



PM Goal, from **the inside.**

What it is, how we built it with AI, and what the first weeks taught us.

TODAY

Agenda

Fifty minutes in five parts, then your questions.

01	What PM Goal is The scan, the card, the path and how to read the scale	12 min
02	How it was built What AI does, what math does, and who decides	9 min
03	A method you can reuse Seven moves, the tools, and our own loop	15 min
04	Results so far Who is using it, and the bubble we are in	5 min
05	Your rating and PM Goal Path How to move your number, week by week	10 min

THE QUESTION BEHIND THE PRODUCT

Where do I stand, and what do I do next?

Experience, certifications and knowledge are on your résumé. How they show up in your work is harder to see. PM Goal was built to show that.

WHAT PM GOAL IS

One file in. Three things out.

You send your résumé or the PDF of your LinkedIn profile. The file is yours, and it is the only thing PM Goal reads.

600–1800

A rating, with its range

Where you stand today, and the margin of the measurement.

26

Traceable readings

One per practice, each with the fact that supports it.

90 days

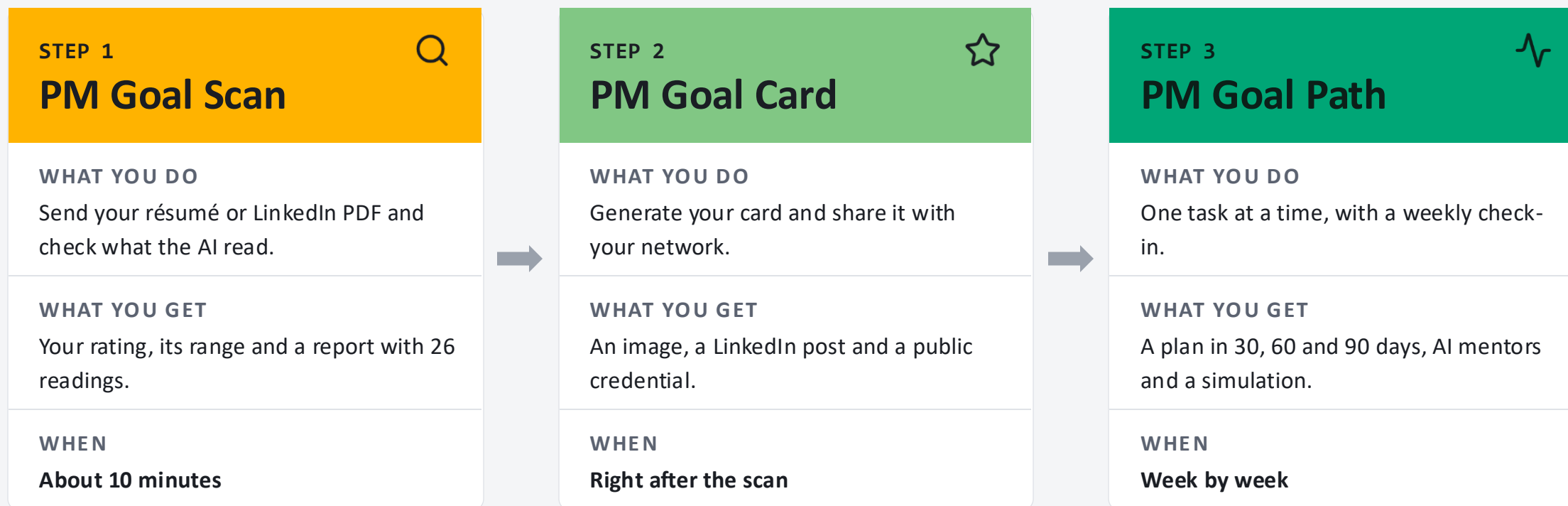
A plan you can execute

What to do in the next 30, 60 and 90 days.

The scan, the report, the PDF and the card are free.

WHAT PM GOAL IS

Three steps, in this order



ON THE SCREEN

From one file to your badge

STEP 1 OF 4 · UPLOAD THE PDF

1 Upload the PDF 2 Review 3 Create access 4 See your rating

Your project management rating starts with a PDF

Upload your resume or your LinkedIn PDF. In about 2 minutes you see how the market reads your practice — a rating from 600 to 1800 — and what to do to grow.


Your resume as a PDF

The document you already use. The more it tells, the sharper the reading.

- ✓ Roles with company and dates
- ✓ Results with numbers
- ✓ Certifications and projects

Upload my resume

or drag the PDF here
PDF only, up to 8 MB


Your LinkedIn PDF

LinkedIn itself creates a PDF with your full experience. It takes less than a minute.

- 1 Open your LinkedIn profile
- 2 Click "More"
- 3 Choose "Save to PDF" and upload it here

Upload the LinkedIn PDF

or drag the PDF here
Open my LinkedIn profile ↗



26 READINGS · 3 FRONTS

Your badge is ready, Ana!

We analysed your profile and consolidated it into 26 dimensions — from people management to technical skills and business acumen. An algorithm calibrated on international references of the profession turns those readings into one score: the portrait of where your practice stands today. Next, you will see the paths and opportunities to evolve.



This is your badge — it is already yours. The report has the full analysis, where you can download and share it.

✦ This is your estimated rating — it came from your profile, not yet verified. Refining it in PM Goal Path narrows the range and makes the number more truly yours.

START

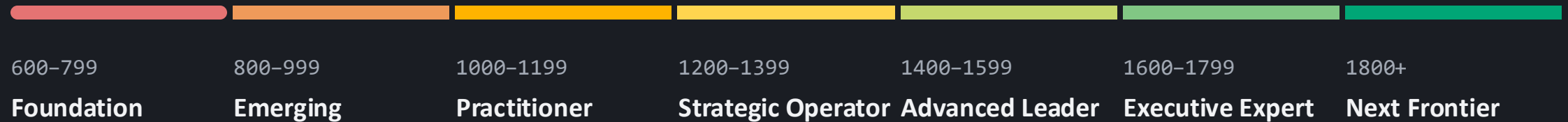
Your résumé or your LinkedIn PDF.

MINUTES LATER

Your rating, your band and your PM Goal Card.

THE SCALE

Seven bands, from 600 to 1800 and beyond



A band is a stage

It describes behavior at work. It never describes a job title.

The number comes with a range

Every honest measurement has a margin. More evidence narrows it.

A low start is a starting point

The scale shows what you can demonstrate today.

The first scan measures up to 1800. Above that comes later, with deeper evidence.

THE SCALE

Can you go beyond 1800? Yes.



THE FIRST ANALYSIS

Goes up to 1800

The AI reads your file and places you on the scale. That first reading has a top, and the top is 1800.

GOING DEEPER

Takes you past it

Above 1800 is reached by going deeper: your own answers, evidence from your work and new assessments over time.

The scale grows with what you demonstrate.

THE SCALE

How to read your number

PM GOAL RATING • EXAMPLE

1320

likely range 1166 to 1474



Strategic Operator • Estimated

Nothing here is set in stone. It shows how you are positioned today, and where you can adapt.

The number

What you can demonstrate today, from 600 to 1800.

The range

The margin of the measurement. It narrows as evidence arrives.

The band

The stage you are in. It describes behavior, never a job title.

The verification level

Estimated, then Self-assessed, then Evidence-supported.

The more context you give, the more precise the reading.

WHY 26 TRACEABLE READINGS

A number you can put your name on

WHAT THE CLOSED BETA TOLD US • AUGUST 2026

“I can't see how the number was made,
so I won't put my name on it.”

The thesis that came out of the beta with eight ambassadors.



Every reading shows its origin

Evidence in your file, or an inference from it.



Every reading cites a fact

A role, a certification, a project, an award.



One number everywhere

Screen, report, card and public credential say the same.

The quote is the beta's conclusion as we recorded it, not one person's words.

HOW IT WAS BUILT

Four months from first build to launch

June	July 3	July 19	August 3-21	September	October 2
First build Born as PM Gauge, on a no-code builder.	New name PM Goal. The name has to say what it does.	Own code We left the builder. Our own structure, written with an AI coding assistant.	Closed beta Eight ambassadors. Traceability becomes the core.	Open to all PM Goal Scan opens to everyone and the Pro plan goes live.	Launch Webinar with AI PM Revolution. 68 new accounts that day.

All dates in 2026.

HOW IT WAS BUILT

AI reads and writes. Math measures.



The same answers give the same number

The engine is deterministic: no AI and no randomness inside it.

The server recomputes

The public credential shows the number the server calculated.

Activity is a separate currency

Streaks and check-ins never touch the rating.

Green outline: a step where AI works. White: no AI involved.

HOW IT WAS BUILT

Every rule is a human decision, written down

JULY 19

Honesty over kindness

The rating shows what a person can demonstrate today. A thin profile reads low, and that is a starting point.

AUGUST 22

Missing data never becomes “junior”

When the file does not prove years of experience, the product says “uncertain”.

SEPTEMBER 23

One assessment, one person

Nothing from one assessment passes to another: answers, measurement, plan or draft.

SEPTEMBER 27

The data belongs to the person

The entry is a file you send yourself. LinkedIn is only used to sign in.

Four of the fourteen principles in our decision log. Each has a date, a reason and a source.

HOW IT WAS BUILT

Code written by AI gets checked like any other

5,942

automated tests

Run before every release, with the type checks.

56

browser journey runs

The app walked end to end, on desktop and on a phone.

5 min

for the whole check

Done step by step by hand, the same check would take more than an hour.

Break it on purpose

A new test must fail when the code is broken. If it still passes, it proves nothing.

Real cases

Test personas with known profiles, from analyst to senior manager.

Hostile cases

An adversary agent writes résumés designed to fool the reading.

Counts from the release check of October 11, 2026.

HOW IT WAS BUILT

Three good practices we keep



A human in the loop

The AI prepares each change. A person reviews it and decides when it goes live.



A health dashboard

One screen that shows how people are using the product, day by day, in numbers we trust.



Alerts by e-mail

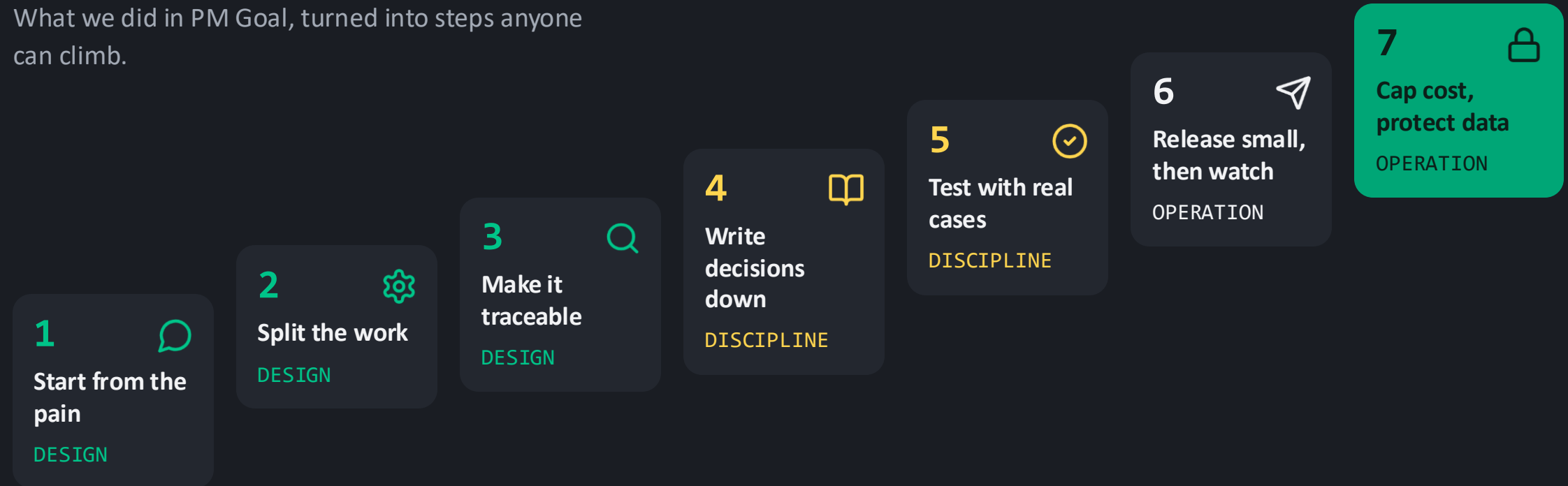
When something needs attention, the team hears about it first, before any user has to tell us.

Simple habits that work for any product built with AI.

A METHOD YOU CAN REUSE

Want to build something with AI? Seven moves.

What we did in PM Goal, turned into steps anyone can climb.



Moves 1 to 3: decide what the AI is for

1 

Start from the pain

Write the question that hurts, in the person's own words, before you open any tool.

In project terms: the problem statement of your business case.

In PM Goal: “Where do I stand, and what do I do next?”

2 

Split the work

Give the AI reading and writing. Keep whatever must be repeatable in ordinary code.

In project terms: the WBS. Break the work down and give each package the right owner.

In PM Goal: AI suggests the 26 readings; a math engine computes the rating.

3 

Make it traceable

Ask the AI to point to the source of each claim, and show that source to the user.

In project terms: the requirements traceability matrix.

In PM Goal: each reading cites a role, a certification or a project from your file.

Moves 4 and 5: keep the AI on track

4

Write your decisions down

An AI assistant does not remember last week. A dated log of decisions, with the reason for each, is its memory and yours.

In project terms: the decision log and the lessons learned register.

In PM Goal: the assistant reads the decision log before proposing any change to a rule.

5

Test with real cases and hostile ones

Put real people through it, and have someone, or something, try to break it.

In project terms: quality assurance and user acceptance testing.

In PM Goal: eight ambassadors in the beta, test personas and an adversary agent.

Moves 6 and 7: stay in control

6

Release small, then watch

Small changes, one at a time, each with a way back. Then look at what people actually did.

In project terms: iterative delivery with change control.

In PM Goal: a person releases each change, with a dashboard and alerts watching.

7

Cap the cost, protect the data

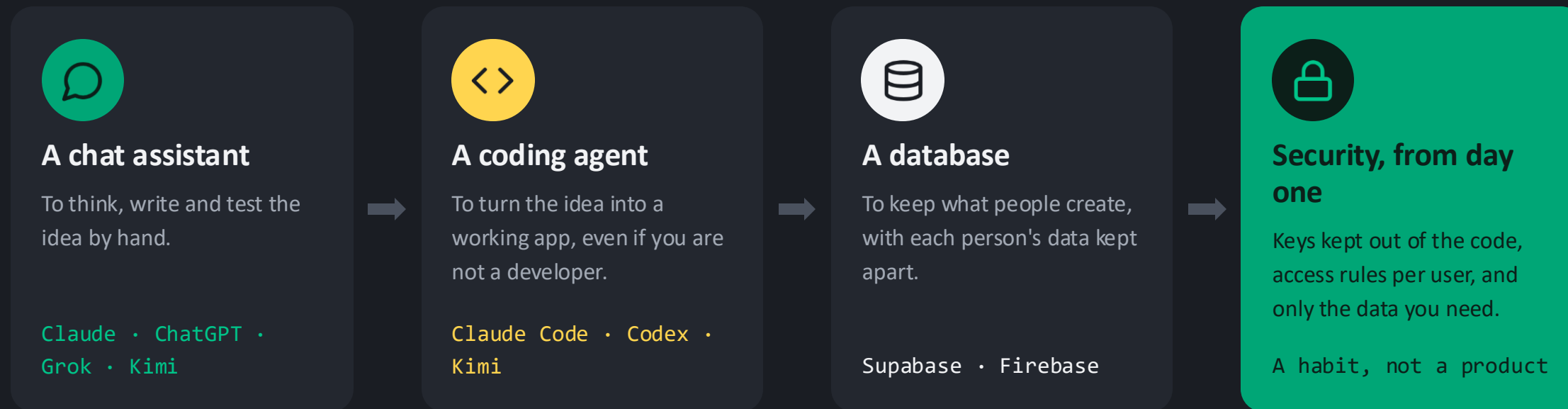
Know what an AI call costs before you scale. Collect only what the person chose to give you.

In project terms: the cost baseline and the risk register.

In PM Goal: the only input is the file the person decides to send.

A METHOD YOU CAN REUSE

“I want to use AI. What do I use?”



Start with the first one. Add the next only when the idea has earned it.

Examples of each kind. The names change fast; the four layers stay.

A METHOD YOU CAN REUSE

Our loop, from idea to product

People decide

AI builds

Each step is checked before the next one starts.

1

Idea

The pain you want to solve

2

Feasibility

Is it worth it?
Can it be done?

3

Draft

A first version on paper

4

Iteration

Kimi and ChatGPT

5

AI prototype

Claude Code, Codex or Kimi

6

Human validation

João, Ricardo and Antonio

7

Human refinement

The code, reviewed by people

8

AI adjustment

Claude or ChatGPT



Database and security sit under every step, from the first prototype.

Behind PM Goal so far: about 56,000 AI responses and 54 million tokens written by the AI, the size of some 450 books.

Token figures are an estimate from our own work logs, July to October 2026.

A METHOD YOU CAN REUSE

How to work with an AI, day to day



Brief it like a new colleague

Who it is for, what good looks like, and what must not change.



Ask for the plan first

Read the plan, correct it, and only then let it build.



One small step at a time

Small requests are easier to check and easier to undo.



Make it show the proof

A test that passes, a screenshot, a number you can verify yourself.

★ You stay the project manager. The AI is the team.

The same habits work with any assistant.

A METHOD YOU CAN REUSE

Where to start on Monday

ONE HOUR

Write the question

One sentence, in the words of the person you want to help. Say who that person is.

ONE HOUR

Draw the two columns

Left: what the AI will read or write. Right: what must be the same every time.

ONE AFTERNOON

Try it by hand

Run five real cases through a chat assistant. Keep the inputs and the answers.

FROM DAY ONE

Open the decision log

A plain document. Date, decision, reason. It will be the most reused file you own.

No code is needed for any of these four.

RESULTS SO FAR

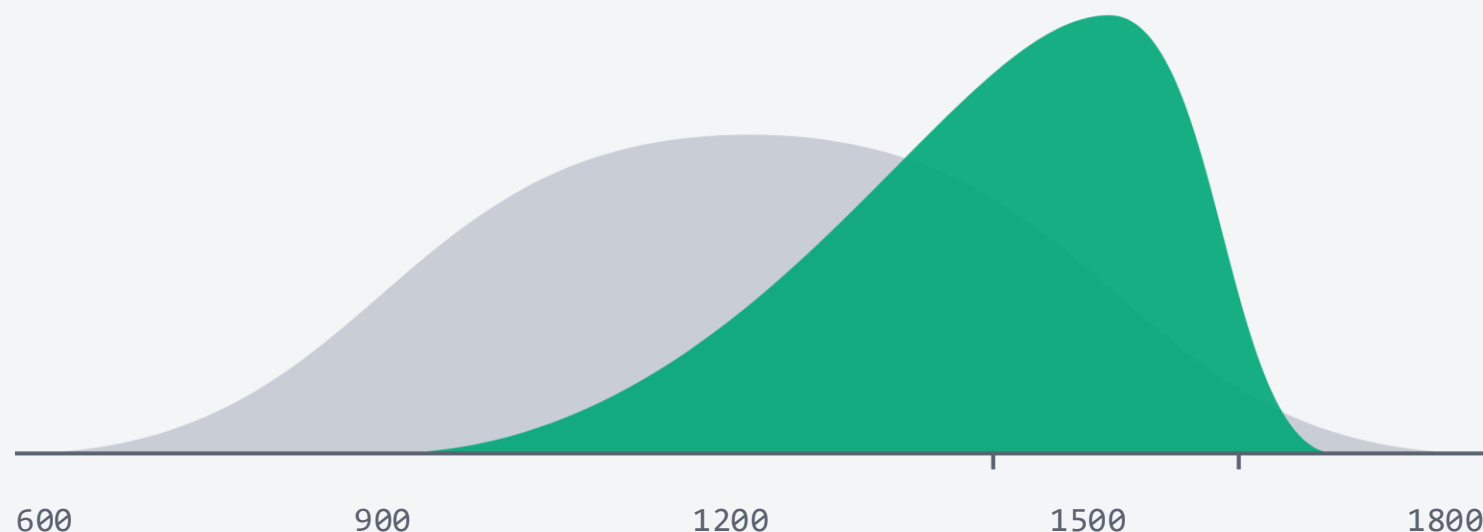
Growing by word of mouth



PM Goal dashboard, October 12, 2026. All organic: people who heard about it from other people.

RESULTS SO FAR

Our first users sit at the senior end of the scale



 The whole profession

How the scale was drawn: from the analyst to the PMO leader.

 PM Goal's first users

About three in four first ratings land between 1400 and 1599.

The curves illustrate the shape and are not to scale. Share of first ratings as read in October 2026.

RESULTS SO FAR

We are in a project-management bubble

WHO CAME FIRST

Experienced project managers

People with long careers and certifications, close to the institutes that promote good practice.

WHO THE SCALE IS FOR

Everyone who manages work

The analyst, the engineer, the coordinator, the person in their first project. The scale was drawn for all of them.

WHAT MAKES THE DIFFERENCE

Detail

A résumé with numbers, scope and results is read more precisely than one with titles alone.



A provocation: think of a colleague outside this bubble. Where would they land? Invite them and find out.

The scale grows with what you demonstrate.

Three ways to make the number yours

IN YOUR FIRST 7 DAYS

Deep Scan

You answer the 26 questions yourself, starting from what the AI suggested. One revision is open in the seven days after your first scan.

WEEK BY WEEK

Evidence

Complete a task from your plan and attach proof. A judge validates it, and it counts in your next measurement.

AFTER 30 DAYS AND 30% OF THE PLAN

Official reassessment

It opens when both are true: 30 days have passed and 30% of your plan is executed. Pro removes the wait, never the 30%.



Your rating is not set in stone. With the calibration and the Deep Scan we understand your context better, and your action plan gets sharper.

The rating does not move on the spot: evidence counts at your next measurement.

ON THE SCREEN

This is PM Goal Path

PM GOAL PATH

Where you stand now, Ana Teste

Your current portrait and what makes the most sense to evolve now.

BASELINE

10/13/2026

PM GOAL RATING

1451

ADVANCED LEADER

Top 10% on the profession reference curve · editorial reference curve

Likely range (80%): 1298–1605

ESTIMATED · GENERATED BY AI FROM YOUR PROFILE

Momentum shows progress in motion. Your official rating only moves after an evidence-based review.

NEXT FRONTIER

Create your own executive decision framework

Central theme for your next maturity leap.

CYCLE CADENCE

Your cycle unlocks with the first task.

YOU ARE HERE

1451 Advanced Leader

WHERE YOU STAND

Your rating, your band and your likely range.

HOW IT WAS READ

The label says it: estimated by AI from your profile.

WHO HELPS

Three AI mentors, one tap away.

YOUR RATING AND PM GOAL PATH

A week in PM Goal Path



Calibrate

Five to eight questions about your moment. It shapes what the plan recommends. Once every 7 days.



Do one task

The plan comes in waves of 30, 60 and 90 days. The screen shows the task of the moment and why it was chosen.



Keep the proof

Mark it done and attach evidence if you have it. A judge reads it before it counts.



Check in

A weekly check-in and up to three short questions about what you did. They keep the record honest.

One task at a time, applied at work. The streak rewards showing up; the rating only moves with what you demonstrate.

Free: the plan, check-ins, evidence, the PM Goal Card and three mentor conversations a day.

YOUR RATING AND PM GOAL PATH

Tools already available



Three AI mentors

Inspired by three schools of practice. They know your portrait and your plan, and they remember the conversation.



Simulation

Serra Azul: four projects, one decision a day. Practice freely, without touching your rating.



PM Goal Card

The image with your number and range.



Public credential

A page peers can open and recognize.



LinkedIn post

Publish the card or add it to your profile.



Executive report

The 26 readings, exported as a PDF.

The mentors are AI. They are not the people and do not speak for them.

ON THE SCREEN

A mentor and a simulation



AI Mentor
 Strategy · Management · Relationships
 AI mentor inspired by Ricardo Vargas — not the real person.

Hi! I'm the AI mentor inspired by Ricardo Vargas's school — strategy, executive management and relationships. I've seen your rating and what you're working on. Want to talk positioning, sponsors/stakeholders, or tying your delivery to business value?

BEFORE YOU START · 1 OF 3

You have just taken over an area at Grupo Serra Azul.

The company is fictional. You have 4 projects in your hands, 7 people who will come to you, and deadlines that run out.

Continue →

Skip the intro

Anhanguera Project
 Sales system replacement
 due this week

Single Standard
 Procurement and receiving standardisation
 due in 6 weeks

Northeast DC Expansion
 New centre with an outsourced logistics provider
 due in 4 weeks

360 Dashboard
 Executive dashboard for the board
 due in 2 weeks

CR

Cláudia

ÉM

Éder

FT

Fábio

MA

Marina

RP

Rogério

TL

Tiago

NX

Neide

AI MENTOR

It already knows your rating and what you are working on.

SIMULATION

Four projects, seven people, deadlines that run out.

Real screens of PM Goal. The mentors are AI; they are not the people.

YOUR RATING AND PM GOAL PATH

What is free and what Pro adds

FREE

Everything you need to start

- The scan, the report and the PDF
- The PM Goal Card and the public credential
- PM Goal Path: plan, check-ins and evidence
- Three mentor conversations a day

PRO • US\$ 9.90 A MONTH

For those who keep going

- Thirty mentor conversations a day
- Reassess as soon as 30% of the plan is executed
- Cycle-to-cycle comparison, with full history
- Export the report again from your PM Goal Path

R\$ 49.90 a month in Brazil. Seven days to change your mind.

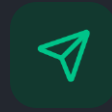
WHAT COMES NEXT

Where PM Goal is heading



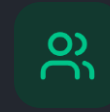
Even sharper readings

More precision for experienced profiles, so each career shows what makes it different.



A nudge each week

Short messages that bring you back to the task of the week in your PM Goal Path.



PM Goal for teams

The same portrait for a whole team, with each person's consent. The waiting list is open.

Tell us what you would put first.

WHY WE ARE DOING THIS

A number you can put your name on, and a path to move it.

For the person with twenty years on the road, and for the person starting this year.



Your turn.

pmgoal.com

Do your PM Goal Scan

Ten minutes, free.

Do one task this week

Open your PM Goal Path.

Invite two colleagues

Until the end of October 13.

QUESTIONS • PMGOAL@PMGOAL.COM • INSTAGRAM [@PM_GOAL](https://www.instagram.com/PM_GOAL)