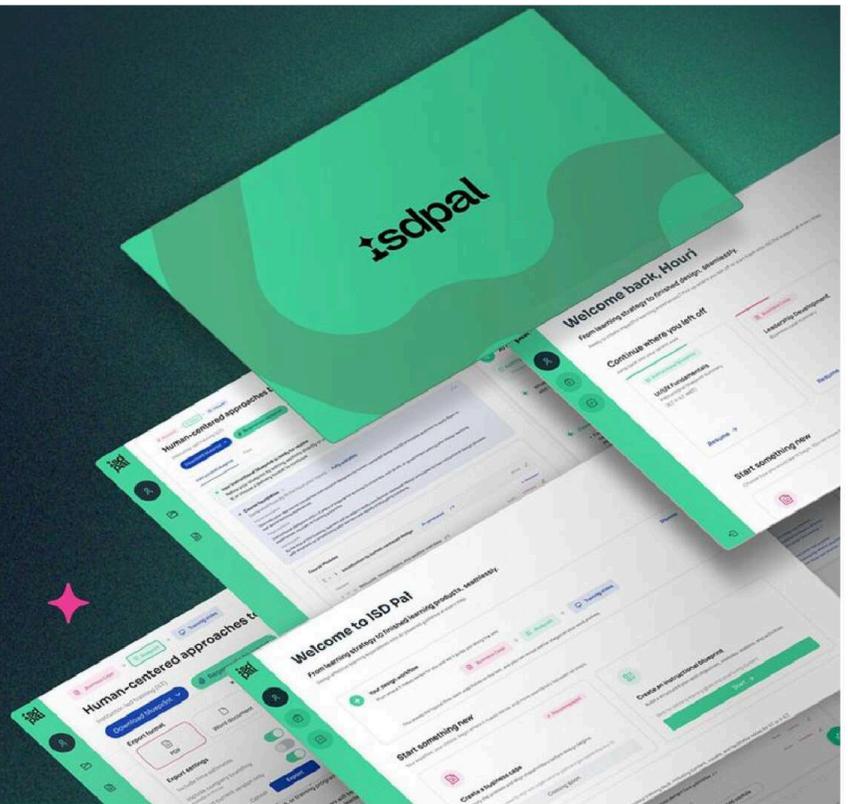The missing link to the future of work.

ISD PAL INC

Solving the multi trillion-dollar future of work crisis

isdpal.ai Wilmington, DE in ⃝ ♪

Highlights

1. Lead Investor: Kam Ghaffarian. Billionaire founder of 3 unicorns (Axiom, Intuitive, X-energy)

2. Co-founder: Houri scaled previous venture (Cynuria) to Inc. 5000 & Best Workplaces. Ex-PwC & BAH

3. Market: Disrupting the $570B global corporate training

3. Market: Disrupting the $370B global corporate training market

4. Beta & GTM: Product refined via closed beta with industry leaders. Launching in Q2 of 2026

5. Consultative AI: Built on cognitive science and instructional frameworks

6. Outcomes over Content: Moving beyond "check-the-box" training to drive performance and results

Featured Investor

Kam Ghaffarian
Syndicate Lead

Follow

Invested $25,000 ⓘ

"Whether we are building commercial space stations or revolutionizing nuclear energy, the bottleneck is never the hardware, it is the human mind. The limit to our growth is the speed at which we can learn.
The ability to learn is the superpower of the 21st century. It is the foundation of high consciousness and high performance.

ISD Pal is a platform I've seen that understands this. By using AI to remove the friction from learning, the platform is enabling us to upskill humanity at the speed of light. I am proud to back a team that is not just solving a business problem but serving the expansion of human capability."

Team

Houri Tamizifar Co-founder & CEO

2x Founder. Scaled previous venture (Cynuria) to Inc. 5000 & Best Workplaces. Ex-PwC & Booz Allen. 20+

Augusto Cangahuala Co-founder & CXO

Award-winning Federal CX Leader (HHS, EPA). Ex-
NASA & Peace Corps. TEDx Speaker. 20+ years in
Innovation & Design.

Jason Farnsworth CTO

Global Technology & Product Leader. Architected high-
volume, AI-driven platforms at scale. Ex-Uber, Amazon,
Microsoft & LivePerson. 25+ years of engineering
expertise.

Isidro Iturralde Sales Advisor

Strategic Sales Leader. Architect of engines that
delivered 150% growth for 13 consecutive years. 20+
year industry veteran.

Solving the multi trillion-dollar future of work crisis

We are the missing link between the workforce we have and the workforce we need.

Everyone is talking about the "Future of Work"—upskilling, reskilling, and AI adaptation. But there is a massive gap

reskilling, and AI adaptation. But there is a massive gap between the *need* to learn and the *ability* to teach.

We are drowning in content, but starving for skills.

The Crisis: Expensive, Slow, and Dangerous.

Today, organizations spend nearly **$350 billion a year** on training, yet the results are failing us. We see it every day in our work as Learning and Development (L&D) leaders.

We watched a **Global Pharmaceutical Giant** spend **millions designing technical courses** that either became obsolete before launch or were never used. We saw a **Luxury Cruise Line** risk safety liability because their budget only covered 11% of the necessary training design.

These aren't just "isolated experiences". They are symptoms of a systemic failure. Wasted investment. Lost revenue. Real risk.

Customer problems

Customer challenges are characterized by:

✦ WASTED INVESTMENT	✦ LOST REVENUE	✦ REGULATORY RISK
GLOBAL PHARMACEUTICAL	**LEADING MANUFACTURER**	**LUXURY CRUISE LINE**
Client spent **$100,000** and a **full year** on a highly technical course that become **obsolete before launch**, leaving learners unprepared for a **massive change initiative**.	**Limited instructional design resources** create a training gap during product launches, holding the sales team back from **capturing full revenue potential**.	With a budget covering just **11% of the actual cost** of effective safety training, the client exposed the cruise line to **grave safety and liability risks**.

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Why is this happening?

Because the industry has confused **content** with **learning**.

The traditional process for designing training is fundamentally incompatible with the speed of modern business. It is too costly, too lengthy, and too contentious. An instructional designer can spend months just wrestling with

Subject Matter Experts and fighting through insignificant details, rather than designing meaningful learning.

Current efforts just focus on "eLearning looks" and "speed." But moving fast doesn't matter if the training doesn't work and corporate dollars are poorly spent.

The Solution: Engineering Performance.

We are **ISD Pal**. We are the missing link.

We didn't just build another AI wrapper to churn out text faster. We built the new standard for **Instructional Systems Design (ISD).**

ISD Pal is **defining the standard** for AI in instructional design. Built by practitioners to bring method to the magic, we use AI to automate the drudgery while grounding every output in ISD frameworks and adult learning theory.

We are helping companies stop just "building content" and start engineering performance.

A $350B industry ready for disruption.

The timing couldn't be better. AI is currently transforming the entire L&D industry.

Despite two recessions and a pandemic, investment in corporate learning has increased steadily for over a decade. The market is resilient, massive, and hungry for a tool that actually works.

Why now?

Corporate learning market is expected to grow to $570B+ by 2030.

Global Corporate Learning Investment: Historical and Projected Growth (2014-2030)

$572.8 B

- Current Year (2025)
- Projection to 2030

$350.0 B

$154.8 B

Investment (Billion USD)

Year

→ AI is transforming the entire industry.

→ Today, organizations spend nearly $350B a year on employee training, professional development, and upskilling.

→ Investment in corporate learning has increased steadily over the 10+ years, despite 2 recessions and COVID-19.

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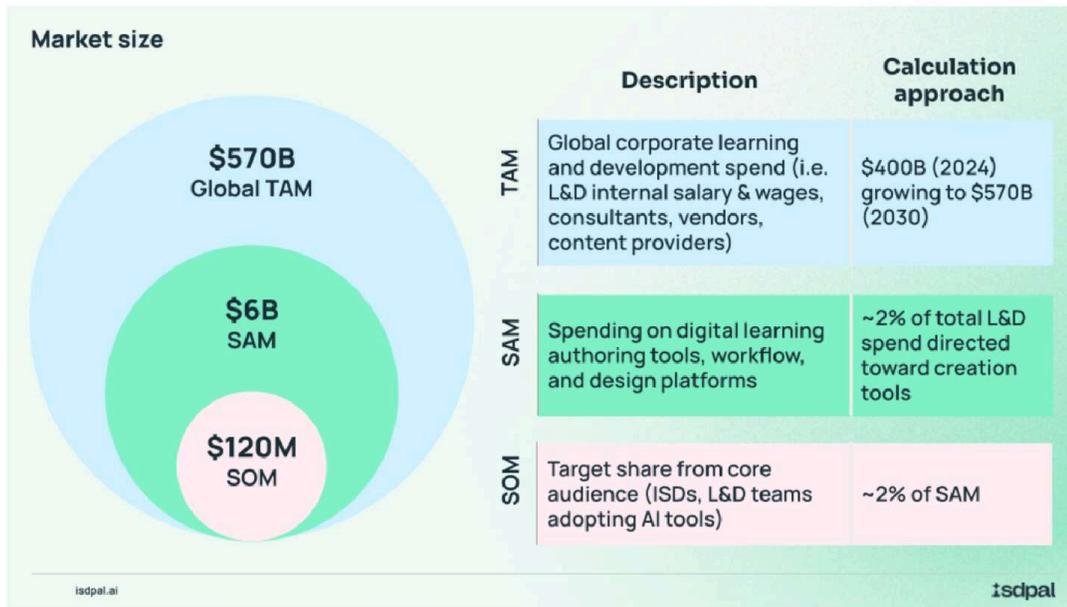# Riding a wave to $570+ Billion.

We are standing at the edge of a massive shift. The corporate learning market is exploding—projected to hit **$572 billion by 2030.**

But the tools needed to capture this opportunity are stuck in the past or are just AI hype. We are uniquely positioned to win this market because we aren't guessing what the customer needs—we are the customer. We are the veteran
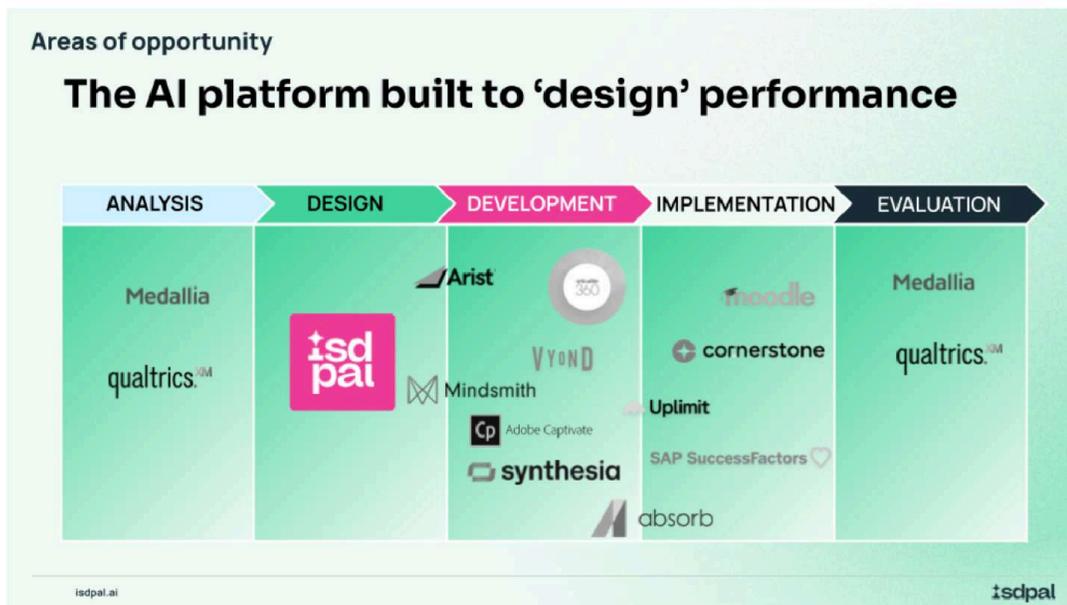
customer needs—**we *are* the customer.** We are the veteran designers who lived this pain and decided to fix it.

Market size

	Description	Calculation approach
TAM $570B Global TAM	Global corporate learning and development spend (i.e. L&D internal salary & wages, consultants, vendors, content providers)	$400B (2024) growing to $570B (2030)
SAM $6B SAM	Spending on digital learning authoring tools, workflow, and design platforms	~2% of total L&D spend directed toward creation tools
SOM $120M SOM	Target share from core audience (ISDs, L&D teams adopting AI tools)	~2% of SAM

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Science, Not Just Speed.

Generic AI tools produce content. ***ISD Pal designs***.

Most competitors only focus on one part of the process: fast content production. ISD Pal is a **comprehensive multi-modal platform** designed with the **entire learning lifecycle** in mind.

Areas of opportunity

The AI platform built to 'design' performance

ANALYSIS	DESIGN	DEVELOPMENT	IMPLEMENTATION	EVALUATION
Medallia qualtrics	isd pal	Arist 360 VYOND Mindsmith Cp Adobe Captivate synthesia	moodle cornerstone Uplimit SAP SuccessFactors absorb	Medallia qualtrics

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- **The Old Way:** Focus on visual assets and "prompting."

- **The ISD Pal Way:** Focus on the andragogy (adult learning theory) that drives behavior change. We solve the "SME bottleneck" by integrating collaborative

review tools directly into the workflow. *Clearly tie learning outcomes to business objectives.*

CAPABILITY	isdpal	Mindsmith	Arist	articulate 360	synthesia
Low AI prompting	✅	❌	❌	⚠️	❌
Multiple learning modalities (WBT, ILT, V-ILT, blended)	✅	❌	❌	❌	❌
Grounded in learning science	✅	❌	❌	⚠️	❌
Storyboard and facilitator participant guide creation	✅	❌	❌	❌	❌
SME & stakeholder review tools	✅	⚠️	❌	⚠️	❌
Assessment creation	✅	✅	⚠️	✅	⚠️
Speed & efficiency with AI	✅	✅	✅	✅	✅

⚠️ = Limited capability

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Giving time back to the creators.

We aren't just selling software; we are giving organization an opportunity to remain competitive in a quickly evolving landscape.

By removing the menial work of adjusting formatting, digging through source documents, and constant "prompt engineering," we free up Instructional Designers (like Maria), Subject Matter Experts (like David), and CLOs (like Sarah) to do what they do best: *create impact and drive business results.*

Buyer personas

Maria Bernard — Instructional Designer
Goals
- Automate repetitive tasks
- Synthesize source material & SME input quickly
- Design higher order learning experiences for greater knowledge transfer

David Garcia — Subject Matter Expert
Goals
- Help the ISD convey content accurately & quickly
- Minimize time spent on content review
- Ensure content can be applied effectively on the job

Priya Patel — Learning Manager
Goals
- Reduce the time required to design a learning experience
- Enhance collaboration among ISDs
- Meet client timeline and quality expectations

Sarah Mitchell — Chief Learning Officer
Goals
- Maximize return on investment
- Increase employee performance at scale
- Align with business objectives

Built to Scale.

We are building the infrastructure for the entire industry.

From the individual freelancer just getting started ($29/mo) to the global enterprise requiring security and collaboration ($199+/mo), our model is designed for seamless adoption and massive expansion.

Pricing tiers

Built for Expansion: Clear upsell path from Core to Enterprise.

CORE	PRO	TEAM	ENTERPRISE
$79 $29	$99 $49	$129 $79	$199+
MONTHLY/ PER USER	MONTHLY/ PER USER	MONTHLY/ PER USER	MONTHLY/ PER USER
Min contract value: $29.00	Min contract value: $49.00	Min contract value: $4,740.00	Min contract value: $71,640.00
ICP: ISD & SME in a small business	ICP: ISD & SME in a small business	5 USER MIN ANNUAL CONTRACT ICP: Learning Manager at a mid-size business	30 USER MIN ANNUAL CONTRACT ICP: Learning Manager at a mid-size business

Add-ons:
- AI credit increase
- Storage increase

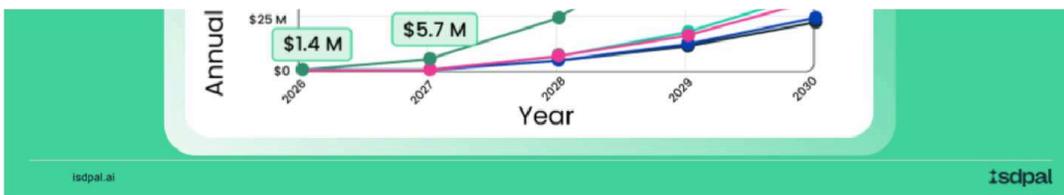‡sdpal

The Growth Trajectory.

We are on a path to explosive growth, projecting to scale to **$120M ARR in 5 years**.

We are raising our seed round to accelerate product R&D, scale our sales and marketing engines, and solidify our position as the market leader.

Projections

Explosive growth: Scaling from $1.4M to $120M ARR in 5 years

Projected ARR by Tier

Recurring Revenue

- Core
- Pro
- Team
- Enterprise
- Total

$125 M
$100 M
$75 M
$50 M

$120 M
$61 M
$25 M

The projections are based on the assumption that we will capture 2,055 customers during 2026 and grow 250% YoY in 2027 and beyond.

These projections are based on our internal model. Forward-looking projections cannot be guaranteed.

Join Us.

The Future of Work isn't about more videos or prettier slides. It's about **capability**.

We are building the engine that turns learning science into a scalable reality. We are the practitioner-led, science-backed platform the industry has been longing for.

Let's engineer the future of learning, together.