**Krafts Hub Investor Proposal**

**Business Name:** Krafts Hub  
**Business Type:** Multi-sector skilled worker hiring platform (Web & Mobile App)

**1. Executive Summary**

Krafts Hub is a comprehensive digital platform connecting clients to skilled workers across diverse fields including construction, software and hardware engineering, automotive repair, fashion design, and other technical or creative professions. It aims to become the go-to marketplace for verified, reliable, and rated skilled workers, streamlining the hiring process for domestic and industrial needs alike.

**2. Market Opportunity**

**Global Gig Economy Valuation (2023):** $455 billion (Source: Statista)  
**Projected CAGR:** 17% through 2030  
**Key Markets:** Africa, North America, Europe, South Asia

* Growing demand for both physical trade skills and digital services
* Fragmented market lacking a unified platform that services both blue-collar and white-collar skill categories
* Rise in DIY culture, remote freelancing, and home improvement initiatives

**3. Revenue Model**

1. **Commission-Based** – 10–15% commission on every transaction
2. **Subscription Plans** – Premium plans for workers to unlock more job leads, visibility, and features
3. **Featured Listings** – Clients can pay to promote urgent/high-paying jobs
4. **Enterprise Partnerships** – Offer staffing solutions to construction companies, startups, or tech agencies
5. **Ad Revenue** – Google Ads integration or in-app promotions (optional)

**4. Target Users**

* **Skilled Workers:** Electricians, plumbers, tailors, mechanics, software developers, hardware technicians, etc.
* **Clients:** Individuals, SMEs, real estate companies, manufacturers, digital agencies

**5. Investment Requirement**

**Initial Investment Needed:** ₦180,000,000 (based on an exchange rate of ₦1,500/$1)  
Breakdown:

* **Platform Development:** ₦60,000,000 (Web + Mobile apps)
* **Marketing & Outreach:** ₦37,500,000
* **Operational Costs (6 months):** ₦45,000,000
* **Legal, Admin & Compliance:** ₦15,000,000
* **Contingency:** ₦22,500,000

**Ownership Offer:** 15% equity for ₦180,000,000  
**Pre-Money Valuation:** ₦1.2 billion

**6. Profit Potential**

* **Year 1 Projected Revenue:** ₦120,000,000
* **Year 2 Projected Revenue:** ₦480,000,000
* **Year 3 Projected Revenue:** ₦1.35 billion

**Gross Margin:** ~70% (after payment processor fees and support)  
**Break-even Timeline:** Within 18 months

**7. Competitive Advantage**

* Covers both traditional skilled trades and tech-based jobs in one ecosystem
* Mobile-first design with a clean, localized UI/UX
* Built-in trust features (reviews, verification, ratings)
* Scalable business model with low overhead

**8. Go-To-Market Strategy**

* Partner with trade schools and local guilds for onboarding workers
* Influencer & social media marketing campaigns
* Local community activation (pop-up events, flyers, referral bonuses)
* Digital ad campaigns targeting industries in need of skilled labor

**9. Risks & Liabilities**

* **Disputes:** Misunderstanding between clients and workers (will include mediation features and terms)
* **Fraud Risk:** Solved via verification and payment holding systems
* **Platform Downtime:** Mitigated with proper DevOps practices
* **Market Competition:** Differentiated by multi-sector focus and localized growth strategy

**10. Exit Strategy**

* Acquisition by larger job platforms or gig networks
* Franchising or white-labelling model for regional use
* IPO upon scaling in 5–7 years

**11. Team Structure**

* **Founder/CEO** – Business and growth strategy
* **CTO** – Platform development and security
* **CMO** – Branding and marketing
* **Community Manager** – Skilled worker and client relations

**Conclusion**

Krafts Hub is set to redefine how skilled labor is sourced, rated, and hired across various industries. By merging simplicity, scale, and security, the platform offers immense potential for investors seeking a scalable and impactful opportunity in the evolving gig economy.

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