



SALES & PARTNER PLAYBOOK

BuildMyIQ

BuildMyIQ gives universities, training providers and L&D teams one system for courses, learner records, assessment and verifiable credentials.

LMS + records

Grounded AI tutor

Assessment

Skills & certificates

Published pricing

PREPARED BY
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT
buildmyiq.com

BOOK A CALL
calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the problems, ICP and disqualifiers first — they will tell you within one conversation whether a prospect is worth pursuing. Keep the cheat sheet beside you on calls and use the playbook to prepare: the persona hooks give you the opening line, the objection section gives you the answers to the hard questions, and the capability tables tell you exactly what is shipped versus what is still being built. When the conversation turns serious, stop selling and hand it to us using the handoff steps.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

BUILDMYIQ.COM

BuildMyIQ is a platform for organisations that teach. It brings course authoring, the catalogue, enrolment, cohorts, learner records, assessment and grading, skills and verifiable certificates into one connected system, so a course becomes an enrolment, becomes tracked progress, becomes a graded submission, becomes a credential — with nothing re-keyed in between. On top of that sits an AI tutor that answers from the lessons you have published rather than the open internet, and grading assistance that drafts a score an educator still has to accept. Access control, audit, billing, notifications, file storage and multi-language support come from the wider Burdenoff platform, so they are configured rather than built.

CATEGORY

Learning platform — an LMS and a learner-records layer combined, with native assessment, skills and credentialing, sold to universities and colleges, training providers and corporate learning teams.

WHERE IT STANDS TODAY

Generally available. You can sign up and start on the free plan today. It is a young product with no public reference customers, and its own site marks each capability as shipped, in progress or planned rather than claiming everything works.

HOW CUSTOMERS GET IT

Cloud service, reached through a browser at app.buildmyiq.com. A workspace can be provisioned in hours rather than months. Sign-in through your existing identity provider is supported; dedicated tenancy and self-hosted deployment are sales-led enterprise options. Pricing is published in four regional bands, so a customer in India or Latin America pays that market's normal price rather than a converted one.

Web application — the complete product today

Marketing site, documentation site and a public changelog

The BuildMyIQ experience composed into the wider Burdenoff workspace shell

An MCP server so AI assistants can work against the same governed API — in progress

A public API for rostering, records and analytics integrations — in progress

Mobile, desktop, command-line, SDKs and browser/editor companions — announced, not yet released

02 One-Line Pitch

SAY EXACTLY THIS

"BuildMyIQ gives universities, training providers and L&D teams one system for courses, learner records, assessment and verifiable credentials."

SHORTER, FOR A CHAT MESSAGE

One system for courses, learner records, assessment and verifiable credentials.

THE CATEGORY SENTENCE

BuildMyIQ is an AI-native education, learning and development platform for universities, training providers and corporate L&D teams.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most universities, training providers and L&D teams run learning across five or more systems — an LMS here, learner records there, a quiz tool, a spreadsheet gradebook, a certificate generator. The rosters disagree and nobody can prove learning worked. BuildMyIQ puts the whole lifecycle on one record: author a course, enrol a cohort, tutor learners with an AI that answers only from your own lessons, grade the work, and issue a certificate you can verify or revoke. Published pricing, a free tier, and governance inherited rather than bolted on."

IF THEY ARE TECHNICAL

BuildMyIQ is API-first: one connected model carries courses, modules, lessons, skills, cohorts, enrolments, per-lesson progress, assessments, questions, submissions and certificates, all scoped to a workspace. Authorisation is decided at the API edge before a request reaches the product, so every read and write is role-checked and attributable, and learners reach their own records through queries that take no learner identifier at all. The AI layer retrieves your published lesson content before it calls a model, and no AI path can write a score, a pass mark or a completion.

IF THEY ARE A BUSINESS BUYER

You stop paying for — and reconciling — an LMS, a separate records system, a quiz tool and a certificate generator, because they are one platform on one record. Pricing is published rather than negotiated, scales on active learners rather than administrator seats, and starts at a free tier you can genuinely evaluate on. The result is a predictable line in the budget and an audit-ready answer to 'did the training happen, and did the skills move'.

04 Problem We Solve

Every organisation that teaches at scale ends up with the same shape of mess: a system for delivering learning, a different system for the records, a third for quizzes, a spreadsheet for grades and a document template for certificates. None of them agree, and the people who suffer are the educators and the learners.

The roster and the gradebook disagree

Who feels it: Registrars, learning operations staff, IT administrators

What it costs them: Somebody spends part of every week reconciling two systems by hand, and the errors that slip through land on a learner's record. Integration between the learning system and the records system is routinely the single most expensive line in an education technology budget.

How BuildMyIQ answers it: BuildMyIQ does not sync learning and records — they are the same record. A cohort is a scheduled view of the same enrolments the registrar administers, and a grade written by an instructor is the grade the record shows. There is no nightly job to babysit because there is nothing to reconcile.

Learners get stuck when nobody is available

Who feels it: Learners, and the educators fielding the same question forty times

What it costs them: Help arrives at office hours, which for a working adult learner is exactly when they cannot attend. Momentum breaks, courses go unfinished, and completion rates take the blame.

How BuildMyIQ answers it: An AI tutor sits inside the lesson player. It retrieves the lesson being studied plus the closest related lessons in that course and answers from those alone, saying plainly when the material does not cover a question. It leads with a hint or a first step rather than the finished answer, and it adjusts how deeply it explains based on the learner's recent graded scores.

Grading consumes the week that was meant for teaching

Who feels it: Instructors, teaching assistants, corporate trainers

What it costs them: Feedback arrives late enough to be useless, and educators burn out on work that is mostly mechanical. It is also the part of the job that scales worst as enrolment grows.

How BuildMyIQ answers it: Objective questions are marked against the stored answer key without any model involved, so that half of a grade is exact and free. For essays, short answers and code, BuildMyIQ drafts a score and per-question feedback against the instructor's own private rubric notes, and files it as a suggestion. The educator accepts or rejects it; nothing writes itself onto a learner's record.

A completion certificate does not prove capability

Who feels it: L&D directors, hiring managers, accreditation and quality teams

What it costs them: You can prove somebody sat through a course and nothing more. Promotion decisions, skills-gap planning and accreditation evidence all rest on seat time rather than demonstrated ability.

How BuildMyIQ answers it: A skill is a first-class object you define, mapped to the courses and lessons that develop it. Certificates attest the skills a learner has proven, carry a serial unique to your organisation, and have a real issue-and-revoke lifecycle — so a lookup shows current standing rather than the fact that a document was once produced.

Learning software pricing is a negotiation, not a price

Who feels it: Finance, procurement, small institutions and training providers

What it costs them: Evaluation cannot start without a sales call, budgeting is guesswork, and renewal is an annual fight. Buyers in India, Latin America and Africa are quoted prices set for North America.

How BuildMyIQ answers it: Tiers, limits and prices are published, with a free plan you can run real work on. Four regional bands mean a customer pays the normal price for their market rather than a converted one, and usage metering enforces the plan limits, so a tier means something.

AI is a chat box bolted onto the side

Who feels it: IT security, legal, data protection officers

What it costs them: A general-purpose assistant with no connection to the course material answers confidently and sometimes wrongly, with no record of what it said and no cap on what it costs. Legal reviews stall the whole adoption.

How BuildMyIQ answers it: Retrieval happens before any model is called, and lookups never leave the organisation's own workspace. Every tutor answer is stored with the lessons that grounded it and the provider, model and token counts behind it. Tutor questions and grading drafts have separate monthly allowances checked before a provider is contacted, so reaching the cap is a clear refusal rather than a surprise invoice.

Everyone who can see anything can see everything

Who feels it: Data protection officers, institution administrators, compliance leads

What it costs them: Education records are among the most sensitive data an organisation holds, and coarse permissions mean a junior account can often read another learner's answers, scores and feedback.

How BuildMyIQ answers it: Six roles are seeded into every workspace, mapped to ten resource types, with only the accountable owner holding destructive rights over learner records. Learners reach their own enrolments, submissions and certificates through queries that take no learner identifier — identity comes from the signed-in actor, so there is nothing to tamper with.

Self-hosted 'free' turns out to cost a full-time engineer

Who feels it: IT leaders at cost-sensitive institutions and training providers

What it costs them: The licence is free, but hosting, security patching, version upgrades and a plugin compatibility matrix are not. The saving evaporates into a headcount nobody budgeted for.

How BuildMyIQ answers it: BuildMyIQ is a managed service with an availability commitment on the paid tiers. There are no servers to patch, no plugin conflicts to resolve after an upgrade, and the governance, identity and billing layers arrive already built rather than assembled from community modules.

05 Value Proposition

Five things carry most conversations. Lead with whichever one matches the pain the prospect has already named — never all five at once.

One record, from the first lesson to the credential

Courses, modules, lessons, skills, cohorts, enrolments, per-lesson progress, assessments, submissions and certificates are one connected model rather than separate products exchanging files. That removes the reconciliation work, but more importantly it means the institution can see authoring, delivery, assessment and outcomes as one picture instead of five dashboards that each tell part of the story.

Evidence: The unified model is the shipped, verifiable part of the product — every other capability is built on top of it, and the product's own public materials lead with it rather than with AI.

An AI tutor that reads your lessons before it answers

The tutor panel sits inside the lesson player. It pulls the text of the lesson in front of the learner and ranks the other lessons in the same course by overlap with the question, then instructs the model to answer from that material alone and to say when the lesson does not cover something. It teaches hint-first, and the learner can see which explanation depth is in play rather than being quietly profiled.

Evidence: The grounded tutor is live in the product today. Two honest limits are published on the site: the matching is by wording rather than meaning, so a heavily reworded question can miss a relevant lesson, and the citations behind each answer are captured but not yet displayed.

AI drafts, a person decides

There is no code path by which an AI writes a score, a pass mark, feedback or a completion onto a learner's record. Grading assistance produces a proposal with a written rationale and a confidence figure, and the educator accepts or rejects it under their own name. Asking for a draft requires the same permission as awarding the grade by hand, so AI cannot be used to route around who is allowed to do what.

Evidence: This is enforced by construction rather than by policy — the accept-or-reject outcome is stored, so the acceptance rate becomes a measurable signal rather than a feeling.

Credentials that prove capability and can be withdrawn

Skills are defined once and mapped to the courses and lessons that develop them, so completion always ties back to a capability rather than a finished video. Certificates carry a serial unique to your organisation, a status, a final score and any expiry, and revoking one flips it to revoked so a later check reflects current standing.

Evidence: Issue and revoke are both first-class operations, and the certificate document is stored with the record. A public verification page and open-badge export are named as planned rather than implied.

Governance you inherit instead of configure

Multi-tenancy, role-based access on every operation, an attributable activity trail, single sign-on, file storage, notifications, multi-language support and usage metering all come from the platform BuildMyIQ is built on. That is why a young product can pass an enterprise security review: it did not have to build any of that itself, and it cannot quietly skip it either.

Evidence: Authorisation is decided at the API edge before a request reaches the product, and the product filters by workspace again as a second line of defence.

A price you can read before you talk to anyone

Plans, limits and prices are published, and a free tier lets a prospective buyer run real work before a sales conversation exists. Pricing scales on active learners rather than administrator seats, so adding staff to the console does not raise the bill within a tier, and four regional bands mean the price in India or Brazil is that market's normal price rather than a discount to be re-argued each year.

Evidence: Usage metering counts courses, assessments, enrolments, submissions and AI operations against the plan, so published limits are enforced rather than aspirational.

06 Ideal Customer Profile

An organisation of roughly 200 to 5,000 adult learners that currently runs a learning system and a separate records or spreadsheet layer, has an incumbent renewal or price rise in the next two quarters, and has been asked by a board or a client what its AI story is.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Universities, colleges and online programme units	1,000–25,000 learners; online, continuing-education and professional-programme units are the easiest entry point	They feel the split between the learning system and the records system most sharply, they are accountable for retention and accreditation evidence, and a single programme or department can adopt without a campus-wide decision.
Training providers and professional-education companies	10–200 staff, delivering to many client organisations	They need multi-tenant separation between clients, their own content and their own skills framework — and they are competing on an AI story they currently do not have. Their platform is a cost of goods sold, so predictable pricing matters more than features they will never use.
Corporate learning and development teams	200–5,000 employees, often plus contractors	Onboarding, upskilling and mandatory compliance training all live here, and all three need provable completion. A learning lead under pressure to show finance a return needs skills data, not a video-watch count.
Professional bodies, associations and certification providers	Any size where credentialing is the product	Serial-numbered certificates with a real revoke lifecycle and skills mapping are the core of what they sell, and most general learning systems treat credentialing as an afterthought.
Government and public-sector training units	Departmental training arms and public-sector academies	Data residency, dedicated tenancy and self-hosting are available at the enterprise tier, and regional pricing bands make budget approval realistic outside high-income markets. Expect a longer procurement cycle and a formal security review.

GEOGRAPHIES

Sold globally in four published pricing bands. Band A covers the US, EU, UK, Japan, Korea, Australia, Canada and Singapore; Band D covers India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt at roughly a third of Band A. India is a strong market: the product is built and supported from there, and Indian rupee pricing is published. The team's timezone is Indian Standard Time, which matters for support expectations in the Americas.

NOT A FIT — DO NOT CHASE

- Learner populations under 18. The terms of service require account holders to be at least eighteen, and the parental-consent and minors-protection work that a school programme demands is not finished. Do not pitch this into K-12 today, however tempting the fit looks on paper.
- Buyers who want a ready-made content catalogue. BuildMyIQ is the platform you author your own material on; it does not come with courses. If the prospect's question is 'what courses do you have', they want a content library, not this.
- Organisations that require an existing SOC 2 or ISO 27001 certificate to sign anything. Neither is held today; a SOC 2 Type II audit is planned and the honest answer is that the certificate does not exist yet.
- Institutions needing a full student information system — attendance, financial aid, official transcripts, degree-progress tracking and timetabling. BuildMyIQ covers the records layer (rosters, sections, enrolments, progress, grades, credentials) and is explicit that the rest is out of scope.
- On-premise-only mandates. The service is cloud-native; self-hosting exists as a sales-led enterprise package, not as a standard deployment, and it is priced accordingly.
- High-stakes proctored examinations as the primary requirement. An identity-check and instructor-review gate exists behind the API, but the learner and invigilator screens are not built, and automated behavioural monitoring is not.

07 Buyer Personas

Five roles decide or block this purchase. Each one cares about a different sentence, and using the wrong one wastes the meeting.

Head of Learning or L&D Director (corporate)

WHAT THEY WANT

Cut time-to-productivity for new hires, lift internal promotion rates, and be able to answer finance when it asks what the training budget bought.

Open with: When your CFO asks what last year's training budget actually changed, what do you show them — completion percentages, or skills people can now demonstrate?

They will ask: How do I prove the skills actually moved, and not just that people finished the course?

WHAT FRUSTRATES THEM

A previous platform quote was rejected as too expensive for unproven return. Employees watch whatever videos they like and nothing is tracked. Compliance training is a checkbox exercise assembled from spreadsheets at audit time.

Dean, Provost or Director of Online Programmes

WHAT THEY WANT

Improve first-year retention, produce accreditation evidence without a manual reconstruction project, and get faculty to actually use the system.

WHAT FRUSTRATES THEM

The incumbent renewal is painful and the price keeps rising. The learning system and the records system disagree. Faculty resist anything that adds clicks. Learning-outcome reporting has to be assembled by hand.

Open with: If a learner in a large first-year course starts slipping in week three, how long is it before somebody notices — and what do they see when they look?

They will ask: How disruptive is a migration, and can we run one programme on it before we commit anything else?

Founder or CEO of a training provider

WHAT THEY WANT

Win larger clients, stop rebuilding custom integrations for each one, and charge more for a platform that does not look like a commodity.

WHAT FRUSTRATES THEM

The current platform looks cheap in front of enterprise buyers. Clients ask for an AI story and there is not one. Every new client means bespoke engineering, so margins compress as the business grows.

Open with: Your clients are all asking what your AI does. What are you telling them today?

They will ask: Can I run several client organisations separately on one account?

Instructional designer or lead educator

WHAT THEY WANT

Get a course out of their head and into a published, teachable form quickly, and spend more of the week teaching than marking.

WHAT FRUSTRATES THEM

Course building means fighting a tool. Marking a hundred essays eats every evening. Reusing a lesson across two courses means copying it. Feedback reaches learners too late to change anything.

Open with: How many hours a week do you lose to marking work that a machine could have checked against your own answer key?

They will ask: Does the AI grade my learners, and can I overrule it?

IT, security or data-protection lead

WHAT THEY WANT

Approve a tool without inheriting a breach, an audit finding or an AI-governance argument with legal.

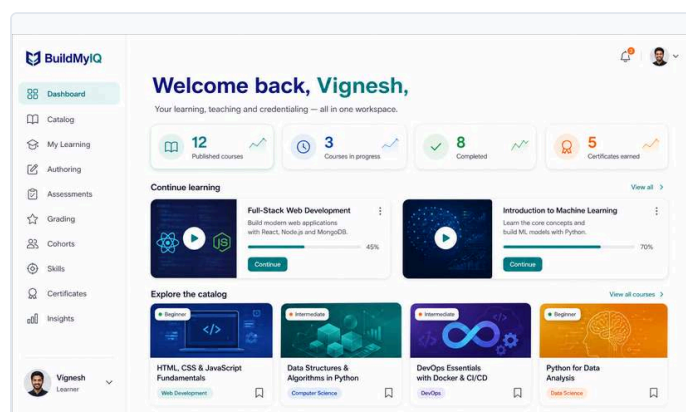
WHAT FRUSTRATES THEM

Learning systems are historically leaky about learner records. AI features arrive with no logging, no permission model and no cost ceiling. Every new vendor is another single sign-on integration and another data-processing agreement.

Open with: Before we talk about features — would you like to see exactly which permissions gate learner records, and what gets stored every time the AI answers a question?

They will ask: Do you have SOC 2, where does the data sit, and what does the AI do with our learners' work?

Thirteen situations the product is built for. Each one starts with the bind the customer is already in — if you can describe that bind back to a prospect in their own words, the rest of the conversation is straightforward.



INSTITUTION ADMINISTRATOR OR HEAD OF LEARNING OPERATIONS

Retire the learning system, the records system and the quiz tool together

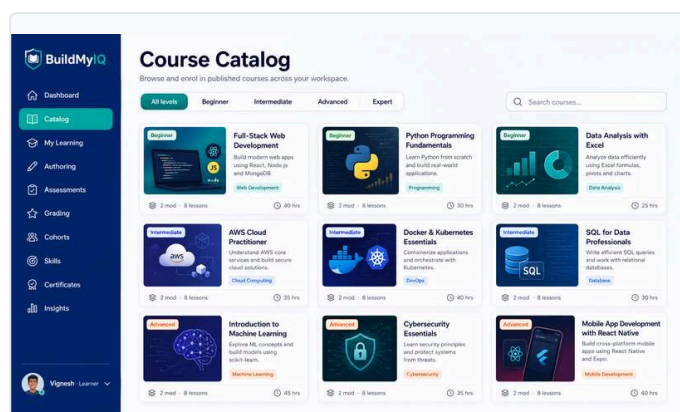
THE SITUATION

Courses live in one system, rosters and sections in another, quizzes in a third, grades in a spreadsheet and certificates in a document template. Somebody reconciles them by hand, and at audit time the reconstruction takes weeks.

WHAT HAPPENS WITH BUILDMYIQ

The organisation runs its catalogue, cohorts, enrolments, progress, grading and credentials on one connected record. Programmes, staff accounts, seat allocation and roles are managed from a single administrative surface, and every action is attributable.

One system to administer, one version of the truth, and no reconciliation week before an audit.



ADULT LEARNER, EMPLOYEE OR STUDENT

Find the right course and be learning within minutes

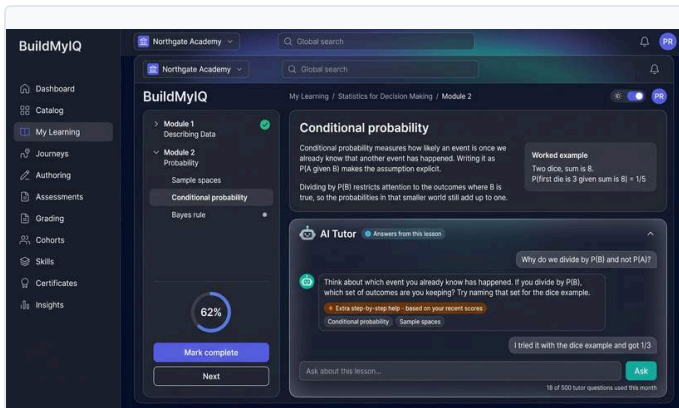
THE SITUATION

A learner knows what they need to study but the catalogue is a wall of content with no filter that matches how they think, and the last three tools all lost their place between sessions.

WHAT HAPPENS WITH BUILDMYIQ

The catalogue filters by subject, level and format. Enrolment is self-service where the organisation allows it, and progress is tracked per lesson rather than per course, so returning to the exact point they stopped is the default rather than a feature.

Less time deciding where to start, and no lost progress between sessions or devices.



WORKING ADULT LEARNER OR STUDENT ON A SELF-PACED COURSE

Get unstuck at eleven at night without waiting for office hours

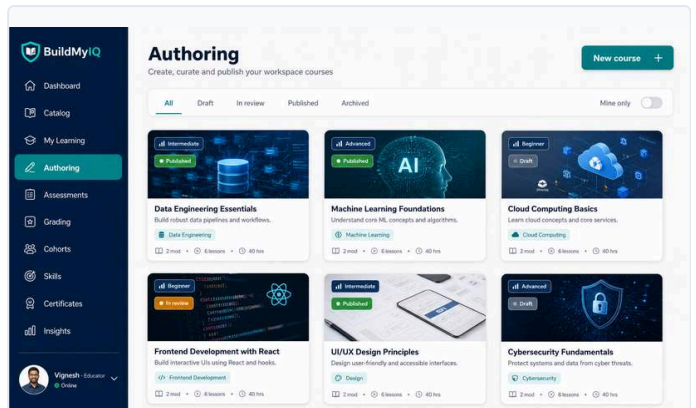
THE SITUATION

The learner is blocked on one concept. Office hours conflict with their shift, private tutoring is unaffordable, and a general-purpose chatbot answers confidently from the open internet — sometimes about material this course never taught.

WHAT HAPPENS WITH BUILDMYIQ

A tutor panel inside the lesson pulls that lesson's text plus the closest related lessons in the same course, and answers only from that material, saying so when the lesson does not cover the question. It leads with a hint or the first step rather than the answer, and explains at a depth set by the learner's recent graded scores. The thread persists per lesson and belongs to the learner who started it.

Help arrives at the moment of being stuck, in the vocabulary of the course the learner is actually taking.



INSTRUCTIONAL DESIGNER OR SUBJECT-MATTER EXPERT

Build and publish a course without fighting the tool

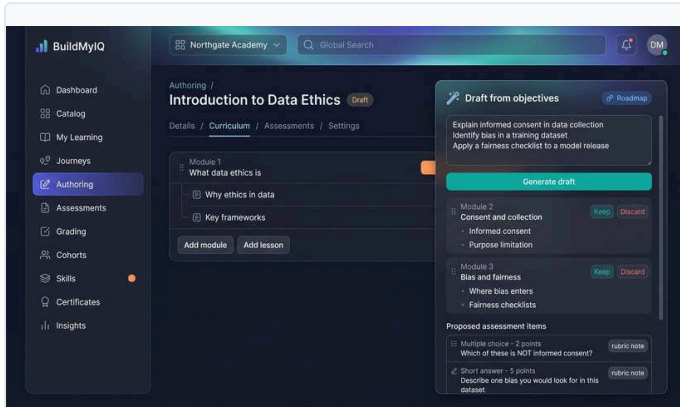
THE SITUATION

The expert knows the material but has to learn a platform to teach it. Structure is invented per course, media handling is fragile, and nothing is reusable, so the second course costs as much as the first.

WHAT HAPPENS WITH BUILDMYIQ

A course is structured into ordered modules and lessons — video, article, interactive activity, live session, quiz or assignment — with a target skill attached and a lifecycle that moves it from draft to published to archived. Covers and media are stored durably, and lessons and assessments can be reused across courses.

A published, sequenced, skill-targeted course rather than a folder of files.



EDUCATOR OR INSTRUCTIONAL DESIGNER UNDER A DELIVERY DEADLINE

Start a course from an outline instead of a blank page

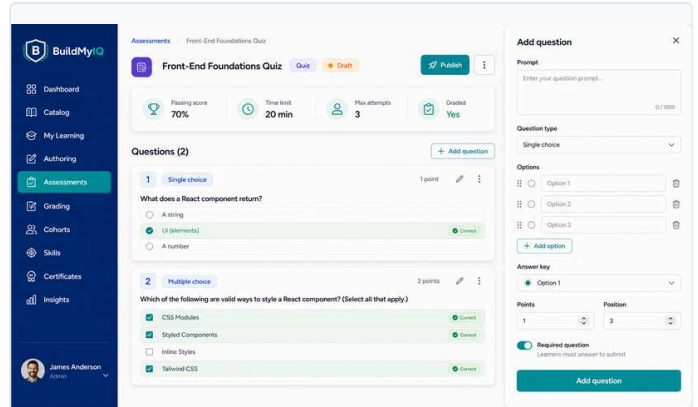
THE SITUATION

Course creation stalls at the beginning. Deciding the module structure and lesson sequence takes days before a word of content is written, and that delay is the reason half the planned catalogue never ships.

WHAT HAPPENS WITH BUILDMYIQ

Describe the topic and the platform drafts a module and lesson outline with a written rationale and a confidence figure. The author edits it freely, then applies it — and the resulting course starts as a draft, so unreviewed material cannot reach a learner without a human publishing it.

The blank page becomes an editable skeleton, with the human review gate kept intact.



EDUCATOR, ASSESSMENT LEAD OR COMPLIANCE TRAINER

Assess properly without buying a second product

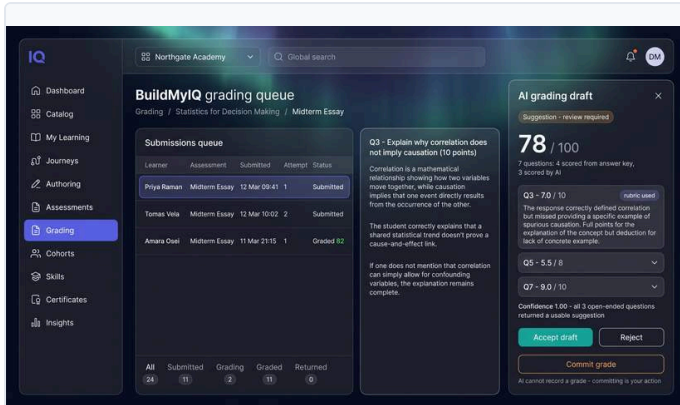
THE SITUATION

The learning system's quiz feature handles multiple choice and nothing else, so real assessment lives in a separate tool with its own logins, its own export and its own gradebook that disagrees with the first one.

WHAT HAPPENS WITH BUILDMYIQ

Assessments are built from six question types — single choice, multiple choice, true or false, short answer, essay and code — attached to a course, published through their own lifecycle, and given a passing mark. Answer keys are held server-side and never sent to a learner's browser. Objective answers are marked against the key automatically; submissions feed the same progress and analytics picture as everything else.

Deep assessment in the core product, with integrity preserved by design rather than by invigilation.



INSTRUCTOR, TEACHING ASSISTANT OR CORPORATE TRAINER

Mark a hundred essays without giving the machine the last word

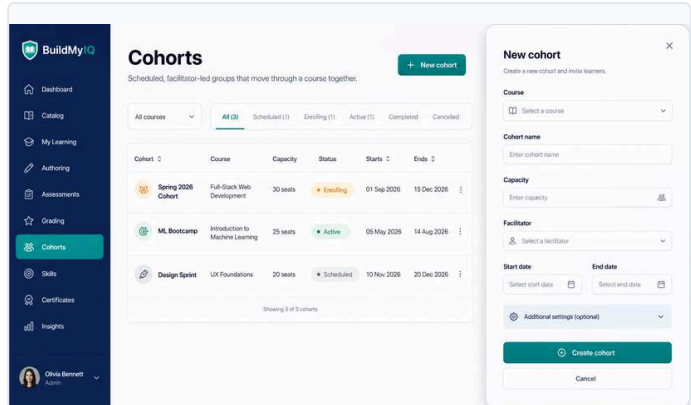
THE SITUATION

Written work is where marking time disappears, and it is also where an automatic grade is most dangerous, because a wrong score lands on a real transcript.

WHAT HAPPENS WITH BUILDMYIQ

The objective half of the assessment is marked against the stored key with no model involved. Only the written answers go to a model, together with the instructor's private rubric notes, and come back as a proposal: a suggested score, a short piece of rubric-anchored feedback per question, and a confidence figure based on how much of the work it could actually cover. The educator accepts or rejects; committing the grade remains a human action with a name and a timestamp on it.

Hours of marking become minutes of review, without an AI ever writing to a learner's record.



PROGRAMME COORDINATOR, BOOTCAMP LEAD OR ONBOARDING MANAGER

Run a cohort through a course to a schedule

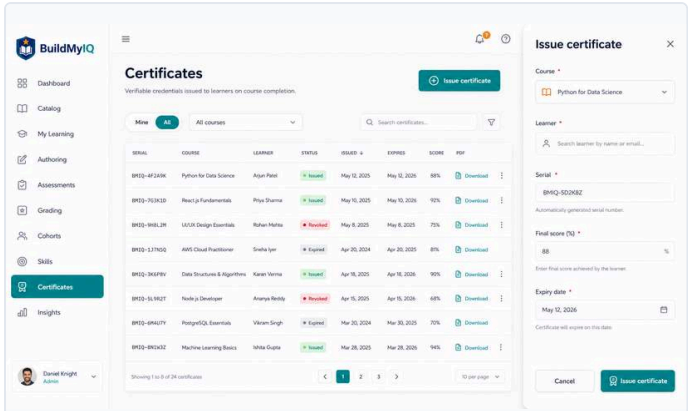
THE SITUATION

A self-paced course sits unfinished on a shelf. What the organisation actually needs is a group that starts together, moves at a shared pace and finishes on a date — but that usually means maintaining a second roster somewhere else.

WHAT HAPPENS WITH BUILDMYIQ

A cohort runs against an existing course over a scheduled window, with a facilitator and its own status lifecycle. Because it is built on the same course, enrolment and progress records as everything else, the cohort is a shared view of the single source of truth rather than a separate roster to keep in step.

A programme a group finishes together, on schedule, with no second roster to maintain.



REGISTRAR, CREDENTIALING LEAD OR CERTIFICATION BODY

Issue a credential you can actually withdraw

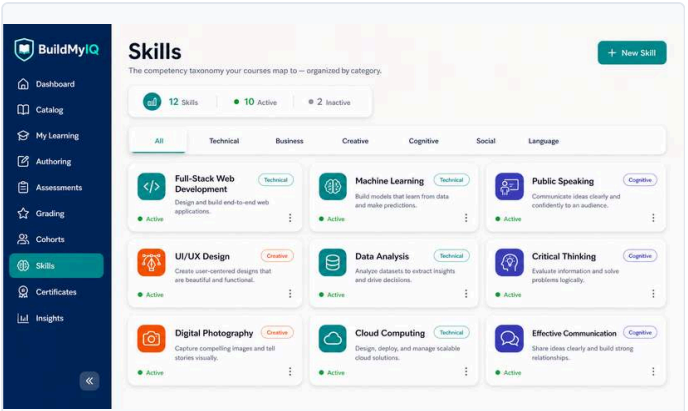
THE SITUATION

Certificates are generated documents. Once one is out in the world there is no way to say it was revoked, no serial to check, and no link back to what the holder was assessed on.

WHAT HAPPENS WITH BUILDMYIQ

Completing a course or demonstrating a skill issues a certificate with a serial unique to the organisation, a status, a final score and an optional expiry, rendered to a document stored with the record. Revoking flips its status, so a later check reflects standing at the moment of the check rather than at the moment of printing.

A credential that means something at lookup time, and a portable record the learner keeps.



L&D DIRECTOR, CAPABILITY LEAD OR HEAD OF PEOPLE

Map what your organisation can actually do

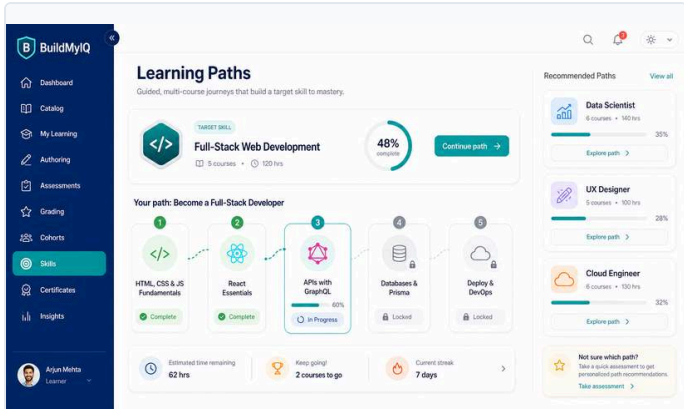
THE SITUATION

Promotion and internal-mobility decisions rest on job titles and course completions. Nobody can answer 'who here can do this' without asking managers, and skills-gap planning is guesswork.

WHAT HAPPENS WITH BUILDMYIQ

Skills are defined across categories, mapped to the courses and lessons that develop them, and attested by the certificates learners earn — with public occupational and competency frameworks and certifying-body mappings available as a starting taxonomy rather than an invented one.

A view of capability across the organisation, tied to evidence rather than to self-assessment.



L&D MANAGER OR PEOPLE-OPERATIONS LEAD

Turn onboarding from a chaotic first week into a programme

THE SITUATION

New hires learn by tribal knowledge and whoever happens to be free. Time-to-productivity varies wildly by manager, and existing employees' skills quietly go stale.

WHAT HAPPENS WITH BUILDMYIQ

Role-based sequences of courses are assigned to a group, completion is tracked across the team, and notifications nudge the people who have stalled. The same structures serve refresher and upskilling programmes, and mandatory compliance training assigned this way leaves an audit-ready completion record with renewal dates attached.

A repeatable onboarding programme and defensible compliance evidence, in the same place.



EDUCATOR, COHORT FACILITATOR OR PROGRAMME LEAD

See who is slipping while there is still time to help

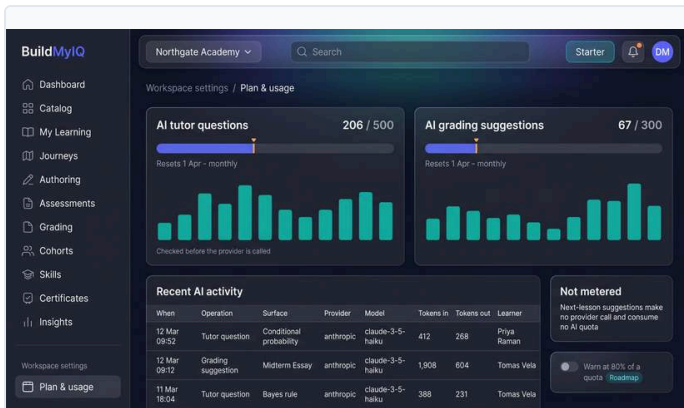
THE SITUATION

By the time a failing grade appears, the moment to intervene has passed. Engagement data lives in the learning system, results in the assessment tool, and nobody joins them up in a week that matters.

WHAT HAPPENS WITH BUILDMYIQ

An insights surface reads the enrolment, progress and assessment data already in the platform and reports completion and pass-rate figures across a course and its cohorts. Per-learner progress is visible at the lesson level, so a stall shows up as a specific lesson rather than a percentage.

Intervention becomes targeted rather than reactive — with the honest caveat that this surface is still early.



IT, FINANCE OR COMPLIANCE LEAD APPROVING AN AI-ENABLED TOOL

Put a budget and an audit trail on the AI

THE SITUATION

The reason AI stays a vague add-on elsewhere is that nobody can predict what a term of enthusiastic learners will cost, and nobody can show a reviewer what the assistant actually said.

WHAT HAPPENS WITH BUILDMYIQ

Tutor questions and grading drafts are two separate monthly allowances on the plan, checked before any provider is contacted, so passing the cap is a clear refusal rather than an overage. Every answer records the provider, model and token counts, and every tutor conversation is stored as a transcript — private to the learner by default, readable across the organisation only by a higher permission.

AI you can budget for and inspect, rather than a black box with an open invoice.

09 Product Capabilities

Everything below is grouped by what a buyer will ask about, and every line is marked shipped, in progress or planned. Read the statuses out loud in a meeting — a partner who oversells and is caught costs more than one who was told the truth.

Authoring and catalogue

Structured course building with a real publishing lifecycle, plus early AI drafting behind a human review gate.

Courses, modules and lessons

A course carries a category, level and target skill, and moves through draft, published and archived. Inside it, ordered modules hold lessons of six kinds: video, article, interactive activity, live session, quiz and assignment.

Course covers and lesson media

Media is stored durably with signed access, so course covers, lesson video and attachments are handled by the platform rather than pasted links.

Reusable content

Lessons and assessments are composed into courses rather than duplicated, so the second course built on the same material costs less than the first.

AI course-outline drafting in progress

Describe a topic and the platform proposes a module and lesson structure with a written rationale and a confidence figure. It is applied as a draft course, so nothing reaches a learner without a human publishing it.

AI question-bank generation planned

Candidate assessment items with answer keys and rubric notes, drafted from learning objectives behind the same publish gate. Deliberately left out of the first AI release rather than shipped shallow.

Rich authoring studio, versioning and co-authoring

planned

Content versioning, collaborative editing and a fuller media-authoring surface.

Curated learning paths in progress

Sequences of courses toward a goal, with their own completion tracking. A paths view exists in the product; the underlying structure is still being built.

Learning and delivery

Enrolment, cohorts and fine-grained progress — the layer that makes the rest measurable.

Catalogue and enrolment

Learners browse and enrol; administrators enrol in bulk. The enrolment is the durable record that this person took this course, and carries the completion lifecycle.

Per-lesson progress tracking

Completion is recorded lesson by lesson rather than course by course, which is what makes resume-where-you-stopped, pacing signals and stall detection possible at all.

Cohorts and sections

Scheduled, time-boxed groups with a facilitator and their own status lifecycle, running against an existing course on the same underlying records.

Discussion and inline comments

Threaded discussion and comments attached to courses, lessons and submissions, so feedback sits with the work it is about.

Next-lesson suggestion with pacing in progress

The first unfinished lesson in your published order, returned with a written reason and a slow-down, steady or push-on hint drawn from recent graded scores. Decided without calling a model, so it cannot invent a lesson. The learner-facing card is still to be built.

Full adaptive sequencing engine planned

Per-learner content, pacing and difficulty adaptation across a whole skill journey rather than within one course.

Assessment and grading

A native assessment engine in the core product, with AI assistance that can only propose.

Six question types

Single choice, multiple choice, true or false, short answer, essay and code, mixed freely within one assessment.

Server-side answer keys

Answer keys are never sent to a learner's browser, so integrity is a property of the design rather than of invigilation.

Assessment lifecycle and pass marks

Assessments are created, published and attached to a course with a passing score and attempt limits; grading derives pass or fail against that mark.

Automatic marking of objective questions

Single choice, multiple choice and true-or-false answers are compared against the stored key deterministically, with no model involved and no AI allowance consumed.

AI grading drafts for written work in progress

Essays, short answers and code get a proposed score and rubric-anchored feedback per question, filed as a suggestion with a confidence figure. The educator-facing queue that shows drafts beside the learner's answer is still being built.

Rubrics and structured feedback surfaces planned

Full rubric authoring and structured feedback templates for assignments and practical work.

Proctoring in progress

An identity-check and instructor-review gate exists behind the API. The learner-facing proctoring screen, the invigilator review queue and automated behavioural monitoring are not built.

Skills and credentials

The layer that turns finishing a course into evidence of capability.

Skills as first-class objects

Skills are defined across categories and mapped to the courses and lessons that develop them, so authoring, assessment and credentialing speak the same language.

Serial-numbered certificates

Each certificate carries a serial unique to the organisation, a status, a final score and an optional expiry, and renders to a document stored with the record.

Issue and revoke lifecycle

Revoking flips the certificate's status, so verification reflects current standing rather than the fact a document was once produced.

Seeded skills taxonomy in progress

Public occupational and competency frameworks plus certifying-body mappings are available as a starting taxonomy, so an organisation is not inventing skill names from scratch.

Public verification page and open-badge export planned

A public lookup page and open-badge or verifiable-credential export so a credential can be checked outside the platform.

Badges and milestone achievements planned

Milestone badges alongside course and skill certificates.

AI, grounded and governed

The differentiator, with its limits published rather than hidden.

Content-grounded tutor in the lesson

Retrieves the lesson being studied plus the closest related lessons in that course and answers from those alone, declining when the material does not cover the question. Matching is by wording rather than meaning, which is a stated limit.

Hint-first teaching style

Leads with a nudge or the first step rather than the finished answer unless the learner asks outright, and declines off-topic requests so it stays a tutor.

Explanation depth that follows recent scores

Averages the learner's last few graded scores in that course into three levels and adjusts how deeply it explains, showing the learner which mode is in play.

Monthly AI allowances checked before the call

Tutor questions and grading drafts are separate monthly allowances on the plan, checked before any provider is contacted, so the cap is a clear message rather than a surprise bill.

Provider chain with failover and token accounting

Several model providers sit behind one router with per-attempt time limits, retries and an answer-length ceiling. Each answer records which provider and model produced it and how much text went in and out.

Citations shown under an answer in progress

The lessons that grounded each answer are captured today; displaying them as clickable citations under the answer is still being built.

Bring your own model key planned

Using your own provider account and key rather than the platform's. Designed for, not yet available.

Answer-quality benchmarks planned

A standing evaluation set for grounding quality and for agreement between a drafted grade and the grade actually awarded.

Records, roles and administration

The records layer and the governance around it — inherited, not rebuilt.

Learner records, enrolment and sections

Rosters, sections, enrolments, progress, grades and credentials in one place. Honest scope: attendance, financial aid, official transcripts and timetabling are not covered.

Six seeded roles across ten resource types

Learning administrator, programme lead, course author, instructor, registrar and learner are seeded into every workspace, with only the accountable owner holding destructive rights over learner records.

Access control decided before the request lands

Every operation is authorised at the API edge, and the product filters by workspace again as a second line of defence. Learners reach their own records through queries that take no learner identifier.

One identity, many roles

A person can be a learner in one workspace, an educator in another and an administrator in a third, with every action scoped and attributable and no second account to juggle.

Activity trail and audit

An attributable timeline of actions with actor, target and result, with retention set by plan.

Bulk provisioning and rostering at scale in progress

Bulk account creation, role assignment and roster import for large intakes.

Institution-level analytics in progress

Rolling per-learner and per-cohort signal up to programme, department and executive views, plus predictive completion and skill-gap forecasting.

Transcripts, degree progress and timetabling planned

The deeper student-information concerns that a full institutional system covers.

Platform foundations and commercial

What arrives already built because BuildMyIQ is one product on a shared platform.

Single sign-on and enterprise identity

Sign-in through the organisation's existing identity provider, with token-based access for integrations.

Multi-tenancy and workspace isolation

Strict separation between organisations by default, with dedicated tenancy and self-hosting available as enterprise packages.

Billing, plans and usage metering

Subscriptions, regional pricing and quota enforcement on courses, assessments, enrolments, submissions and AI operations, so published limits are real.

Notifications, announcements and discussion

In-app and email notification for assignments, reminders and announcements, plus threaded discussion and file storage shared across the platform.

Multi-language interface and accessibility

Interface translation with locale-aware formatting, keyboard navigation, screen-reader semantics and high-contrast theming.

Rostering standards and content-package import planned

Standards-based roster sync, grade passback and packaged-content import from other learning systems.

Mobile, desktop, command-line and SDKs planned

Native mobile applications, a desktop workspace, a command-line tool, Node and Python SDKs and browser or editor companions. Announced, not yet released.

10 Pricing & Plans

BuildMyIQ publishes its prices. Plans are priced on the number of active learners you manage rather than on administrator seats, so adding staff to the console does not raise the bill within a tier, and every plan gets the whole platform — tiers differ by capacity, not by locked features. Four regional bands set the normal price for a customer's verified billing market rather than converting a single list price. AI is metered separately, with monthly allowances for tutor questions and grading drafts on each plan.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 forever No card required. India: ₹0 forever.	Evaluating properly, a single instructor, or a pilot before anyone signs anything	15 active learners; 1 published course; 50 enrolments a month; 5 assessments; 30 AI tutor questions a month; 1 GB shared storage; Community support, best-effort availability
Starter	\$99/mo or \$79/mo annual India: ₹3,999/mo or ₹3,199/mo annual. Band A price shown.	Small training teams, single-programme units and organisations up to roughly fifty people	50 active learners; 5 administrator seats; 3 published courses; 1,000 enrolments a month; 50 assessments; 500 AI tutor questions a month; 25 GB shared storage; Email support under 48 hours
Growth	\$399/mo or \$319/mo annual India: ₹14,999/mo or ₹11,999/mo annual. 14-day trial available.	Growing institutions, training providers and L&D programmes up to roughly 250 people	250 active learners; 15 administrator seats; 3 workspaces; 15 published courses; 10,000 enrolments a month; 2,500 AI tutor questions a month; 365-day analytics history; 99.5% availability commitment, priority support under 24 hours
Business	\$999/mo or \$799/mo annual India: ₹39,999/mo or ₹31,999/mo annual.	Established institutions and organisations up to roughly 1,000 learners needing an availability commitment	1,000 active learners; 50 administrator seats; 10 workspaces; Unlimited published courses under fair use; 100,000 enrolments a month; 25,000 AI tutor questions a month; 1 TB shared storage; 99.9% availability commitment, priority support under 8 hours
Enterprise	From \$12/learner/mo list; \$9/learner/mo annual floor Annual contract, quoted per deal. Band D equivalent from \$4/learner/mo. The annual floor applies from 250 learners.	Large or regulated organisations, multi-entity groups and public-sector training arms	Custom learner and seat counts; Unlimited workspaces; Production single sign-on, directory provisioning and audit streaming; Data residency, dedicated tenancy or self-hosting; Custom analytics and audit retention; Dedicated support with an agreed service level

Add-ons

ADD-ON	PRICE
Extra active learners (+50 / +250 / +1,000)	\$39 / \$149 / \$499 per month
Extra published courses (+5 / +25)	\$29 / \$99 per month
Extra enrolments (+5,000 / +50,000 a month)	\$29 / \$99 per month
Extra learning seats (+100 / +500 / +2,500)	\$49 / \$179 / \$699 per month
Extra shared storage (+50 GB / +250 GB / +1 TB)	\$15 / \$49 / \$129 per month
Extra API requests (+100,000 / +500,000 a day)	\$19 / \$69 per month
AI Pro — extra AI operations and a priority queue	\$79 per month

ADD-ON	PRICE
Advanced analytics — longer retention and custom dashboards	\$99 per month
Premium support blocks (5 hours / 20 hours / retainer)	\$750 / \$2,500 / \$4,000 per month

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices shown are Band A (US, EU, UK, Japan, Korea, Australia, Canada, Singapore). Band B, C and D prices are lower and are the normal market price for that country, not a discount — Starter is ₹3,999 a month in India. Band is set by verified billing address, not by where somebody happens to be browsing from.
- Free and Starter are self-serve today. Growth, Business and Enterprise are quoted by our team while the higher tiers are being enabled for card checkout — so route any prospect above Starter to us rather than to the sign-up page.
- Alongside Enterprise there are sales-led packages: dedicated tenancy from \$120,000 a year, self-hosted deployment from \$90,000 a year, premium support from \$18,000 a year and mission-critical support at \$36,000 a year. All are quoted per deal and carry lower partner economics than a software subscription.
- Verified education and non-profit (50%), startup (40% for twelve months), volume (10–25% above 1,000 people) and win-back discounts are documented programmes that require approval on the quote. Never promise one yourself.
- AI capacity is metered separately from learner capacity. Every plan includes a monthly allowance for tutor questions and for grading drafts, checked before a model provider is contacted, so there is no silent overage.

11 Competitive Landscape

Seven names come up. Concede their genuine strength first — every one of them is stronger than BuildMyIQ somewhere, and a comparison in which the incumbent never wins is the fastest way to lose a prospect's trust.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Canvas (Instructure)	The dominant North American higher-education learning system, with a very large integration ecosystem and a mature marking workflow.	Market presence, faculty familiarity and an integration catalogue nobody can match. Their mobile applications and accessibility conformance are established and independently documented, which matters in public-sector procurement. If an institution's faculty already know Canvas and the renewal is not painful, that inertia is real and worth respecting.	Canvas is a learning system only — the institution still buys a records system, an assessment tool and often a plagiarism checker alongside it, and those systems drift apart. BuildMyIQ carries records, assessment, skills and credentials on the same record, and its AI reads the institution's own lesson content rather than being layered over disconnected data. Pricing is published rather than negotiated institution by institution.
Blackboard Learn (Anthology)	The long-established enterprise learning system with deep compliance credentials, a wide installed base and on-premise as well as cloud deployment.	Certifications and compliance depth BuildMyIQ does not have today, including formal security attestations, published accessibility conformance and public-sector authorisations. They also offer on-premise and managed hosting. For a regulated institution that needs those on the paperwork now, Blackboard can produce them and we cannot.	Learn, the student system, the accessibility tool and the conferencing tool are separate products with separate data models, and implementations commonly run for months. BuildMyIQ is one model, provisioned in hours, with a modern interface and published pricing instead of a negotiated multi-year contract.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Moodle	The open-source learning system with one of the largest installed bases in the world, free to licence and endlessly extensible through community plugins.	Total control and no licence cost. For an organisation with real in-house engineering, data-sovereignty requirements or a plugin that does something very specific, Moodle is genuinely hard to beat, and its community is enormous.	The licence is free; the operation is not. Hosting, security patching, version upgrades and plugin compatibility all cost real engineering time, and the resulting interface is often inconsistent. BuildMyIQ is managed with an availability commitment, and records, skills and credentials are first-class rather than assembled from add-ons.
Docebo	A polished corporate learning experience platform with strong content-creation tooling, an AI assistant and a wide catalogue of enterprise integrations.	Interface polish, white-labelling and branded mobile applications, and a very broad set of connectors into human-resources and sales systems. Their enterprise credentials and support organisation are more mature than ours.	Docebo is corporate-only: there is no academic records layer, no gradebook in the academic sense, and deep assessment and skills intelligence typically arrive as paid modules. BuildMyIQ serves higher education and corporate learning on the same model, includes assessment and skills in the core tiers, and publishes its prices instead of quoting from a five-figure floor with module add-ons.
Coursera for Business	A premium curated content catalogue from recognised universities and companies, sold per seat with recognised professional certificates.	Content. If what an organisation actually needs is world-class material on data science or project management, Coursera has it and BuildMyIQ does not — we are the platform, not the library. Their certificates also carry external brand recognition that an internal credential does not.	You cannot teach your own standards, your own processes or your own regulated procedures out of somebody else's catalogue, and rented content leaves when the subscription does. BuildMyIQ is where an organisation authors, assesses and credentials its own material against its own skills framework, at a fraction of per-seat catalogue pricing. The two can coexist.
Google Classroom	A free, lightweight assignment and communication tool with deep integration into the wider Google productivity suite.	It is free, instantly familiar and effectively zero-friction to adopt, and the document collaboration around it is excellent. For a small teaching team that only needs to distribute and collect assignments, buying anything else is hard to justify.	It is not a learning system or a records system: no gradebook depth, no assessment engine, no skills taxonomy, no credentials and coarse permissions that do not survive institutional scale. Organisations reach the ceiling and end up bolting on spreadsheets, forms and a separate records system — which is exactly the stack BuildMyIQ replaces.
D2L Brightspace	A mature learning system used across higher education and corporate training, with strong analytics and reporting and a serious accessibility commitment.	Reporting depth, accessibility maturity and a long track record with large institutions and their procurement processes. Their partner ecosystem and reference base are things a new product simply cannot match yet.	Brightspace is a learning system with records and assessment tooling sold or integrated separately, its AI capabilities are add-ons or partnerships, and pricing is a negotiated institutional contract with a months-long implementation. BuildMyIQ is one model, live in hours, with a grounded tutor in the product and prices on the website.

THE POSITIONING LINE TO HOLD

Every incumbent sells one slice of the learning lifecycle and expects integrations to fill the rest; BuildMyIQ is the whole lifecycle on a single record, with AI that reads your own material before it answers.

12 Why Us / Differentiators

If you remember nothing else, remember these. They are the things a competitor cannot answer by adding a feature next quarter.

One data model, not an integration project

The most expensive line in an education technology budget is keeping the learning system and the records system agreeing with each other. BuildMyIQ does not solve that integration — it removes the need for it, because a cohort, an enrolment, a grade and a certificate are the same records the registrar administers. Competitors reach this only by stitching two or three products together, and the seams show as drift.

Retrieval before generation, by construction

Most AI in learning platforms is a chat box wired to a general-purpose model. BuildMyIQ goes to its own database first, pulls the lesson being studied and the closest related lessons in that course, and hands the model that material as its only permitted source with an instruction to decline rather than guess. The lesson identifiers behind each answer are stored, so grounding is a record rather than a marketing claim.

No AI can commit a consequential action

There is no path by which an AI writes a score, a pass mark, feedback or a completion. Grading assistance produces a proposal that an educator accepts or rejects under their own name, and asking for a draft requires the same permission as awarding the grade by hand — so AI cannot be used to route around who is allowed to do what. That is a design property, not a setting somebody can switch off.

AI is used only where judgement is genuinely required

Multiple-choice answers are compared against your stored key, not judged. The next lesson is the first unfinished one in your published order, not a guess. Neither consumes an AI allowance, and neither can hallucinate. A model is spent on explaining concepts and marking written work, which is where a human would actually have to think.

Skills are the spine, not a reporting afterthought

A skill is a defined object mapped to the courses and lessons that develop it and attested by the certificates learners earn, with public occupational frameworks available as a starting taxonomy. That is what lets an organisation answer 'who can do this' with evidence rather than job titles, and it is what makes accreditation and promotion evidence fall out of normal use.

Credentials that can be withdrawn

A certificate with a serial unique to your organisation and a real revoke lifecycle proves standing at the moment of checking. Most platforms generate a document and lose track of it, which is a genuine problem for professional bodies and any regulated training where a lapse or a sanction has to be reflected.

Published prices in four regional bands

Every major incumbent starts with a sales call. BuildMyIQ publishes tiers, limits and prices, gives a free plan that runs real work, and applies four regional bands so a buyer in India or Nigeria pays their market's normal price. Usage metering enforces the limits, so a tier is a fact rather than an intention.

Statuses published, not glossed

The product's own site marks each capability shipped, in progress or planned, and names its own limits — matching by wording rather than meaning, citations captured but not shown, no benchmark for answer quality yet. That is unusual, and in an enterprise review it is worth more than a feature. It also means you can quote the site directly without being caught out.

13 Customer Proof & Credibility

There are no customers to point at, so credibility has to come from what the product does and what it refuses to do. Show the mechanism, show the limits, and let the prospect run it on the free tier — the free plan is the reference customer.

AUTHORISATION BEFORE THE REQUEST LANDS

Every operation is authorised at the API edge before it reaches the product, and the product filters by organisation again as a second line of defence. Six roles across ten resource types are seeded into every workspace, with only the accountable owner holding destructive rights over learner records.

LEARNER RECORDS SCOPED TO THE LEARNER

A learner's own enrolments, submissions and certificates are reached through queries that take no learner identifier — identity is derived from the signed-in actor. Workspace-wide lists reserved for instructors and administrators do not accept a learner identifier at all, so there is nothing to tamper with in the request.

ASSESSMENT INTEGRITY BY DESIGN

Answer keys are held server-side and never sent to a learner's browser, and the instructor's private rubric notes are never shown to learners. Integrity comes from the architecture rather than from watching people take a test.

EVERY AI ANSWER KEPT WITH WHAT PRODUCED IT

Tutor answers store the lessons that grounded them and the provider, model and token counts behind them. Grading drafts store a written rationale, a confidence figure, exactly what was consulted, and whether a named reviewer accepted or rejected them.

AI CAPACITY WITH A CEILING

Tutor questions and grading drafts are separate monthly allowances checked before a provider is contacted, with a cap on answer length. Reaching the limit produces a clear refusal rather than an overage on the invoice.

A CERTIFICATION PLAN WITH DATES RATHER THAN CLAIMS

No third-party certifications are held today. A SOC 2 Type II audit and a data-protection assessment are planned first, with an international information-security certification and a formal accessibility audit sequenced behind them. Security practices are modelled on those frameworks in the meantime, and the roadmap is shared honestly rather than implied.

DEPTH YOU CAN INSPECT FOR FREE

The free plan runs real work: a published course, real enrolments, real assessments and real AI allowance. A prospect can test the tutor against their own lesson text and see for themselves whether it stays grounded, before any commercial conversation exists.

Be straight about this. BuildMyIQ is a young product. It launched in 2026, has no public reference customers, no published outcome data and no third-party security or accessibility certifications. Some of what its own marketing describes is not built: the full adaptive engine, the public credential-verification page, question-bank generation, rostering standards support, transcripts and degree progress, and the mobile, desktop and command-line companions. Several capabilities work through the API but have no screen yet — the grading-draft queue, the learner's next-up card, the tutor-transcript review console and the AI usage dashboard. What a prospect should weigh instead is this: the unified record, the assessment engine, the skills and credential model, the access-control layer and the grounded tutor are live and testable on a free plan today, the product publishes its own limits rather than hiding them, and the platform underneath supplies identity, billing, audit and multi-language support that a product this young would otherwise not have. Anyone who needs a certificate on file or a named reference before signing should wait — say so plainly rather than losing the relationship later.

14 Demo Information

There is no sandbox to hand out. The strongest demonstration is the prospect's own free account with one of their own lessons pasted into it, because the tutor's grounding is the thing that has to be seen rather than described. Failing that, walk the public site — it is unusually honest and does half the qualifying for you.

HOW TO GET A DEMO

Anyone can create an account at app.buildmyiq.com and start on the free plan with no card. For a guided walkthrough with a prospect on the call, book Vignesh T.V. directly. Do not attempt a live demonstration of a capability marked in progress — several work through the API and have no screen yet.

Runs about Twenty to thirty minutes for a walkthrough. Add fifteen if the security or data-protection lead is present; their questions are worth answering properly.

WHERE TO LOOK

- **Product — sign in or start on the free plan —** <https://app.buildmyiq.com>
- **Public site — positioning, features and pricing —** <https://buildmyiq.com>
- **AI capability inventory with honest status on every line —** <https://buildmyiq.com/ai>
- **Head-to-head comparisons against the incumbents —** <https://buildmyiq.com/vs>
- **Book a guided walkthrough with Vignesh T.V. —** <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 The catalogue and a course opened to its modules and lessons

This is the spine. A course carries a category, a level and a target skill, and moves from draft to published to archived. Everything else in the platform hangs off this one record.

2 A lesson in the player with the tutor panel open

Ask it something the lesson covers, then ask it something the lesson does not. The second answer is the one that matters — it should tell you the material does not cover it rather than inventing something plausible.

3 The assessment builder with the six question types

Objective and written questions in one assessment. The answer key never leaves the server, so a learner cannot read it out of the page, and the objective half is marked without any AI involved.

4 A submission in the grading view

The score the AI proposes is a suggestion filed for review with a written rationale. Nothing in the system can write it onto the learner's record — that stays a human action with a name and a time on it.

5 The cohort view against the same course

A cohort is a scheduled window over the same enrolments the registrar administers. There is no second roster to keep in step, which is where most institutions lose a day a week.

6 The skills page and a certificate

Skills map to courses and lessons; certificates attest them and carry a serial you can revoke. That is the difference between proving somebody attended and proving somebody can do the work.

7 The pricing page against the plan the prospect would be on

The limits you see are enforced by metering, not by an honour system. If you are outside these tiers, that is the conversation to have with us rather than a reason the product does not fit.

8 The AI status page listing what is shipped, in progress and planned

Read this before you buy. It names its own limits, including where the tutor's matching can miss and what has no screen yet. If a vendor will not publish that list, ask them why.

15 Sales Talking Points

Points that land, in the order they usually land. Use two or three per conversation, not all of them.

The most expensive integration in education is the one between the learning system and the records system. We deleted the need for it.

It reframes the purchase from 'another learning system' to 'removing a permanent operating cost'. Anyone who has run a roster sync recognises the pain immediately, and it is a cost they can quantify without your help.

Ask the tutor something your course does not cover. If it answers anyway, it is not grounded.

It converts an unverifiable claim into a thirty-second test the prospect can run themselves. It also separates BuildMyIQ from every competitor whose AI is a general assistant with a product logo on it.

No AI in this platform can write a grade. Not by policy — the code path does not exist.

This is the single sentence that gets a legal or academic-integrity reviewer to relax. Educators fear being overruled by a machine, and this addresses the fear precisely rather than reassuring them vaguely.

Multiple choice never goes near a model. Your answer key decides it.

It shows judgement about where AI belongs, which is more persuasive than claiming AI everywhere. It also answers the cost question before it is asked, because the deterministic paths consume no allowance.

Pricing is on the website, and the free tier runs real work.

Against Canvas, Blackboard, Docebo and Brightspace this is a genuine structural difference, not a positioning claim. It removes the procurement friction that keeps mid-sized buyers out of the market entirely.

You pay for learners, not for administrators.

Finance grasps it instantly, and it defuses the fear that rolling the tool out to more staff will inflate the bill. It also aligns cost with the thing that actually generates value.

In India, Brazil or Nigeria you pay that market's normal price — not a converted one and not a discount to re-argue each year.

For buyers outside high-income markets this is often the deciding factor, and it removes the awkward annual negotiation. It also signals that the vendor understands their market rather than tolerating it.

The certificate can be revoked, and the revocation shows.

Professional bodies, regulated training and anything with a lapse or a sanction need this, and most platforms simply generate a document and forget it. It is a small feature that closes a whole category of buyer.

The product publishes what it has not built, including limits in its own AI.

In an enterprise review, a vendor who names their own gaps is easier to trust than one who does not. It also protects you: you can point at the public page rather than making a claim you would have to walk back.

One person, many roles, every action attributable.

Real institutions are full of people who teach and administer and study at once. Every platform that forces separate accounts creates shadow access, and that is the finding an auditor writes up.

The hard ones, in the prospect's own words. Answer honestly — most of these have a real concession in them, and conceding it is what buys you the rest of the conversation.

"You're new. Who else is using this?"

Nobody we can name, and I would rather say that than invent a logo. It is a 2026 product with no public reference customers. What you can do instead of taking a reference on trust is run it: the free plan carries a real published course, real enrolments, real assessments and a real AI allowance, so you can put your own lesson content in front of the tutor this week and judge it directly. If a named reference is a hard requirement for your process, we are not the right vendor yet and I will say so.

PROOF · The free tier is genuinely usable rather than a demo shell, and the product's own site marks each capability shipped, in progress or planned rather than claiming a maturity it does not have.

"Our faculty already know Canvas. Retraining them is the real cost."

That inertia is worth respecting and I am not going to pretend otherwise — familiarity is one of Canvas's genuine strengths. The way people usually approach this is not a replacement but a single programme: one department, one online unit, or one corporate academy runs on BuildMyIQ alongside the incumbent for a term. If the records reconciliation disappears and the educators prefer it, the case makes itself. If it does not, you have lost a term of one programme rather than a campus migration.

PROOF · A workspace is provisioned in hours rather than months, and multi-tenancy means one department can run separately without disturbing anyone else.

"This is much cheaper than what we pay now. What's missing?"

Fair question, and there is a real answer. What is missing is maturity, not capability: no third-party security or accessibility certificates yet, no proctoring screens, no mobile applications, no transcripts or degree-progress tracking, and several features that work through the API but have no interface. The price is lower because it is published rather than negotiated, because you are not paying for a separate records system, and because four regional bands set price by market. It is not lower because the core is thin.

PROOF · The public site lists in-progress and planned capabilities explicitly, including which ones currently have no screen.

"Replacing our learning system and our records system at the same time is too risky."

Agreed, and you should not. The sequence that works is to bring one programme's delivery, assessment and credentials across first while the incumbent records system keeps running, then move records once the group trusts it. The point of the unified model is that when you do move records, you are not building an integration — you are switching off a reconciliation. Our team also does migration and content onboarding as a service, including parallel running and a reversible cutover plan.

PROOF · Migration and content onboarding, integrations and single sign-on, and managed learning operations are all offered as delivery services rather than left to the customer.

"Our legal team will not approve AI touching student work."

Bring them into the conversation rather than around it — this is the part of the product built for that meeting. Retrieval is limited to your own organisation, so one institution's content can never ground another's answer. No model is trained on your content. Nothing an AI produces can write to a learner's record; it drafts and a named person commits. Every answer is stored with the lessons that grounded it and the model that produced it, so a review can read exactly what was said. And the tutor's own limits are published rather than hidden.

PROOF · Asking for a grading draft requires the same permission as awarding the grade by hand, so AI cannot be used to widen anyone's access.

"Do you have SOC 2 or ISO 27001?"

No. Neither is held today, and I will not dress that up. A SOC 2 Type II audit is the first one planned, with a data-protection assessment and then an international information-security certification behind it. In the meantime the controls are modelled on those frameworks: access control on every operation, an attributable activity trail, multi-tenant isolation, encryption in transit and at rest, and a documented subprocessor list. If your procurement requires the certificate itself rather than the controls, that is a genuine blocker today and worth flagging early rather than at contract stage.

PROOF · The certification plan is published with a sequence and owners rather than a vague assurance, and the current position is stated as no certifications held.

"Moodle is free. Why would we pay for this?"

The licence is free; running it is not. Hosting, security patching, version upgrades and the plugin compatibility matrix are a standing engineering commitment, and the interface ends up inconsistent because it is assembled from community modules. If you have that engineering capacity and want total control, Moodle is a legitimate answer and I would not argue with it. If you are paying a person to keep it alive, compare that person's cost against the plan, and add that records, skills, credentials and access control are first-class here rather than plugins that need re-testing at every upgrade.

PROOF · Managed service with an availability commitment on the paid tiers, and no self-hosting burden unless a customer specifically wants the enterprise self-hosted package.

"We're a school. Our students are under eighteen."

Then this is not for you yet, and I would rather tell you now. The terms require account holders to be at least eighteen, and the parental-consent and minors-protection work a school programme needs is not finished. The product today is aimed at adult learners — universities and colleges, training providers and corporate learning teams. If you also run adult or continuing-education programmes, those are worth a conversation; the under-eighteen part is not.

PROOF · The published terms and privacy pages both state the platform is intended for adult learners aged eighteen and over.

"What happens to our records if you disappear?"

It is the right question for education records and the honest answer has two parts. Practically: your data is exportable, the enterprise tier includes dedicated tenancy and self-hosting options, and escrow and continuity terms can be negotiated into the agreement rather than assumed. Structurally: BuildMyIQ is one product in a platform group, not a single-product company, which means identity, billing and infrastructure are shared rather than dependent on this one product succeeding. That is a mitigation, not a guarantee, and you should treat it as one.

PROOF · Self-hosted and dedicated-tenant deployment are published enterprise packages with list prices, not hypotheticals.

"We could build this ourselves on an open-source base."

You could build the delivery part in a quarter. What takes the years is everything around it: an assessment engine with server-side keys, a credential lifecycle with revocation, role-based access on every operation, per-tenant isolation, metering, audit, multi-language support, and an AI layer that retrieves before it generates and refuses to commit anything. Teams that go this way usually ship the learning system and then spend two years discovering the governance requirements. If your organisation's product is teaching rather than software, that is engineering spent in the wrong place.

PROOF · Access control, billing, notifications, storage and multi-language support are inherited from the platform rather than rebuilt per product — which is precisely the work a self-build has to do alone.

"You're a small company. Who do we call when it breaks at two in the morning?"

Support tiers are published: community on Free, email under forty-eight hours on Starter, priority under twenty-four hours on Growth and under eight hours on Business, and a dedicated service level on Enterprise. Premium and mission-critical support with faster response commitments are separately priced. What you will not get is a global follow-the-sun desk — the team works from Indian Standard Time, which matters if your learners are in the Americas. If round-the-clock incident cover is a hard requirement, price the mission-critical option in from the start rather than discovering it later.

PROOF · Availability commitments and support response times are published per plan, and premium support packages carry list prices.

"Your adaptive learning marketing is ahead of the product."

It is, in one direction, and the product's own site says so. The full adaptive engine — re-ordering and recommending across a whole skill journey — is marked as planned rather than shipped. What exists today is narrower and real: the tutor adjusts explanation depth from the learner's recent graded scores, and the next-lesson suggestion returns the first unfinished lesson in your published order with a pacing hint and a written reason. If personalised sequencing across programmes is the requirement you are buying for, buy on what exists, not on the roadmap.

PROOF · The public capability page marks the adaptive engine as planned and lists exactly which parts of the pacing signal are built.

17 Discovery / Qualification Questions

Ask these early. Half of them will disqualify a poor fit in the first ten minutes, which is the most valuable thing a partner can do with their own time.

How many separate systems hold a record of the same learner today?

Two or more is the opening. Listen for a learning system plus a records system plus a spreadsheet — and note whether they laugh or sigh when they answer, because that tells you how much pain is behind the number.

Who reconciles the roster and the gradebook, and how often?

A named person and a recurring cadence means there is a quantifiable cost you can put in front of finance. 'It just sort of happens' usually means the errors are being absorbed by learners.

How old are your learners?

Under eighteen disqualifies today. Ask it early and plainly rather than discovering it after two meetings — and if they run both, find out whether the adult programmes are separable.

When does your current contract renew, and what happened to the price last time?

A renewal inside two quarters plus a price rise is the single strongest buying signal. If the renewal is eighteen months out and the price is flat, this is a nurture conversation, not a deal.

How many hours a week do your educators spend marking, and what slips because of it?

Numbers and consequences. 'Feedback goes out two weeks late' is a better answer than a headcount figure, because it names a learner outcome the buyer already feels responsible for.

If a regulator or an accreditor asked you today to prove who completed which training and what they can now do, how long would that take?

Any answer measured in weeks is an opportunity. Listen for whether they distinguish completion from capability — if they do, the skills and credential story will land.

Has anyone above you asked what your AI plan for learning is?

A board, a client or a parent body asking is a real deadline with a real sponsor. 'We're waiting to see' means no urgency yet, however good the fit looks.

Do you author your own material, or buy a catalogue?

Buyers who only want a catalogue are a poor fit and should be told so. Organisations teaching their own standards, processes or regulated procedures are the ones this is built for.

Who would have to approve this — and does security or data protection sit in that group?

If a security reviewer is in the chain, surface the certification position immediately rather than at contract stage. It is the most common late-stage killer and the easiest to defuse early.

What would you need to see to run one programme on something new next term?

A concrete answer means they have already imagined it. Vagueness means you are talking to somebody who is interested rather than somebody who is buying, and you should find the person who is.

Where are your learners and where does your billing entity sit?

This sets the pricing band and the data-residency conversation. It also tells you whether the Indian Standard Time support window is going to be raised as an objection later.

Do you need proctored, high-stakes examinations?

If that is the primary requirement, disqualify. The invigilation screens and behavioural monitoring are not built, and promising them is the fastest way to lose the account after signature.

18 How to Identify a Good Opportunity

Use this to decide where to spend an afternoon. Green signals mean there is a deadline and a sponsor; amber means keep in touch; red means say so and move on with the relationship intact.

STRONG SIGNAL — PURSUE

- An incumbent learning-system contract renews in the next two quarters, especially after a price rise
- They run a learning system and a separate records or spreadsheet layer, and somebody reconciles them by hand
- A board, a parent body or their own clients have asked what their AI story is
- They author their own material — regulated procedures, internal standards, professional curriculum
- Compliance completion evidence is currently assembled from spreadsheets at audit time
- They are a training provider serving several client organisations from one platform they are embarrassed by
- They are outside high-income markets and have been quoted North American prices by every incumbent

Introduce us straight away.

WORTH A CONVERSATION

- Enthusiastic champion with no budget line and no named renewal date — worth nurturing, not worth a proposal
- Certification is on the requirements list but the reviewer has not been engaged yet; find out whether the certificate itself or the controls are what is being asked for
- They want mobile applications, proctoring screens or standards-based rostering as a launch condition — all named as not yet built
- A very large institution where a single department cannot decide anything on its own
- Interest driven entirely by the AI tutor with no underlying pain about fragmented systems; the tutor alone rarely carries a purchase
- Public-sector procurement where the cycle will outrun the current roadmap

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Learners under eighteen — the terms require account holders to be adults and the minors work is unfinished
- They want a ready-made content catalogue rather than a platform to author on
- An existing SOC 2 or ISO 27001 certificate is a precondition to signing anything
- They need a full student information system — attendance, financial aid, official transcripts, timetabling
- On-premise-only mandate with no budget for the enterprise self-hosted package
- High-stakes proctored examination is the primary requirement

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'How many separate systems hold a record of the same learner today, and who keeps them agreeing?' If the answer is one system and nobody, there is no deal here however much they like the AI. If it is two or more and a named person spends real time on it every week, you have found the opportunity — everything else in this playbook is just how you describe it back to them.

19 How to Introduce Us

Your job is to open the door and get out of the way. Name the pain in their own vocabulary, be honest that the product is young, and hand it over before you get drawn into a specification conversation you cannot win.

IN CONVERSATION

"Say something like: 'You mentioned your courses live in one system and your records in another, and somebody spends a day a week keeping them straight. There is a product I know called BuildMyIQ that puts the whole thing on one record — the course, the enrolment, the grades, the certificate — with an AI tutor that answers only from the lessons you have actually published. It is young, and they publish exactly what they have not built yet, which I found unusual. There is a free plan you can try before anyone calls you. Would it help if I introduced you to Vignesh, who runs it?'"

EMAIL — SUBJECT: ONE SYSTEM FOR YOUR COURSES, RECORDS AND CERTIFICATES

Hi [Name],

You mentioned [current system] renews in [month], and that your learner records live somewhere else entirely. That split is the thing BuildMyIQ removes.

It is a learning and development platform where courses, enrolments, cohorts, grades, skills and certificates sit on one record — so rosters and gradebooks cannot drift apart. It also has an AI tutor that answers only from the lessons you publish, and grading drafts an educator still has to accept before anything reaches a learner's record.

Pricing is published, there is a free plan you can test properly, and regional pricing applies.

Happy to introduce you to Vignesh T.V., who runs the product, for a short walkthrough: <https://calendly.com/vignesh-burdenoff/1-1>

Worth thirty minutes?

[Your name]

SHORT MESSAGE / LINKEDIN

Short and specific: 'You posted about the roster reconciliation problem — I know a platform, BuildMyIQ, that puts courses, records, assessment and certificates on one record so the reconciliation disappears. There is a free plan and the pricing is published. Want an introduction?' Do not paste the pitch. One sentence of pain, one of product, one question.

WARM THREE-WAY INTRODUCTION

The strongest version is a three-way email you send yourself: two lines on why you thought of them ('you told me about the gradebook that never matches'), one line on what BuildMyIQ does, and then hand over to vignesh@burdenoff.com with the 1-1 link. Copy us so we can pick it up within a working day. Say plainly in that email that the product is young and generally available rather than battle-tested — the honesty is what makes the introduction credible.

Please do not: Do not claim customers, logos, outcome numbers or completion statistics. There are none, and being caught on this destroys the introduction and your credibility with it.; Do not present the adaptive engine, proctoring screens, mobile applications, question-bank generation, standards-based rostering or transcripts as available. Use the shipped, in progress and planned wording from this playbook.; Do not quote, discount or promise a roadmap date. Pricing above Starter is quoted by us, and every discount programme needs approval on the quote.; Do not pitch into schools with under-eighteen learners. The terms require adult account holders and the minors work is unfinished.; Do not get pulled into a feature-by-feature specification battle against an incumbent. Get us on the call instead — that is what the handoff is for.

20 Lead Handoff Process

Register early, hand over cleanly, and stay in the room. A registered introduction is protected for ninety days; an unregistered one earns nothing however good it was.

1. Register the opportunity before you introduce anyone

Email vignesh@burdenoff.com with the organisation, the contact, what you know and the expected timing. Registration must happen before procurement or any active sales engagement — there is no retroactive registration, and if we already have an active opportunity there, we will tell you straight away rather than let you work it for nothing.

2. Send the qualification detail

The fields in 'What we need' below. Five minutes of your time here saves the prospect a discovery call they will resent, and it lets us arrive knowing which of the seven incumbents we are standing against.

3. Make the introduction

A three-way email or a calendar invite, with the 1-1 link at <https://calendly.com/vignesh-burdenoff/1-1>. Say in the introduction that the product is young — setting that expectation yourself is worth more than any feature you could list.

4. Join the first call if you can

You hold the relationship and the context. Thirty minutes of your presence protects the introduction, and it is also how a referral introduction turns into a consulting or implementation role with a higher rate.

5. Agree who owns what next

Decide explicitly whether you are staying in as a consulting or implementation partner or handing over entirely. Renewal commission only applies where the partner has an approved renewal or customer-success role, so this conversation has money attached to it.

6. Let us handle the quote

Every quote, discount and commercial term is approved by us before it reaches the customer. If a reseller arrangement is in play, that approval is a written requirement rather than a courtesy.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, country and the entity that would be billed — this sets the pricing band
- Contact name, role, and who else has to approve, including whether security or data protection sits in that chain
- Roughly how many active learners, and whether they are all adults
- What they run today: the learning system, the records system, the assessment tool, and the renewal date if you know it
- The pain in their own words — the sentence they actually said, not your summary of it
- Timing and any fixed deadline, such as a term start, an audit, a renewal or a client commitment
- Anything you have already promised or implied, so we do not contradict you on the first call
- Whether you want to stay in as a consulting or implementation partner, or hand over completely

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered introduction within one working day and confirm whether it is protected. First contact with the prospect happens within two working days of you making the introduction, unless you have asked us to wait. Registration is protected for ninety days, with one ninety-day extension where there is genuine progress. If we go quiet on you, chase Vignesh T.V. directly on +91-7358445777 — the team works from Indian Standard Time.

Deal registration: Registration is mandatory and comes before the introduction, not after. Send it to vignesh@burdenoff.com or raise it on the 1-1 call at <https://calendly.com/vignesh-burdenoff/1-1>. We may ask the customer to confirm your involvement. Where two partners claim the same account, the first approved registration with real contribution takes priority and any split needs written approval. No commission is payable where we already had an active opportunity, unless you open a new buying centre or materially expand the scope.

21 Partner / Referral Commercials

Partners are paid on collected net revenue rather than list price or contract value, at a rate set by how much of the work you actually do. A registered introduction earns 10%; introducing and supporting the evaluation earns 12%; introducing and delivering the implementation earns 15%; an approved reseller takes margin on the quote instead. Regional pricing does not reduce your eligibility — it lowers the base because the customer is genuinely billed less.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net software subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Learning-operations Consulting Partner	Introduction plus evaluation support — advising the customer through selection	12% of first-year collected net software subscription	0–3% where active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus delivery — rollout, migration, integration or training	15% of first-year collected net software subscription, plus whatever you charge the customer directly for services	3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership, and often first-line support triage	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved
Training provider, managed service or strategic alliance	Operating BuildMyIQ for end customers, or bundling it with your own services; it stays BuildMyIQ to the customer	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register before procurement or active sales engagement. Approved registration is protected for ninety days, extendable once by ninety days where there is real progress. There is no retroactive registration.
- Commission is calculated on collected net revenue — after taxes, refunds, chargebacks, credits, payment fees, publisher payouts, customer-owned infrastructure and model-provider costs — never on list price or total contract value.
- Regional band pricing is the customer's normal market price and does not reduce your eligibility. Extra discounts, coupons and credits do reduce the commissionable amount.
- Big-deal incentives add 1% (capped at \$2,500) from \$100,000, 2% (capped at \$7,500) from \$250,000 and 3% (capped at \$25,000) from \$500,000 of qualified first-year net subscription, where the deal was registered before procurement and we approved the quote before signature.
- Partner and affiliate rewards do not stack. A customer is attributed to one programme unless we approve an exception in writing.
- Dedicated tenancy, self-hosted, air-gapped, compliance and managed-service packages carry lower partner economics than a software subscription and must be approved in the quote. Marketplace and content-publisher revenue is not partner-commissionable at all.
- Every reseller quote needs our written approval before it reaches the customer, and reseller margin combined with any customer discount must not push net realisation below the enterprise regional floor.
- Never promise a feature, a compliance status, a discount or a date we have not approved in writing. On public-sector deals, no payment, gift or referral benefit may reach a government employee or official.

GETTING PAID

Paid on cash actually collected, fifteen days after revenue is realised and the settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year contracts pay as the customer pays rather than on total contract value, unless the partner agreement says otherwise. Refunds, chargebacks and customer credits are clawed back or netted against future payouts. Partners handle their own invoicing and local tax compliance; we withhold and report where law requires it, including US 1099-NEC thresholds and Indian withholding under sections 194H and 195. Payment currency and any conversion follow the partner agreement.

These are the standard BuildMyIQ partner programme terms as published, and they are pre-launch terms that may be adjusted. They are not an offer and they do not create an entitlement. The terms that actually govern any payment are those in your signed partner agreement and in the quote issued to the customer, and BuildMyIQ controls final pricing, discounting, contract terms and commission eligibility in every case.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If BuildMyIQ is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
BuildMyIQ website	https://buildmyiq.com	Positioning, features, use cases, pricing and FAQ — safe to share with anyone.
The product itself	https://app.buildmyiq.com	Sign in, or start on the free plan with no card. The best demonstration a prospect can give themselves.
Documentation	https://docs.buildmyiq.com	Product guides, API reference and integration tutorials. Still filling out — say so if a prospect finds a gap.
How the AI actually works	https://buildmyiq.com/ai	The capability inventory with shipped, in-progress and planned status on every line, plus the product's own stated limits. Send this to a sceptical technical buyer.
Head-to-head comparisons	https://buildmyiq.com/vs	Against Canvas, Blackboard, Moodle, Docebo, Coursera for Business, Google Classroom and D2L Brightspace. Some pages still describe the AI tutor as roadmap — it now ships, so check the AI page for current status.
Use cases	https://buildmyiq.com/use-cases	Full scenario write-ups by audience, each labelled as an illustrative scenario rather than a customer story.
Services and delivery help	https://buildmyiq.com/services	Implementation, migration, integrations, course authoring, managed learning operations — useful when a prospect asks who does the work.
Security and privacy posture	https://buildmyiq.com/security	What to send a security reviewer before the first call, alongside the honest certification position.
Book a 1-1 call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Thirty minutes. Use it for the handoff, or bring a prospect straight onto it.
Every Burdenoff product	https://burdenoff.com/products	The wider portfolio. Useful when a prospect's need turns out to sit next door to learning.
Contact BuildMyIQ	mailto:contact@buildmyiq.com	General enquiries, support and responsible security disclosure. For partner matters use vignesh@burdenoff.com or +91-7358445777.

WHAT YOU CAN SHARE, AND WITH WHOM

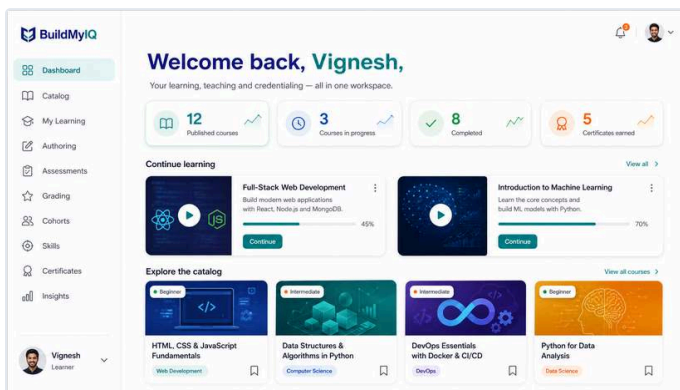
- Share freely: anything published on buildmyiq.com — the feature and use-case pages, the AI status inventory, the comparison pages, pricing and the documentation site. It is written to be customer-facing and it is already sanitised.
- Prospect-facing but not for forwarding: this playbook and the cheat sheet. The discovery questions, objection handling, disqualifiers and commercial tiers are for you, not for the customer's inbox. Send them the public pages instead.
- Needs our written sign-off before it reaches a customer: any quote or price, any discount, any commitment to a roadmap date, any compliance or certification claim, and any use of the BuildMyIQ name, logo or screenshots in your own marketing or on your website.
- Never restate a planned or in-progress capability as shipped. Use the status wording in this playbook, and if you are unsure, check the AI status page or ask us before you answer.
- Screenshots and mockups in this pack illustrate the product. They contain no customer data and must never be presented as a real organisation's environment or results.

24 Product Mockups — Complete Visual Appendix

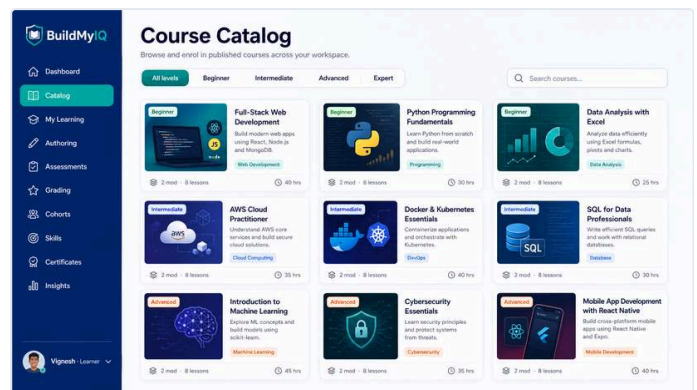
28 SCREENS

Every screen in the BuildMyIQ design set — 28 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

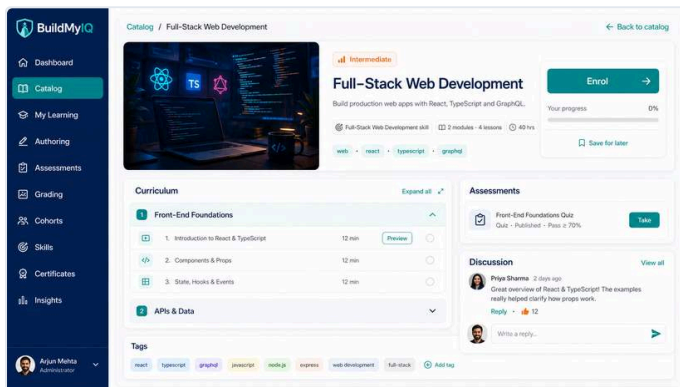
PRODUCT SCREENS • 22 SCREENS



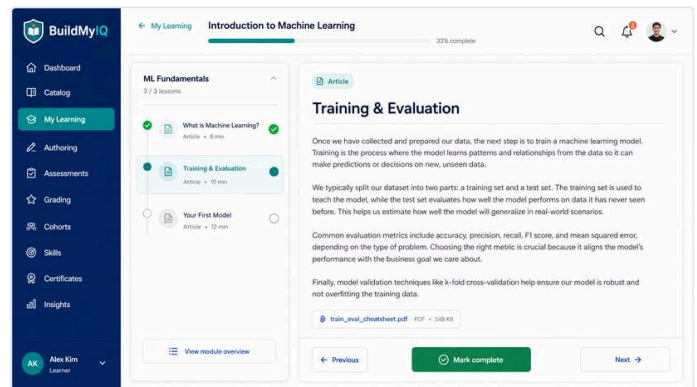
001 Bmq 01 Dashboard



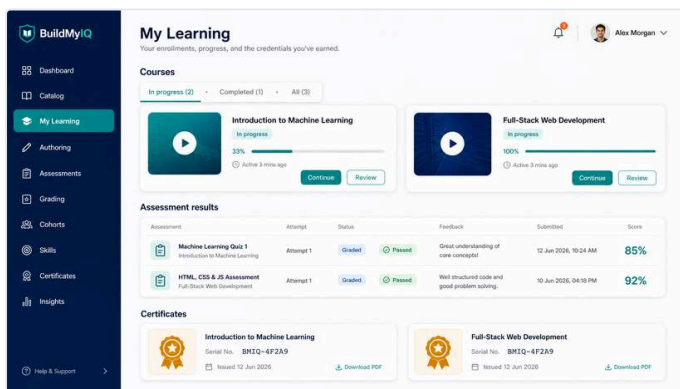
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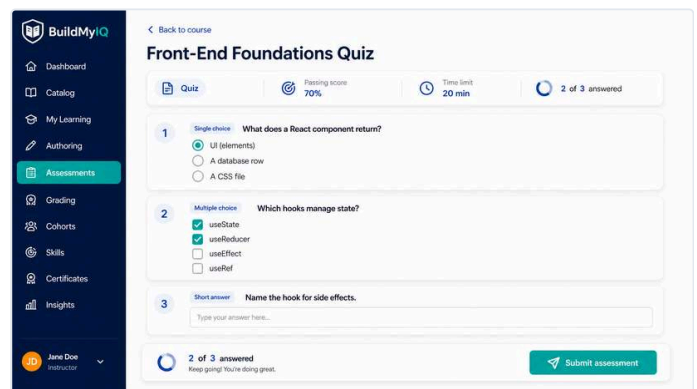
003 Bmq 03 Course Detail



004 Bmq 04 Lesson Player



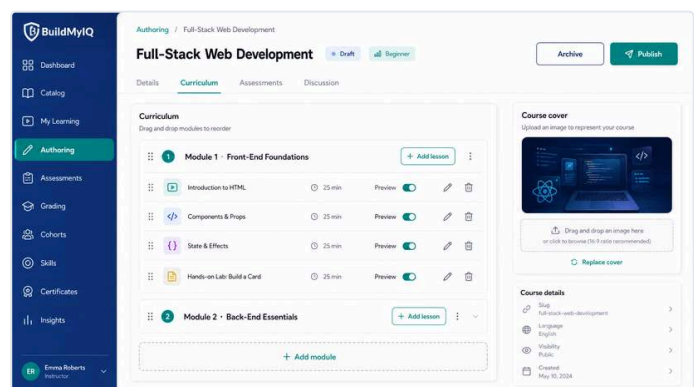
005 Bmq 05 My Learning



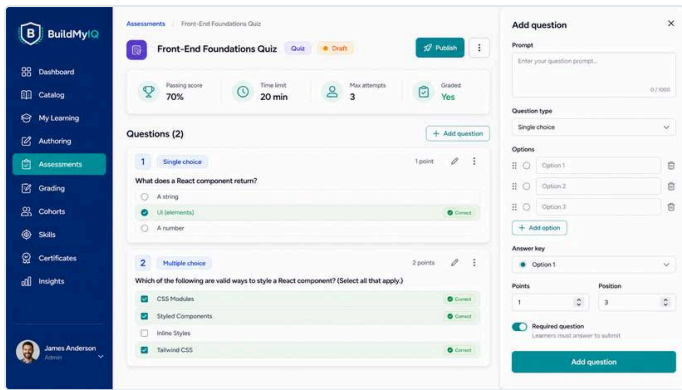
006 Bmq 06 Take Assessment



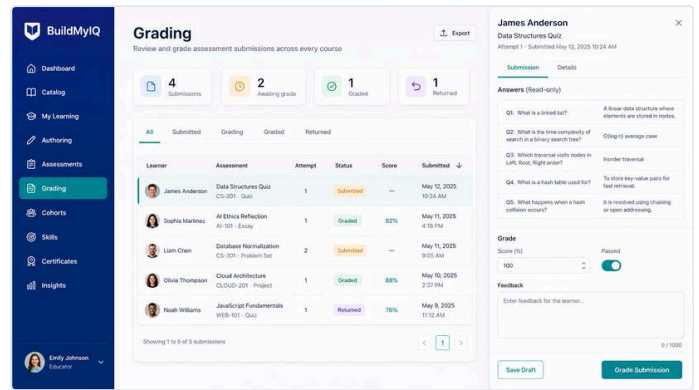
007 Bmq 07 Authoring



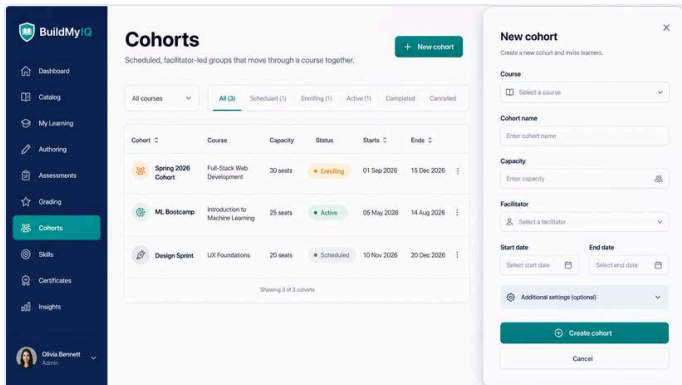
008 Bmq 08 Course Builder



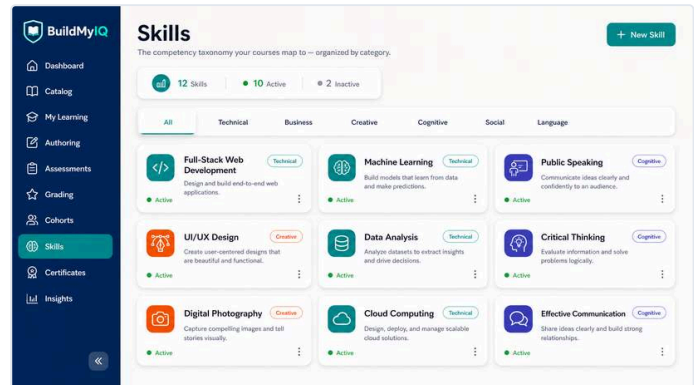
009 Bmiq 09 Assessment Builder



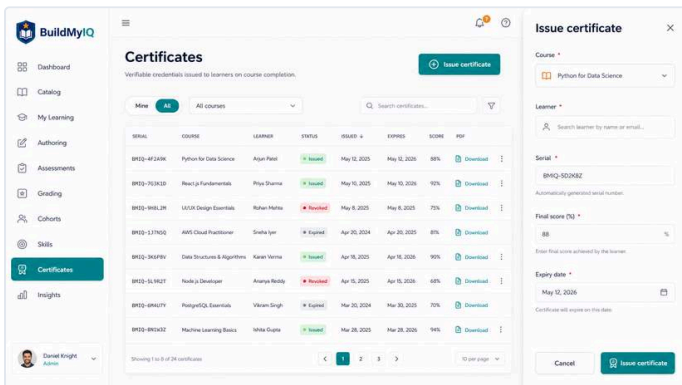
010 Bmiq 10 Grading



011 Bmiq 11 Cohorts



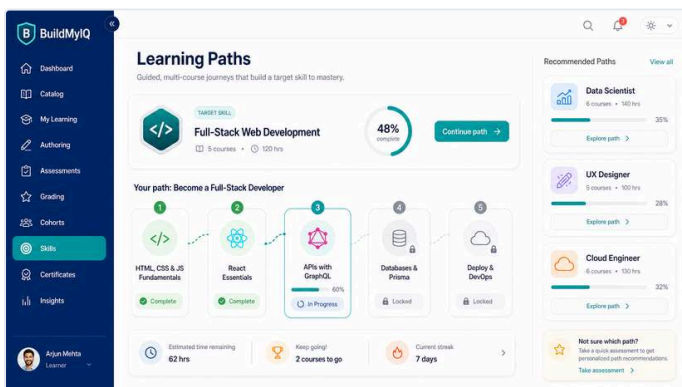
012 Bmiq 12 Skills



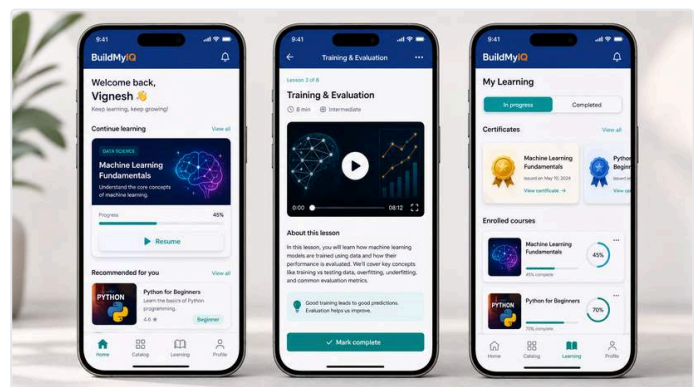
013 Bmiq 13 Certificates



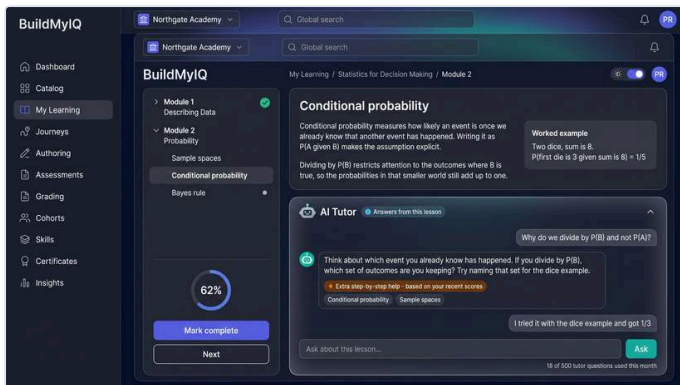
014 Bmiq 14 Insights



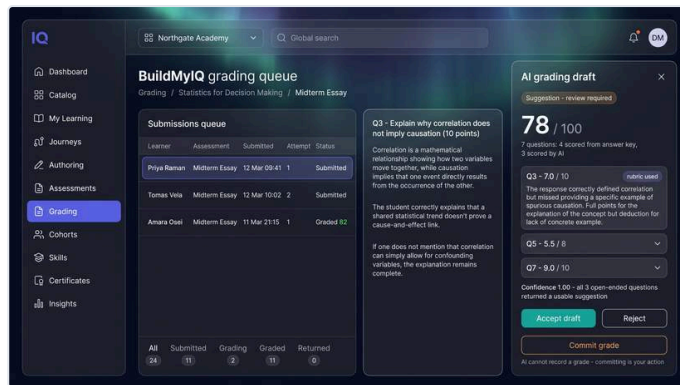
015 Bmiq 15 Learning Paths



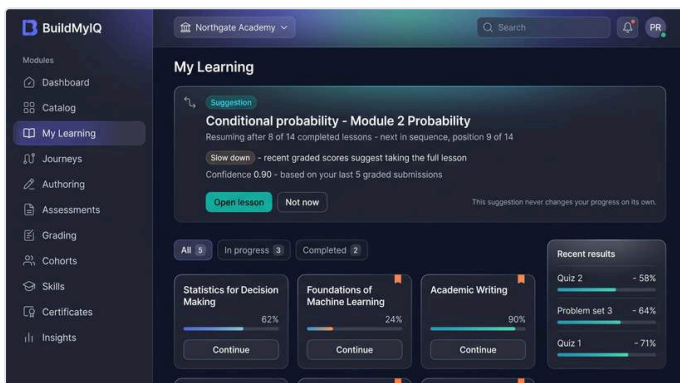
016 Bmiq 18 Mobile App



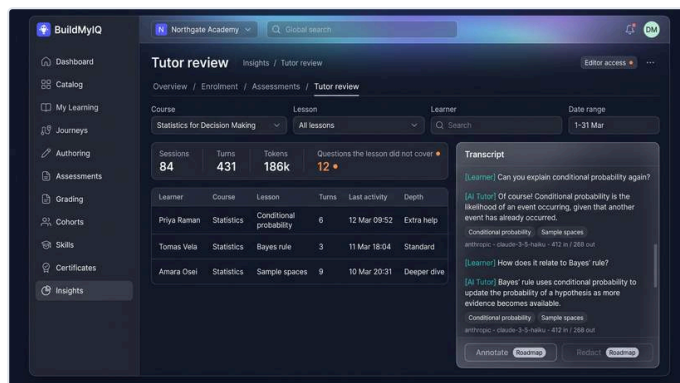
017 Bmiq 19 AI Tutor Panel



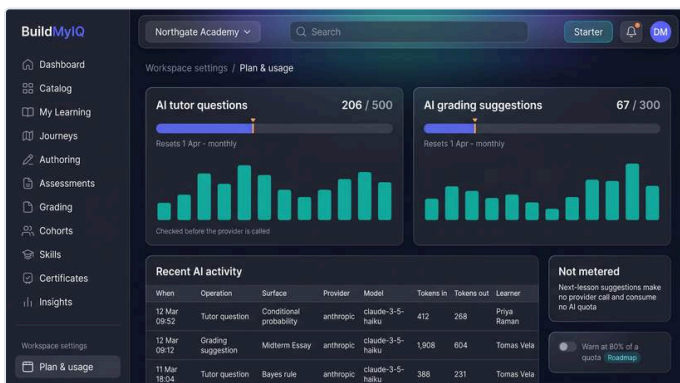
018 Bmiq 20 AI Grading Assist



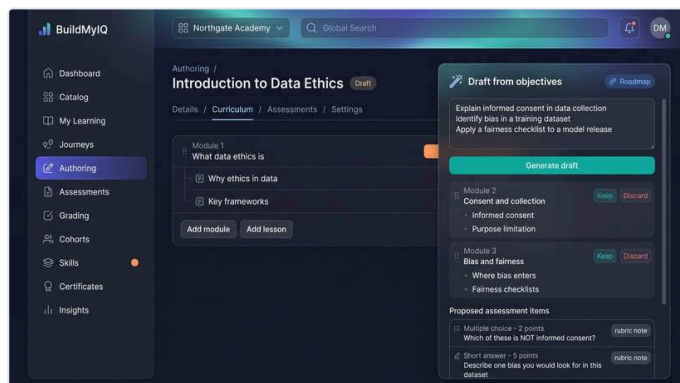
019 Bmiq 21 AI Next Lesson



020 Bmiq 22 AI Tutor Oversight

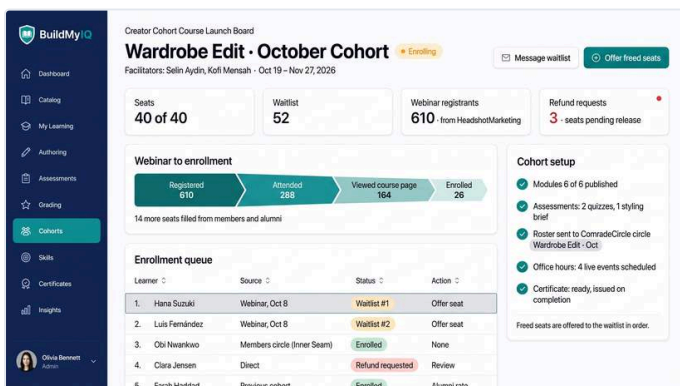


021 Bmiq 23 AI Usage Quotas



022 Bmiq 24 AI Authoring Drafts

CREATOR ECONOMY • 1 SCREENS



023 Creator Cohort Course Launch 1 Cohort Launch Board

BuildMyIQ

Dashboard

Catalog

My Learning

Authoring

Assessments

Grading

Cohorts

Skills

Certificates

Insights

Emily Johnson
Educator

Early Alerts

Fall term - Week 6 - Caseload of advisor Leah Whitfield

Students on caseload

312

Open alerts

38

Awaiting first contact

9

Resolved this term

21

All

New

Outreach sent

Met

Resolved

Student	Course	Signals	Tier	Outreach	Last contact
Tobias Reinholdt	MATH 1150 Calculus I	No lesson activity 11 days 2 missed problem sets	High	Nudge sent	Mon 8:02
Hana Kobayashi	BIO1, 1110 Biology I	3 of 5 late late Instructor flag	High	No reply	Fri 4:15
Amara Osei	CHEM 1210 General Chemistry	Exam 1: 14%	Medium	Meeting booked	Thu 2:30
Diego Santibon	ACCT 2010 Financial Accounting	4 quiz mistakes	Medium	Tutoring referral	Wed 11:40
Marcus Bell	CS 2200 Data Structures	Grade 88 to 61	Low	Resolved	Oct 2

Refer to tutoring

Close alert

Synced to BigConsole - Retention console

Tobias Reinholdt

Why flagged

Evidence

Last lesson opened Sep 24

Problem Sets 4 and 5 not submitted

Ruler gateway inactivity over 10 days - FluidGrids rule set v3

Outreach timeline

Mon 8:02 Nudge sent by FluidGrids workflow - Early alert outreach

Mon 8:05 Instructor notified

Tue 10:00 Advisor call scheduled

Refer to tutoring

Close alert

Synced to BigConsole - Retention console

024 Student Early Alert Caseload 1 Advisor Caseload

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Chris Bennett
Admin

Competency Readiness

Smart pump go-live - Wave 2 - threshold 90% check-offs signed

All units

Ready (3)

In progress (2)

At risk (1)

Unit	Nurses	In-service done	Check-offs signed	Expiring in 30 days	Readiness
4 West Med-Surg Sent to AssetHandler via FluidGrids	42	42	39	2	Ready
5 West Telemetry Sent to AssetHandler via FluidGrids	38	31	24	5	In progress
3 East Surgical Sent to AssetHandler via FluidGrids	35	35	34	1	Ready
ICU	56	48	41	3	In progress
Pediatrics	22	12	6	0	At risk
Mother-Baby	28	28	27	2	Ready

Check-off - Smart pump programming

Hana Sato, RN - Float pool

Primary infusion setup

Secondary infusion

Drug library selection

Occlusion alarm response

Observed by: L. Mbeki, Clinical Educator

On signing, certificate issued, expires in 12 months, competency synced to CrewFoundry skills

Sign check-off

Needs repeat

025 Clinical Competency Checkoffs And Expiry 1 Competency Readiness By

BuildMyIQ

Dashboard

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Skills

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Insights

Daniel Knight
Admin

Credential Expiry

Mandatory training for placed and upcoming staff.

All clients

Expiring in 30 days

Lapsed

Upcoming placements

Lapsed

2

Within 30 days

6

31-90 days

14

Current

212

Person	Placement (CrewFoundry)	Required course	Certificate	Expires	Status	Action
Tomasz Nowak	Client site A	Data Protection Refresher	BMQ-7Q2LX	Sep 19	Lapsed	Assign refresher
Amara Nwosu	Client site A	Secure Coding Essentials	Not started	Required since Jul 1	Missing	Assign course
Diego Alvarez	Client site B	Data Protection Refresher	BMQ-4B8JH	Oct 5	13 days	Seat in cohort
Mai Lin	Starts Client site C on Oct 12	Site Safety Induction	BMQ-7Q2LX	Oct 23	31 days	Scheduled
Samir Qureshi	Client site B on Oct 12	Access Control Awareness	BMQ-2N5TEV	Jan 14	Current	None

Placements from CrewFoundry - synced nightly by FluidGrids

Tomasz Nowak

Next recertification cohort
Sep 24 - 9 of 20 seats

Alert active in BigConsole

Placed contractor lapsed

Jul 23

BMQ-1A2B3C

Sep 24

Recertification Cohort

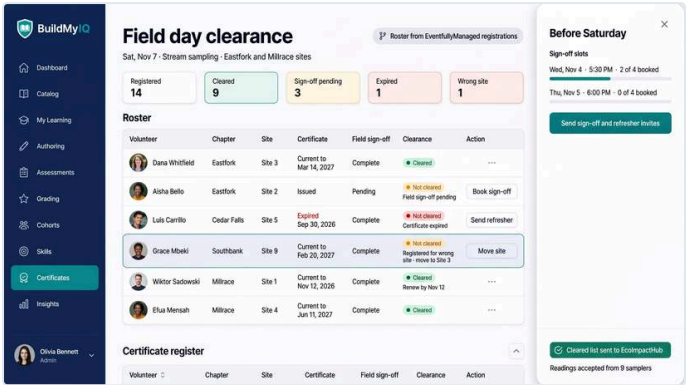
Sep 19

BMQ-7Q2LX (Lapsed)

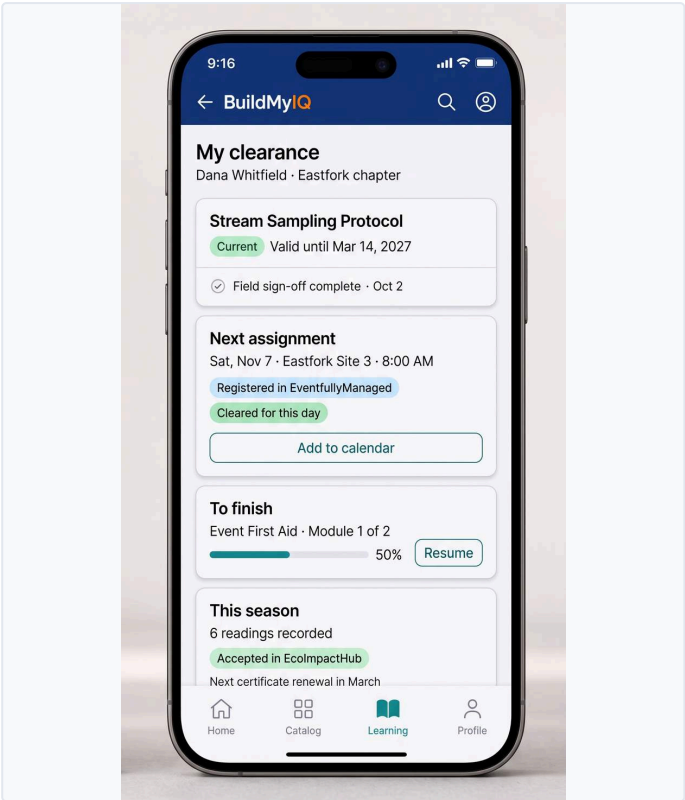
Assign refresher

Download evidence

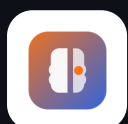
026 Workforce Credential Expiry Board 1 Credential Expiry By Pla



027 Volunteer Field Day Clearance 1 Field Day Clearance



028 Volunteer Field Day Clearance 2 Volunteer Clearance On M



Found someone who needs BuildMyIQ?

You do not need to be an education technologist to spot this opportunity — you need to notice an organisation running learning across systems that disagree with each other. Bring us that conversation early, tell the truth about what is built and what is not, and we will do the rest of the work with you.

EMAIL OR CALL

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+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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