

Business Requirements Document (BRD)

Product Name: Looksharp

Project: Looksharp – Internship & Early Career Talent Platform for Africa (Phase 1: Ghana Launch)

Version: 1.0

Date: December 01, 2025

Prepared by: Senior Business Analyst Team (on behalf of Looksharp Founding Team)

1. Executive Summary

Looksharp is a mobile-first digital talent marketplace that connects university students, polytechnic students, national service personnel, and recent graduates (collectively “Talent”) with employers seeking interns, attachments, industrial placements, entry-level hires, and graduate trainees in Ghana, with a clear roadmap to expand across Africa.

The platform solves the acute “experience paradox” faced by African youth: employers demand experience, but young people cannot get experience without opportunities. Looksharp will become the single trusted gateway for verified early-career opportunities in Ghana, replicating and exceeding the success of Handshake (USA) while being purpose-built for the African context.

Target launch: Q3 2026 in Ghana.

Target users in Year 1: 150,000+ Talent and 4,000+ registered employers.

2. Vision & Objectives

Vision

To make meaningful work experience accessible to every African youth, powering the continent’s most talented generation into productive careers.

Business Objectives

- Achieve 200,000 registered Talent and 5,000 active employers in Ghana within 24 months of launch.
- Facilitate at least 50,000 successful internship/attachment placements in the first 36 months.
- Become the #1 recruitment source for companies hiring interns and fresh graduates in Ghana by 2028.
- Generate sustainable revenue through employer-paid models while remaining 100% free for Talent.

3. Scope

In Scope (MVP + Post-MVP Phases 1–3)

- Talent registration, profile creation, opportunity search & applications
- Employer registration, company page, opportunity posting & applicant management
- University/Institutions partnership portal
- AI-powered matching & recommendations
- Mobile apps (iOS & Android) + responsive web
- Mobile money & card payment integration (MTN MoMo, Telecel Cash, Vodafone Cash, Visa/Mastercard)
- In-app messaging & interview scheduling
- Virtual career fairs & events
- National Service placement module (Ghana-specific)
- Reviews & ratings system
- Analytics dashboards for all user types

Out of Scope (for now)

- Full-time experienced hire recruitment (will be added in Phase 4)
- Executive search or headhunting services
- Physical career fair ticketing/logistics

4. User Personas

Persona	Description	Goals	Pain Points
Akosua – Final Year Student (University of Ghana)	22 years old, Computer Science, needs mandatory internship	Find reputable companies offering real learning experiences, apply easily on phone	Too many fake postings on WhatsApp/Telegram, long unresponsive email applications
Kwame – National Service Personnel	Just completed service, looking for graduate trainee roles	Convert service experience into permanent job	Companies rarely respond after service
HR Manager – MTN Ghana	Recruits 150 interns/graduates annually	Reduce time-to-hire, improve quality of applicants, comply with internal diversity goals	High volume of unqualified CVs via email
Career Services Officer – Ashesi University	Manages 800+ students	Track student placements, promote university to employers	No centralized data on where alumni interned
Small Business Owner – Tech Startup in Accra	15 employees, needs 2 marketing interns	Find hungry, talented students at zero or low cost	Cannot afford LinkedIn Premium or recruitment agencies

5. Functional Requirements

5.1 Common Features

ID	Requirement	Priority
COM-01	Multi-language support (English + future Twi, Ga, Ewe, French)	High
COM-02	SMS & Email + Push notifications	High
COM-03	Ghana Card / Student ID / Passport verification for Talent	High
COM-04	BVN-style employer verification (Ghana Card for owner + Business Registration documents)	High
COM-05	Dark mode & offline capability for key features	Medium

5.2 Talent Features

ID	Requirement	Details
TAL-01	One-click sign-up with Google, Apple, phone number or email	Must support all Ghanaian phone networks
TAL-02	Rich profile builder	Education, skills, portfolio links (Behance, GitHub, Google Drive), video

ID	Requirement	Details
		introduction (30-sec max), NSS posting info
TAL-03	Resume builder with Ghana-standard templates	Export to PDF
TAL-04	Smart opportunity feed	AI-recommended internships based on profile completeness, location, course, skills
TAL-05	Saved searches & job alerts	Daily/weekly summary via SMS if no app opens
TAL-06	Easy apply (1-click or max 3 questions)	Support for cover letter upload or text
TAL-07	Application tracker dashboard	Status: Applied → Under Review → Interview → Offer → Accepted/Rejected
TAL-08	Company insights & reviews	Anonymous reviews of internship experience
TAL-09	Virtual career fair attendance	Browse booths, drop CV, live chat, schedule interviews

5.3 Employer Features

ID	Requirement	Details
EMP-01	Free & paid tiers (Free: 3 active postings; Starter: 20 postings + branding;	Pricing to be finalized after market testing

ID	Requirement	Details
	Professional: unlimited + ATS integration)	
EMP-02	Company page with branding	Logo, photos, employee testimonials, video (max 90 sec)
EMP-03	Opportunity builder	Internship, Attachment, National Service, Graduate Trainee, Entry-level full-time. Fields: stipend (or “unpaid”), duration, location/hybrid/remote, application deadline
EMP-04	Applicant dashboard with filtering & bulk actions	Shortlist, reject, message, schedule interviews
EMP-05	Interview scheduling with Google/Outlook calendar sync	Auto-timezone handling
EMP-06	Offer letter template & e-signature	Integration with HelloSign or DocuSign
EMP-07	Diversity & inclusion reporting	Track gender, university, region of applicants

5.4 University / Career Services Features

ID	Requirement
UNI-01	Institutional dashboard showing student registration & placement rates

ID	Requirement
UNI-02	Bulk student upload via Excel or API
UNI-03	Exclusive employer events & job postings visible only to their students
UNI-04	Branded career fair hosting

5.5 National Service Specific Module (Ghana-only for now)

ID	Requirement
NSS-01	Talent can indicate they are awaiting/posted for National Service
NSS-02	Employers can post “National Service positions” that auto-expire after 12–18 months
NSS-03	Integration roadmap with National Service Authority API (when available)

6. Non-Functional Requirements

Category	Requirement
Performance	< 2 sec page load on 3G networks (95th percentile)
Scalability	Support 500,000 concurrent users by Year 3
Availability	99.9% uptime

Category	Requirement
Security	GDPR + Ghana Data Protection Act 2012 compliance, SSL everywhere, 2FA for employers
Accessibility	WCAG 2.1 AA compliant
Platforms	Native Android (min v8.0), iOS (min 14), Responsive web
Offline	Talent can browse saved jobs & draft applications offline

7. Payment & Monetization

Revenue Stream	Description
Featured Postings	Employer pays to boost posting to top of feed
Subscription Plans	Monthly/annual plans for unlimited postings + branding
Sponsored Career Fairs	Companies pay for premium booths
Premium Talent Features (future)	CV review, mock interviews, certification badges (not in MVP)

All payments via mobile money, cards, or USSD for feature phones.

8. Key Business Rules

Rule	Description
BR-01	Talent accounts are free forever

Rule	Description
BR-02	Employers must verify business before posting paid opportunities
BR-03	Stipend amount must be clearly shown (even if GHS 0) to avoid exploitation
BR-04	Unpaid internships longer than 3 months require justification and university approval flag
BR-05	Maximum 2 interview rescheduling requests per party
BR-06	Reviews only allowed after placement ends or 3 months after application rejection

9. Integrations

Integration	Purpose
MTN MoMo, Vodafone Cash, Telecel Cash, AirtelTigo Money	Payments
Flutterwave or Paystack	Card payments & payout to employers (refunds)
Google Workspace / Microsoft 365	Calendar sync
WhatsApp Business API	Application alerts & chat fallback
Ghana.GOV APIs (future)	National Service status verification
University LMS (e.g., Sakai, Moodle)	Single sign-on for students

10. Assumptions & Constraints

Assumptions

- Internet penetration and smartphone adoption will continue growing at current rates in Ghana.
- Universities will partner and encourage student sign-ups.
- The National Service Authority will eventually provide API access.

Constraints

- Must comply with Ghana's Labour Act 2003 (Act 651) regarding internships.
- Budget for Year 1 marketing: GHS 1.2m (to be raised).
- The development team will be hybrid (Ghana + remote).

11. Risks & Mitigation

Risk	Likelihood	Impact	Mitigation
Low employer adoption	Medium	High	Seed with large corporates (MTN, Ecobank, Unilever, Nestlé) via enterprise sales team
Fake accounts / CV fraud	High	High	Mandatory Ghana Card verification + AI fraud detection
Exploitation (unpaid long internships)	Medium	High	Transparency rules + reporting mechanism + partnership with NUGS & labour unions

Risk	Likelihood	Impact	Mitigation
Competitor response (LinkedIn, Jobberman)	High	Medium	Differentiate with student-first experience, mobile money, local focus

12. Success Metrics (KPIs)

Metric	Year 1 Target	Year 2 Target
Registered Talent	150,000	500,000
Active Employers	4,000	12,000
Applications submitted	300,000	1,200,000
Placements facilitated	15,000	60,000
Talent NPS	> 70	> 80
Employer NPS	> 60	> 75
Monthly Active Users (MAU)	80,000	300,000
Revenue	GHS 2.4m	GHS 18m

This Business Requirements Document is approved as the single source of truth for product development decisions. All future features will be evaluated against the vision and objectives outlined here.