transformation, but clients can't tell **which capabilities should stay human** — so pilots stall, agentic projects get canceled, employees get misaligned, and engagements fail to renew. The missing layer is a decision system for **automate / augment / preserve / redeploy / hire**. Miirae Core is the engine partners embed to make their engagements **decision-grade**.

CXOS FEEL:
“This affects my our budget, engagement ROI, team efficiency, and overheads.”

AI SPEND
\$2.52T
Global AI spending forecast, 2026 (Gartner) — a CFO-level budget line every partner is asked to deploy.

IMPACT GAP
95%
Enterprise GenAI pilots with no measurable P&L impact (MIT NANDA, 2025) — an execution failure partners are blamed for.

CANCELLATIONS
40%+
Of agentic AI projects projected canceled by 2027 for unclear ROI (Gartner).

WHY ENTERPRISES CAN'T FIX THIS ALONE
Externally-led, specialist-vendor AI deployments succeed at roughly **twice the rate** of internal builds. The allocation decision is not a tool an enterprise buys once — it is a capability they lack. **They need a specialist supplier — that is Miirae Core's reason to exist.**

WHAT PARTNERS CAN'T ANSWER FOR CLIENTS

- Which work should become AI-first?
- Which capabilities must stay human?
- Where is payroll and tool spend wasted?
- **What work should the workforce do when their tasks change or get automated?**

WHY THIS IS SUCH A BIG PROBLEM

- Only **39%** of organizations attribute any EBIT impact to AI.
- Only **26%** have comprehensive AI cost visibility.
- Every tool used to manage people assumes job labels that **no longer hold**.

~67%

Success rate — specialist-vendor deployments

~33%

Success rate — internal builds

FOUNDER

A cognitive-psychology founder who built the measurement itself.

CCI measures capability from conversation. Aditya Shukla is a trained cognitive psychologist who built the prototype and the inference models directly, and reaches the practitioner audience through Cognition Today.

DOMAIN

Cognitive psychology

Masters in Clinical psychology (SPPU, 2014); Career in Cognitive psychology - the discipline behind measuring capability from behaviour.

DISTRIBUTION & AUTHORITY

Cognition Today

Independent psychology publication run since 2018 — a verifiable channel to the practitioner audience.

BUILD

Prototype + models

Working prototype and the inference models built first-hand — not a spec awaiting a technical hire.

PATENT

10-2026-0064038

Application filed — curiosity-agent / embedding-space reasoning method.

PROTOTYPE

Live & deploying

Evidence capture running; sessions and outputs measured week over week.

PROGRAMS

OASIS 1·2·4·5

Government startup track stages completed; visa path D-10-2 → D-8-4 in motion.

THE DECISION LAYER

The **Cognitive Capability Index** turns capability into an allocation decision.

CCI is built from capability that résumés and HR systems never record — **surfaced from conversation to reveal unrevealed behavior and not rely on just recorded history**. It maps what remains economically human, what is becoming AI-redundant, and what new human–AI roles a company must create, then converts that into decisions a CFO and an HR head can both act on.

DECISION 01 · TOOLS

Automate / Augment**AI spend efficiency**

Define task boundaries and tool fit so AI spend creates measurable impact.

Output · **task boundary + tool fit**

DECISION 02 · PEOPLE

Preserve / Redeploy**Payroll allocation**

Identify “human residual value” roles and redeploy paths as workflows shift.

Output · **redeploy paths + capability map**

DECISION 03 · ROLES

Hire new roles**Transformation velocity**

Create emergent role hypotheses and requirements before job titles stabilize.

Output · **role hypothesis + requirements**

The index turns evidence into an allocation decision for every role — **where to invest in people**, what to keep, and what to hand to AI — with the reasoning a CFO and an HR head can both sign off on.



HOW CCI IS BUILT

From a conversation to a decision — in one system.

Conversation

dynamic evidence gathered from conversation



Inference

Miirae Core's own models and algorithms



CCI decision

automate / augment / preserve / redeploy / hire

WHAT MAKES IT DIFFERENT

It surfaces **capability no résumé or HR system records** — from how a person actually reasons and works — and holds up where job labels no longer describe the work.

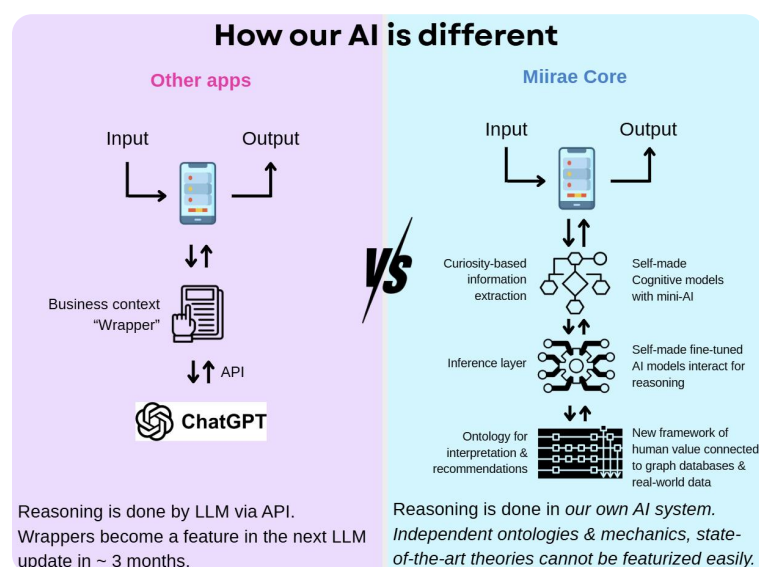
EXAMPLE OUTPUT

“AI-generated Code Analyst” — interprets and audits AI-generated software for nontechnical decision-makers. Surfaced where authorship and correctness are unclear, matched to strong inspection and articulation ability.

STAGE	WHAT HAPPENS	WHAT IT PRODUCES
Conversation	A guided conversation elicits how someone reasons, decides, and works — capability that résumés and HR records miss entirely.	Evidence-backed capability profile
Inference	Miirae Core's own models weigh the evidence against how AI is changing each task, and where the work is most uncertain.	Human-vs-AI fit + emerging-role signal
Decision	Signals roll up into a company-level Cognitive Capability Index for change and spend decisions.	Automate / augment / preserve / redeploy / hire

DECISION-GRADE INFERENCE

The decision layer is **proprietary architecture**, not a prompt over a public model.



WHERE THE DEFENSIBILITY SITS

- **Surfaces undiscovered capability** from behaviour — signal that résumé- and HRIS-based tools never see.
- Runs on embedding-space reasoning; a general LLM is used only for language generation, not the scoring or role logic.
- The scoring and role models are Miirae Core's own — the inference engine is the licensable asset.
- Method is patent-pending (application 10-2026-0064038); external-criterion validation in progress.

Why psychometrics alone can't do this

Standardized instruments measure fixed traits against yesterday's job categories. They cannot capture **dynamic task change** — and they cannot **hypothesize the new roles** that change creates. Our engine models the change itself.

Why an LLM alone can't do this

LLMs are embedded with prior knowledge, so they pattern-match people to what they already know. Discovering a person's true value requires **curiosity** — deep exploration **without the bias of prior knowledge**. That is what our extraction layer is built for.

Korea is our proving ground — hardest-case validation + concentrated pressure.

We validate where labels fail — artists & non-STEM talent outside clean job categories. If the engine is decision-grade here, it generalizes across HR and transformation use cases — then scales globally through partners.

Loyal workforce

14 yrs

In 80 of the top 100 Korean companies, average tenure is 14 years. Workforce stays, daily jobs change.

Highly qualified

70%

70% of ages 25–34 hold tertiary degrees — high repurposing potential as skills shift.

Under pressure

3.41M

Jobs in the highest AI-exposure band — ~12% of employment (Bank of Korea, 2023). Firms offset the shortfall with AI.

BEACHHEAD SIGNALS

37.1%

GenAI adoption — fastest growth among AI-using countries

37%

Firms report worker shortage, compensated by AI

₩6.66T

Consulting / change budget already exists

3

Validation tracks: qualitative, benchmark cohort, inference-error study

Validate in Korea → prove decision-grade CCI → scale globally through transformation partners.

Pre-revenue by design — with four concrete anchors and validation already scoped.

At this stage the honest proof is a built product, a credible founder, ecosystem access, and expert advisory — plus external pilots designed to produce the first decision-grade evidence.

Product built

Working prototype and proprietary inference models — demonstrable today, not a slide-only concept.

Domain authority

Founder credibility via Cognition Today — a direct channel to transparency and trust.

Ecosystem access

Art Korea Lab and local partner relationships give a low-friction beachhead for the first pilots.

Expert advisory

Independent advisory (One Stop) review has stress-tested the market and the model behind this plan.

PROPOSED PILOT 1 · HOSPITALITY STAFF MANAGEMENT

High human-interaction setting — tests capability decisions where people, not code, carry the value.

PROPOSED PILOT 2 · MARKETING AGENCY

Cognition-centric setting — tests automate/augment decisions where AI reshapes the work fastest.

HOW EACH PILOT PRODUCES DECISION-GRADE EVIDENCE

Qualitative capture
conversational evidence



Benchmark cohort
scored vs. outcomes



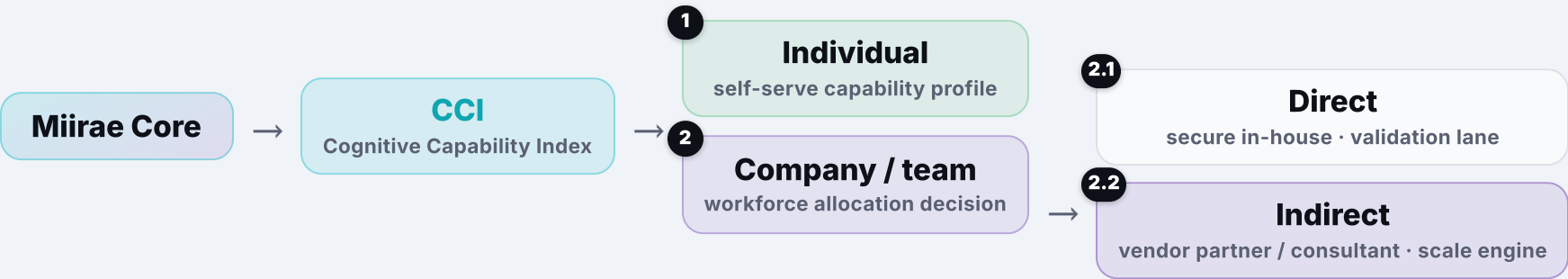
Inference-error study
accuracy checks



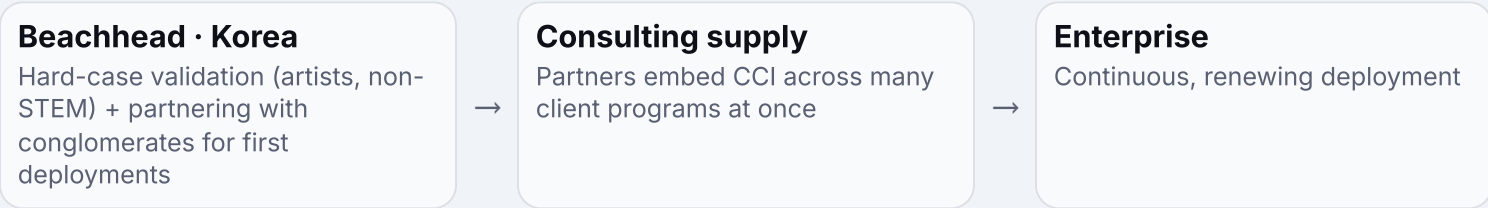
First case material
a partner can resell

Minimum two external validation pilots are proposed at pre-seed. Technical validation studies and the full pilot protocols are verifiable.

One engine, two buyers — and the path to each.



HOW THE MARKET IS WON



Second core: India edtech partnerships extend the same engine into a large, fast-moving market.

YEAR	MOTION	WHAT GOES LIVE
2026	Direct + Individual	Pilots begin — teams (direct) and individual profiles
2027	Direct	One-time snapshot evaluation contract with a company
2028	Indirect	Continuous deployment + vendor-partner channel opens

FUNDING ASK

~~₩150–500M~~ pre-seed now (stage-fit) → gated ~~₩1.5B~~ → ~~₩3.0B~~ → ~~₩10.0B~~ across 2026–2028 as each year's proof unlocks the next.

Miirae Core competes in talent intelligence — and wins as its **decision layer**.

The category is established, so comparables and multiples exist. The differentiation is what happens after measurement: conversational evidence converted into a resource-allocation decision.

CATEGORY PLAYER	WHAT THEY DO WELL	WHERE THEY STOP
Skills-inventory platforms Gloat · Eightfold	Map existing skills to known roles; internal mobility and matching.	Assume today's job taxonomy; no automate/augment/preserve/redeploy/hire decision.
Assessment & psychometrics HireVue · trait tests	Standardised measurement of fixed traits for selection.	Static traits against yesterday's categories; can't model task change.
Workforce planning & consulting Faethm/Pearson · advisory	Macro exposure views and one-off transformation studies.	Report, not a live engine; no per-person evidence, no continuous decision.
Miirae Core · CCI decision layer	Surfaces capability no résumé or HR system records, then turns it into a company-level allocation decision — continuously.	The category's decision layer — priced on the spend it governs.

CATEGORY

Talent & skills intelligence — a market with known comparables, buyers, and multiples.

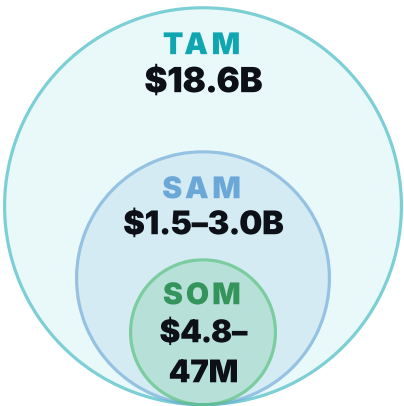
DIFFERENTIATION

Incumbents infer from résumés and HRIS. CCI surfaces **undiscovered capability** from behaviour — then turns it into an allocation decision they can't produce.

Market sizing — the software category we sell, and the spend it governs

Miirae Core's software TAM is the skills & talent-intelligence market. The far larger AI + transformation spend it governs is the partner-channel pool on the right.

SOFTWARE MARKET · WHAT MIIRAE CORE SELLS INTO



- **TAM \$4.8B → \$18.6B** — global skills & talent-intelligence software (~21% CAGR to 2032)
- **SAM \$1.5B-\$3.0B** — the human-AI allocation & capability-decision subset, served through partners
- **SOM \$4.8M-\$47M** (Y3-5) as partner engagements compound

CHANNEL POOL · DX CONSULTING THE 4-6% TAKE RIDES ON

MARKET	ROLE	DX CONSULTING POOL
Korea	Beachhead (Y1)	~\$4.4B
India	Scaled piloting (Y2)	~\$124B
US	Premium (Y2/Y3)	~\$74.5B
Global	Total channel base	~\$383B

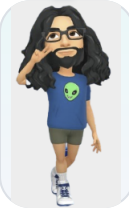
SOFTWARE REVENUE VS. GOVERNED SPEND

The company earns software revenue inside the \$18.6B category, but each engagement is priced against the multi-hundred-billion transformation spend it makes succeed — a small take on a very large base.

Sources: skills/talent-intelligence software market estimates (2024-2032); DX consulting pools per market report. FX 1 USD ≈ 1,517 KRW · circles not to scale.

Team + cap table.

Cognitive science × product execution × change delivery — built to convert AI transformation into decision-grade allocation, distributed through partners.



Aditya Shukla
CEO · Founder

Cognitive psychologist · founder of Cognition Today · built the prototype + proprietary models.

PRIMARY DUTIES

Product architecture · CCI model roadmap · partner pipeline (KR→IN→US) · investor story.



Boryeon Choi
Advisor — validation & Korea ecosystem (co-founder terms in discussion)

Creative direction · validation design · IR / partner ecosystem (Art Korea Lab).

CONTRIBUTION

Beachhead validation · partner introductions · pilot readiness — formal role confirmed before any equity is booked.

PLANNED HIRES · Y# = HIRING YEAR

Y1 · Engineering lead

Y2 · Partner enablement / change liaison

Y2 · Enterprise integration engineer

Y2 END · Business development (partner channel)

Cap table progression

PROJECTED

Founder holds the majority today. An **advisor / reserve allocation (up to ~10%)** is held pending confirmed terms — not booked as locked equity. SAFE / investment converts to **2–10% proportional to investment**; conversion and the future ESOP pool primarily dilute the founder.

STAGE	FOUNDER	ADVISOR / RESERVE*	VC / INVESTOR	ESOP POOL
At incorporation today	90%+	≤10%*	—	—
Post-SAFE conversion at next priced round	~80–88%	≤10%*	2–10% proportional to investment	—
Post-ESOP creation seed / Series-A pool	~70–78%	≤10%*	2–10% proportional to investment	10%

*Advisor / reserve allocation is provisional and vests only on confirmed terms.

GOVERNANCE AS MOAT

Consent, de-identification, explainability, and an appeal path are built into the product — positioning CCI as a compliant supplier for high-risk employment-AI regulation (EU AI Act, PIPA, DPDP), not a liability the buyer inherits.

3-year execution and staged financing — gated by proof, sequenced by geography.

A stage-fit pre-seed now funds validation; each later tranche is unlocked by the previous year's proof, with give-away budget to drive the engine.

YEAR	BUILD / GEO	SELL	PROVE
Y1	Korea — MVP + evidence-capture engine + first partners	8–15 partner pilots (\$0.2M–\$0.8M)	Benchmark cohort + false-positive / true-negative validation
Y2	India — SI partner enablement at scale	40–100 engagements (\$1.8M–\$7.5M) + first ACV	Decision adoption + partner repeatability proof
Y3	US — premium entry + inference licensing	120–300 engagements (\$6M–\$28M+)	Renewal / expansion + licensing proof

FINANCING — STAGE-MILESTONE DEPENDENT	KRW	USD	WHAT IT UNLOCKS
Now · Pre-seed (stage-fit)	₩150–500M	~\$0.1–0.35M	Prototype hardening + the two validation pilots + first case material (pairs with non-dilutive grants)
Year 1 · Korea beachhead	₩1.5B	~\$1.0M	MVP + validation + first partners + give-away budget (~₩2B across plan)
Year 2 · India scale	₩3.0B	~\$2.0M	SI partner enablement + key hires; convert pilots to recurring partner revenue + first ACV
Year 3 · US + licensing	₩10.0B	~\$6.6M	US premium entry + inference licensing; repeatable, distribution-leveraged delivery

STAGE-FIT FINANCING

The pre-seed is sized to what pre-revenue proof actually costs, so the round is not over-raised against unproven traction. The larger Y1–Y3 tranches carry the full global vision and are released only as each year's proof lands.

India: scaled, low-cost piloting on the world's largest SI ecosystem.

India is where “massive piloting via partners” actually happens — the SI majors run transformation for the whole planet, and 76% of Indian enterprises are already in GenAI POCs.

DX market

\$124.4B

India digital-transformation market (2025) → \$304.9B by 2031 (16.1% CAGR). This is the project-value base.

SI ecosystem

\$315B

IT-services & consulting ecosystem (FY26); AI services revenue \$10–12B. Unmatched partner density.

Pilot-ready

76%

Of Indian enterprises are in GenAI POCs or have an investment plan — primed for embedded decision tooling.

INDIA SIGNALS

\$6B

AI/GenAI spend by 2027 (33.7% CAGR, IDC)

\$115B

AI economic impact by 2027 (IDC)

TCS · Infosys · Wipro

\$30B / \$20.2B / \$10.5B partner majors

90%

CXOs increasing AI allocation within digital budgets

India role: **scaled lower-cost piloting + partner distribution engine** — the volume that proves the model.

US: the largest premium pool — and the sharpest impact gap.

The US has the most AI money, the highest willingness to pay, and the most visible ROI anxiety — the ideal market for premium pricing and category prestige once the model is proven.

Enterprise GenAI

\$37B

US enterprise GenAI spend (2025), 3.2× YoY → \$148B by 2030 (41% CAGR). The deepest budget on earth.

DX consulting

\$74.5B

US digital-transformation consulting (2024) — the partner project-value base our 4–6% rides on.

Consulting ceiling

\$411.7B

US management consulting market (2026) — the adjacent change budget already in motion.

US SIGNALS

78–88%

Organizations using AI in ≥1 function

23%

Scaling agentic AI (+39% experimenting)

40%+

Agentic projects projected canceled by 2027 (Gartner)

39%

Only 39% attribute any EBIT impact to AI

US role: premium pricing + category prestige — the value capture the proven model unlocks.

ENTERPRISE DELIVERABLE

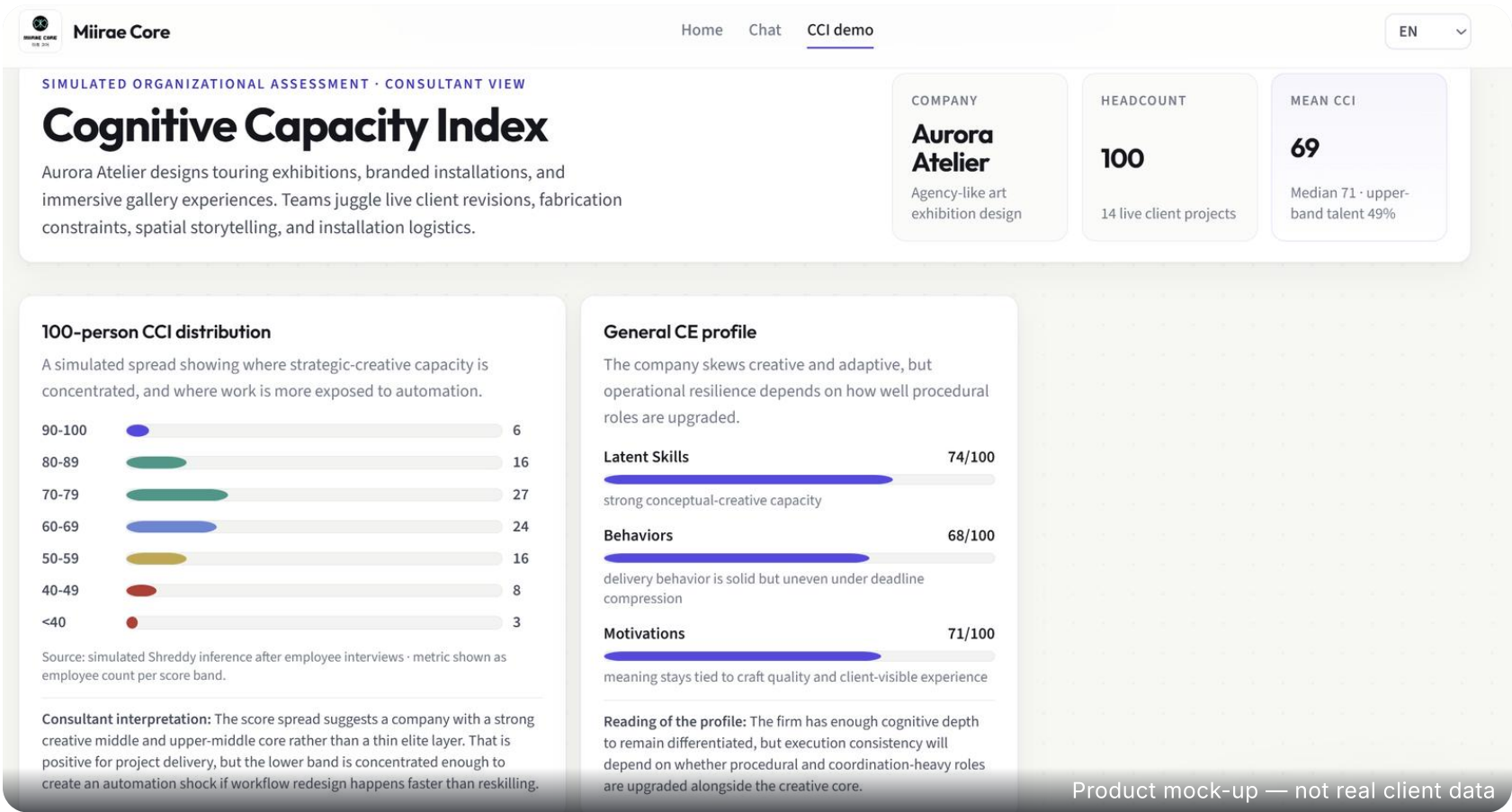
Clients receive a Cognitive Capacity Index they can act on.

A ~40-minute guided conversation gathers the evidence. Miirae Core's own models run the inference, and that inference becomes the basis for decisions on what to automate, preserve, redeploy, or hire.

CCI report

What a client receives after the guided conversation and model inference.

ILLUSTRATIVE MOCK-UP



DISTRIBUTION

See where workforce capacity concentrates and where automation risk accumulates.

PROFILE

Summarize latent skills, behaviors, and motivations at company level.

ACTION

Convert hidden human signal into budget and org-design decisions.

How the index is created

The client is not buying a dashboard. It is buying a decision product built in three stages.

CONVERSATION A ~40-minute guided conversation gathers decision-grade evidence — no forms.

INFERENCE Miirae Core's own models weigh the evidence against how AI is changing each task.

DECISION The result is the CCI — a company-level decision layer for HR, transformation, and CXO buyers.

What the client gets

- Company-level capacity map, not just individual assessment fragments.
- Human-vs-AI allocation signal grounded in proprietary evidence and inference.
- Decision support for redeploy / preserve / hire choices as job labels break down.
- A boardroom-ready artifact that makes AI transformation economically actionable.

OUTCOME

A ~40-minute guided conversation gathers evidence, Miirae Core's own inference models process it, and the client receives the CCI as its workforce decision system.

Usage + 4–6% of project value — trivial against the P&L impact.

We price as a share of the transformation program we make succeed — aligned to outcomes, not seats.

How the partner fee works

Fee = 4–6% × program value + usage

usage = (\$45 × employees) + (\$3,500 × goals)

Program value (mid-market)	\$1,000,000
Value fee @ 5%	\$50,000
Usage · 200 employees × \$45	\$9,000
Usage · 4 transformation goals × \$3,500	\$14,000
Total Miirae take (≈ 7.3% effective)	≈ \$73,000

WHY THE FEE IS A ROUNDING ERROR · ROI ON OUR FEE

~15–25×

\$1M program governs 5× its value	\$5M decisions
~30% mis-allocated without CCI	\$1.5M at stake
CCI redirects the majority	~\$1.0–1.5M impact
÷ our fee (\$73K)	~15–25×

Two different baselines: 5× = downstream spend governed per \$1 of *program*; 15–25× = impact per \$1 of *our fee*. Impact estimated from transformation cost flowing to P&L.

CHANNEL	PRICING LOGIC	BUYER · ROLE
INDIRECT · PRIMARY	Usage + 4–6% of project value (modeled at 5%) — share of the partner's transformation program.	Consulting & transformation partners — embed CCI across many client programs.
DIRECT · SECONDARY	Annual ACV ₩150M–₩750M (\$100K–\$500K) per enterprise — POC → annual platform.	CXO / HR / transformation office — Korea-led, validation-driven.

Continuous CCI replaces a one-off consulting engagement — at ~90% margin.

Comparable decision work costs \$32K–\$3.2M as a one-off. CCI delivers it continuously, with a 2-person team.

The alternative today · cost of comparable work

ROUTE	STRUCTURE	COST / ENGAGEMENT
Big consulting	5 ppl · 3–4 mo · \$200–1,000/h	~\$480K–\$3.2M
Small consulting	1–3 ppl · 2 mo · \$100–300/h	~\$32K–\$288K
SMEs	need it, can't afford either	priced out
Big consulting gap		no implementation accountability
Small consulting gap		no stress-tested frameworks
CCI for an SME (\$250K program)		≈ \$21K · affordable

MIIRAE CCI ECONOMICS · PER ENGAGEMENT (MID \$1M PROGRAM)

~\$73K rev · ~90% GM

Revenue (usage + 5%)	~\$73,000
Cost to serve (2-person + CI, amortized)	~\$5–6,000
Gross margin	~90%

Delivery is **continuous integration**, not one-and-done — the CCI **stays active** with a 2-person team across many engagements.

Consulting cost scales with **team × time**. Our 2-person + CI delivery is **near-fixed** — margin expands as engagements scale.

Consulting cost assumes 160 billable hours / person / month. CCI figures modeled at a 5% value fee (band 4–6%).