



# The Verified Skills Passport for Salespeople

Pre-seed · Raising £500K · SEIS/EIS approved · [peerlab.ai/peerpal-invest](https://peerlab.ai/peerpal-invest)



A PeerLab product  
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# The Problem

Sales skill is invisible, unowned,  
and unprovable.

## No Evidence, No Standard

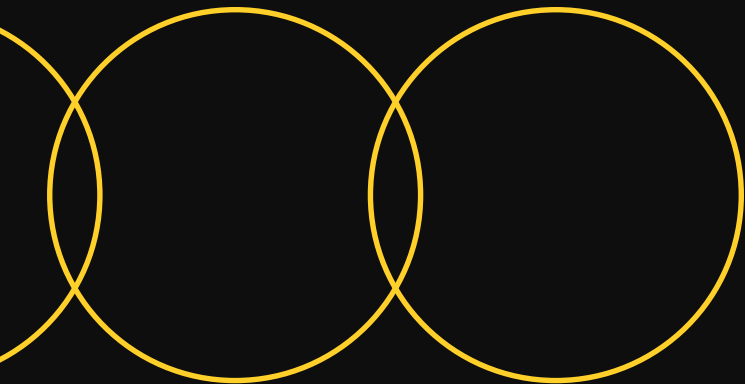
LinkedIn skills are self-rated dots with no evidence behind them. Recruiters ignore them. There is no shared standard for what good looks like, just opinions dressed up as assessment.

## Your Best Work Dies When You Leave

The record of your best calls lives in the company's Gong or Chorus, and it vanishes the day you walk out the door. Reps build nothing portable. Their proof belongs to someone else.

## Improvement Is Guesswork

Reps are told to get better with no map and no mirror. A trillion-pound profession still runs on gut feel. There is no objective, evidence-backed way to know who is actually good, or how to become it.



# Why Now

Three forces converge, whoever verifies skill first wins the category

## Every Call Is Now Recorded

Every sales call is now captured by an AI notetaker, a behavioural corpus of real skill in action that has never existed before. The raw material is already there.

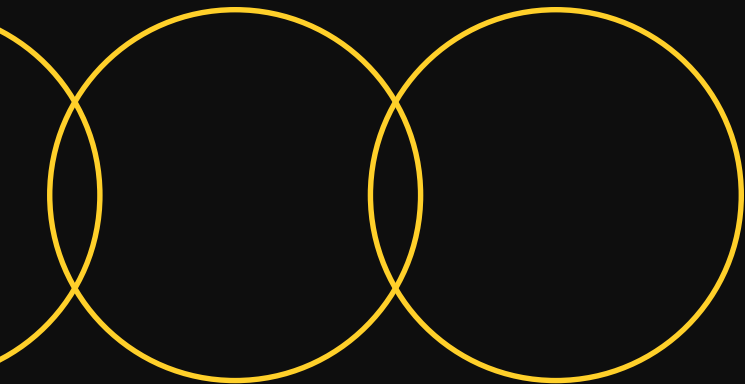
## AI Can Grade Skill Instantly

AI can now read a call and grade the commercial skill inside it, in seconds, at expert-human accuracy. What once took a coach hours now scales to every rep, every call.

## Reps Want Proof They Own

Reps increasingly want verified proof of their ability that they own and carry between jobs. The first to set the standard for what good looks like shapes the whole category.

[LEARN MORE HERE.](#)



# The Solution: PeerPal



The verified skills passport: two sides, rep-owned

## The Vault

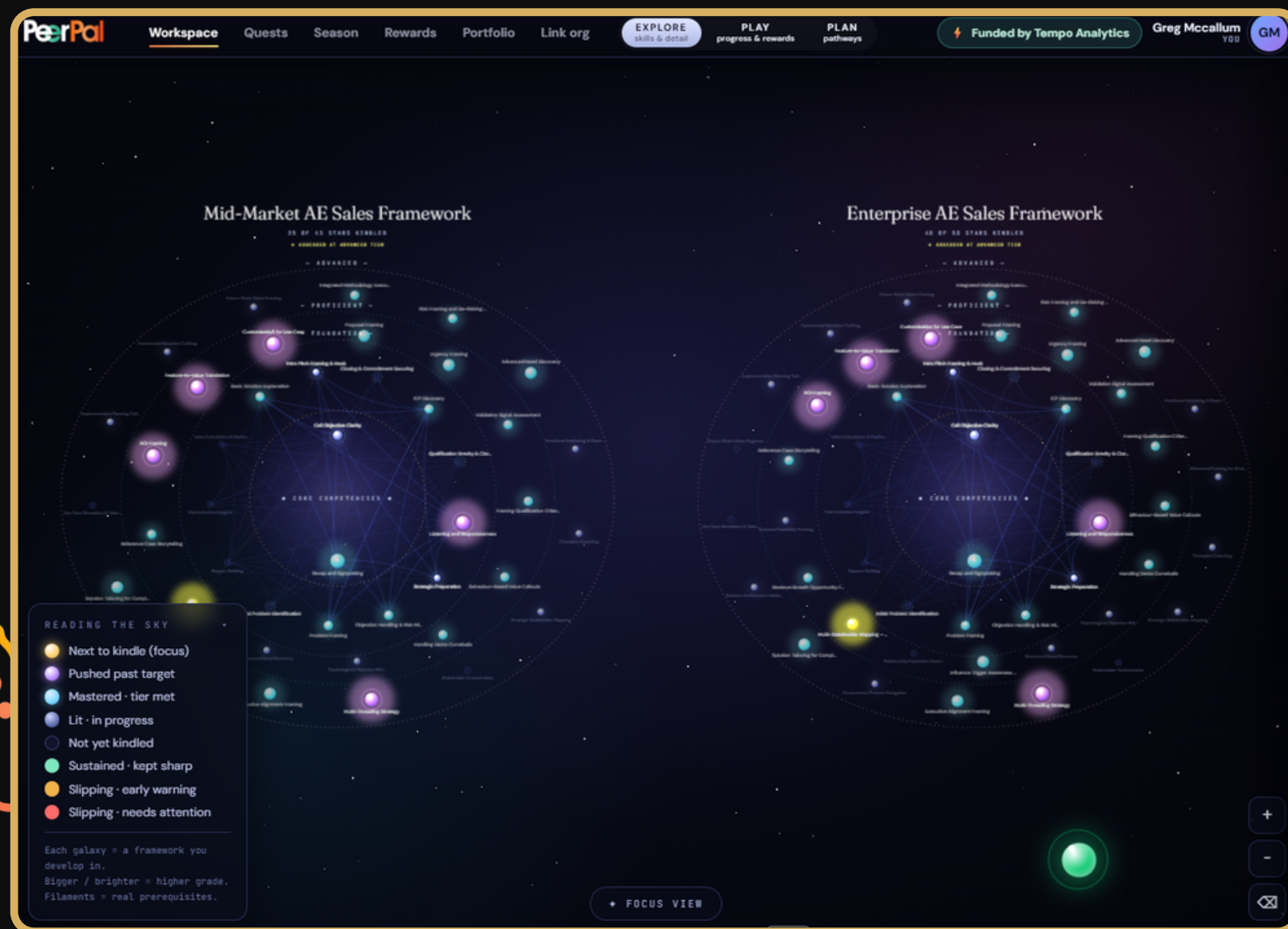
A verified, evidence-backed portfolio of your skills, portable across every job, private by default. Reps employers can't touch it. Proof a recruiter can trust.

## The Console

Gamified improvement: live ranks, quests, seasons and skill mini-games that make getting better a habit, not a chore.

## + Spark

A personal AI skills coach grounded in your own graded evidence: career, role, results. Connects to the AI notetaker reps already use; every call becomes rank and permanent proof.



# We Already Built It

Live v2 platform: this round buys distribution, not an MVP

## Live & Running

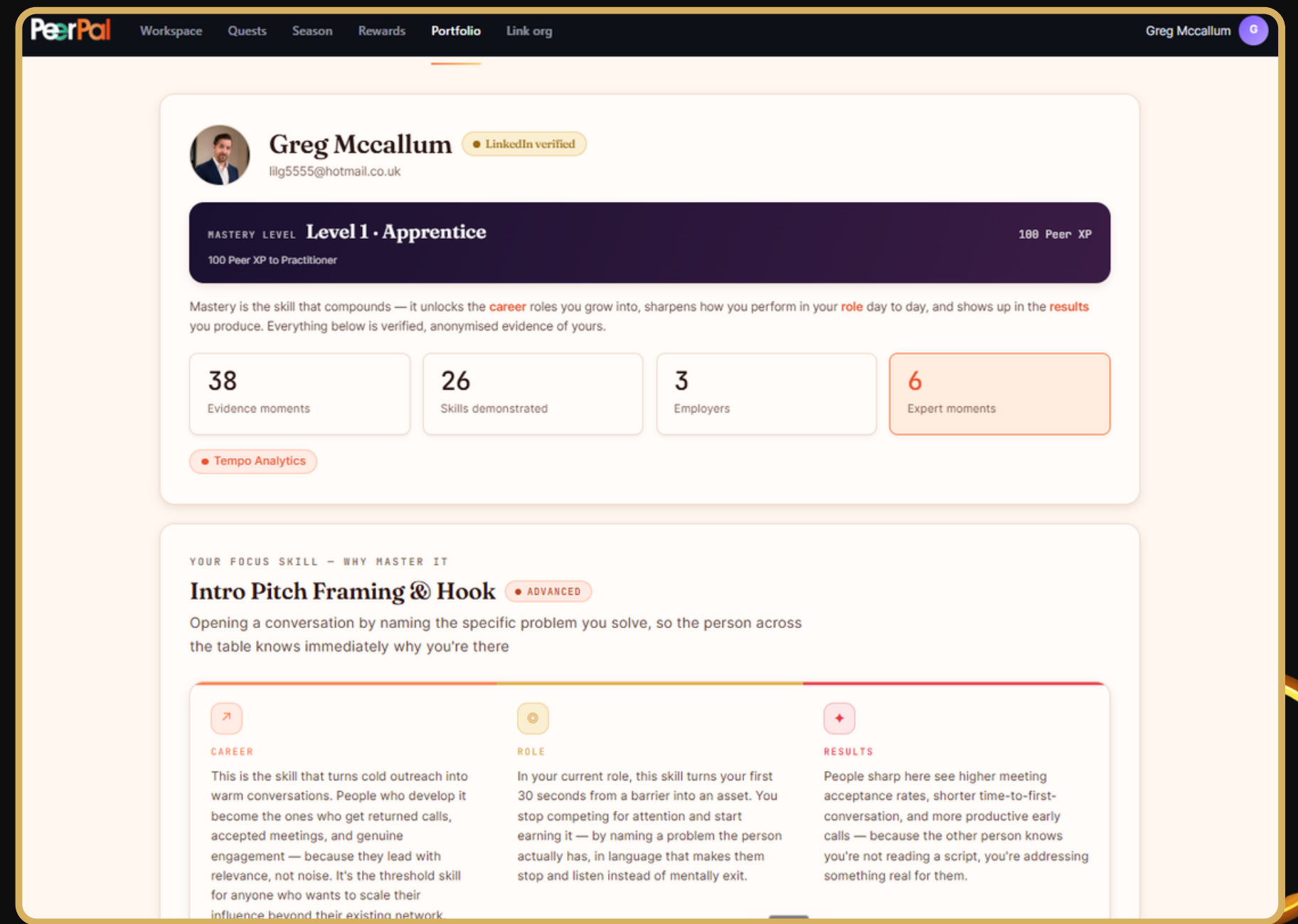
Assessment engine, verified portfolio, gamification, org platform - all built and running. Live v2, not a prototype. Every core feature is already in the hands of real users.

## Capital-Efficient Build

Built by a solo founder directing a 28-strong AI workforce. Radically lean. What would cost millions was built for a fraction. The platform, engine and standard already exist.

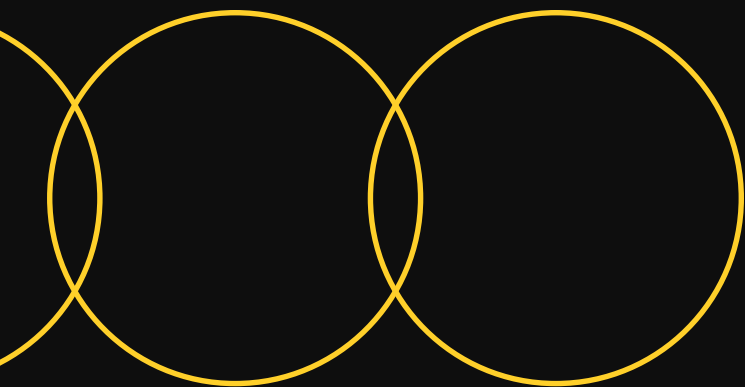
## What This Round Buys

Most pre-seed rounds raise to build the product. Ours is already live. The £500K goes entirely to distribution, getting PeerPal into the hands of the reps who need it, not building an MVP.



# The Standard Matters

Built over 15 years. Competitors  
can copy a feature. They  
cannot copy the standard.



## The Ontology

424 competencies across five commercial functions,  
built framework by framework, from cold-caller to Chief  
Commercial Officer over 15 years at the coalface.

## Robust Frameworks

127 frameworks and 1,696 rubric criteria provide  
defensible, evidence-linked grading for every role, every  
call, every career stage.

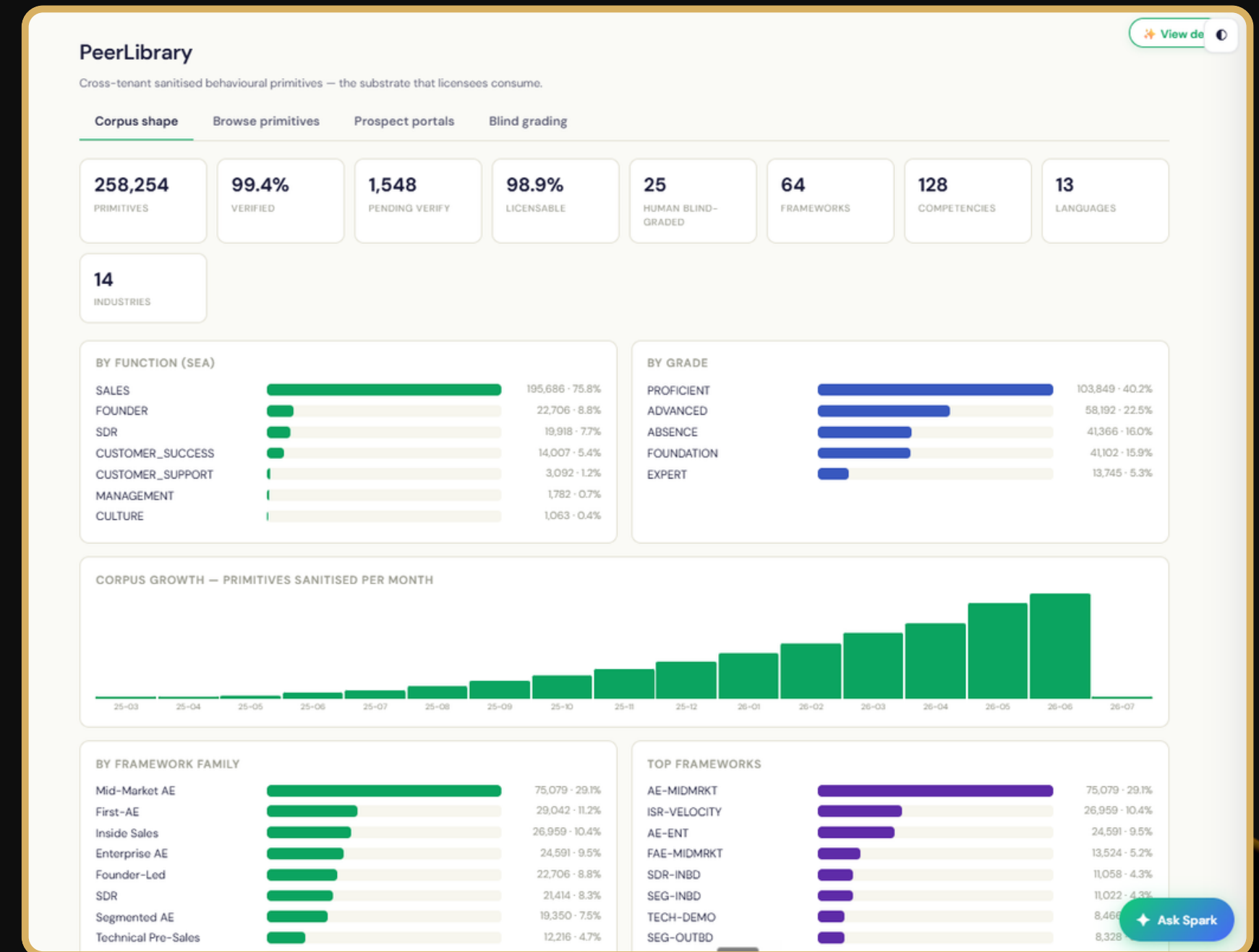
## The Moat

Gong owns the recordings. PeerLab owns the standard  
that judges them. The ontology, rubric, methodology  
and evidence base are the asset, not the feature.

# Proof the Standard Works

Evidence, not opinion - calibrated to human experts

- Weighted Cohen's  $\kappa$  0.62 vs expert human graders, 72.9% exact-tier, 98% within one tier, across 328 graded pairs
- Proprietary data moat already generated: 250,000+ human-annotated behavioural primitives, including 41,000+ negative examples
- From real alpha/beta programmes: 300+ users across 30+ organisations
- Every grade is defensible and linked to a real moment in a real call



# How Verification Works



01

Import rep calls from the AI notetaker they already use.

No new tools, no extra steps.



02

The engine grades it against the right framework for the rep's role, returning the exact quote and the why behind every grade.



03

Expert-tier moments are verified and permanently sealed into rep's portable skills portfolio.

Evidence they own for life.



04

The result is proof a recruiter can trust; grounded in the Standard, not a self-rating or a dot on a profile.

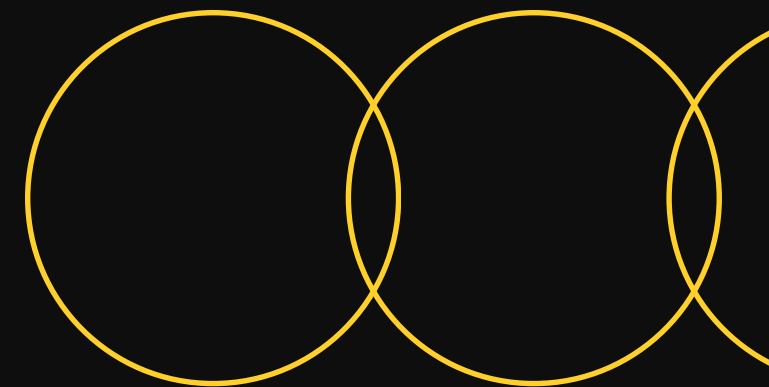
# The B2R Wedge Strategy



Everyone else sells to the org. We start with the rep.

Sales-enablement is a crowded B2B category fighting over the same buyers, PeerPal enters through a different door.

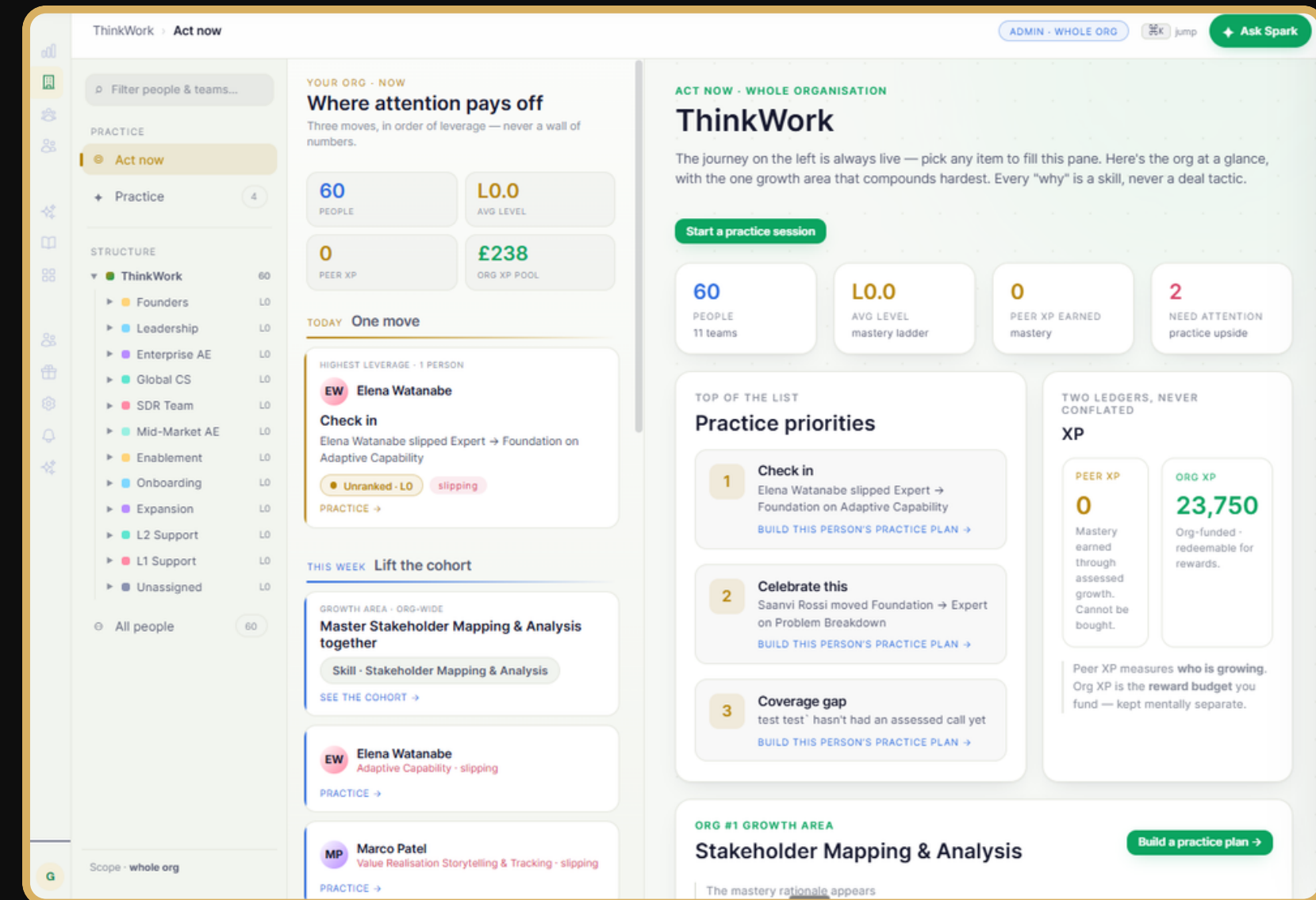
- Sold to the individual rep, not the org, a personal reason to own your proof; SME to mid-market beachhead
- Enterprise call data is admin-locked, so incumbents cannot follow the rep, that lock-out is our opening
- The Trojan horse: as reps cluster inside a company, we install Peer, the org-controlled version, so employers can back and manage the staff already using PeerPal
- That unlocks everything downstream: Peer seats, PeerBenchmark, and the PeerLibrary data business



# The Opportunity

A category that doesn't exist yet: the verified skills passport for salespeople

- Wedge: £39B SalesTech, growing ~16% a year, our entry into revenue teams
- Expansion above the wedge: £320B corporate training · £2.0B workforce analytics · £2.8B AI training data
- Comparables: LinkedIn (professional identity) · Gong (call data → multi-billion category) · Duolingo (gamified skill) · Credly (portable credentials)
- Sales has no verified, portable skills credential, yet



# Business Model

## PeerPal Subscription

From £99 / year (£12 / month). The full product — verified Vault, the Console and Spark AI coach.

## Free / Lapsed Tier

£0 — your Vault and public share stay live, read-only. Keep your proof between jobs and reactivate anytime.

## Annual-First & Sticky

Annual billing is the default — cheaper for the rep, stronger cash and retention for us. Proof they keep between jobs means low churn.

## Assessment Economics

Radically capital-efficient — batched, cached grading. Margin-positive per graded call from day one.

## Spark AI Credits

Usage-based top-ups for extra AI coaching and extra graded calls beyond your plan — pay as you grow.

## One Price, Everything In

Full Console, unlimited Vault, public share link, and multi-motion overlays for reps who run more than one motion.

# Traction

Pre-revenue, but the hard part is already built.

## Live v2 Platform

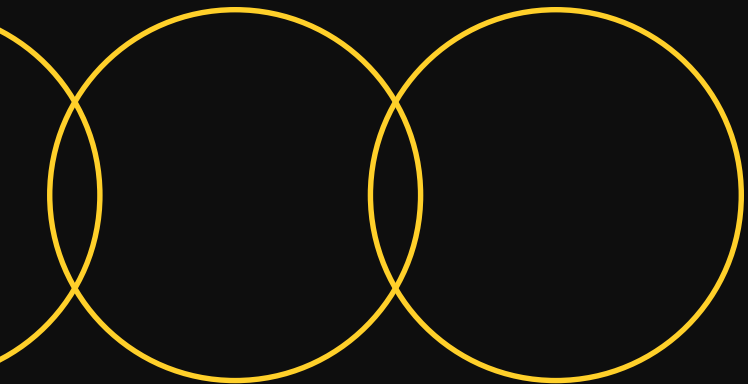
Complete, live v2 platform — assessment engine, AI coaching, gamification, benchmarking and billing. Built and running. Not a prototype.

## Validated Standard

Weighted Cohen's  $\kappa$  0.62 vs expert human graders across 328 held-out pairs. 250,000+ human-annotated behavioural primitives from 300+ users across 30+ organisations.

## Pipeline & Momentum

Go-to-market in motion: design-partner discussions with a leading conversational-intelligence platform. £620K+ pipeline already identified.



# Team and Funding

## Solo founder, AI workforce

PeerLab is a solo founder, Greg McCallum, amplified by a 28-strong specialist AI workforce that builds and runs the platform — the company is itself the proof: skilled work, done by AI, evaluated to a human standard. We are raising £500K pre-seed (S/EIS approved) at an indicative £3M pre-money to land design partners, turn the corpus into licensing revenue, and scale.

[See the team page here.](#)

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**Book a Chat**



Greg McCallum - Founder & CEO

tl;dv

**RIFT**  
Social Enterprise

booksy

eDEAL

**FOUNDERS**  
UNPLUGGED  
Hosted by Greg McCallum

Think  
Work

Greg has spent 15 years in the arena PeerLab is built for, from cold-caller to Chief Commercial Officer, and built the standard the company now runs on framework by framework, out of a need to get better himself. He's a proven go-to-market operator (Head of Sales at Booksy UK, taking it from pre-product-market-fit to cash-flow positive; CCO and advisor to dozens of commercial teams) and an AI-native builder: he designed and single-handedly runs PeerLab's entire four-product platform, directing a 28-strong AI workforce. He mentors founders worldwide and hosts Founders Unplugged (tens of thousands of weekly views), giving PeerLab a direct line to the exact people it serves. The rare founder who lived the problem, codified the solution, and can both build and sell it.

# Ready to Back the Standard?

£500K pre-seed · SEIS/EIS advance assurance approved · £3M pre-money indicative valuation · Peer Skills Ltd  
Funds go entirely to go-to-market — the platform, engine and standard are already built and live.

greg@peerlab.ai · peerlab.ai/peerpal-invest



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