

# THE FOUR QUADRANTS

# QUADRANT 1: GROUND TRUTH

## Problem Statement

Thousands of skilled Nigerians both digital talents (designers, developers, marketers) and non-digital artisans (plumbers, hairstylists, tailors, electricians) struggle to find consistent work because they lack visibility, trust, and direct access to clients. Existing platforms focus mainly on digital skills, leaving non-digital skilled workers behind. As a result, many skilled individuals remain unemployed or underpaid, despite having valuable abilities.

## Evidence from Ground Interviews

From interviews with skilled individuals( digital and non-digital), we discovered:

- They do not know **where to find clients**.
- Many depend on **luck**, “word of mouth,” or “knowing someone.”
- Digital platforms are **overcrowded**, making it hard for new talents to be noticed.
- Non-digital artisans are **not represented online** at all.
- Many struggle with **low income, inconsistent jobs**, and **no shop or location visibility**.

Here is the link to the interviews and discoveries: <https://youtu.be/leMdtsBtEEI>

## Interview Summary

- Some interviewed talents said they do not get work regularly.
- Non-digital talents (artisans) said they have *never* used a platform to get clients.
- Talents want a platform that brings them direct clients.
- Some are familiar with Web3 and blockchain technologies, but they don’t interact with it
- Most people said, “I wish there was a platform that connects people who need jobs with people who need work done.”
- We also have link to the survey we created to gather more research and groundtruth:  
 Are You Getting Jobs With Your Skill? Survey (Responses)

## Key Observations

- High youth unemployment among skilled individuals.
  - Talents are willing to embrace the using of an online platform, as long as they will get jobs and more visibility
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## QUADRANT 2: FORMULATE INSIGHT

### Talents Insights

From the problems discovered, here are the deeper insights:

#### **INSIGHT 1: Visibility = Survival**

If skilled talents cannot be seen or found, they cannot get jobs, regardless of how good they are.

#### **INSIGHT 2: Digital platforms ignore artisans**

Fashion designers, barbers, hairdressers, plumbers, carpenters, etc., are not really represented on online job platforms.

#### **INSIGHT 3: Overcrowded digital marketplaces discourage new talents**

Digital talents are overshadowed by older, more established freelancers on global platforms.

#### **INSIGHT 4: Talents need income stability, not occasional work**

They want predictable weekly jobs, not random opportunities.

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### Patterns from Talents

From interviews, these repeated patterns emerged:

- “No clients”
- “No platform for us”
- “People don’t trust new people”

- “The existing apps are too crowded”
  - “I don’t have a shop, so people don’t know my work”
  - “Clients lie or underpay”
  - “Artisans have no online presence”
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## Insight Summary Statement

Skilled Nigerians don’t just need a platform, they need **visibility, trust, and consistent access to opportunities** in both the digital and local markets.

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# QUADRANT 3: FORMULATE HYPOTHESIS

## Core Hypothesis ( They hypothesis we chose)

If we create a platform that **verifies skilled talents**, gives them **visibility**, and connects them directly to paying clients, then **they will get more consistent jobs**, and clients will have access to affordable, trustworthy workers. That is why we are building **TechKR**.

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## Supporting Hypotheses ( Other solutions we were looking forward to)

**Hypothesis A:** A community-based offline job-matching center

**Hypothesis B:** WhatsApp job broadcast lists.

**Hypothesis C:** A website that connects artisans to nearby clients

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# QUADRANT 4: DEFINE OPPORTUNITY

## Opportunity Areas

## **Opportunity 1: Unified Talent Marketplace**

A single platform for *both* digital and non-digital skilled Nigerians.

## **Opportunity 2: Skill Assessment & Verification**

TechKR SkillCheck:

- Talent must pass our skill test with at least 80%
- Badge awarded
- Increases trust

## **Opportunity 3: Affordable Pricing Model**

\$10/hour base rate for digitally skilled individual, fair to local prices  
Flexible for artisans (negotiation between talent and client)

## **Opportunity 4: Job Category Expansion**

- Tech skills
- Creative skills
- Craft-based skills
- Local services
- Home repairs
- Beauty and grooming
- Freelancing
- Micro tasks

## **Opportunity 5: Talent & Client Dashboards**

Talents see:

- Completed jobs

- Earnings
- Ratings
- Tipping amounts
- Pending jobs

Clients see:

- Talent history
- Previously hired workers
- Budget tracking
- Job records

### **Opportunity 7: Local Discovery System**

Clients find artisans by:

- Location
- State
- Skill type
- Price range

### **Opportunity 8: 16% Commission Model**

Each job completed gives TechKR 16% ( 8% from client, 8% from talent on every completed transaction.

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## **Final Proposed Solution**

Build **TechKR**, a talent-client marketplace built specifically for skilled Nigerians, where digital and non-digital workers can find jobs, get verified, build trust, earn consistently, and connect with global and local clients at fair rates.

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## **Why this opportunity is worth building**

- Addresses unemployment at the root
- Gives artisans & digital talents equal opportunity
- Builds trust using verification
- Provides income stability
- Helps clients find affordable, skilled workers
- Scalable across Africa
- Creates a circular economy of skills, jobs, and income

## **Market Opportunities**

- Nigeria has millions of skilled individuals that are unemployed
- The global freelance market is a massive and rapidly growing sector, valued at around \$6.26 trillion in 2023, with projections to reach approximately \$24.78 trillion by 2032, driven by remote work, digital platforms, and demand for flexible talent across industries like IT, marketing, and design. This enormous market encompasses a significant portion of the global workforce, offering businesses cost-effective access to specialized skills.

# TECHKR DOCUMENTATION

# **TechKr: Connecting Skilled Nigerians to Local and Global Opportunities**

## **Introduction**

TechKR is an employment and service-matching platform designed to help skilled Nigerians, both digital professionals and local artisans connect with clients(locally and globally) who need their services. The platform addresses unemployment challenges by providing visibility, structure, and verified opportunities for anyone with a skill to earn.

## **Problem Statement**

Nigeria has one of the largest populations of skilled individuals in Africa, from graphic designers, developers, writers, and digital marketers to local artisans such as plumbers, hairdressers, tailors, electricians, and carpenters. Yet despite their abilities, a huge percentage of these skilled people remain unemployed or severely under-employed. The challenge is not a lack of skill, but a lack of *access, visibility, and structured opportunity*.

### **1. Lack of Job Access for Digital Talents**

Digital professionals often rely on international freelancing platforms to find jobs. However:

- These platforms are overcrowded with global competition.
- African talents struggle to get visibility due to algorithm bias.
- Many struggle to secure their first few jobs because they lack reviews.
- Payment systems are challenging, with high withdrawal fees and account restrictions.

As a result, even highly skilled digital workers fail to earn a sustainable living.

### **2. Local Skilled Workers Have Zero Visibility**

Local artisans like plumbers, barbers, hairdressers, fashion designers, electricians, mechanics, etc., face a different but equally limiting challenge:

- They cannot afford shops or workspaces.
- They lack online presence or marketing channels.
- They rely solely on word-of-mouth, which limits client reach.
- Clients often fear hiring artisans because of trust issues or inconsistent quality.

This lack of structure keeps many skilled workers out of the labor market even when demand exists.

### **3. Clients Cannot Find Trusted Skilled Professionals Easily**

Individuals and businesses often struggle to:

- Find verified, reliable talents.
- Ensure skills are authentic.
- Hire people at affordable rates.
- Avoid being scammed or receiving low-quality work.

Clients want skilled professionals but lack a trustworthy way to discover, evaluate, and hire them.

### **4. Unemployment Continues to Rise**

Despite the abundance of skills, unemployment among Nigerian youths remains extremely high. Many skilled individuals end up working outside their profession or earning far below their potential.

The missing link is a system that:

- Connects skills to the right opportunities
- Builds trust between talent and clients
- Ensures fair pay
- Offers visibility to both digital and local workers

### **5. No Unified Platform for All Skilled Workers**

Existing platforms are either:

- Focused only on digital skills, excluding artisans
- Hyperlocal and don't support verified talent
- Not structured to handle payments, tips, or reviews
- Limited in job categories
- Not built for the Nigerian context

There is currently **no platform that brings together both digital and local skills**, verifies them, and connects them to clients in a transparent, trustworthy, and efficient way.

## What We Are Building

TechKR is a dual-market platform that serves two categories of skilled individuals:

### a. Digitally Skilled Individuals

These include:

- Graphic designers
- Software developers
- Writers and editors
- Social media managers
- Virtual assistants
- Video editors
- Digital marketers and so on

They struggle on existing global platforms due to overcrowding, low visibility, and high competition. TechKR creates a local-first system where digital skills can be discovered easily by clients seeking affordable, reliable talent.

### b. Local Skilled Individuals (Non-Digital Workers)

These include:

- Hairdressers
- Barbers
- Plumbers
- Electricians
- Fashion designers and tailors
- Carpenters

- Mechanics
- Shoemakers and so on

Many of them have no shops, no online presence, and no accessible way to reach clients who need their services.

TechKR integrates both digital and local workers into one platform, something **existing marketplaces do not provide**.

## Core Features of TechKR

### User Onboarding

- Sign-up as **Talent or Client**
- Talent chooses category: Digital or Local
- Nigerian talents select their state and skill type
- Clients can come from anywhere in the world

### Skill Verification (The "TechKR SkillCheck")

To ensure quality, talents complete an assessment and must score **80% or above** to be verified.

### Talent Dashboard

Talent users can:

- View number of completed jobs
- Track earnings
- See client ratings and reviews
- Withdraw earnings
- Manage profile and skill portfolio

### Client Dashboard

Clients can:

- Post jobs

- Browse talent categories
- View previous hires and job history
- Track ongoing work
- Tip talents after satisfying service delivery

## Job Listings Portal

A public board showing:

- Latest jobs
- Active jobs
- Local service requests
- Digital task requests

## Payment System

- Clients pay talents through the platform in our vault
- TechKR takes **16% commission** per completed job ( 8% from Client & 8% from talent )

## Location-Based Services for Local Workers

For non-digital talents:

- Local job requests appear based on distance
- Clients can filter by city, state, or proximity

## Client-Talent Communication Tools

- In-platform messaging
- File uploads (for digital jobs)
- Job updates

## The Problem We Are Solving

## **Digital Workers Problem:**

Digital talents compete on saturated global platforms and often remain unseen.

## **Local Workers Problem:**

Local artisans lack visibility, workspace, and access to client demand.

## **Clients' Problem:**

Clients struggle to find reliable, verified, and affordable talents.

TechKR solves all three challenges with one system.

## **Why This Matters**

Nigeria has millions of unemployed but skilled individuals. The issue isn't lack of ability, it's lack of access, visibility, and structured opportunity.

By providing a platform that connects skills to demand, TechKR:

- Reduces unemployment
- Increases income opportunities
- Strengthens local economies
- Supports youth empowerment
- Creates a trusted ecosystem for service delivery

## **Unique Value Proposition**

TechKR is the first Nigerian platform that:

- Serves both digital and local talents
- Verifies skills before listing
- Provides state-based and proximity search for local workers
- Connects global clients to Nigerian workers at fair rates

## **Long-Term Vision**

TechKR aims to become the largest inclusive talent marketplace in Africa, offering:

- Verified skills
- Fair pricing
- Reliable job opportunities
- An ecosystem where every skill has value

## Founding Story

TechKR was born out of a real problem observed across Nigeria: thousands of skilled individuals, graphic designers, writers, developers, plumbers, barbers, tailors, hairdressers were unemployed not because they lacked skill, but because they lacked access.

After several encounters with talented Nigerians who constantly complained about not finding jobs or clients, it became clear that the gap wasn't the skill level; the gap was the opportunity.

Digital talents struggle on crowded platforms where they can't stand out.

Local artisans struggle because they have no shops, no visibility, and no structured way to find clients.

TechKR was created to solve this. A platform designed to bring **visibility, access, fairness, and opportunity** to all skilled Nigerians, both digital and non-digital. By connecting clients (locally and globally) to verified talents at fair rates, TechKR aims to reduce unemployment, empower communities, and give skilled individuals a chance to earn and grow.

## Conclusion

TechKR is not just another job platform, it is a bridge between skills and opportunity. By combining technology, verification, and accessibility, we are building a system that empowers skilled Nigerians to work, earn, and grow.

This document explains the foundation of what TechKR stands for and the exact solution we are building.

Here's our survey link: [click here](#)

# OUR HACKATHON JOURNEY

## Our Hackathon Journey: From Confusion to Clarity, and the Beauty of Regeneration

When we started this hackathon, nothing made sense. Absolutely nothing.

The tools felt foreign, the workflow felt strange, and everything seemed to be moving faster than we could catch up with. As the Product Manager, I suddenly found myself learning things I had never imagined I'd be using Obsidian, Git, Vercel, and all the new development practices that came with them.

There were nights I sat down just trying to understand how these tools connected, how the system worked, and how best to structure our workflow. I even had a meeting with **Carlos**, asking him questions and trying to understand *why* these tools mattered and *how* to use them effectively. It was tough, but each explanation moved me a little closer to clarity.

What I didn't know at the time was that my team had also been working individually, everyone struggling on their own, trying to find their footing. We were all confused, just in different corners. Eventually, we realized that the Hub would actually help us with a lot of the things we were trying to figure out alone. Once we aligned and shared what we had each learned, things shifted. Suddenly, everything that felt heavy became light.

As we moved forward, we began conducting interviews for the Groundtruths, and that was another regenerative experience. Every time we interviewed someone, **new questions came to our minds**. Questions we didn't even think about earlier. So after each interview, we refined our next set of questions, improved our flow, and deepened our understanding. It was regeneration in its purest form learning, adapting, growing, and evolving continuously.

Overall, this hackathon became more than just a project. It became a journey. A transformation. A lived experience of how regeneration works.

We want to say a big thank you to **NexTrend Hub** for giving us the space and structure to grow. To the Hub lead, **Abdulrahman**, thank you for your support, you made the entire process more enjoyable.

And to **WADA and Prisma**, thank you for introducing us to the regenerative principle. We didn't just learn it, we lived it, and it was genuinely fun.

This journey wasn't perfect, but it was beautiful. And now, looking back, we're grateful for every confusing beginning that led to clarity in the end.

# OUR TEAM

## **1. Ayomi Shuga — Product Manager**

Responsible for coordinating the project vision, defining user requirements, managing team workflow, conducting interviews, and ensuring alignment across development and design.

## **2. Agbaje Ojeh — Developer**

Works on implementing core features, integrating tools, managing backend/frontend tasks, and ensuring technical functionality.

## **3. Gbadegeshin Darhud — Developer**

Contributes to system development, tackles technical challenges, supports code deployment, and collaborates on implementation.

## **4. Usman Alawode — Product Designer**

Leads UI/UX design, creates user flows, develops wireframes, and ensures the product experience is intuitive and user-centric.

## **5. Tobi — Product Designer**

Supports user research, contributes to visual design, assists with prototyping, and collaborates on improving interface usability.

Here is the link to our pitch deck: [Pitch deck](#)