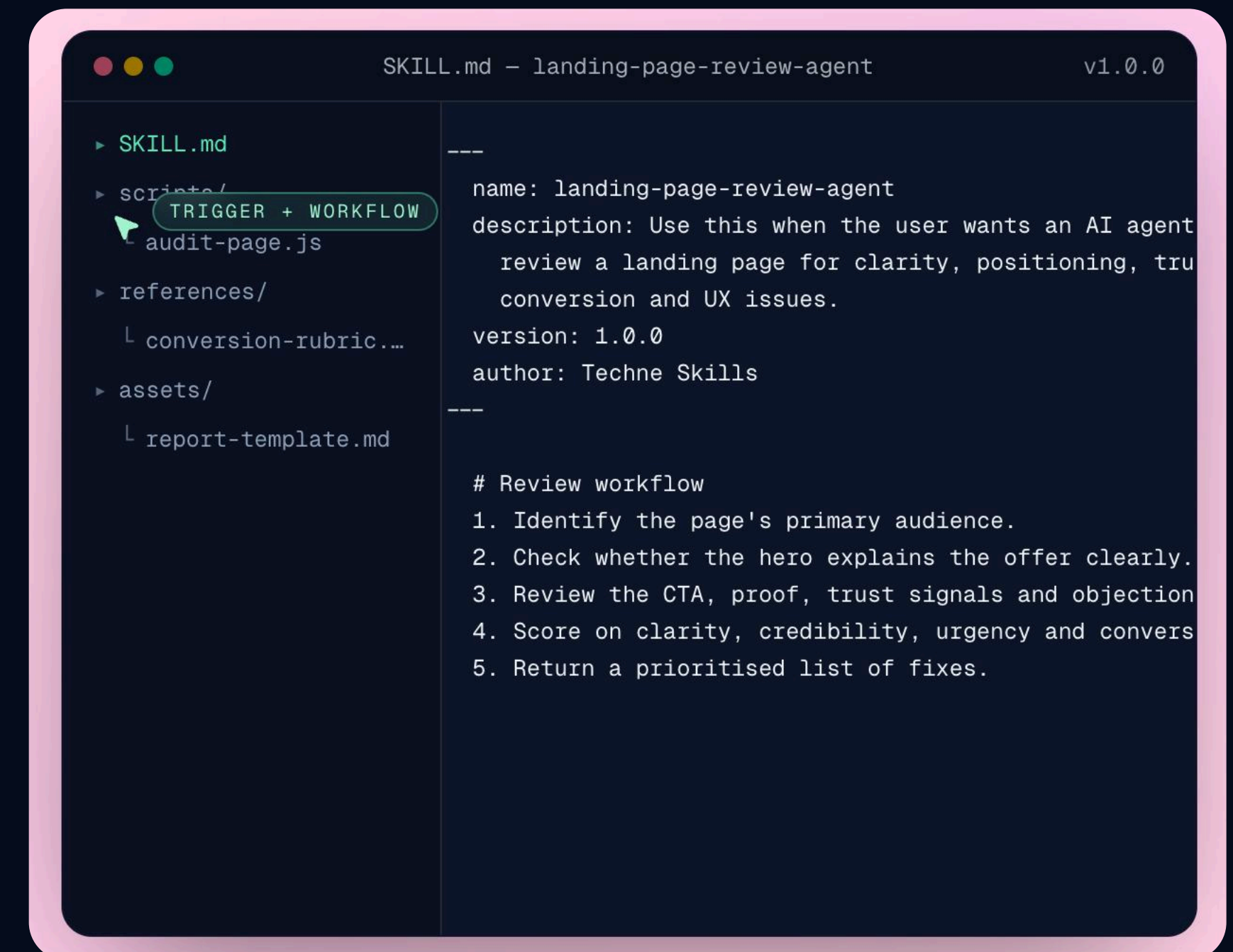


The format won. The creators haven't been paid.

Techne Skills is building the paid marketplace for AI agent skills.

A new software format is emerging. The ecosystem is growing fast. But today, creators publish, users install, and no one gets paid.



```
SKILL.md - landing-page-review-agent v1.0.0
├─ SKILL.md
├─ scripts/
│   └─ TRIGGER + WORKFLOW
│       └─ audit-page.js
├─ references/
│   └─ conversion-rubric...
├─ assets/
│   └─ report-template.md
└─
```

```
---
name: landing-page-review-agent
description: Use this when the user wants an AI agent
  review a landing page for clarity, positioning, tru
  conversion and UX issues.
version: 1.0.0
author: Techne Skills
---

# Review workflow
1. Identify the page's primary audience.
2. Check whether the hero explains the offer clearly.
3. Review the CTA, proof, trust signals and objection
4. Score on clarity, credibility, urgency and convers
5. Return a prioritised list of fixes.
```

AI agents are moving from prompts to reusable skills.

SKILL.md, published by Anthropic in December 2025 and adopted by OpenAI, is becoming the common packaging pattern for reusable agent capabilities. One emerging format. Many agent environments.

// SUPPORTED BY 19+ AGENTS

Claude Code

Cursor

GitHub Copilot

OpenAI Codex

Windsurf

Gemini CLI

Cline

Aider

Antigravity

+ 10 more

One skill file. Every major agent. The market is standardising around packaged expertise.

Anthropic published the open SKILL.md spec in December 2025; OpenAI adopted it weeks later.

Already built, raised, scaled and **exited a SaaS.**

Harun Rashid, Founder of Techne Skills. 20+ years building SaaS, e-commerce and DTC.

PREVIOUSLY · CO-FOUNDER & CO-CEO OF GLORIFY.COM (DESIGN SaaS)

£10M

company valuation, reached in under 24 months

£2M

raised, led by Fuel Ventures

300k+

users, grown from zero

Y Combinator



Reached interview stage twice (2x)

Product Hunt



5 awards: Launch of the Day & Week

Exit Acquired by Leadpages, 2024



At inception stage the real question is execution. Harun has already taken a SaaS from zero to exit.

One of the fastest-forming software ecosystems we've seen..

npm took roughly a decade to reach 350,000 packages. Agent skills passed that in months, and the people building on these agents are already paying, fast.

1.4m+

skills created across the major marketplaces (Mar 2026)

1.6m+

most installed single skill

< 6 mo

from format launch to standard infrastructure

Willingness to pay is already proven: Cursor went from \$100M to \$2B ARR in 16 months, and this proves developers will pay for agent tooling. Techne is testing whether they will also pay for reusable agent skills.

A multi-billion-dollar market with no paid layer.

OUR SLICE: THE PAID LAYER

Today: 490K+ skills created, **£0** to creators. The paid layer is greenfield.

Bottom-up serviceable opportunity

10M agent users × 5% buy × 3 skills/yr × £29

= **£44M GMV** to **£6.5M** platform revenue / year

Within 5 years, deeper penetration plus subscriptions and enterprise scale the opportunity past £25M revenue, from £0 today.

THE WAVE WE RIDE

Anthropic alone shows the speed of agent-tooling spend.

\$1B → \$30B

run-rate revenue from start of 2025 to Apr 2026

10x annually

reported revenue growth for three consecutive years

50M / 95%

developers by 2027, nearly all using AI tools

A giant \$0 economy is forming.



Creators build skills that replace hours of manual work, and earn nothing for it.

- Skills are scattered across GitHub, personal sites, Discords and repos
- Discovery is poor and inconsistent
- Monetisation is almost non-existent
- Buyers have no simple way to trust what they install
- Serious creators have no reason to keep improving their best work

The market is growing, but the economic layer is missing.

The open ecosystem is not yet safe enough for mainstream buyers.



A skill is not just content.

It is procedural memory for an AI agent.

As agents gain access to local files, repos, terminals and workflows, trust becomes the gating factor for adoption.

The free ecosystem's trust gap

76

skills confirmed malicious in one audit: credential theft, backdoors, data exfiltration

13.4%

carried critical security flaws (534 of 3,984 scanned)

36.8%

had at least one security flaw

Source: Snyk ToxicSkills audit, Feb 2026 (3,984 skills scanned), plus the ClawHub malware campaign, Jan 2026.

The paid layer cannot just be a shop. It has to be a trust layer.

Techne Skills is the paid marketplace for AI agent skills.

Creators package, sell and update high-quality skills. Buyers discover, purchase and install them locally with confidence.

The positioning

Substack did not invent writing. It monetised independent writers.

Techne Skills does the same for AI agent skill creators.

Free layer

Open skills, repos, public experimentation.

Curated layer

Reviewed, categorised, trusted skills.

Paid layer

Premium skills sold by expert creators, with licensing, updates and payouts.

Buy once. Install locally. Use inside your AI agent.



1

Creator uploads

A packaged SKILL.md workflow with supporting files.



2

Techne reviews

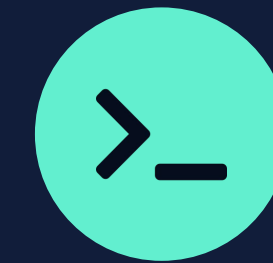
Quality, category, trust and positioning checks.



3

Buyer purchases

Simple checkout, licence key generated.



4

Install via CLI

One command drops it into the agent.



5

Runs locally

Inside Claude Code, Cursor or other agents.



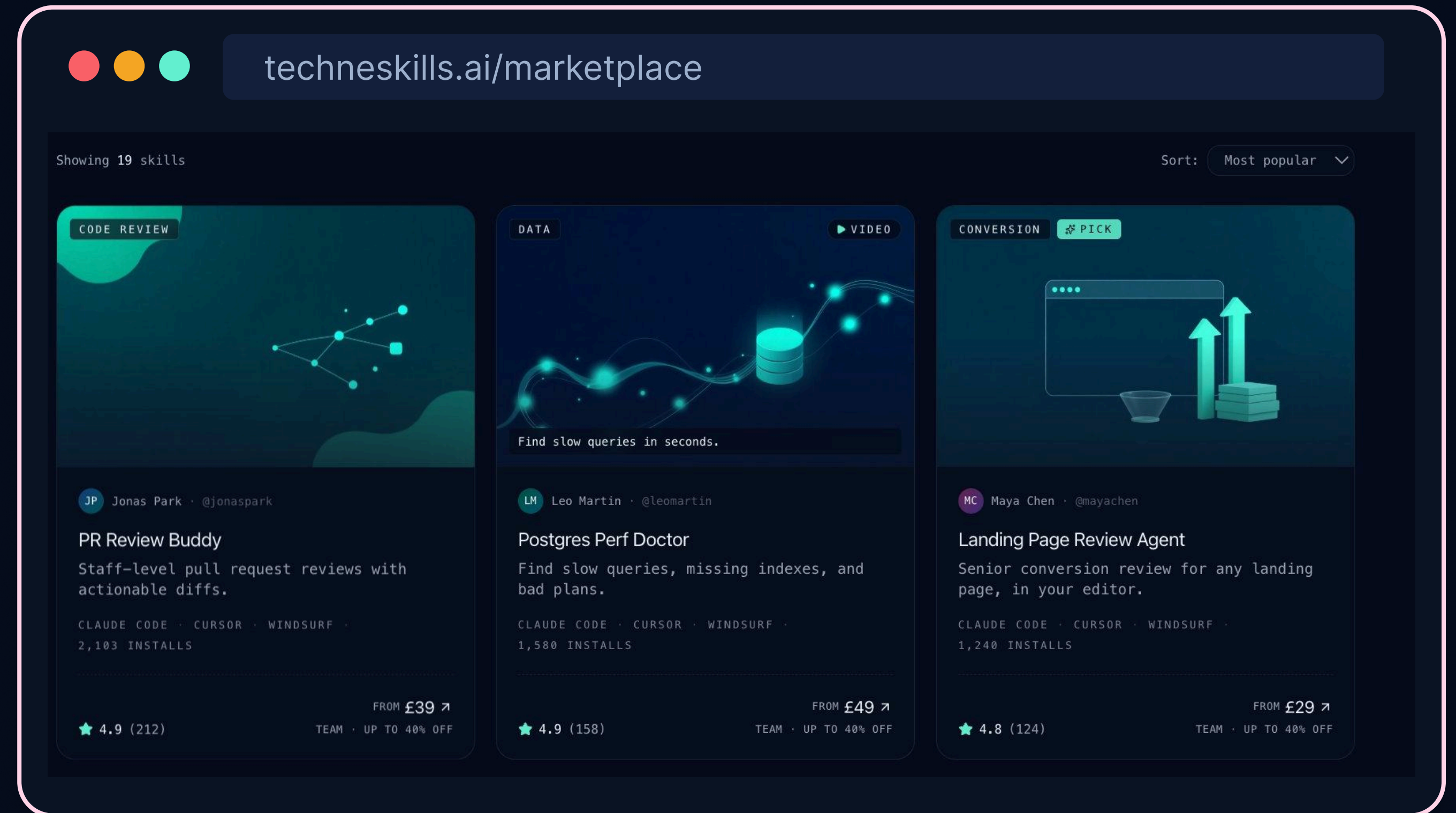
```
$ techne install <license-key>
```

The buyer owns the workflow locally. Techne owns discovery, licensing, trust and payments.

The core product is already live end-to-end.

- ✓ Public landing page
- ✓ Skill browsing + detail pages
- ✓ Checkout + licence key
- ✓ Local CLI install
- ✓ Creator dashboard
- ✓ Stripe payout infrastructure

This is not a concept deck. The marketplace, checkout, licence flow and CLI pipeline are already built.



Marketplace UI from our live build. Listings shown are illustrative; core marketplace, checkout, licence and CLI flows are built.

One-time sales today. Recurring revenue at scale.

We take 15% of every sale (10% for founding creators) at near-zero marginal cost. On top, a membership layer and enterprise seats turn buyers into recurring revenue.

RECURRING · TECHNE PRO

Pay-per-Skill **£19 - £49**

One-time

Techne Pro **£19/mo**

20% off all skills, updates, early access

Team **£15/seat/mo**

Pro for the team, admin, shared library

Enterprise **annual**

Site-wide, SSO, audit, private skills

TRANSACTIONAL · ONE SKILL, SIX WAYS TO BUY

Personal one buyer **£19**

3 seats 15% off **£48**

5 seats 20% off **£76**

10 seats 30% off **£133**

25 seats 40% off **£285**

Site licence unlimited **£950**

Members buy more often, so recurring revenue compounds on top of transactional GMV. A site licence is ~50x a personal sale.

Built product. Next milestone: marketplace liquidity.



WHY WE WIN Built, not slideware · Trust wedge · Founding-creator lock-in · First-mover brand

Current status: product built; pre-revenue; creator onboarding next.

The model is proven. The category is moving.

Willingness to pay for agent tooling is proven. The marketplace-take model is proven. Techne brings them together for AI agent skills.

Cursor

\$2B

ARR in ~16 months, the fastest SaaS growth on record

GitHub Copilot

20M

users, 4.7M paying for an AI coding tool

Unity Asset Store

1.7M

monthly users; creators keep 70%, dev-asset marketplace

Gumroad

\$142M

paid to creators in a year on a 10% take

OUR TAKE RATE IS COMPETITIVE & CREATOR-FRIENDLY

15% / 10%

Techne

10%

Substack

10%

Gumroad

12%

Patreon

30%

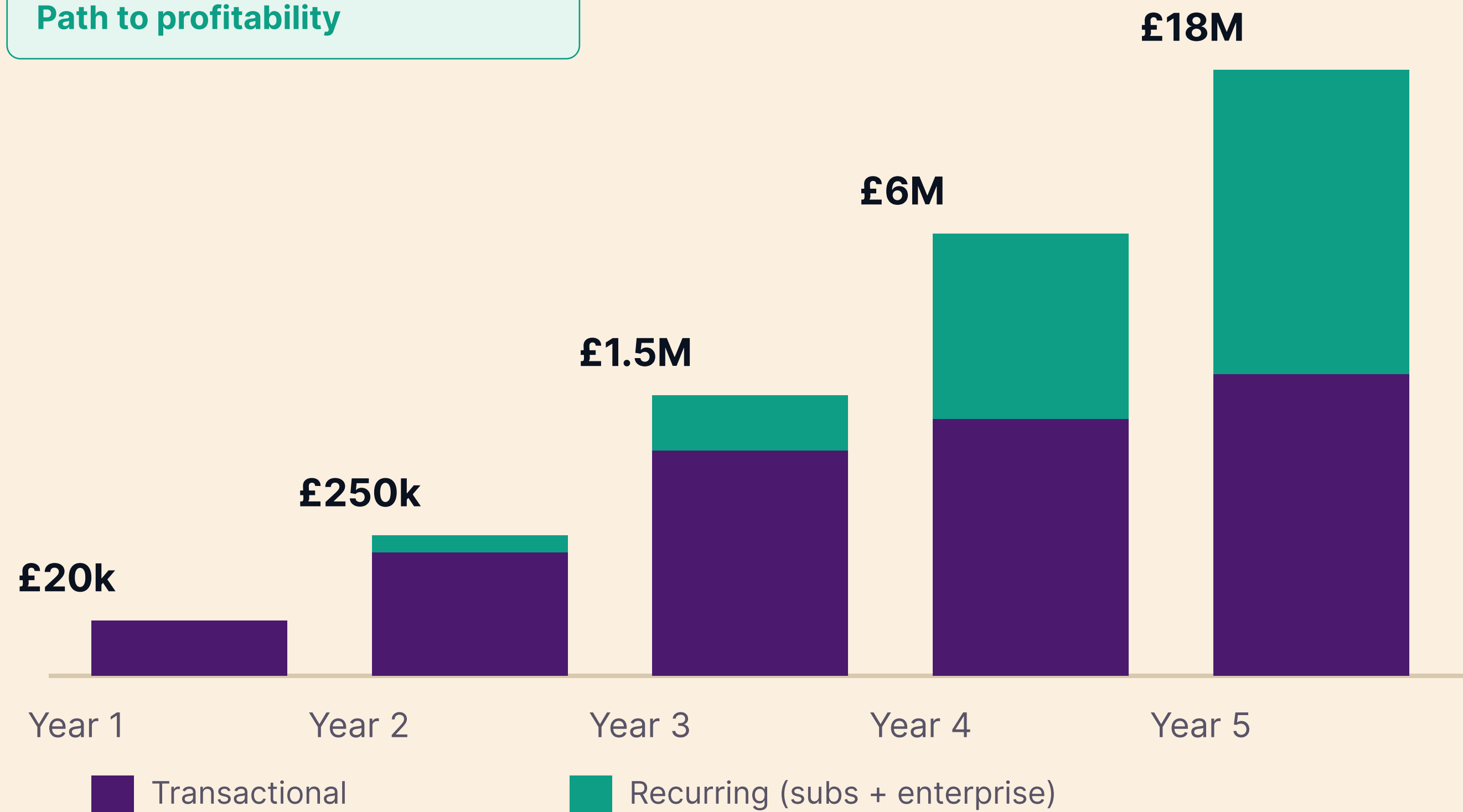
Unity

Cursor proved the willingness to pay. Unity and Gumroad proved the marketplace model. Our Year 5 target is a fraction of these.

A five-year base case as the paid-skills category forms.

Ambitious case. Transactional sales scale while a growing recurring layer (subscriptions + enterprise) becomes half of revenue by Year 5. Profitable from Year 3.


Path to profitability



MARKET WE CAPTURE

10%

of an emerging £1B+ paid-skills market by Year 5



£18M revenue · **£9M recurring ARR** · from 0% today

Model assumes creator-led acquisition, low fulfilment cost, and recurring revenue reaching ~50% of revenue by Year 5.



The Raise



This Round: SEIS / Pre-seed

Raising

£250,000

Pre-money valuation

£1,000,000

Structure

Angel / SEIS

SEIS-focused round

Use of Funds



Product, trust layer & infrastructure

35%



Founding creator acquisition & launch

30%



Buyer growth & demand marketing

20%



Operations & runway

15%



Funds 12 months to launch publicly, recruit the first founding creators, and reach first revenue.