

Job Search





Connecting Job Opportunities

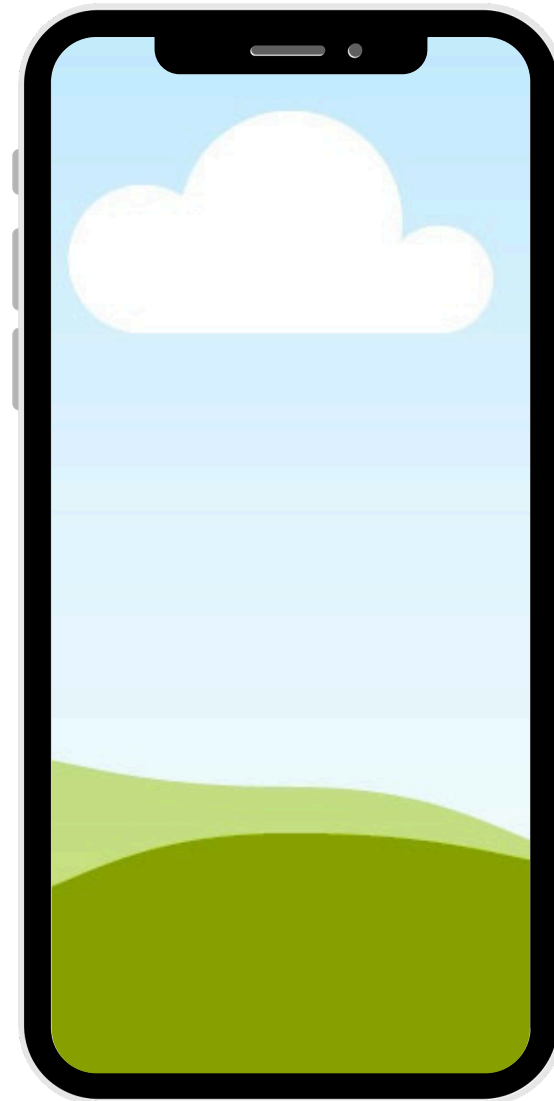
A responsive job search website to reduce youth unemployment by bridging the gap between job seekers and employers through real-time, user-friendly tools.



My Solutions.

- Responsive Website –Works on all devices (mobile, tablet, desktop).
- Job Seeker Profiles–Simple, professional profiles with CV upload.
- Employer Dashboards–Manage job posts and applications easily.
- Real-Time Alerts– Instant updates on jobs and applications.
- Search Filters– Filter jobs by location, industry, and skills.
- Mobile Friendly– Optimized for smartphone access.

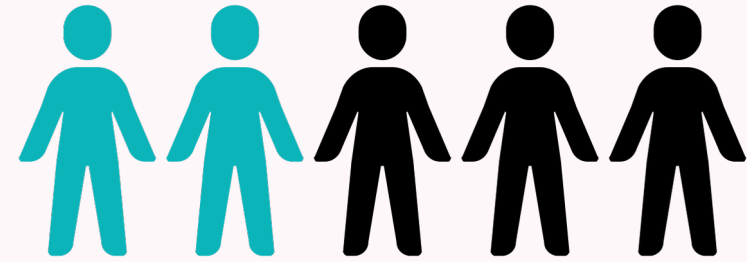




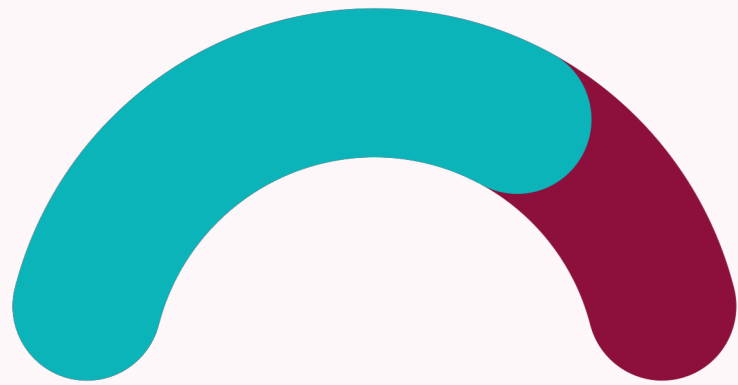
What the Product Does

The platform connects job seekers with employers by allowing users to create profiles, search for jobs, apply ~~in real-time~~, and receive updates. Employers can post job listings, manage applications, and find suitable candidates quickly and easily – all from one responsive, mobile-friendly platform.

Target Market



4 out 5



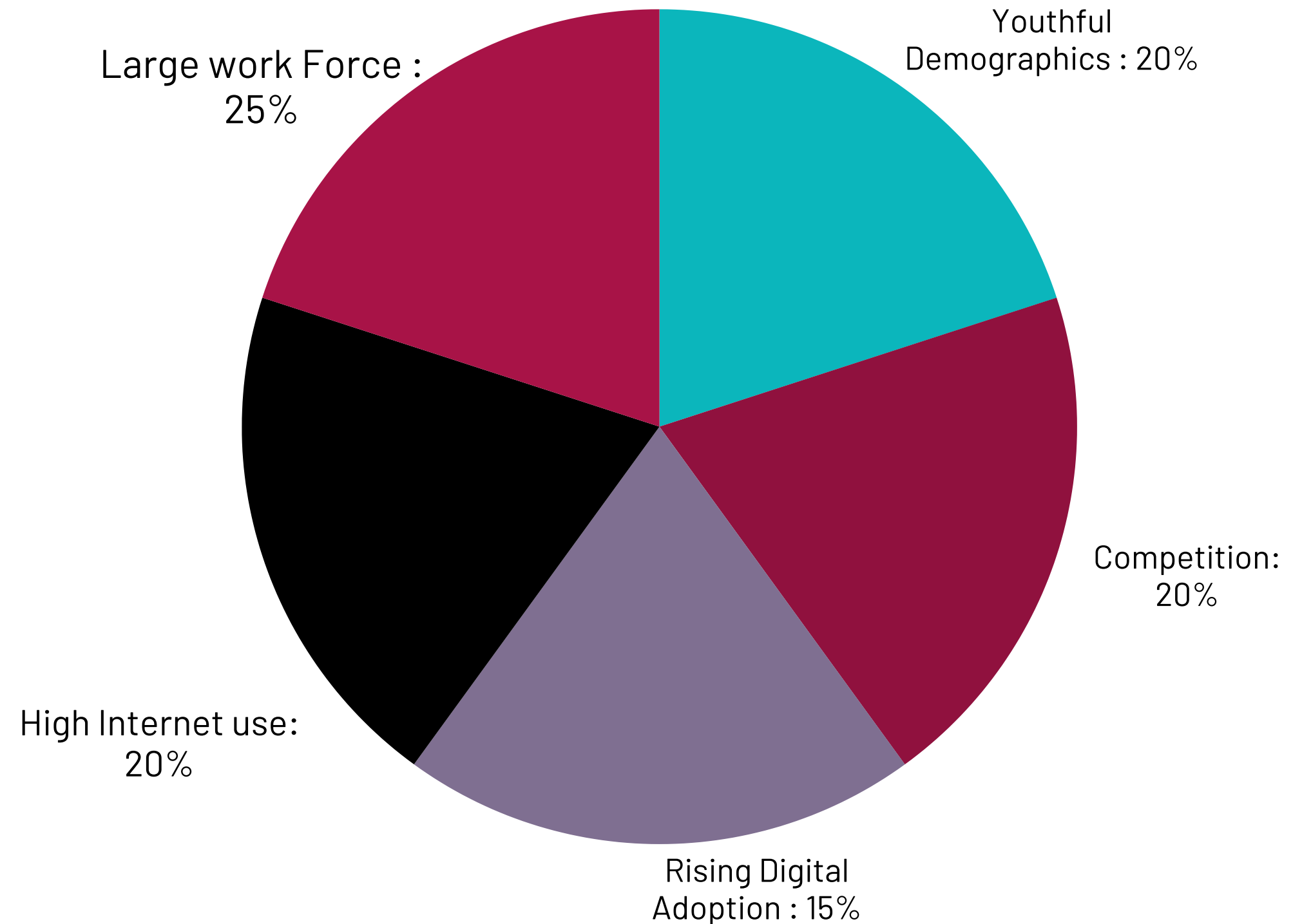
85%



12 million

Market Size

- Large Workforce: 40 million working-age people.
- High Internet Use: 85% internet penetration.
- Youthful Demographics: Majority under 30.
- Rising Digital Adoption: Growing online job search trend.
- Competition: Few platforms, room for niche services.



Competitors

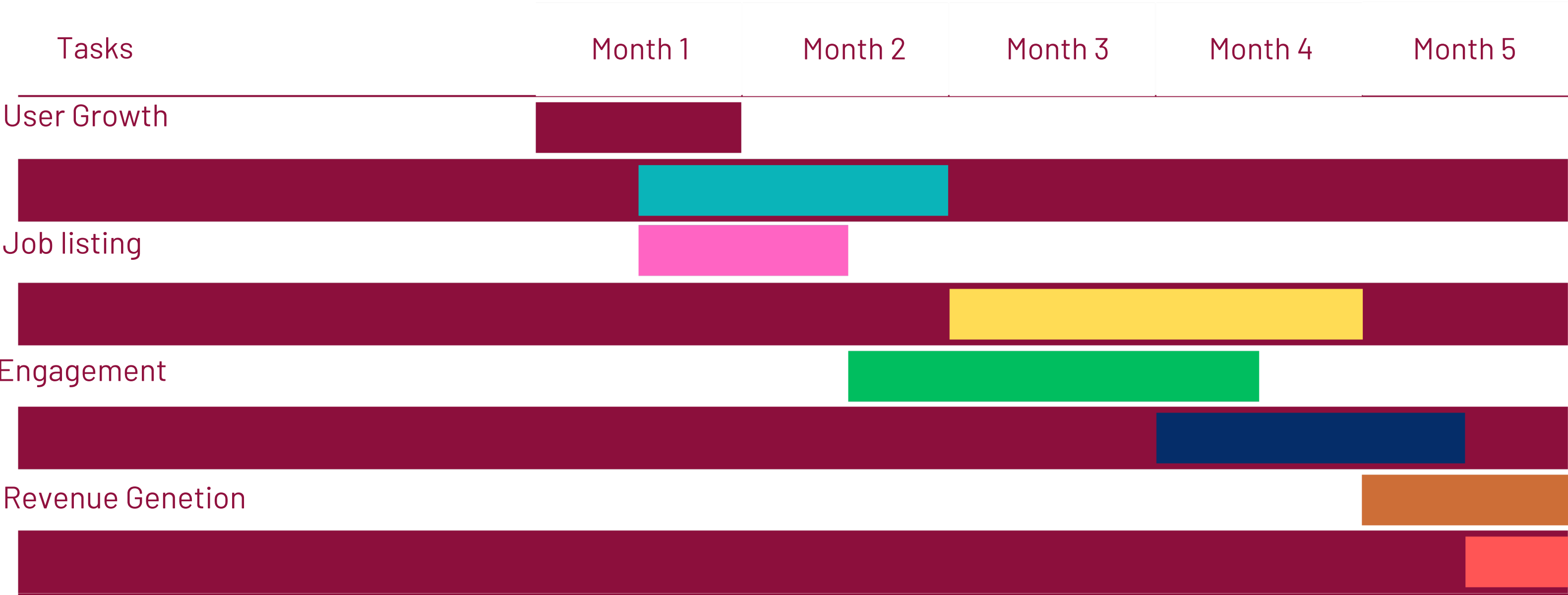
- BrighterMonday – Focus on entry-level jobs and internships.
- Fuzu – Combine career coaching with job listings.
- MyJobsInKenya – Target specific industries and regions.
- KenyaMoja – Include freelance and remote opportunities.
- LinkedIn – Offer personalized resume-building tools for local job seekers.



Competitive Advantage

- 1. Entry-Level Focus:** Specialize in entry-level jobs and internships for young job seekers.
- 2. Career Coaching:** Provide personalized career advice and resume-building tools.
- 3. Local Industry Focus:** Tailor job listings to specific industries and regions in Kenya.
- 4. Freelance/Remote Jobs:** Offer a dedicated section for freelance and remote job opportunities.
- 5. Mobile-First Design:** Optimize the platform for mobile users, considering high mobile internet usage in Kenya.

Project Traction



Business Model



Making Money:

1. Premium Job Listings – Employers pay to feature jobs.
2. Subscription Plans – Job seekers pay for extra features (e.g., early access, CV tips).
3. Resume Services – Paid CV writing and review.
4. Ad Revenue – Earnings from ads on the site.
5. Recruitment Services – Charge companies for full hiring support.

📈 Profit Margins :

- Monthly Revenue: KES 500,000
- Monthly Costs: KES 200,000 (staff, hosting, marketing)
- Profit: KES 300,000
- Profit Margin = 60%



Go To Market

- Social Media Ads – Run targeted ads on Facebook, Instagram, and LinkedIn.
- Campus Activations – Promote directly in universities and colleges.
- SEO & Blog Content – Use job tips and career advice to attract job seekers via Google.
- WhatsApp & SMS Alerts – Send job alerts directly to users' phones.
- Partner with Employers – Collaborate with companies to list jobs and promote your site.



Social Impact

- SDG 1 – No Poverty

Helps people find jobs and earn income.

- SDG 4 – Quality Education

Offers career resources, training, and resume tips.

- SDG 8 – Decent Work and Economic Growth

Connects job seekers with employment opportunities.

- SDG 9 – Industry, Innovation and Infrastructure

Uses technology to improve job access and hiring.

- SDG 10 – Reduced Inequalities

Provides equal job access to youth, women, and underserved regions.

Our Ask

- Funding Usage Breakdown:
 1. Platform Development (30%)
 - Improve website/app features, user experience, and mobile optimization.
 2. Marketing & Outreach (25%)
 - Run digital campaigns, social media ads, and campus activations to attract users.
 3. Staffing (20%)
 - Hire developers, customer support, and sales reps to grow operations.
 4. Operations & Hosting (15%)
 - Cover server costs, domain, tools, and day-to-day expenses.
 5. Training & Support Services (10%)
 - Offer free resume help, job tips, and basic career coaching to users.

Team Members

Add team members Names and tiles



Joe Marwa
Chief
Executive
Officer



Kevin Gikonyo
Software
Engineer



Lowell Owuor
Student



Thank you!

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