

Everday, the AI-driven skill management platform, to showcase at Web Summit 2024 after securing initial €300,000 to close companies' growing skill gaps

Everday will present its innovative platform at Web Summit 2024, enabling organizations to future-proof their workforce.

Today, at Web Summit 2024, Everday announced it had raised €300,000 as part of its ongoing pre-seed funding round. The technology startup, which will be showcased at this global event, offers an AI-driven skill management platform that helps organizations build a future-proof workforce. Backed by the funding, Everday officially launched last Oct. 1, 2024.

Driven by rapidly evolving technology, it is expected that by 2030 as many as one billion workers will need to be retrained to stay relevant. Where technical skills previously held their value for a decade, that has now dropped to a mere two and a half years. This pressures organizations to ensure a future-proof workforce by (re)training, and recruitment.

Everday's skill management platform, founded by the Mexican Estefania Hernandez and Dutch Dylan Moerland, allows organizations to analyze and map the current skills of their employees and make data-driven decisions about their development and the recruitment of new talent.

AI and 'digital twins' for skills development and recruitment

Everday's AI platform creates a "digital twin" for each employee, which forms a digital representation of their skills and willingness to grow. This information is gathered through an automated onboarding and assessment, which identifies employees' experiences and digital footprint. Colleagues and managers are also asked to verify this input, providing an extra layer of objectivity and accuracy.

The "digital twins" are then analyzed and compared to the European Skills, Competences, Qualifications, and Occupations (ESCO) classification using AI. This provides a guideline for the skills, competencies, and qualifications required for each occupation. The desired levels of skills can be customized by each organization.

The digital representations on Everday clearly show in which areas employees can and should improve. For leadership teams and managers, the platform also provides organization- and team-wide insights into which skills are sufficiently present, where gaps exist, and which competencies are most common among top-performing employees. Ongoing monitoring also ensures that the effect of training and education is clearly mapped.

These insights enable organizations to make data-driven decisions for a workforce that evolves in line with the strategic goals.

"Our goal is to redefine how organizations approach skill management," said Estefania Hernandez, CEO and co-founder of Everday. "By giving companies real-time insights into their workforce's strengths and weaknesses, Everday empowers leaders to make faster and smarter decisions about their teams, enabling them to align their company goals with their in-house skills."

Official launch backed by €300,000 in funding

Both entrepreneurs have combined more than a decade of experience in creating startups and SaaS development, making the company well-positioned to tackle the complex challenges of workforce management with the latest technologies.

To make skill-based organizations the new norm, Everday has raised €300,000, as part of its ongoing pre-seed funding round. The funding was obtained through Builders Studio, a startup studio for SaaS companies shaping the future of work, where Everday originated.

Backed by the funding, Everday officially launches today, Oct. 1, 2024, accompanied by 13 launching customers in nine different countries, including The Last Mille and Leadsales

“Everday helps us to quickly and easily understand the skills that are present and missing in our company. This allows us to make targeted investments, both in developing current employees and in hiring new staff. Thanks to the AI-driven insights, we can now anticipate the changing needs of our industry much more efficiently,” said Daniël Siahay, Founder of HeadFWD

The funding raised will be used for the platform's go-to-market activities and further product development. One of these will include the development of a feature to predict trends and related skills in different sectors so that organizations can proactively prepare for future needs.

Everday's pre-seed funding round is estimated to close by December 2024.