Market scan

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Round-one picks

Round one tests four products for four different groups of job applicants, so one weak market can't sink the whole round.

Order	Product	Buyers	Why it made the cut	First build
1	Rough-In Prep (built)	Electrical apprenticeship applicants	Large paid-prep market; already built and checked	Ready: 3 full tests, $39
2	Police written test (PELLETB)	California police applicants	All text (spelling, vocabulary, clarity, reading), with an official guide that shows every question type, so it is the fastest to build and check	2 full tests and a free sample
3	School aide test (ParaPro)	Teacher assistants; used in 43 states, D.C. and the U.S. Virgin Islands	About 176,000 teacher assistant openings a year; reading, math and writing, which our engine already builds	2 full tests and a free sample
4	Utility trades test (EEI CAST)	Lineworker and utility trade applicants	Active prep market for well-paid jobs; its mechanical diagrams take longest to build, so it goes last	2 full tests and a free sample

Each product starts with about $70 of ads. An ad stops at about $25 if almost nobody clicks, a product stops at $70 with no sale, and the round stops for a rethink if $400 is spent across all four without a single sale. A product that sells moves on to the stage

gates on the main tab. Price stays at $39 everywhere so the four can be compared; price tests come after something sells.

Known limit: Meta may treat ads for job tests as employment ads, which blocks age, gender and ZIP-code targeting. That costs precision, not national reach.

Next in line: the CCAT, which is large but crowded and found mostly through search, so it waits for search ads. Then the elevator (EIAT) and mechanical (Bennett) tests, which reuse the CAST diagrams, and the Spanish contractor-law exam, which waits for a Spanish-speaking reviewer.

How markets are scored

Each candidate gets 1 to 5 on six tests taken from the first principles on the main tab. A market needs at least 3 on every test to be picked; the total only ranks the ones that pass.

Test	What earns a 5
Demand	Tens of thousands of people need it every year, and they search for help
Willingness to pay	High stakes (a job, a license) and competitors already charge $30 or more
Gap	Few specialized products, or the existing ones are generic, dated or English-only
Build and verify	The format is public, and every answer can be checked by code or a blind solver
Reach	Buyers can be found by ad targeting or by what they search
Low risk	Wrong content harms no one, no trademark trouble, no regulated claims

Where the scan needs search numbers, it uses proxies for now: test-taker counts, competitor activity and prices. A free Google Ads account would add real monthly searches and cost per click.

All candidates

Twenty-three candidates, including four that are not tests at all. Seven pass every test; the four picks are the highest of those, except the firefighter tests, which wait because they serve the same kind of applicant as the police test.

Candidate	Group	Demand	Pay	Gap	Build	Reach	Low risk	Total	Decision
Electrical apprenticeship (Rough-In Prep)	Trades	4	4	3	5	4	5	25	Round one
California police (PELLETB)	Public safety	3	4	3	5	4	4	23	Round one
School aides (ParaPro)	Education	4	3	3	5	4	4	23	Round one
Utility trades (EEI CAST)	Utilities	4	4	3	3	4	5	23	Round one
Elevator apprenticeship (EIAT)	Trades	2	5	3	4	4	5	23	Later: small, recruits in waves
Employer aptitude test (CCAT)	Hiring	5	4	2	4	2	5	22	Later, with search ads
Spanish contractor-law exam (CSLB)	Licensing	3	5	5	2	4	3	22	Queued: needs a Spanish reviewer
Firefighter written tests	Public safety	4	3	3	3	4	5	22	Later: same group as the police test
Mechanical comprehension (Bennett)	Industrial	3	4	3	3	3	5	21	Later: reuses the CAST diagrams
California notary exam	Licensing	3	3	3	4	3	4	20	Later
Nursing entrance (TEAS)	Education	5	4	1	4	4	5	23	No: official prep and big players

Candidate	Group	Demand	Pay	Gap	Build	Reach	Low risk	Total	Decision
Military entrance (ASVAB)	Government	5	2	1	4	4	5	21	No: free official practice
911 dispatcher (CritiCall)	Public safety	4	4	3	1	3	5	20	No: audio, typing and multitasking tasks
Teacher basic skills (Praxis Core)	Education	4	3	2	4	3	4	20	No: crowded
Journeyman electrician exam	Licensing	3	5	3	2	4	3	20	No: built on a copyrighted code book
Wonderlic	Hiring	4	3	2	4	2	5	20	No: crowded, found by search
Refrigerant certification (EPA 608)	Licensing	4	2	2	4	4	4	20	No: cheap and crowded
Postal exam (474)	Government	5	3	2	1	4	4	19	No: personality test, no right answers
Apprenticeship how-to guides	Information	3	2	2	3	4	5	19	No: free advice everywhere
TSA screener test	Government	4	2	3	1	4	4	18	No: X-ray image tasks
Trade calculators and tools	Tools	4	1	1	5	3	4	18	No: free tools everywhere
Resume and interview kits for trades	Services	4	2	1	3	3	4	17	No: free AI tools do this
Contractor document templates	Documents	3	3	2	3	3	2	16	No: legal liability

The products that aren't tests mostly fail on pay and gap: AI makes them free for everyone, so they can't hold a price. High-stakes tests are different, because the value is accurate, timed practice with answers we can prove right.

Demand evidence is thin, so treat those scores as estimates. One prep company, PrepTerminal, reports these review counts per course: CCAT 1,837; electrical 1,615; CAST 1,348; 911 dispatcher 879; Bennett 265; police 221; ParaPro 148; elevator 75. Its student counts repeat across courses (8,876 twice, 1,426 twice), so they were ignored. Real monthly search numbers will replace these estimates once a free Google Ads account exists.

What competitors charge: PrepTerminal $68 for 90 days on each of these tests; iPrep $9.95 for a week to $59.90 for a year of police-test prep; ETS $24.95 per official ParaPro practice test, and Study.com $99.95 for a ParaPro course.

Sources

- PSEG: EEI CAST test brochure: four timed sections, about two hours
- California POST: applicant FAQs and applicant preparation guide: PELLETB sections, 2½ hours, CLOZE removed January 1, 2025
- ETS: ParaPro test and state requirements: 90 questions, 150 minutes, $85 fee, 45 jurisdictions
- U.S. Bureau of Labor Statistics: teacher assistants: 1,463,000 jobs in 2025, about 176,200 openings a year
- NEIEP: EIAT study guide: 100 questions
- Criteria: CCAT: 50 questions in 15 minutes
- CSLB: Spanish Law and Business exam: offered in Spanish since August 2023
- Jon Loomer: Meta special ad categories: employment-ad targeting limits
- PrepTerminal course pages, self-reported counts and prices: electrical, CCAT, EEI tests, police, elevator, Bennett, 911 dispatcher, ParaPro
- iPrep: PELLETB prep prices