

Ranqlet Revenue Model

A strategic overview of potential monetization channels for the Ranqlet ecosystem.

Revenue Source	Description
1. Hiring Challenge License	Companies pay to publish challenge-based hiring opportunities. Example: █999 per challenge.
2. Recruiter Subscription	Monthly/annual plans with multiple active challenges, analytics, team members and premium tools.
3. Sponsored Challenges	Brands sponsor competitions for hiring, branding or community engagement. Ranqlet earns sponsorship and management fees.
4. Premium Builder Membership	Optional subscription for builders with premium analytics, AI feedback, enhanced portfolio and productivity features. Never sell XP or rankings.
5. Competition Entry Fees	Optional paid competitions with cash prizes. Participants pay an entry fee; Ranqlet charges a transparent platform fee while the remainder funds prizes.
6. Campus Challenges	Universities and colleges pay to host internal competitions, hackathons and hiring events.
7. University Partnerships	Annual partnerships with educational institutions for challenge-based learning and campus hiring.
8. Certifications	Verified skill certificates and achievement badges for completed challenge milestones.
9. API & Integrations	Paid API access for ATS platforms, HR software and enterprise integrations.
10. Featured Challenges	Companies pay for additional visibility and featured placement.
11. Featured Builder Profiles	Optional premium profile promotion without affecting rankings.
12. Managed Hiring Services	Ranqlet provides candidate shortlisting and recruitment support for companies.
13. AI Evaluation Credits	Advanced AI reviews, skill-gap analysis and detailed reports available as paid credits.
14. Enterprise / White-Label Platform	License the Ranqlet platform for enterprises, universities or organizations wanting a private challenge ecosystem.
15. Events & Hackathons	Revenue from sponsored events, hackathons, conferences and challenge festivals.

Recommended Revenue Priorities

1. Recruiter Subscriptions (Recurring Revenue)
2. Hiring Challenge Licenses
3. Sponsored Challenges
4. Enterprise / White-Label Licensing
5. Managed Hiring Services
6. Premium Builder Membership

7. Competition Platform Fees
8. University Partnerships
9. Featured Challenges
10. Certifications

Strategic Recommendation

Keep Hiring Challenges and Competition Challenges as separate business models. Hiring Challenges should maximize participation and help companies recruit talent, while Competition Challenges can optionally include entry fees and prize pools with a transparent platform fee. This keeps the platform easy to understand and creates multiple scalable revenue streams.