

SALES & PARTNER PLAYBOOK

TechnoSpam

TechnoSpam gives learners and the teams that train them one place to learn by building, get mentored, and earn credentials an employer can verify.

Runnable courses

Coding practice

1:1 mentorship

Team hackathons

Verified certificates

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

technospam.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 **How to use this playbook**

Read the opportunity signals and the one-question test first, then keep the persona hooks and the objection table beside you on the call. Everything after that is depth you can dip into when a prospect pushes. Where a capability is marked in progress or planned, say so out loud — the honesty is what makes the rest of the document credible.

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

TECHNOSPAM.COM

TechnoSpam is a learning platform built on the conviction that you learn to build software by building software. It carries a structured course catalogue across nine skill tracks, a library of coding problems that are auto-graded against test cases, one-to-one mentorship with real experts, team hackathons run end to end, and a goal-based study planner that sequences the whole thing. Certificates are issued against completed work with a serial and a score, and can be revoked, so a credential means something outside the platform. Everything belongs to a workspace, which is how one product serves a single learner, an independent mentor and a company running a private academy without anyone changing tools.

CATEGORY

Technology skills and learning platform, for individual learners and career switchers, independent mentors and instructors, and engineering, L&D and education teams that need people to become capable rather than merely trained.

WHERE IT STANDS TODAY

Newly launched and open to sign-ups. The four core domains — courses, practice, mentorship and hackathons — are live along with the study planner, the learner portfolio and the in-app assistant. The runnable in-browser lesson workspace is being rolled out at scale, and adaptive AI planning, skill-gap analysis and deeper team-academy administration are committed roadmap rather than shipped. There are no public reference customers yet.

HOW CUSTOMERS GET IT

Cloud, in the browser, with nothing to install — an account and a workspace is the whole setup. Free and paid self-serve tiers are bought online; Enterprise adds a dedicated tenant, self-hosting, single sign-on and directory provisioning, data residency and multi-entity structures under an annual contract. Published pricing has four regional bands, so India, Southeast Asia, LATAM and similar markets pay a lower list price rather than a negotiated discount.

Web app — the full product: catalogue, lessons, practice, mentors, hackathons, planner, dashboard and certificates

Marketing site and public documentation at technospam.com

Admin surfaces for course authoring, submission grading, hackathon judging and mentor approval

MCP server exposing the platform as governed tools for Claude and other AI clients — in progress, not yet publicly published

Mobile apps for iOS and Android — planned

Command-line tool and Node and Python SDKs for automation and analytics — planned

Browser and editor extensions — planned

02 One-Line Pitch

SAY EXACTLY THIS

"TechnoSpam gives learners and the teams that train them one place to learn by building, get mentored, and earn credentials an employer can verify."

SHORTER, FOR A CHAT MESSAGE

One platform where people learn tech skills by building, not by watching.

THE CATEGORY SENTENCE

TechnoSpam is a learn-by-doing skill and technology platform for individual learners, working mentors, and the organisations that train engineering teams.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most people trying to build tech skills juggle a video course, a practice site, a mentor search, a hackathon page and a spreadsheet, and none of them talk to each other. TechnoSpam puts all of it in one place. You pick a goal, and it sequences real courses and practice problems into a plan. You solve a problem and a sandboxed grader returns a verdict in seconds. When you are stuck, you book a mentor. Finish, and the certificate carries a serial anyone can check."

IF THEY ARE TECHNICAL

TechnoSpam models courses, lessons, enrolments, coding problems, graded submissions, mentors, sessions, hackathons, teams and certificates as one connected record rather than five integrated products. Submissions are executed in a sandbox against the problem's test cases, returning a verdict and per-case detail with hidden fixtures redacted. Access control is enforced at the API edge on every read and write, and everything is scoped to a workspace, so a solo learner and a governed company academy run on the same engine.

IF THEY ARE A BUSINESS BUYER

Training budgets get spent on content nobody finishes, and nobody can prove what the team actually learned. TechnoSpam ties proof to completed work — graded submissions and serialised, revocable certificates — instead of watch time, and keeps it all inside a workspace with roles, isolation and an audit trail. Plans start free and run from ninety-nine dollars a month to per-learner enterprise pricing, with lower published bands in India and other markets.

04 Problem We Solve

These are the complaints that mean a prospect is ready to hear about TechnoSpam. You will usually hear two or three of them in the same conversation, from the same person.

Tutorial hell — they can follow along but cannot build

Who feels it: Self-taught learners, bootcamp graduates, career switchers

What it costs them: Months of study produce no independent capability, no portfolio and no interview confidence. The person concludes they are not cut out for it and stops.

How TechnoSpam answers it: Every practice problem ships with starter code and runs against real test cases, returning a verdict in seconds rather than a checkmark for watching. Lessons pair the concept with an editable, runnable workspace in the same page, so the first thing a learner does with an idea is run it.

Stuck for hours with nobody to ask

Who feels it: Solo learners, junior engineers, side-project builders

What it costs them: A blocker that a senior would clear in ten minutes eats a weekend, and the learner's momentum goes with it. Forum posts either go unanswered or arrive three days late.

How TechnoSpam answers it: Mentor profiles carry stated expertise, an hourly rate and a rating, and a learner books a one-to-one session with a topic and agenda. The session moves through request, confirmation, completion and a rating, all inside the platform, so quality surfaces and no personal contact details change hands.

Five tools, no single view of progress

Who feels it: Learners, bootcamp instructors, engineering managers

What it costs them: Courses live in one product, practice in another, mentorship in a third, and progress in a spreadsheet that goes stale. Nobody can answer "how far along are we" without an afternoon of collation.

How TechnoSpam answers it: Courses, problems, submissions, mentor sessions, hackathon teams and certificates are entities on one record, not integrations between products. The dashboard and the analytics view read that record directly, so a course completed becomes practice attempted becomes a certificate issued with no re-keying anywhere.

Certificates prove attendance, not ability

Who feels it: Career switchers, hiring managers, programme sponsors

What it costs them: A credential that anyone gets for finishing a video is worth nothing to an employer, so the learner has no way to convert study into an interview and the employer has no signal to act on.

How TechnoSpam answers it: A certificate is issued against a completed course with a serial and a score, and carries an explicit revoked state with a reason, so a fraudulent credential can be withdrawn rather than living forever. Alongside it, the learner portfolio aggregates issued certificates, completed courses and submitted hackathon projects into one shareable page.

Senior engineers are the onboarding programme

Who feels it: Engineering managers, tech leads, CTOs

What it costs them: New hires take months to become productive because every question routes to the same three seniors, who then ship less. Skill levels drift and nobody has a picture of where the gaps are.

How TechnoSpam answers it: A company workspace carries its own authored courses on its own stack and standards, plus the public catalogue and the practice library, so routine questions have somewhere to go that is not a senior engineer. Progress and analytics run across the whole workspace rather than per person.

Learning under no governance at all

Who feels it: IT, security and compliance reviewers at any regulated employer

What it costs them: Training data spreads across consumer accounts nobody controls, permissions are all-or-nothing, and there is no audit trail when someone asks who published what or who revoked a credential.

How TechnoSpam answers it: Six roles are seeded into every workspace, from academy owner down to a read-only reviewer, and every read and write is checked at the API edge against the role that made the call. Data is isolated per workspace, actions are recorded with actor, target and result, and the omission of a resource from a role is itself the access control.

Instructors run a bootcamp on four unrelated tools

Who feels it: Bootcamp instructors, university lecturers, training providers

What it costs them: Teaching happens in one place, practice in another, tracking in a spreadsheet and certificates in a design tool. Administration eats the hours that should go into teaching, and struggling students are spotted late.

How TechnoSpam answers it: Instructors author courses, lessons and practice problems directly, publish them to their own learners, grade submissions and run an end-of-cohort hackathon through registration, live build, judging and scoring — with certificates issued from the same record on completion.

05 Value Proposition

Four things a partner can defend in front of a sceptical buyer. Each one traces to something built rather than something promised.

Four learning modes, one record

Courses, coding practice, mentorship and hackathons are separate businesses everywhere else, which is why the data never joins up. On TechnoSpam they are entities on the same graph, so a learner's progress in any mode counts towards the same profile and the same proof. That is also the reason a competitor cannot copy it by adding a page — the integration is the product.

Evidence: All four domains ship with both a working backend and learner-facing screens, and the study planner sequences across two of them today.

Proof tied to work, not watch time

A submission is executed in a sandbox against the problem's real test cases, stops at the first failure, respects a wall-clock limit and redacts hidden fixtures. The verdict and per-case detail are recorded per learner. Certificates carry a serial and a score and can be revoked with a stated reason, which is what makes them worth showing to an employer.

Evidence: Auto-graded submissions with per-test-case results are live; deeper binding of certificate scores to assessment evidence is on the roadmap and stated as such.

A plan that shows its working

The learner gives a goal and a number of weeks. The planner reads the workspace's real published catalogue, orders courses and problems by level and difficulty, removes anything already completed or already solved, and packs the rest into the weeks against a weekly time budget. Each step carries a written reason you can read and disagree with.

Evidence: This is a deterministic scheduler over real content, not a model call — which is precisely why every step can be justified. Adaptive re-planning is roadmap.

Enterprise governance from the first day

Roles, workspace isolation, audit trails, single sign-on, quotas, notifications, files and multilingual interface come from the wider platform rather than being bolted on as an enterprise tier. Six TechnoSpam roles are seeded into every workspace automatically, and permission checks happen at the API edge before a request reaches the service.

Evidence: A published role catalogue covers ten resource types across six roles, and a documented product security review covered dependency scanning, access-control field coverage, tenant isolation and an OWASP Top 10 walkthrough.

Pricing that does not punish a growing team

Plans are priced on the size of the learner community you manage, not on how many administrators log in, so adding coordinators costs nothing within a tier. Four published regional bands mean a team in India or Brazil pays a lower list price rather than negotiating a discount, and add-ons raise a single limit instead of forcing a whole-tier jump.

Evidence: Free through Business are published flat prices with stated quotas; Enterprise is per active learner, from twelve dollars a month list.

06 Ideal Customer Profile

A company of roughly fifty to a thousand people whose engineering or technical team is growing faster than its seniors can teach, and who already knows it cannot prove what its people learned.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Engineering teams and technology startups	20–1,000 employees; technical team of 8–200	Onboarding runs on senior engineers' time, junior skill levels are uneven, and there is no visibility into who knows what. They already buy tools on return and will pay for productivity. This is the highest-value, most reachable segment.
Bootcamps, training providers and academic programmes	1–50 staff; cohorts of 15–500 learners	They run teaching, practice, tracking and certificates on four unrelated tools and lose hours to administration. Course authoring, cohort progress, hackathon hosting and automatic certificate issuance replace all four with one workspace.
Enterprise L&D and technical academies	1,000+ employees, regulated or governance-conscious	They need single sign-on, directory provisioning, audit streaming, data residency and a private catalogue separate from public content. Per-learner Enterprise pricing, dedicated tenancy and self-hosting are built for exactly this shape of buyer.
Independent mentors and instructors	Individuals and small teaching practices	They want to teach, set a rate and build a reputation without running their own booking, payments and content stack. They also seed the supply side that makes the platform valuable to learners, so they are worth introducing even when the deal is small.
Individual learners and career switchers	One person	The free tier and the paid individual path exist for them, and they are the source of most word-of-mouth. Treat them as adoption rather than as a commission opportunity — the money is in the team and enterprise motion they later trigger.

GEOGRAPHIES

Sold globally in English. Published pricing bands cover the US, EU, UK, Japan, Korea, Australia, Canada and Singapore at list; the Middle East, Eastern Europe, Taiwan and Hong Kong at a reduced band; LATAM, Southeast Asia, Turkey and South Africa lower again; and India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt at the lowest published band with local-currency invoicing in India.

NOT A FIT – DO NOT CHASE

- Anyone who wants accredited university degrees or credit-bearing qualifications — TechnoSpam does not offer them and is not planning to
- A recruiter looking for candidate screening, proctored assessments or an applicant-tracking integration; that is a hiring product, not this one
- Non-technical corporate training — compliance modules, sales enablement, soft skills. The whole design assumes code is being written
- A buyer whose single requirement is the largest possible interview-question bank with company tags; the incumbent grind tools have more liquidity today
- Organisations that will only buy a certification that is already externally accredited or that require a current third-party security attestation on paper
- Teams that need a white-label academy under their own brand — TechnoSpam is offered only under its own name, and deeper academy administration is on the roadmap, not shipped

07 Buyer Personas

Five people you will actually meet. The hook is the line to open with — it names their problem in their own vocabulary rather than describing our product.

Engineering manager or tech lead

WHAT THEY WANT

Cut onboarding from months to weeks, standardise the team on the company's own stack, stop senior engineers being interrupted, and see skill coverage before it becomes a delivery risk.

Open with: How much of your senior engineers' week goes on explaining things a course could have?

They will ask: Can I see who has actually finished what, and can I put our own internal material in there rather than generic content?

WHAT FRUSTRATES THEM

New hires take a quarter to become productive. The same three seniors answer everything. Skill levels are uneven and invisible. Any training that was bought went unfinished and unmeasured.

L&D or people-development lead

WHAT THEY WANT

Run a technical upskilling programme that people finish, prove the spend was worth it, and keep the whole thing inside something IT and legal will sign off.

Open with: When your CFO asks what the training budget bought, what can you actually show them?

They will ask: What does the reporting look like, and how does this handle single sign-on, data isolation and audit?

WHAT FRUSTRATES THEM

Completion rates on video libraries are dismal, the reporting is watch time rather than capability, and every new tool means another security review.

Bootcamp or programme instructor

WHAT THEY WANT

Consolidate teaching, practice, tracking and certificates in one place, spot struggling students early, and run a cohort hackathon without a fortnight of logistics.

Open with: How many separate tools are between you and knowing which student is about to drop out?

They will ask: Can I author my own courses and problems, and can I issue certificates automatically when a cohort finishes?

WHAT FRUSTRATES THEM

Four tools and a spreadsheet. Certificates made by hand. No easy read on who is falling behind until it is too late to help.

Career switcher or self-taught learner

WHAT THEY WANT

Become genuinely employable, build a portfolio worth showing, and get a straight answer from an experienced person when stuck.

Open with: Do you know what to learn next, or are you picking whatever tutorial turns up?

They will ask: Will this actually get me job-ready, and is the certificate worth anything to an employer?

WHAT FRUSTRATES THEM

Can follow a tutorial, cannot build independently. No feedback on whether the code is any good. No one to ask. Nothing on the CV that proves anything.

Senior engineer who wants to mentor

WHAT THEY WANT

Teach without building a business around it — set expertise, availability and a rate, run focused sessions, and accumulate a visible teaching record.

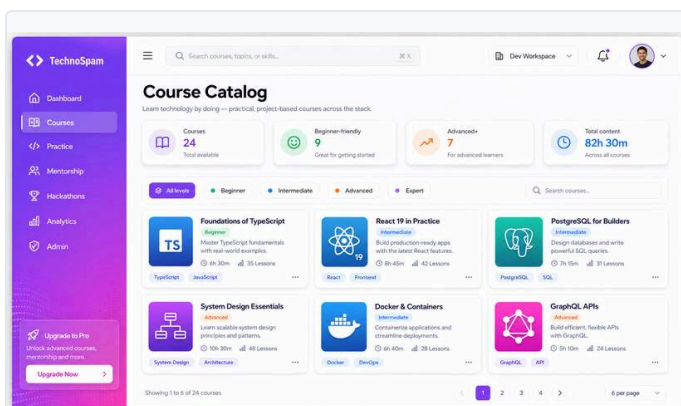
Open with: You already answer these questions for free. Would you rather do it on a schedule you set?

They will ask: How do bookings and rates work, and do I get any context on what the learner is actually stuck on?

WHAT FRUSTRATES THEM

Ad-hoc mentoring has no structure, no scheduling, no payment path and no reputation that travels. Marketplaces take a heavy cut and hand over no learning context.

Twelve concrete scenarios, written as the situation a person is in before TechnoSpam and what changes afterwards. These are illustrative scenarios, not customer stories — the product is new and has no public references.



SELF-TAUGHT LEARNER OR CAREER SWITCHER

Find the right next course in under a minute

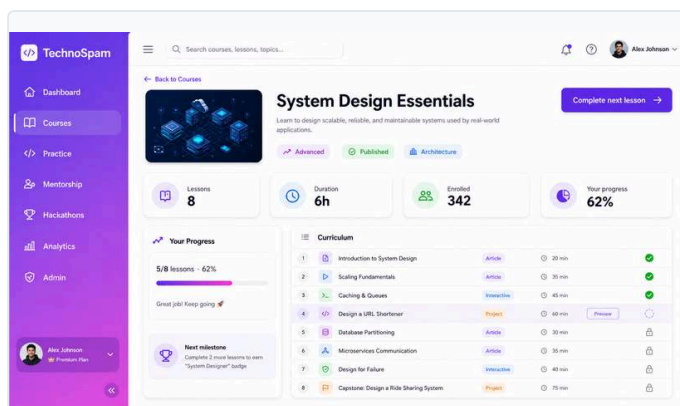
THE SITUATION

They have decided to get serious about one area — backend, cloud, security — and every search returns either a beginner rehash or an expert deep-dive. Choosing badly costs a fortnight before they realise.

WHAT HAPPENS WITH TECHNOSPAM

The catalogue filters by topic, level, duration and whether a verifiable certificate is offered, so the list narrows to courses that fit where they actually are. The course page shows the outline, the instructor, the estimated time and what they will be able to do afterwards. One click enrolls and the first lesson is open.

The decision takes a minute instead of a week, and progress starts tracking from the moment of enrolment.



ANYONE TAKING A COURSE

Learn by running the code, not watching it

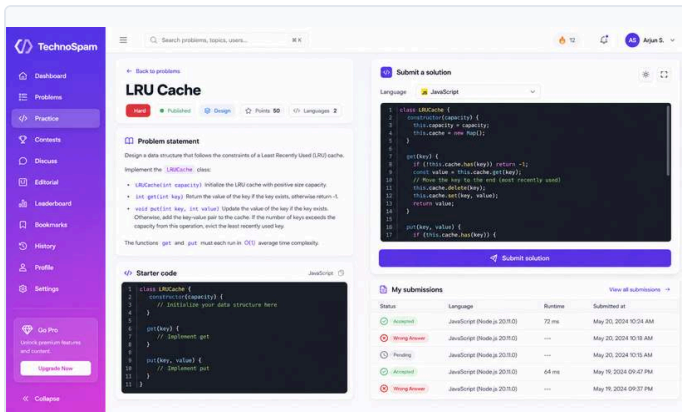
THE SITUATION

The gap between watching a tutorial and building the thing never closes, because the tutorial ends exactly where the difficulty starts and setting up a local environment is its own afternoon.

WHAT HAPPENS WITH TECHNOSPAM

Lessons are typed — reading, video, quiz, project and the interactive one that defines the product. In an interactive lesson the concept sits on one side and an editable, runnable workspace on the other, so the learner edits the starter code and runs it in place. Marking a lesson complete advances course progress, and hitting the last one completes the course and unlocks what comes next.

Progress reflects work done rather than time spent, so the number on the dashboard means something.



INTERVIEW PREPARER, JUNIOR ENGINEER, STUDENT

Practise until it is automatic, with a verdict in seconds

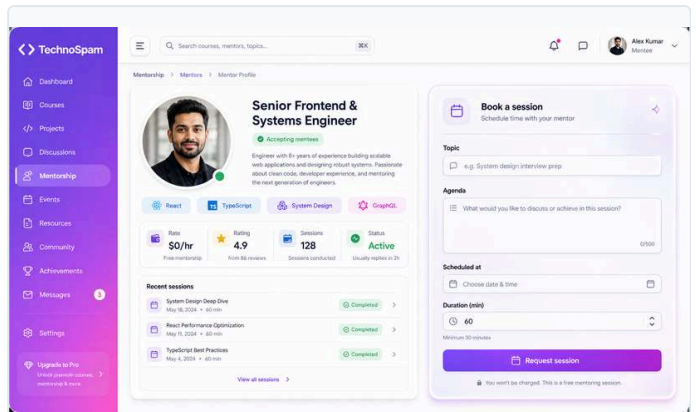
THE SITUATION

Reading about algorithms is not the same as writing one under pressure, and without feedback there is no way to tell working code from good code.

WHAT HAPPENS WITH TECHNOSPAM

The problem library filters by topic, difficulty and status. Each problem carries a statement, starter code, supported languages and a point value. A submission is executed in a sandbox against the problem's test cases in a fixed order, stopping at the first failure and under a time limit, with hidden cases redacted. Back comes a verdict — accepted, wrong answer, runtime error — and the detail of which case broke.

Vague effort turns into measurable practice, and accepted submissions feed points and a rank.



SOLO LEARNER, JUNIOR ENGINEER, SIDE-PROJECT BUILDER

Book an expert when you are properly stuck

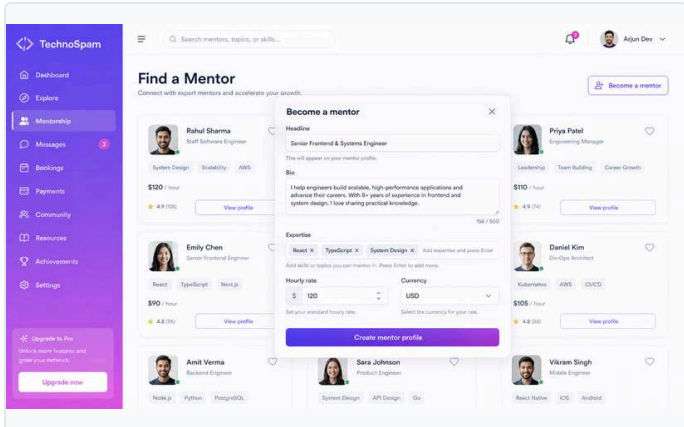
THE SITUATION

A blocker a senior would clear in ten minutes is eating the weekend. Searching has stopped helping, the forum post has no replies, and motivation is draining faster than the problem is shrinking.

WHAT HAPPENS WITH TECHNOSPAM

The mentor directory lists profiles with a headline, stated areas of expertise, an hourly rate and a rating. The learner books a one-to-one session with a topic, an agenda, a time and a duration. The mentor confirms, they meet, the session is completed and rated. Debugging, code review, architecture advice and mock interviews are all first-class reasons to book.

Hours of being stuck become a scheduled forty minutes with someone who has solved it before.



SENIOR ENGINEER OR INDEPENDENT EXPERT

Turn seniority into a teaching practice

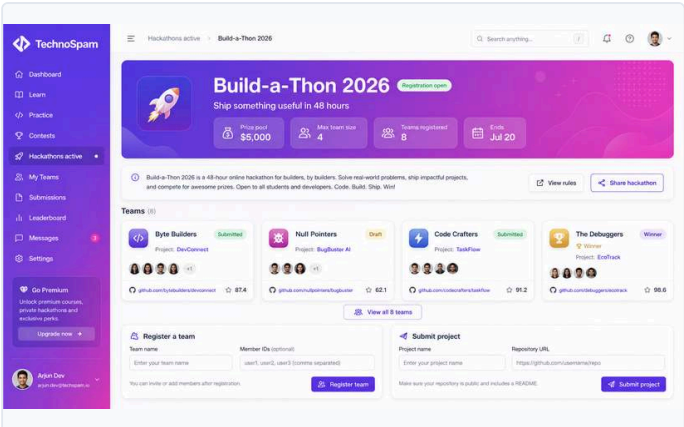
THE SITUATION

They already answer these questions informally and enjoy it, but there is no structure — no schedule, no rate, no payment path, and no record that would mean anything to anyone else.

WHAT HAPPENS WITH TECHNOSPAM

The expert creates a mentor profile with a headline, biography, areas of expertise, an hourly rate and currency, and goes through approval. Availability is theirs to set. Sessions arrive as requests to confirm, run, complete or cancel, and each completed session collects a rating that builds a visible teaching record.

Teaching becomes a scheduled, paid, reputation-building activity instead of an unpaid interruption.



STUDENT BUILDER, JUNIOR ENGINEER, TEAM MEMBER

Ship something real under a deadline

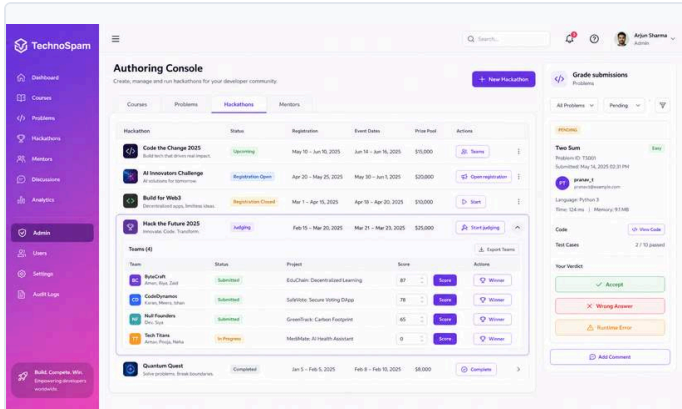
THE SITUATION

Months of solo learning have produced knowledge and no artefact. There is nothing to put in front of an employer and no experience of building with other people against a clock.

WHAT HAPPENS WITH TECHNOSPAM

The learner finds an upcoming hackathon, forms or joins a team, and builds against the theme during the live window. When it closes, the team submits its project for judging alongside everyone else, and the result and standing are published.

A few intense days produce a shipped project, a team experience and something concrete for the portfolio.



ENGINEERING MANAGER, INSTRUCTOR, COMMUNITY ORGANISER

Run and judge a hackathon end to end

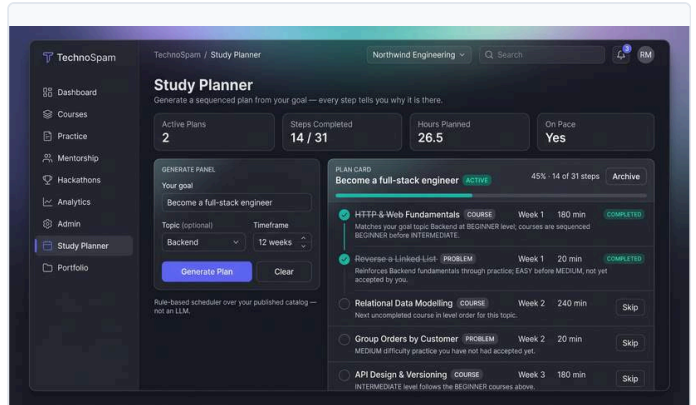
THE SITUATION

Everyone agrees an internal hackathon would be good. Nobody wants to own the registration spreadsheet, the submission mailbox, the judging argument and the awkward hallway decision about who won.

WHAT HAPPENS WITH TECHNOSPAM

The organiser drafts the event with a theme, dates, a submission deadline, a maximum team size and a prize pool, then opens registration so teams can form. Starting the event opens the build window; moving it to judging closes submissions. Each team's project is scored, one is marked winner, and completing the event locks the result.

A defensible, attributable outcome instead of a consensus in a corridor — and an event that can run again next quarter.



ANY LEARNER WHO DOES NOT KNOW WHAT TO DO NEXT

Turn a goal and a deadline into a sequenced plan

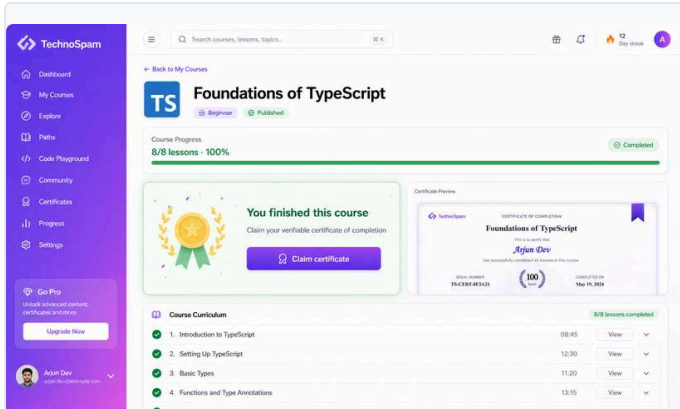
THE SITUATION

They know where they want to end up — job-ready in backend, competent in cloud — and have a rough number of weeks. What they do not have is any way to turn that into an ordered list they trust.

WHAT HAPPENS WITH TECHNOSPAM

The planner derives a topic from the stated goal, reads the workspace's published catalogue, orders courses beginner before advanced and problems easy before hard, removes everything already completed or already solved, and packs the remainder into the available weeks against a weekly study budget, interleaving practice between courses. Every step shows the reason it landed where it did.

A plan the learner can interrogate step by step, with progress that recalculates as steps are completed or skipped.



CAREER SWITCHER, COHORT GRADUATE, CERTIFIED EMPLOYEE

Earn a credential that survives scrutiny

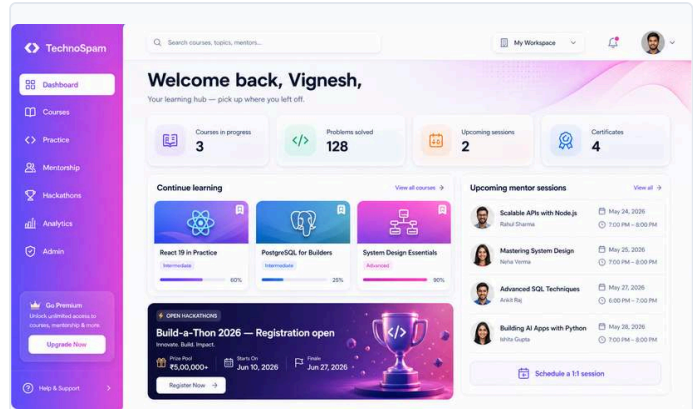
THE SITUATION

The certificates they already have prove they sat through something. An employer discounts them entirely, so months of genuine work convert into nothing on the CV.

WHAT HAPPENS WITH TECHNOSPAM

A certificate is issued against a completed course carrying a serial, a score and an issue date, with an explicit active or revoked status and a stated reason if it is ever withdrawn. Alongside it, the learner portfolio pulls issued certificates, completed courses and submitted hackathon projects into one page the learner curates and publishes with a shareable link.

One link that shows what was built and one credential that can be checked rather than taken on trust.



ANY ACTIVE LEARNER

Keep momentum visible in one dashboard

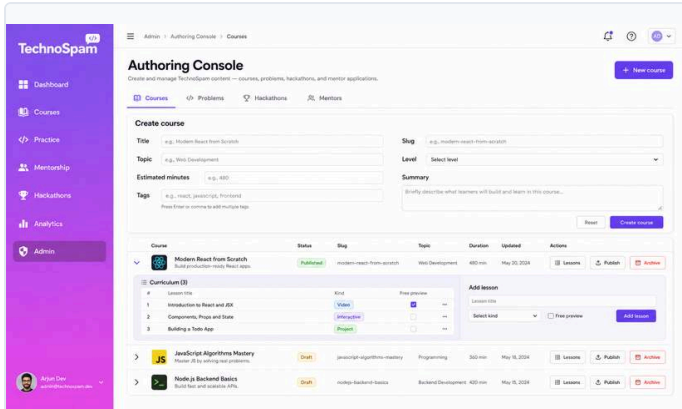
THE SITUATION

Learning is spread across courses part-finished, problems half-attempted, a session booked next week and a certificate somewhere in an inbox. Because none of it is visible together, it stops feeling like progress and then stops.

WHAT HAPPENS WITH TECHNOSPAM

The dashboard brings courses in progress, problems solved, upcoming mentor sessions, open hackathons and certificates earned into one view, with a single click back into wherever the learner left off. The analytics view goes deeper — where accepted submissions cluster, where they stall, how activity trends over weeks.

The question "am I actually moving" gets answered in a glance, and the topic being quietly avoided becomes obvious.



INSTRUCTOR, STAFF ENGINEER, ENTERPRISE CURRICULUM LEAD

Publish your own courses on your own stack

THE SITUATION

The generic catalogue teaches a framework in the abstract. What the team needs is the company's own architecture, conventions and deployment path, and no vendor catalogue will ever contain it.

WHAT HAPPENS WITH TECHNOSPAM

An author drafts a course with a title, level, topic, estimated duration, instructor, cover image and tags, invisible to learners while it is built out lesson by lesson. Practice problems are authored alongside. Publishing moves the course into the live catalogue where learners can find and enrol; archiving retires it later without deleting the record.

Internal knowledge becomes a structured, published, trackable course instead of a wiki page nobody reads.



ENGINEERING MANAGER, L&D LEAD, PROGRAMME SPONSOR

See where the team is strong and where it is thin

THE SITUATION

The team was told to level up on a technology. Nobody knows who started, who finished, or whether the gap that prompted it has actually closed — and the next planning cycle is asking.

WHAT HAPPENS WITH TECHNOSPAM

The analytics view reads the same record the learners write to: enrolments and completions, where accepted submissions cluster and where they stall, mentor sessions attended, and how activity trends over weeks rather than days. Roles control who sees what, so a sponsor can review without being able to change anything.

Training stops being a hopeful message and becomes a programme with owners, progress and an answer to whether it worked.

09 Product Capabilities

What exists today and what does not. Anything marked in progress or planned should be described that way to a prospect — the roadmap items are genuinely committed, but they are not there yet.

Courses and lessons

The structured learning layer: a filterable catalogue across nine skill tracks, courses built from typed lessons, and enrolments that track progress to completion.

Course catalogue with filters

Filter by topic, level from beginner to expert, duration and whether a verifiable certificate is offered, so the shortlist is genuinely relevant.

One-click enrolment and progress

Enrolling adds the course to the dashboard and tracks progress per enrolment; completing the final lesson completes the course automatically.

Typed lessons

Reading, video, quiz, project and interactive lessons, so each step uses the right modality rather than forcing everything into video.

Runnable in-browser lesson workspace in progress

Concept on one side, an editable workspace on the other, with no local setup. The defining experience and the current rollout focus.

Nine skill tracks in progress

Programming foundations, web and app development, AI and machine learning, data and analytics, cloud and operations, security, systems and infrastructure, computer science, and product and architecture.

Content versioning and publishing workflow planned

Review and approval steps around publishing changes to live course content.

Practice and proof of skill

The layer that turns "I think I understand" into evidence: auto-graded coding problems, points, and credentials tied to completed work.

Coding problem library

Problems with a statement, starter code, supported languages, difficulty, topic, tags and points, filterable by difficulty, topic and status.

Sandboxed auto-grading

Submissions execute against the problem's test cases in a fixed order, stopping at the first failure, under a wall-clock limit, with hidden cases redacted. Returns a verdict plus per-case detail.

Serialised, revocable certificates

Issued against a completed course with a serial, a score and an issue date, and an explicit revoked state with a stated reason.

Learner portfolio

Aggregates issued certificates, completed courses and submitted hackathon projects into an owner-curated page with a shareable link.

Points and leaderboard in progress

Accepted submissions award points that turn consistent practice into a visible rank.

Additional language interpreters in progress

Broader language coverage in the grading sandbox beyond the currently supported set.

Guided real-world projects in progress

Substantial projects shipped end to end, producing output designed to be shown to an employer rather than graded and discarded.

Certificate scores bound to assessment evidence

planned

Deriving the certificate score from graded submissions and linked work rather than supplying it at issue time.

Mentorship and hackathons

The human and competitive layers, on the same record as the learning rather than in separate marketplaces.

Mentor profiles and approval

Headline, biography, areas of expertise, hourly rate and currency, rating, and a pending, active or paused status controlling availability.

One-to-one session lifecycle

Book with a topic, agenda, time and duration; confirm with a meeting link; complete with a rating and feedback; or cancel. Tracked end to end.

Team hackathons end to end

Draft, open registration, run the live window, move to judging, score each team, mark a winner and complete — with team rosters and one project submission each.

Discussion and peer learning in progress

Comment threads and discussion on courses, lessons, problems and projects through the shared platform.

Context-aware mentor hand-off planned

A booking carrying the exact lesson or failing submission the learner is stuck on into the session. Today the learner writes the topic and agenda by hand.

Hackathon leaderboards and live engagement planned

Public standings and live event surfaces during the build window.

Planning, analytics and AI

Knowing what to do next, seeing whether it is working, and the AI work — described precisely, because most of it is deliberately not a model call.

Goal-based study planner

A deterministic scheduler over the real catalogue: orders by level and difficulty, skips what is completed or solved, budgets weekly time, and writes a reason on every step. Not an AI feature, and stronger for it.

Progress dashboard and analytics

Courses in progress, problems solved, sessions, hackathons and certificates in one view, with a deeper analytics view of strengths, stalls and trends.

In-app assistant with screen context

Present on every route, resolves what you are looking at into structured context, calls the platform's real operations, and cannot exceed the permissions of the person using it. Each turn is metered against a credit budget.

Streaks and unified momentum view in progress

Consistency made visible and rewarded across courses, practice and sessions.

Adaptive plans and skill-gap analysis planned

Re-sequencing a plan from submission evidence, naming the weakest topic and matching a mentor to it. Committed roadmap, not built.

Failed-verdict explanation with hint ladder planned

An explanation of why a submission failed, grounded in the real failing case, with progressive hints and never the solution. Designed, not shipped.

Semantic catalogue search planned

Resolving a goal in plain language across courses and problems together, rather than matching words in titles. Current search is deliberately lexical.

Teams, governance and administration

What makes it buyable by an organisation rather than only by an individual: roles, isolation, audit and admin tooling.

Six seeded roles

Academy owner, curriculum lead, instructor, mentor, learner and read-only reviewer, created automatically in every workspace across ten resource types.

Access control at the API edge

Every read and write carries an access directive enforced before the request reaches the service, so services never re-implement authorisation.

Workspace isolation and audit trail

Every entity belongs to a workspace; every action is recorded with actor, target and result, and is searchable and exportable.

Course, lesson and problem authoring

Instructors and organisations author and publish their own material on their own stack instead of consuming a fixed vendor catalogue.

Quota enforcement

Limits applied at the point of action rather than discovered on an invoice later.

Learning-path assignment and team reporting in progress

Assigning curated paths to team members and tracking coverage across the team.

Private academy administration planned

Deeper academy administration for enterprise buyers, configured by each customer.

Compliance evidence export and audit streaming planned

Evidence packs for external audit and streaming of audit events to a customer's own security tooling.

Platform foundations and ecosystem

Capabilities inherited from the wider platform, plus the surfaces beyond the web app.

Single sign-on and enterprise identity

OIDC single sign-on, device-code login for terminal clients, and credentials for machine integrations.

Multilingual and accessible interface

Per-user language switching, keyboard shortcuts and a command palette, screen-reader semantics, focus management and high-contrast themes.

Notifications, files and conversations

In-app, email and webhook notifications for session reminders and deadlines; durable storage for course media and project artefacts; comment threads on entities.

MCP server for AI clients in progress

The product's ten domain entities exposed as governed tools for Claude and other MCP-compatible agents, calling the same operations with the same permission checks. Runs from source; not yet publicly published, and confirmation gating on destructive tools is still being added.

Mobile apps planned

iOS and Android for lessons, quick practice and session booking on the move.

Command-line tool and SDKs planned

Terminal automation and bulk content operations, plus typed Node and Python clients for integration and learning-analytics work.

10 Pricing & Plans

TechnoSpam is priced on the size of the learner community an organisation manages, not on how many administrators or instructors log in, so adding coordinators inside a tier costs nothing. Free through Business are flat published prices banded by managed learners; Enterprise is per active learner on an annual contract. Four published regional bands set a lower list price in lower-income markets rather than treating it as a discount, and add-ons raise one specific limit so a customer is not forced up a whole tier for a single need. AI features run on the customer's own model-provider key, so no inference cost is marked up inside the plan price.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 ₹0 in India. No card required, no expiry.	Individuals and very small teams trying the platform	15 managed learners; 2 admin seats; 1 workspace; 1 live published course; 50 course enrolments per month; 5 learning seats; 1 GB shared storage; Community support plus 1 ticket per month
Starter	\$99/mo or \$79/mo annual ₹3,999/mo or ₹3,199/mo annual in India. Add-ons available.	Small businesses of roughly up to 50 people	50 managed learners; 5 admin seats; 3 live published courses; 1,000 course enrolments per month; 50 learning seats; 25 GB shared storage; 90-day analytics history; Email support under 48 hours
Growth	\$399/mo or \$319/mo annual ₹14,999/mo or ₹11,999/mo annual in India. 14-day trial available.	Scaling companies of roughly up to 250 people running a real programme	250 managed learners; 15 admin seats; 3 workspaces; 15 live published courses; 10,000 course enrolments per month; 250 learning seats; 100 GB shared storage; 365-day analytics history, 99.5% uptime commitment
Business	\$999/mo or \$799/mo annual ₹39,999/mo or ₹31,999/mo annual in India.	Established companies of roughly up to 1,000 people needing an SLA	1,000 managed learners; 50 admin seats; 10 workspaces; Unlimited live published courses under fair use; 100,000 course enrolments per month; 500 pooled learning seats; 1 TB shared storage pool; 730-day analytics history, 99.9% uptime, priority support under 8 hours
Enterprise	From \$12/learner/mo list, or \$9/learner/mo annual at 250+ learners From \$4/learner/mo in the lowest published regional band. Custom regional quote; annual contract.	Large or regulated organisations and institutions	Custom quotas; Production single sign-on and directory provisioning; Audit streaming and data residency; Multi-entity structures; Dedicated tenant or self-hosting; Custom SLA and named account contact; Managed implementation and data migration

Add-ons

ADD-ON	PRICE
50-Profile Pack — 50 more managed learners	\$39/mo
250-Profile Pack — 250 more managed learners	\$149/mo
1,000-Profile Pack — 1,000 more managed learners	\$499/mo
100-Learning-Seat Pack	\$49/mo
25-Posting Pack — 25 more live published courses	\$99/mo
Analytics Pro — 730-day history, custom dashboards, scheduled reports	\$99/mo

ADD-ON	PRICE
AI Pro — higher AI operation limits on your own provider key	\$79/mo
Audit Standard — 365-day audit history with filters and export	\$39/mo
Support Retainer — 12 hours per month with rollover	\$4,000/mo

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices are shown before tax. Final price depends on billing country, tax rules and available payment methods; in India, GST is charged separately and a GSTIN can be collected for business invoices.
- Regional bands are the normal price for that market, not a coupon. Band A covers the US, EU, UK, Japan, Korea, Australia, Canada and Singapore; India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt sit in the lowest published band.
- Documented discounts exist and need verification: up to 50% for education and registered non-profits, and 40% for twelve months for companies under three years old with fewer than 50 learners and an annual commitment. They generally do not stack.
- Storage and API limits are shared across every product a customer holds on the same account, so subscribing to more of the suite increases the shared pool.
- Starter, Growth and Business carry a 30-day money-back guarantee on a first purchase. Never quote or promise a price yourself — send the requirement to us and we will issue the quote.

11 Competitive Landscape

Seven alternatives you will hear named. Each genuinely owns something, and saying so out loud is what earns you the right to explain what they do not do. Never claim TechnoSpam beats all of them everywhere — a prospect who catches one overstatement discounts everything else you said.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
LeetCode	The dominant coding-interview practice site: a very large problem bank with company tags, editorials and a polished browser editor.	Problem liquidity and brand. Over two thousand problems, community editorials, frequency data and company tagging that candidates trust for interview preparation. If the only requirement is the biggest interview-question bank, they win today.	It is a grind tool with no courses, no mentorship, no team events and no credential. TechnoSpam teaches the concept, gives the reps, puts a mentor one booking away when the pattern does not click, and issues a serialised certificate at the end — all against one learner record.
HackerRank	A coding-challenge and skill-certification platform whose commercial centre of gravity is hiring assessment for employers.	Technical assessments, proctoring and applicant-tracking integration are mature and are their core business. If the requirement is screening candidates rather than developing people, they are the right tool and we are not.	TechnoSpam is optimised for the person being screened rather than the recruiter screening them. Structured courses, live mentorship, team hackathons and native authoring of your own material on your own stack — none of which is HackerRank's purpose.
Codecademy	The best-known interactive in-browser coding course platform, strongest at beginner onboarding, with a mobile app and a small-business team plan.	Polished, beginner-friendly interactive lessons at a scale we have not matched, a very large registered learner base, and a shipped mobile app. Their in-browser lesson experience is more mature than ours today.	It stops at courses. TechnoSpam carries the same learner past the beginner cliff into a graded practice library, live mentorship, team hackathons, authoring your own catalogue, and certificates that carry a serial and can be revoked rather than a completion badge.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
MentorCruise	A standalone marketplace for one-to-one technology mentorship, matching mentees to vetted mentors on a monthly subscription.	Mentor liquidity and reputation. Thousands of vetted mentors across many countries, a mature matching and review system, and a subscription model built for long-term relationships. Their supply side is far deeper than ours.	Mentorship with no surrounding learning context, and expensive for continuous use. On TechnoSpam the mentor sits in the same workspace as the courses, the practice and the hackathons, so a session is one layer of a journey rather than a separate tab. Carrying the exact lesson or failing submission into the booking is roadmap, and should be described that way.
freeCodeCamp	A free, donation-funded nonprofit curriculum and community with a project-based path and widely recognised self-taught certifications.	It is genuinely free with no upsell, has an enormous community and a trusted brand, and its project-based curriculum produces real portfolio output. On price alone nothing beats it, and for a motivated self-starter it is excellent.	Fully self-directed, with no live human help, no competitive events and no governance for an organisation. TechnoSpam adds mentorship, hackathons, a plan that skips what you have already done, and the roles, isolation and audit an employer needs before it can buy anything.
Coursera	A very large course marketplace built on university and industry partnerships, offering professional certificates and accredited degrees.	Academic credibility. Recognised professional certificates, accredited degrees, an enormous catalogue well beyond technology, and mature enterprise administration. If a buyer needs an accredited qualification, we lose and should say so.	Lecture-led with limited hands-on feedback and no live one-to-one help. TechnoSpam puts graded practice next to the theory, a mentor a booking away, and team hackathons on the same record — for people who need to be job-ready rather than academically credentialled.
Pluralsight	A technology skills platform aimed squarely at engineering and IT teams, with role-benchmarked skill assessments and leader analytics.	A deep, technology-focused library built for software and IT teams, skill assessments that benchmark a person against a role, long-standing enterprise relationships, and mature analytics for engineering leaders. Their team-analytics story is more developed than ours.	Course- and assessment-led with no live mentorship, no shared practice library and no build events. TechnoSpam adds mentor bookings, auto-graded practice, team hackathons that produce shipped output, and certificates that are shareable and verifiable rather than internal benchmark scores.

THE POSITIONING LINE TO HOLD

Every serious alternative owns one arena — courses, or practice, or mentorship, or hackathons. TechnoSpam is the one place all four write to the same learner record.

12 Why Us / Differentiators

If you remember six things about why this is different, remember these. Each one is a structural choice rather than a feature that could be copied in a sprint.

Four arenas, one record

Courses, practice, mentorship and hackathons are separate companies in this market, which is why nobody's data joins up. Here they are entities on one graph, so a course feeds practice feeds a project feeds a certificate with no export, import or re-keying. A competitor can add a mentor page; rebuilding the joined record is a different kind of work.

Proof derived from executed work

The grader runs the learner's code in a sandbox against the problem's real test cases and records what happened, case by case. Certificates carry a serial, a score and a revocation path. That chain — code ran, verdict recorded, credential issued, credential revocable — is what makes the output worth showing an employer.

A planner that is honest about not being AI

Most goal-to-plan features are a model call dressed as a curriculum. This one is a deterministic scheduler over the customer's real published catalogue and the learner's real completion history, and every step carries the rule that put it there. A learner can disagree with a step and see exactly why it appeared, which no generated list allows.

Governance that arrives with the product

Six roles are seeded into every workspace automatically, permissions are enforced at the API edge before a request reaches the service, data is isolated per workspace, and actions are recorded with actor, target and result. None of this is an enterprise upgrade path — it is how the first free workspace works.

Customers author their own catalogue

Codecademy, Coursera and HackerRank are closed catalogues; you get their content. Here an instructor or an enterprise authors courses, lessons and practice problems on their own stack and their own conventions, publishes to their own learners, and archives what goes stale — while the public catalogue stays available alongside.

Regional pricing as list price, not as a discount

Four published bands mean a team in India, Nigeria or Brazil sees a lower price on the page rather than negotiating for one, with local-currency invoicing in India. It removes the awkward conversation where the same product costs a fortune in one market and is quietly discounted in another.

One product for the learner, the mentor and the employer

The same engine serves an individual on a free plan, an independent expert building a teaching practice, and a company running a governed academy. Nobody has to migrate when their situation changes, and the supply of mentors and content grows from the same population the platform is teaching.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility has to come from what a prospect can inspect themselves: the depth of what is built, the honesty of what is not, the governance model, and the published pricing. Offer the product itself as the evidence — a free workspace takes minutes and is more convincing than any slide.

FOUR DOMAINS GENUINELY BUILT, NOT SKETCHED

Courses, lessons, enrolments and certificates; problems and graded submissions; mentors and sessions; hackathons and teams — ten entity types with working backend and learner-facing screens, plus the study planner, the learner portfolio and the in-app assistant.

EXECUTION-BACKED GRADING

Submissions run in a sandbox against the problem's test cases in a fixed order, stopping at the first failure, under a wall-clock limit, with hidden fixtures redacted so they cannot leak. The result is a verdict plus the detail of which case broke and why.

A PUBLISHED ROLE CATALOGUE

Six roles — academy owner, curriculum lead, instructor, mentor, learner and reviewer — seeded automatically into every workspace across ten resource types, with the deliberate design that a role omitting a resource grants nothing on it.

CREDENTIAL INTEGRITY BY DESIGN

Certificates carry a serial, a score and an issue date, with an explicit revoked state and a stated reason. A platform that can withdraw a credential is one whose credentials mean something.

A DOCUMENTED SECURITY REVIEW

A product-level security review covered dependency scanning, access-control coverage across every field, tenant-isolation checks, upload and personal-data handling, and an OWASP Top 10 walkthrough. The findings it raised were fixed as part of that pass.

A DATED COMPLIANCE ROADMAP

GDPR alignment and India DPDP readiness are launch commitments with a legal-acceptance model and data-erasure handling built. SOC 2 Type II is targeted for the second quarter of 2027 and ISO 27001 for the third. No attestation is held today.

PRICING PUBLISHED IN FULL

Every tier, quota, add-on price, regional band and marketplace fee is written down publicly, including the awkward parts like what happens at a limit and what a downgrade does to data. Buyers can check it without asking.

AN ECOSYSTEM THAT IS SCAFFOLDED, NOT IMAGINED

Mobile, command-line, MCP server, Node and Python SDKs, browser and editor extensions and a documentation site all exist as real projects at various stages, so the surfaces beyond the web app have a path rather than a wish.

Be straight about this. TechnoSpam is new. It has launched and anyone can sign up today, but there are no public reference customers, no published usage figures, no revenue history and no third-party security attestation — SOC 2 and ISO 27001 are targeted for 2027, not held. Several things a prospect might assume are shipped are not: the runnable in-browser lesson workspace is being rolled out rather than complete, adaptive AI planning, skill-gap analysis and failed-submission explanations are designed but not built, deeper private-academy and team-administration tooling is roadmap, and the MCP server runs from source rather than being publicly published. Say all of this plainly. What a prospect should weigh instead is what they can verify in an hour: create a workspace, author a course, submit a solution and watch it get graded, book a session, and read the published pricing and role model. If that stands up, the roadmap is a reasonable bet. If it does not, no reference customer would have changed the answer.

14 Demo Information

You are not expected to demo this. Your job is to get the right person into a thirty-minute call with us. If a prospect is curious before then, point them at the free plan — it is a better demo than any walkthrough, because they use their own goal and their own material.

HOW TO GET A DEMO

Anyone can create a free account and a workspace at the app, with no card. For a guided walkthrough, book a one-to-one with Vignesh T.V. at <https://calendly.com/vignesh-burdenoff/1-1> and bring the prospect. Enterprise evaluations with a dedicated tenant, single sign-on or self-hosting are arranged case by case — send the requirement to vignesh@burdenoff.com.

Runs about Fifteen minutes for a self-serve look, thirty minutes for a guided session, forty-five if there is an L&D lead and a security reviewer in the room.

WHERE TO LOOK

- **Product website and use cases** — <https://technospam.com>
- **The app — sign up and start free** — <https://app.technospam.com>
- **Documentation** — <https://docs.technospam.com>
- **Book a 30-minute call** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The catalogue with filters applied**
Start with the problem of choosing. Filter by topic, level, duration and whether a certificate is offered, and the list narrows to what actually fits where this person is. Choosing badly costs a fortnight.
- 2 A course page, then a lesson**
Notice the outline, the instructor and what you will be able to do afterwards, all before enrolling. Then the lesson types — and the interactive one, where the concept sits beside a workspace you can run. That rollout is still in progress, so say so.
- 3 A practice problem being submitted**
This is the part that separates it from a video library. The code runs in a sandbox against the real test cases and comes back with a verdict and the failing case. Nobody marked their own homework.
- 4 The study planner generating a plan**
Give it a goal and a number of weeks. It reads the real catalogue, orders by level, drops what you have already finished, and writes the reason on every step. It is a scheduler, not a model — which is why you can argue with it.
- 5 A mentor profile and a booking**
When the pattern will not click, an expert is a booking away with a topic and an agenda, not a forum post into the void. The session confirms, runs, completes and gets rated in one place.
- 6 A hackathon moving into judging**
This is the organiser's view — draft, registration, live window, judging, scoring, winner. It is why an internal hackathon stops being a spreadsheet nobody wants to own.
- 7 A certificate and the learner portfolio**
Serial, score, issue date, and a revoked state with a reason. Then the portfolio pulls certificates, completed courses and hackathon projects into one shareable page. That is the thing an employer can actually check.
- 8 The analytics view and the role list**
Finish where a buyer buys. Here is where the team is strong and where it stalls, and here are the six roles seeded into every workspace so a sponsor can review without being able to change anything.

15 Sales Talking Points

Eight things worth saying, and why each one lands. Pick the two or three that match who is in the room rather than reciting all of them.

You are already paying for four tools that do not talk to each other.

It reframes the purchase as consolidation rather than new spend, and it is usually literally true — a video library, a practice site, an ad-hoc mentoring habit and a spreadsheet.

Completion is not capability. What can your people build that they could not build before?

It attacks the metric every incumbent reports on. Once a buyer accepts that watch time is a poor proxy, execution-backed grading and revocable certificates become the obvious answer.

The grader runs the code. It does not take the learner's word for it.

Concrete, checkable in a minute, and it separates TechnoSpam from platforms where a lesson is complete because someone clicked next.

The study plan is a scheduler, not an AI. Every step tells you why it is there.

Buyers are tired of AI claims they cannot verify. Being the vendor that says which parts are not AI buys enormous credibility for the parts that are.

You can put your own architecture and conventions in the catalogue.

It answers the objection that generic content does not teach our stack, and it is the difference between a subscription and a genuine onboarding programme.

Roles, isolation and audit are in the free tier, not the enterprise upgrade.

It shortens the security review and pre-empts the assumption that governance is a paid add-on discovered late in procurement.

A mentor is a booking away, and the mentor is on the same platform as the courses.

The single biggest accelerant for a stuck learner, and the one thing course platforms structurally do not offer.

We will tell you what is not built. Here is the list.

Naming the in-progress lesson workspace, the roadmap AI and the roadmap academy administration before the prospect discovers them converts a future objection into present trust.

The objections, in the words a prospect actually uses. The response is what you say; the proof is what you point at if they push again. Where the honest answer is a concession, concede it — the deal is won on the next sentence, not that one.

"We already pay for a learning library and nobody finishes the courses."

That is the strongest reason to look, not to stop looking. Video libraries measure watch time, so completion drifts and nobody notices. Here progress advances when a lesson is done, a submission is graded by running the code, and a plan tells the learner what to do next with the reason attached. If people still do not finish, at least you will see exactly where they stopped.

PROOF · Auto-graded submissions with per-case results, lesson-driven progress rather than time-based, and an analytics view showing where accepted submissions cluster and where they stall.

"Why not just use the free option? freeCodeCamp costs nothing."

For a motivated self-starter, freeCodeCamp is genuinely excellent and I will not pretend otherwise. What it does not have is a human to ask when you are stuck, competitive events, a plan that skips what you have already done, or any governance an employer could buy against. If the person is disciplined and alone, save your money. If they keep stalling, or if this is a company decision, that gap is the whole product.

PROOF · Mentor booking with a full session lifecycle, team hackathons end to end, a planner that removes completed courses and solved problems, and six seeded roles with workspace isolation and audit.

"You are a small company. What happens if you disappear?"

A fair question and the honest answer is that we are early, with no public reference customers yet. Two things mitigate it: everything you author is yours and exportable, and the governance layer — identity, roles, audit, files, billing — is shared platform infrastructure across a whole product family rather than something built once for this product. Start on a plan sized to your risk appetite rather than committing three years.

PROOF · Published pricing with a free tier and monthly plans, exportable learning and audit records, and a shared platform layer used across the wider product suite.

"Our security team will not approve another SaaS tool."

Send them the material before the demo rather than after. Single sign-on, per-workspace data isolation, roles enforced at the API edge on every read and write, audit records with actor, target and result, and published subprocessor and privacy pages. Be straight about the gap: there is no SOC 2 or ISO 27001 report today. SOC 2 Type II is targeted for the second quarter of 2027, ISO 27001 for the third, and Enterprise offers a dedicated tenant or self-hosting if the review stalls on shared infrastructure.

PROOF · A documented product security review covering dependency scanning, access-control field coverage, tenant isolation and OWASP Top 10; published certification roadmap with dates; dedicated tenancy and self-hosting on Enterprise.

"It is more expensive than the per-seat tool we use now."

Compare it on managed learners rather than seats — administrators and instructors do not add cost inside a tier, which is where per-seat pricing quietly hurts. Then compare it to the total: the course subscription, the practice site, the ad-hoc mentoring and the senior engineer hours spent onboarding. And check your band; published pricing is materially lower outside the highest-income markets rather than being a negotiated favour.

PROOF · Free through Business are flat published prices with stated quotas; Enterprise from twelve dollars per learner per month list, from four in the lowest published band; add-ons raise one limit rather than forcing a tier change.

"Why would we not just build this internally? We have engineers."

Teams usually build the course list, which is the easy tenth. The parts that take a year are the sandboxed grader that runs untrusted code safely, the certificate lifecycle with revocation, the role model across ten resource types, workspace isolation, audit, and the mentor booking lifecycle. And the engineers who would build it are the same ones you are trying to stop spending their week on onboarding.

PROOF · Ten domain entity types, sandboxed grading with time limits and hidden-fixture redaction, six seeded roles across every resource, and edge-enforced permissions on every operation.

"The product looks early. Half of what is on the site says roadmap."

Some of it does, and that labelling is deliberate rather than accidental — we would rather you know now than discover it in month two. What is built is the whole spine: catalogue, enrolments, graded practice, mentors and sessions, hackathons end to end, planner, portfolio, certificates and governance. What is not built is named on the site, item by item. Judge it on the spine, and treat the roadmap as upside rather than as the reason to buy.

PROOF · The website marks capability status per item — shipped, in progress, planned — including the in-browser lesson workspace, adaptive AI planning and the academy administration tooling.

"Our people just need interview practice. LeetCode has thousands of problems."

For raw interview-question liquidity, LeetCode is ahead and I would not argue it. The question is what happens when a candidate cannot solve one — a bigger bank does not teach the pattern. Here the concept is a course away, the failing case is visible, and a mentor who has done that interview is a booking away. If interview preparation is genuinely the only need, they should keep their subscription.

PROOF · Structured courses beside the practice library, per-test-case failure detail on every submission, and mentor sessions bookable for mock interviews and code review.

"Are the certificates worth anything? Everyone's certificates are worthless."

Most are, because they are issued for attendance. These are issued against a completed course with a serial and a score, and carry a revoked state with a stated reason — a platform that can withdraw a credential is one whose credentials mean something. Be precise about the limit: binding the score to graded assessment evidence is roadmap, and they are not university-accredited and never will be.

PROOF · Serialised, revocable certificates plus a learner portfolio aggregating certificates, completed courses and submitted hackathon projects behind one shareable link.

"What if we outgrow it, or we need it branded as ours?"

The growth path is real and does not require re-platforming: free to flat tiers to per-learner Enterprise with a dedicated tenant, self-hosting, directory provisioning and data residency. On branding, TechnoSpam is offered only under its own name, and you configure it to your process — your workspaces, your roles and your own courses. If a white-label academy is the deciding requirement, it is better to know that now, because we do not offer one.

PROOF · Enterprise tier with dedicated tenancy, self-hosting and multi-entity structures, plus workspaces, roles and course authoring that each customer configures for itself.

"Who actually supports our people when something breaks?"

Support scales with the plan and is published rather than vague: community plus one ticket a month on Free, email under forty-eight hours on Starter, priority under twenty-four on Growth, priority under eight on Business, and a named account contact with a custom SLA on Enterprise. Blocks of support hours and a monthly retainer are available on top. In-product help and ticketing are part of the platform, not a separate portal.

PROOF · Published support tiers and uptime commitments — 99.5% on Growth, 99.9% on Business — plus support-hour packs and a retainer at published prices.

"We need this to integrate with our identity provider and our systems."

Single sign-on via OIDC is there today, with directory provisioning on Enterprise. Beyond that it is API-first: everything the interface does is available programmatically, with notifications and webhooks for events. Be straight about the surfaces — the command-line tool and the Node and Python SDKs are planned rather than shipped, and the agent tooling for AI clients runs from source and is not publicly published yet.

PROOF · OIDC single sign-on plus machine credentials shipped; production single sign-on and directory provisioning on Enterprise; SDKs and command-line tooling marked planned on the ecosystem page.

17 Discovery / Qualification Questions

Ten questions that reveal whether this is a real opportunity. Ask them conversationally, and pay more attention to how quickly the answer comes than to the answer itself — a vague answer usually means no budget owner.

ASK THIS

When someone joins your technical team, how long until they are genuinely productive, and who pays for that in their week?

How do you currently know what skills your team has, versus the skills the next twelve months need?

What did you buy for training last year, and what did it actually change?

LISTEN FOR

A number in months and a named person carrying it. If a senior engineer is the onboarding programme, that is a quantifiable cost and your strongest opening.

"We don't" or "a spreadsheet someone updates". Visibility is a manager's own pain, not a vendor claim, so it converts easily.

A licence they can name and a benefit they cannot. Unused seats and unfinished courses mean budget exists and its owner is already unhappy.

ASK THIS

LISTEN FOR

When one of your engineers is stuck on something for a day, what happens?

Interrupting a senior, or silently losing the day. Both are the mentorship argument, and the second one is worse than they realise.

Do you need people to learn your stack and your conventions, or general technology skills?

"Ours" points straight at authoring, which closed catalogues cannot do. "General" means a content-library comparison you may not win on catalogue size alone.

Who has to approve a new tool that holds employee data, and what have they refused before?

A security or compliance name, and their sticking points. Discovering the attestation question now rather than in week six decides how you frame the whole conversation.

If someone finished your training programme, what would you accept as proof they can do the work?

Anything other than a completion percentage. If they describe reviewed code or a shipped project, graded submissions and revocable certificates land immediately.

How many people would be learning, and how many people would be administering it?

The ratio. A large learner group with a few coordinators fits the managed-learner pricing model well and is a clean sizing conversation.

Where are you billed from, and is there an annual budget cycle this has to land in?

The billing country sets the published band, which can change the price materially. The budget cycle tells you whether this quarter or next is realistic.

Have you ever run an internal hackathon, and what stopped it happening again?

"Too much admin" is the honest answer, and it is a specific, low-risk entry point that demonstrates the platform without a full training programme.

Is anyone on your team already mentoring outside the company?

A yes gives you a second, cheaper route in through the mentor side, and an internal advocate who will explore the product on their own time.

If nothing changes, what does this cost you over the next year?

Slower delivery, attrition, a failed hire, a missed compliance requirement. If they cannot name a consequence, there is no urgency and you should qualify out politely.

18 How to Identify a Good Opportunity

Read these before you spend an hour. Green means lean in, amber means keep talking but do not forecast it, red means say so kindly and move on — a partner who walks away from the wrong deal is worth more to us than one who chases everything.

STRONG SIGNAL – PURSUE

- A technical team growing faster than its senior engineers can teach, with onboarding measured in months
- Someone can name a training tool they pay for and cannot name what it changed
- They want people trained on their own architecture and conventions, not generic content
- A bootcamp, training provider or academic programme running teaching, practice, tracking and certificates on four separate tools
- An L&D or engineering leader who has been asked to prove the training budget worked
- A compliance or governance requirement that rules out consumer learning accounts
- An internal hackathon that keeps being discussed and never happens because of the admin

Introduce us straight away.

WORTH A CONVERSATION

- Genuine interest but no budget owner in the conversation — useful, not yet an opportunity
- An individual learner who is enthusiastic; point them at the free plan and ask who else in their company has the same problem
- They ask for a white-label academy but it is not the deciding requirement — there is no white-label edition, so say so early
- They are mid-contract with an incumbent library; note the renewal date and come back before it
- Strong interest from a technical champion whose security team has not been consulted yet
- A team under about ten people — the free and Starter tiers fit, but the deal size will be small

Qualify further before an introduction.

POOR FIT – DO NOT CHASE

- They need accredited degrees or credit-bearing qualifications; that is not what this is and never will be
- The requirement is candidate screening, proctored assessment or applicant-tracking integration rather than developing people
- Non-technical corporate training — compliance modules, sales enablement, soft skills
- Procurement will only proceed against a current third-party security attestation on paper
- The only requirement is the largest interview-question bank available, with company tags
- No named consequence for doing nothing, and no date by which anything must change

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

"If someone finished your training programme tomorrow, what would you accept as proof they can actually do the work?" If the answer is anything other than a completion percentage — reviewed code, a shipped project, passing a real task — this is a real opportunity, because that is precisely the gap the product is built to close. If they shrug, there is no urgency to sell into.

19 How to Introduce Us

Keep the introduction short and about their problem. You are not explaining the platform — you are earning a thirty-minute conversation for us. Every version below leaves the technical detail to that call.

IN CONVERSATION

"You know how you were saying your seniors spend half their week onboarding, and nobody can tell what the team actually learned? There's a platform I've been looking at called TechnoSpam — it's for learning tech skills by building rather than watching, so people practise on real problems that get graded automatically, book a mentor when they're stuck, and end up with a certificate tied to work they actually did. It's new, so I'd take the roadmap parts with a pinch of salt, but the core is there. Want me to introduce you to Vignesh? Half an hour, no pitch deck."

EMAIL – SUBJECT: INTRODUCTION – A LEARNING PLATFORM BUILT AROUND BUILDING, NOT WATCHING

Hi [Name],

You mentioned that [onboarding takes months / nobody can tell what the team actually learned]. I have been looking at TechnoSpam and thought it was worth ten minutes of your attention.

It is a technology skills platform built on the idea that people learn by building. Courses sit beside a library of coding problems where the platform runs the submitted code against real test cases and returns a verdict, a mentor can be booked when someone is properly stuck, and certificates carry a serial and can be revoked — so they mean something to an employer. You can also author courses on your own stack rather than only using theirs.

It is early and honest about it: some capabilities are still labelled in progress. There is a free tier if you want to look first: <https://technospam.com>

Happy to introduce you to Vignesh T.V. (vignesh@burdenoff.com) for a thirty-minute conversation — <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about [onboarding / closing the skill gap on the team]. Worth a look at TechnoSpam — courses, auto-graded coding practice, one-to-one mentors and team hackathons on one record, so proof is tied to work done rather than time spent. Early-stage and open about what is still being built. Free tier at technospam.com. Happy to introduce you to the team if it is useful.

WARM THREE-WAY INTRODUCTION

"[Prospect], meet Vignesh T.V. — he runs TechnoSpam, the learn-by-doing skills platform I mentioned. [Prospect] is [role] at [company] and is dealing with [the specific problem]. Vignesh, [Prospect] wants to understand [how authoring their own courses works / what the governance and access model looks like / how the practice grading works]. I will leave you two to it." Then send the calendar link: <https://calendly.com/vignesh-burdenoff/1-1>

Please do not: Do not claim customers, learner numbers, results or named references — there are none, and one invented figure destroys the rest of the document; Do not describe the adaptive AI planning, skill-gap analysis or deeper academy administration as available — they are roadmap and the website labels them that way — and do not offer a white-label or rebranded TechnoSpam, because there is none; Do not quote, discount or promise a price yourself — send the requirement to us and we will issue the quote; Do not promise SOC 2 or ISO 27001; say the targets are 2027 and offer the security material and the dedicated-tenant option instead; Do not oversell against LeetCode on problem volume or against Coursera on accreditation — concede those and win on the joined-up journey

20 Lead Handoff Process

Register the opportunity before you introduce it — registration is what makes commission payable, and it is the one step partners most often skip. From there we take the technical and commercial conversation and keep you visible throughout.

1. Register the opportunity first

Email vignesh@burdenoff.com with the company, the contact, the problem you heard and your partner type before any introduction. Registration must precede procurement or any active sales engagement, and there is no retroactive registration. An approved registration is protected for 90 days, with one 90-day extension possible where there is active progress.

2. Make the introduction

A three-line warm introduction by email or a direct calendar link — <https://calendly.com/vignesh-burdenoff/1-1> — works better than a long forwarded thread. Say what the prospect wants to understand so the first call starts in the right place.

3. Join the first call if you can

Optional but useful. You hold the relationship context and can steer the conversation back to the pain you originally heard. Thirty minutes, no deck. You can also drop off after the introductions if you prefer.

4. Let us run the evaluation

We handle the trial or workspace setup, the security questionnaire, the technical questions and any dedicated-tenant or self-hosting requirement. You will get a status update at each stage rather than having to chase one.

5. Quoting and contracting stay with us

We control final pricing, discounting, contract terms and commission eligibility. If a partner is an authorised reseller, every quote is approved by us in writing before it reaches the customer. Never send a price yourself.

6. Get paid on collected revenue

Commission is calculated on collected net revenue and paid 15 days after that revenue is realised, once settlement, refund, tax and payout-document checks clear. Refunds, chargebacks and customer credits reduce or reverse commission.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and billing country — the country sets the published regional band and can change the price materially
- The contact's name, role and email, plus who else has to agree (usually an engineering leader, an L&D owner and a security reviewer)
- The problem in their words, and roughly how many people would be learning versus administering
- What they use today for courses, coding practice, mentoring and tracking, and when any of those contracts renew
- Whether they need to author their own material on their own stack, or the public catalogue is enough
- Any hard requirements: single sign-on, directory provisioning, data residency, dedicated tenancy, self-hosting, or a security attestation
- Timeline and budget cycle — is this the current quarter, the next, or an annual planning item
- Your partner type and whether you want to stay in the loop or hand over entirely

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one business day and confirm approval or a conflict within two. A prospect introduction gets a first response within one business day, and we aim to have the first call scheduled within five. You get a status update at every stage change rather than having to ask, and if a deal goes quiet we tell you that too.

Deal registration: Register before you introduce.

Commission eligibility starts at approved registration, protection runs for 90 days with one possible 90-day extension where there is active progress, and there is no retroactive registration. If we already had an active opportunity with that account, no commission applies unless you bring a new buying centre or materially expand the scope. Where two partners claim the same deal, the first approved registration with real contribution normally takes priority and any split needs written approval.

21 Partner / Referral Commercials

Partners are paid on collected net revenue rather than list price, so the rate applies to what the customer actually paid in their own regional band and currency. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, marketplace payouts, customer-owned cloud costs and model-provider costs. Rates rise with genuine contribution: introduce, help evaluate, or deliver the implementation.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus evaluation and advisory support	12% of first-year collected net 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 rollout, migration, integration or training delivery	15% of first-year collected net subscription	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 in a region or account	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
MSP or Strategic Partner	Bundled, managed or operated offering under the TechnoSpam name; repeat enterprise pipeline	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register before procurement or active sales engagement. Approved registration is protected for 90 days with one possible 90-day extension; there is no retroactive registration.
- Regional band pricing does not reduce eligibility — it is the customer's normal market price. Additional discounts, credits and coupons do reduce the commissionable amount.
- Big-deal incentives apply on qualified first-year net subscription: an extra 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.
- Dedicated tenant, self-hosted, air-gapped, compliance and managed-service packages carry lower partner economics and must be approved in the quote.
- Marketplace take-rate and content-publisher revenue are not partner-commissionable; they follow the separate publisher programme.
- Partner and affiliate rewards do not stack — a customer is attributed to one commercial programme unless a written exception is approved.
- Never promise features, compliance status, discounts or timelines without written approval, and never make side agreements, rebates or off-contract commitments.
- Services a partner contracts directly with the customer belong to the partner, provided they do not conflict with the customer's agreement with us.

GETTING PAID

Paid on collected net revenue only, 15 days after that revenue is successfully realised and once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year contracts pay as cash is collected rather than on total contract value unless separately approved. Refunds and chargebacks reverse commission or are deducted from future payouts, and customer credits reduce the commissionable amount. Partners handle their own invoicing and tax compliance; withholding is applied where law requires it. Payment currency follows the partner agreement.

These are the standard programme terms as published, and TechnoSpam is a pre-launch-stage product whose commercial terms are the planned launch configuration. Nothing here is an offer or a commitment. The terms that apply to any specific deal are those in your signed partner agreement and in the quote we issue to the customer, and we control 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 TechnoSpam 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
TechnoSpam website	https://technospam.com	Product story, features, use cases, comparisons, security and pricing — the public claim of record

ASSET	WHERE	WHAT IT IS FOR
The app	https://app.technospam.com	Sign up and start on the free plan; the fastest possible demo for a curious prospect
Documentation	https://docs.technospam.com	Product guides, API reference and integration material for a technical evaluator
Use cases	https://technospam.com/use-cases	Twenty-two scenario-driven stories by persona, each labelled shipped or roadmap
Comparisons	https://technospam.com/vs	Head-to-head pages against the named alternatives, including where they win
Security	https://technospam.com/security	Security posture, privacy principles and the standards the controls are modelled on
Book a 30-minute call	https://calendly.com/vignesh-burdenoff/1-1	Send this to a prospect, or book it yourself with them on the call
Vignesh T.V.	mailto:vignesh@burdenoff.com	Deal registration, introductions and quotes — vignesh@burdenoff.com, +91-7358445777
All Burdenoff products	https://burdenoff.com/products	The wider product family, useful when a prospect has a second problem this does not solve
General enquiries	mailto:contact@technospam.com	For prospects who want to reach the product team directly

WHAT YOU CAN SHARE, AND WITH WHOM

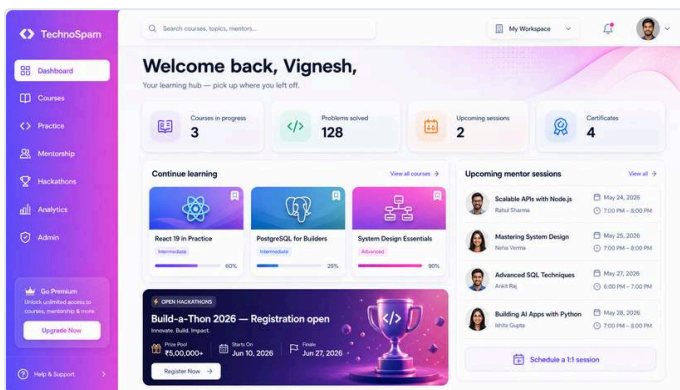
- Share freely in public: anything published on technospam.com — the product pages, use cases, comparisons, security page and published pricing. It is already public and already sanitised.
- Prospect-only, not for publication: this playbook and the cheat sheet. They are written for you and contain competitive framing and objection handling that should not be posted, forwarded to a competitor, or attached to a public tender.
- Needs our written approval before use: any deck, one-pager, landing page, advertisement or social post that carries the TechnoSpam name or logo, and any translated or reworded version of this material.
- Never share or create: customer names, learner counts, revenue figures, security review findings, roadmap dates, or any capability claim beyond what the website states. If the site does not say it, do not say it.
- Pricing may be quoted from the published tiers only, and always as published pricing before tax. Every deal-specific price, discount and regional quote comes from us in writing.
- Correct any claim you find in the wild that overstates the product — an in-progress capability described as shipped is a bigger problem for the deal than an honest gap.

24 Product Mockups — Complete Visual Appendix

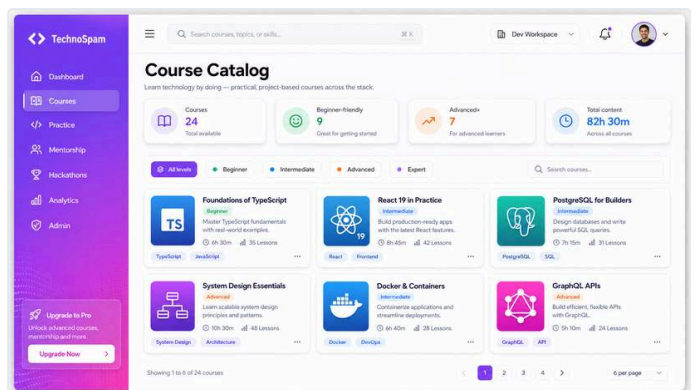
29 SCREENS

Every screen in the TechnoSpam design set — 29 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

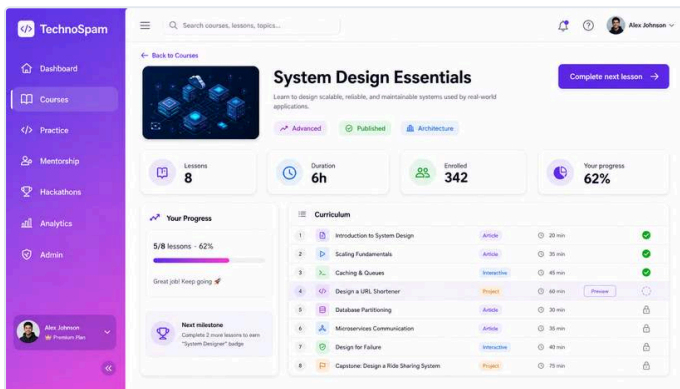
PRODUCT SCREENS • 29 SCREENS



001 Technospam 01 Dashboard Light



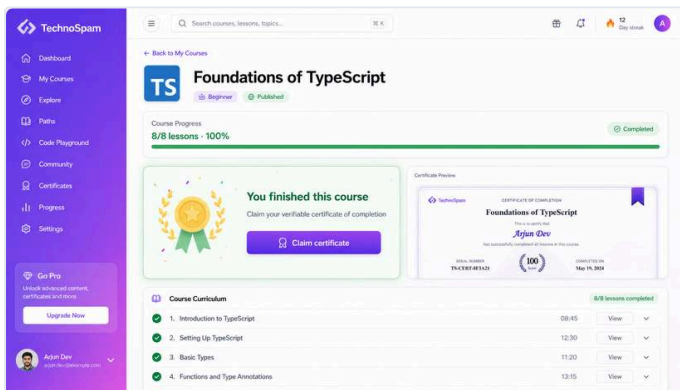
002 Technospam 02 Courses Catalog



003 Technospam 03 Course Detail



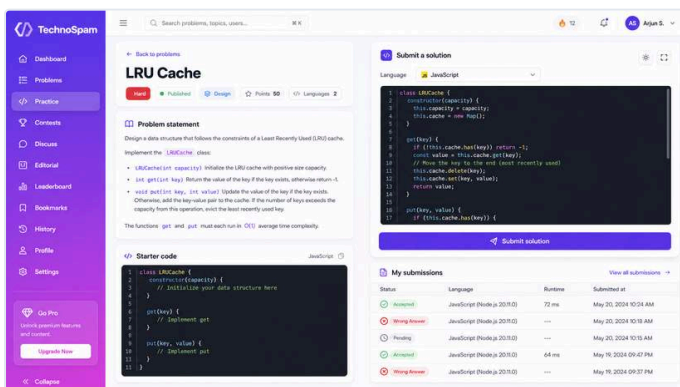
004 Technospam 04 My Learning



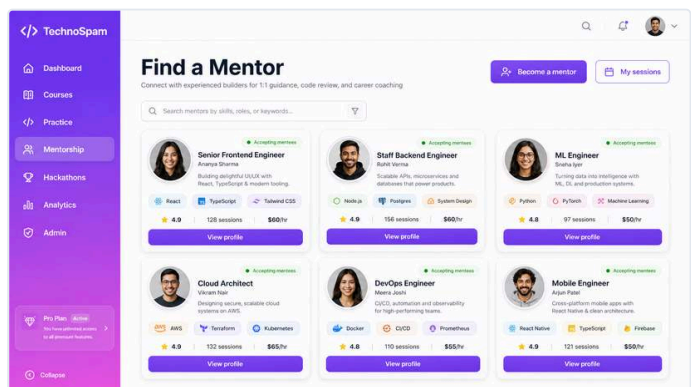
005 Technospam 05 Certificate Claim



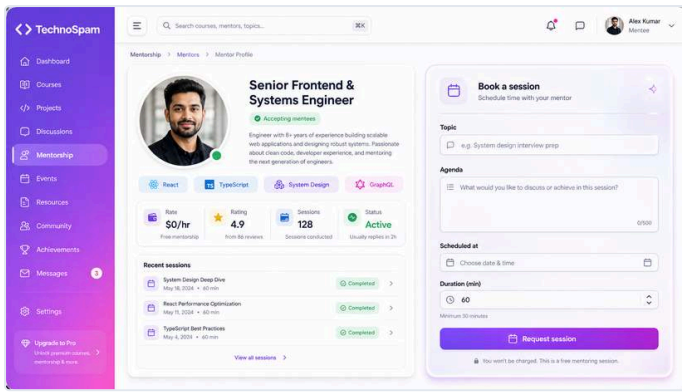
006 Technospam 06 Problems Catalog



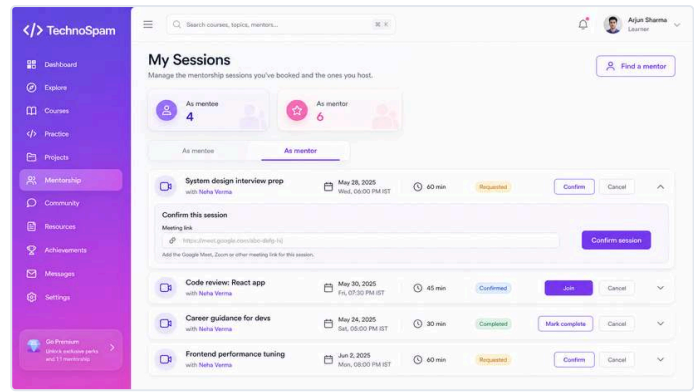
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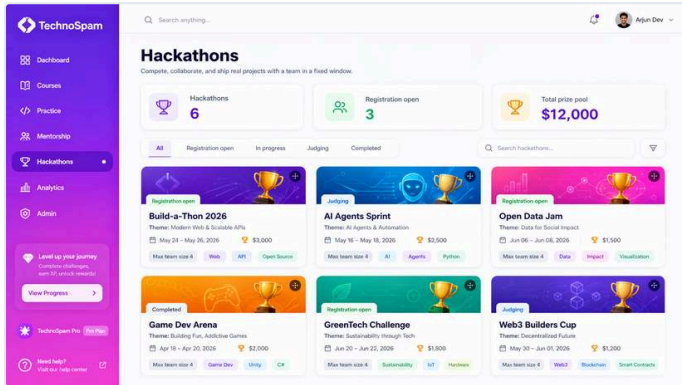
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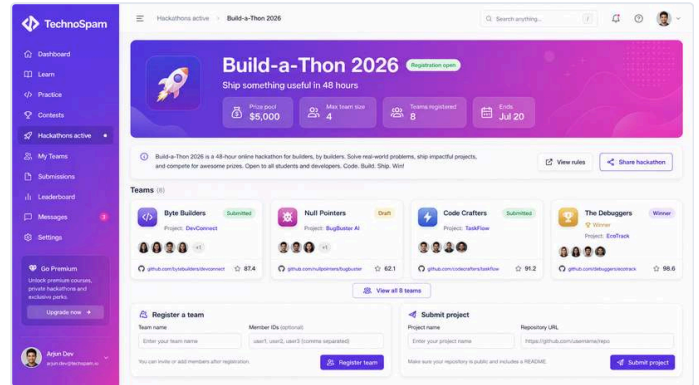
009 Technospam 09 Mentor Profile Book



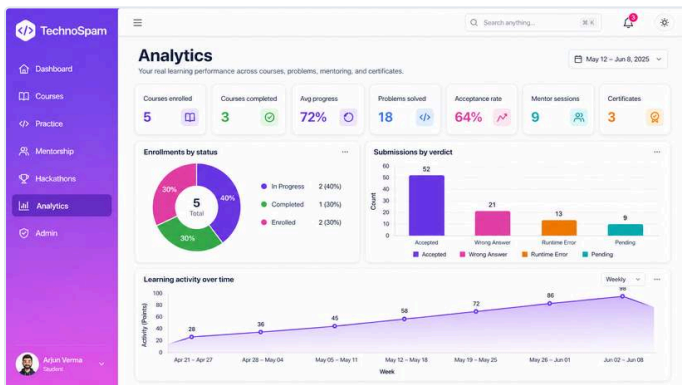
010 Technospam 10 My Sessions



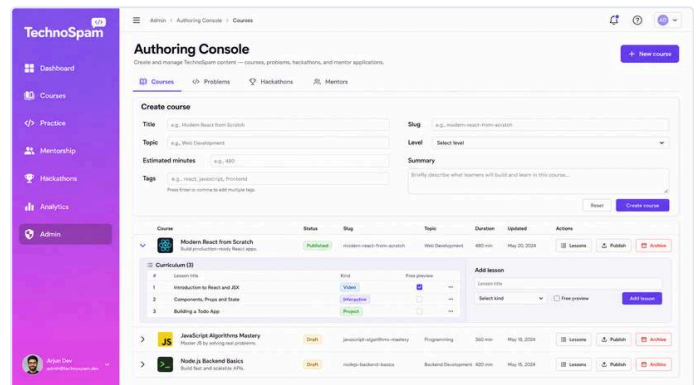
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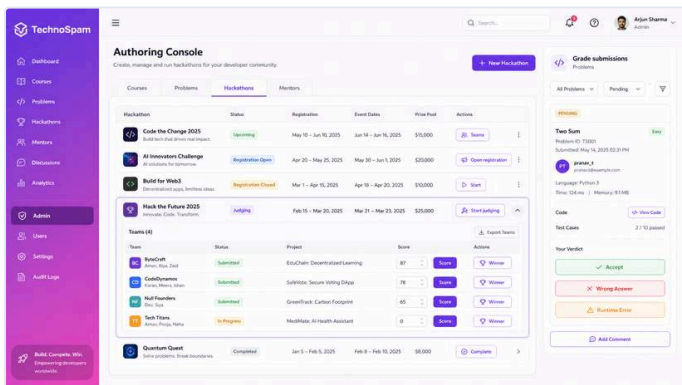
012 Technospam 12 Hackathon Detail



013 Technospam 13 Analytics



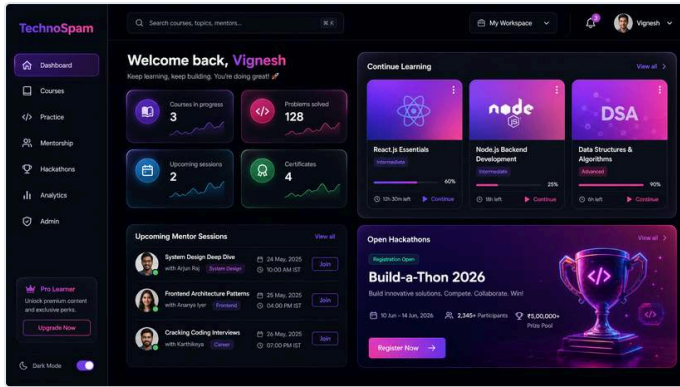
014 Technospam 14 Admin Authoring Lessons



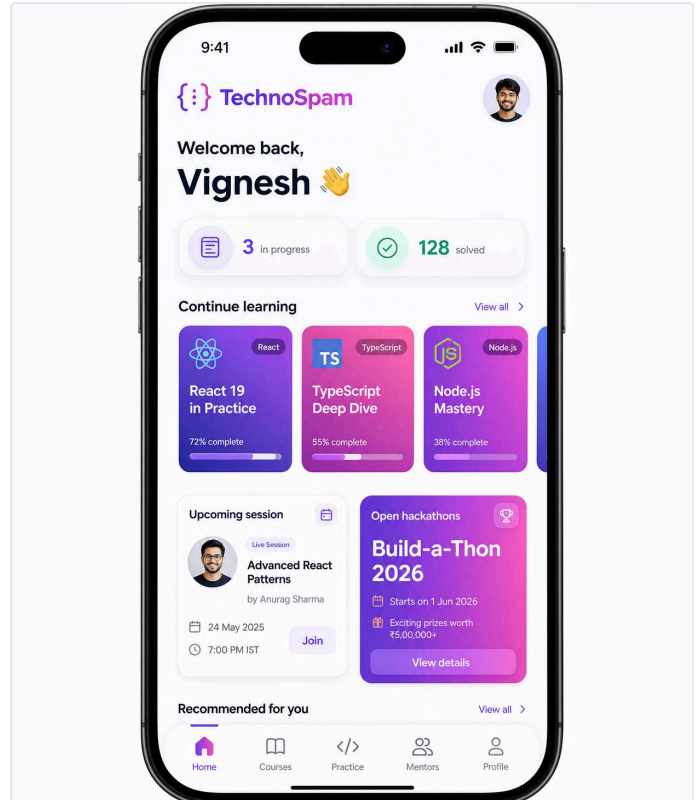
015 Technospam 15 Admin Judging Grading



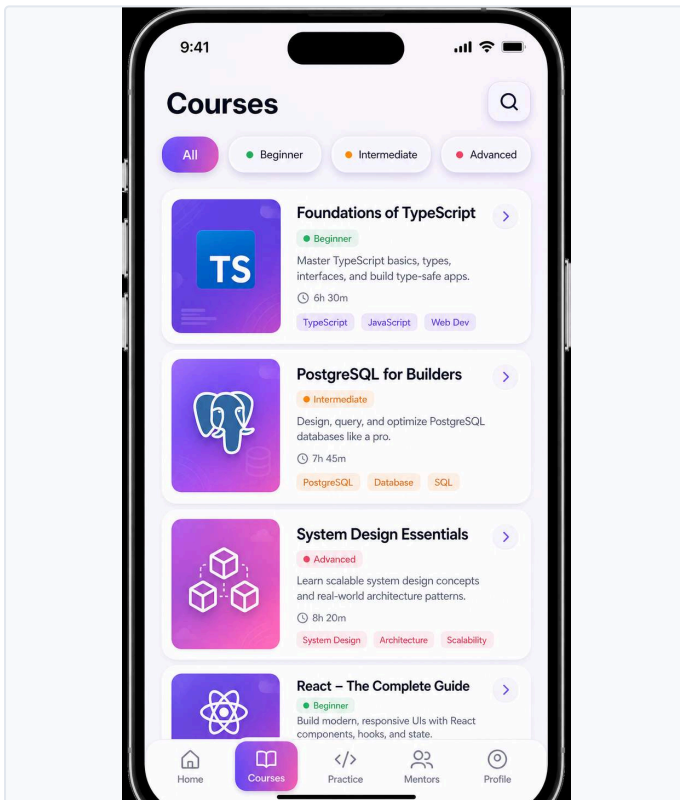
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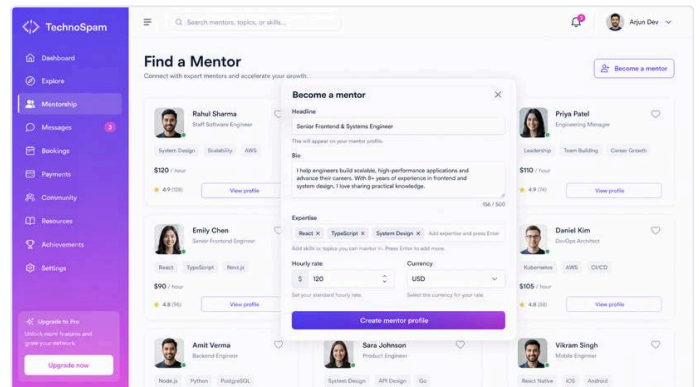
017 Technospam 17 Dashboard Dark



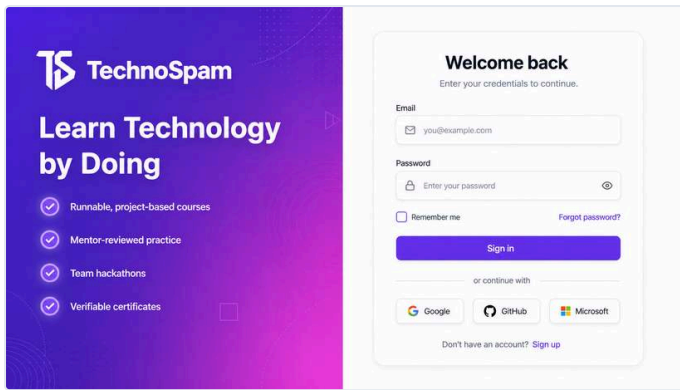
018 Technospam 18 Mobile Dashboard



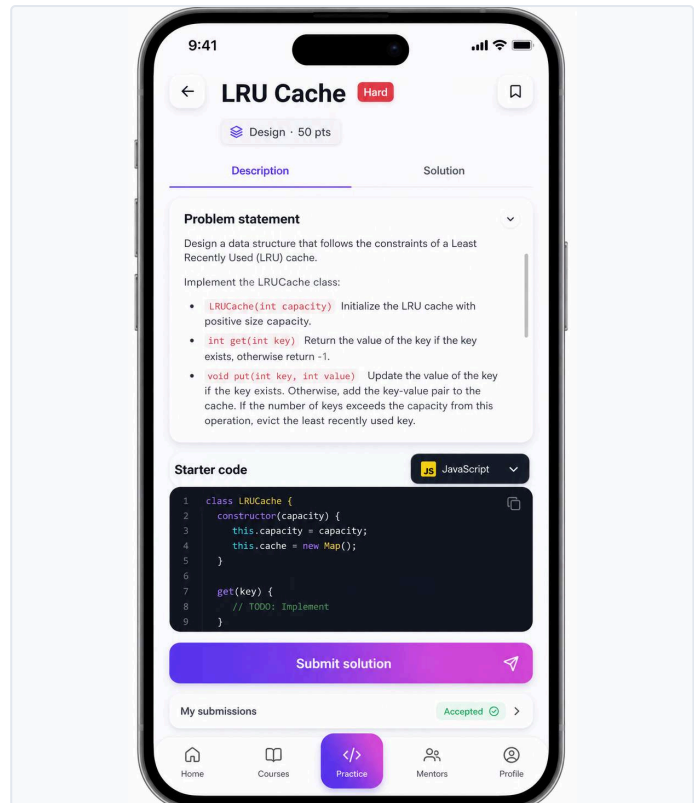
019 Technospam 19 Mobile Courses



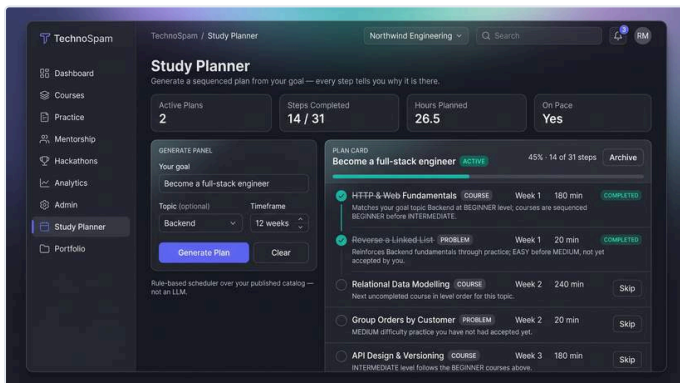
020 Technospam 20 Become Mentor



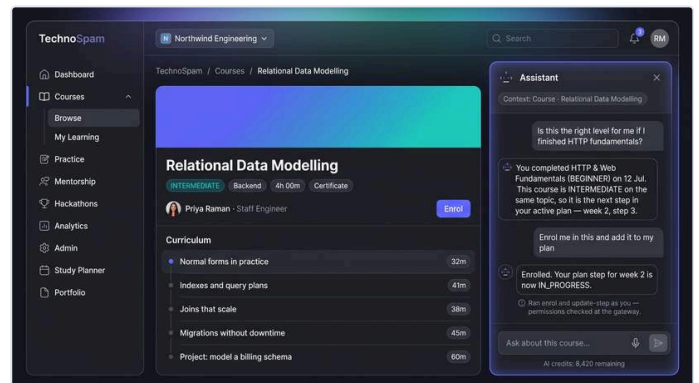
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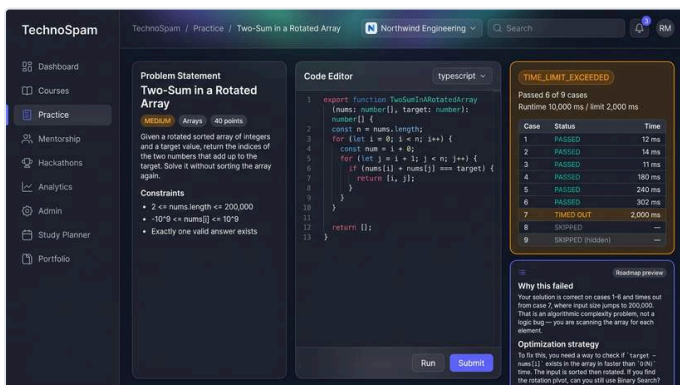
022 Technospam 22 Mobile Practice



023 Technospam 23 AI Study Planner



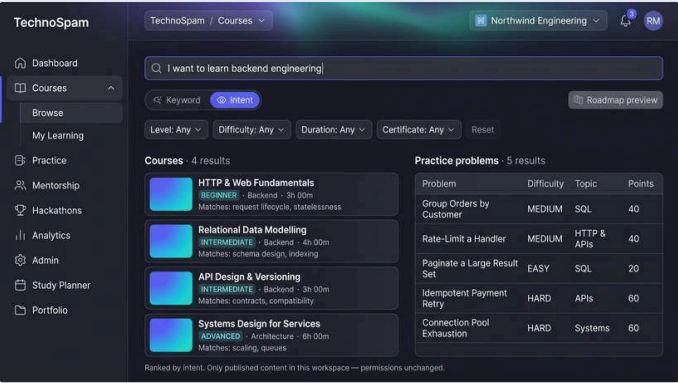
024 Technospam 24 AI Assistant Course Context



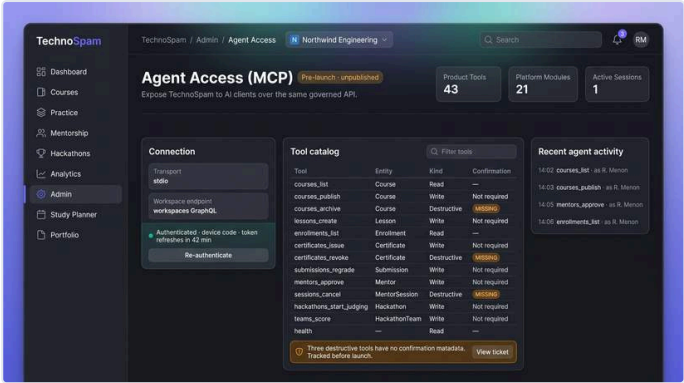
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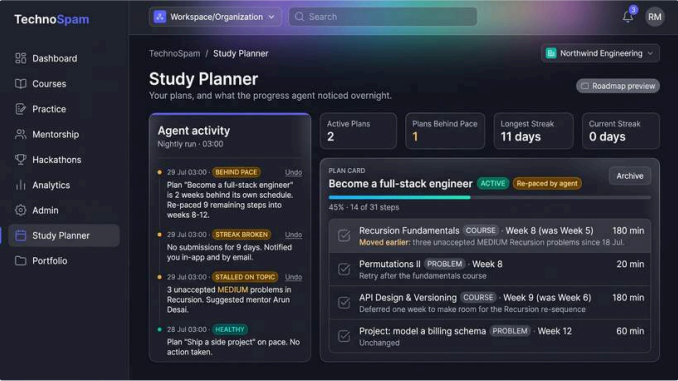
026 Technospam 26 AI Skill Gap



927 Technospam 27 AI Semantic Search



928 Technospam 28 AI MCP Agent Console



929 Technospam 29 AI Progress Guardian



Found someone who needs TechnoSpam?

You are not being asked to sell a platform, only to recognise a familiar complaint: our people cannot actually build the thing, and we cannot prove what they learned. When you hear it, make the introduction. We will take the technical conversation from there and keep you in the loop the whole way.

EMAIL OR CALL

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

BOOK A 1-1 WITH VIGNESH

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

ALL BURDENOFF PRODUCTS

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