

ejobi
AI recruitment platform

Connecting jobseekers and
recruiters



What we do



ejobbi
AI recruitment platform

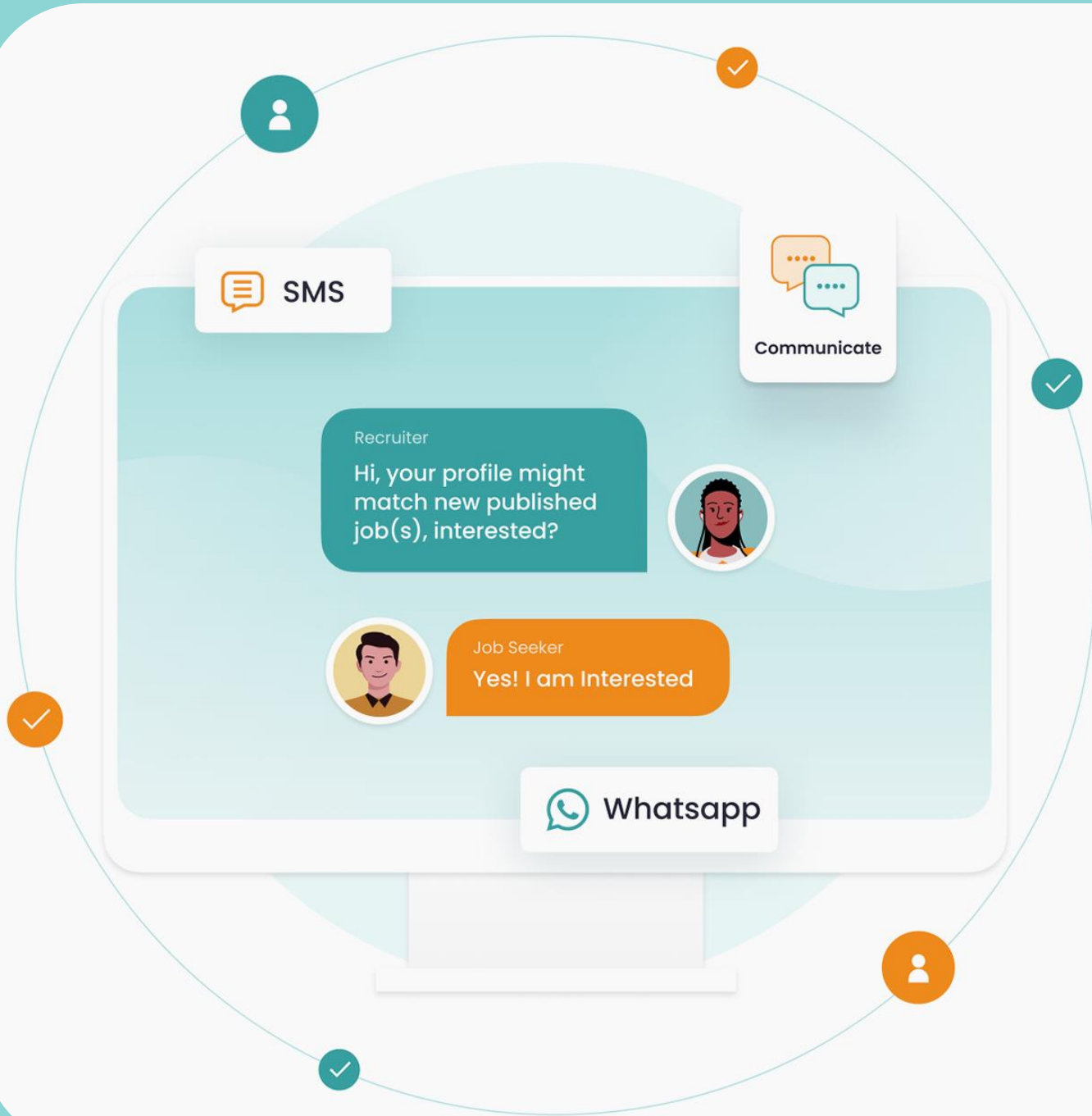
**We solve for equal access
to employment
opportunity.**





ejobi
AI recruitment platform

We reduce time and effort to place candidates.



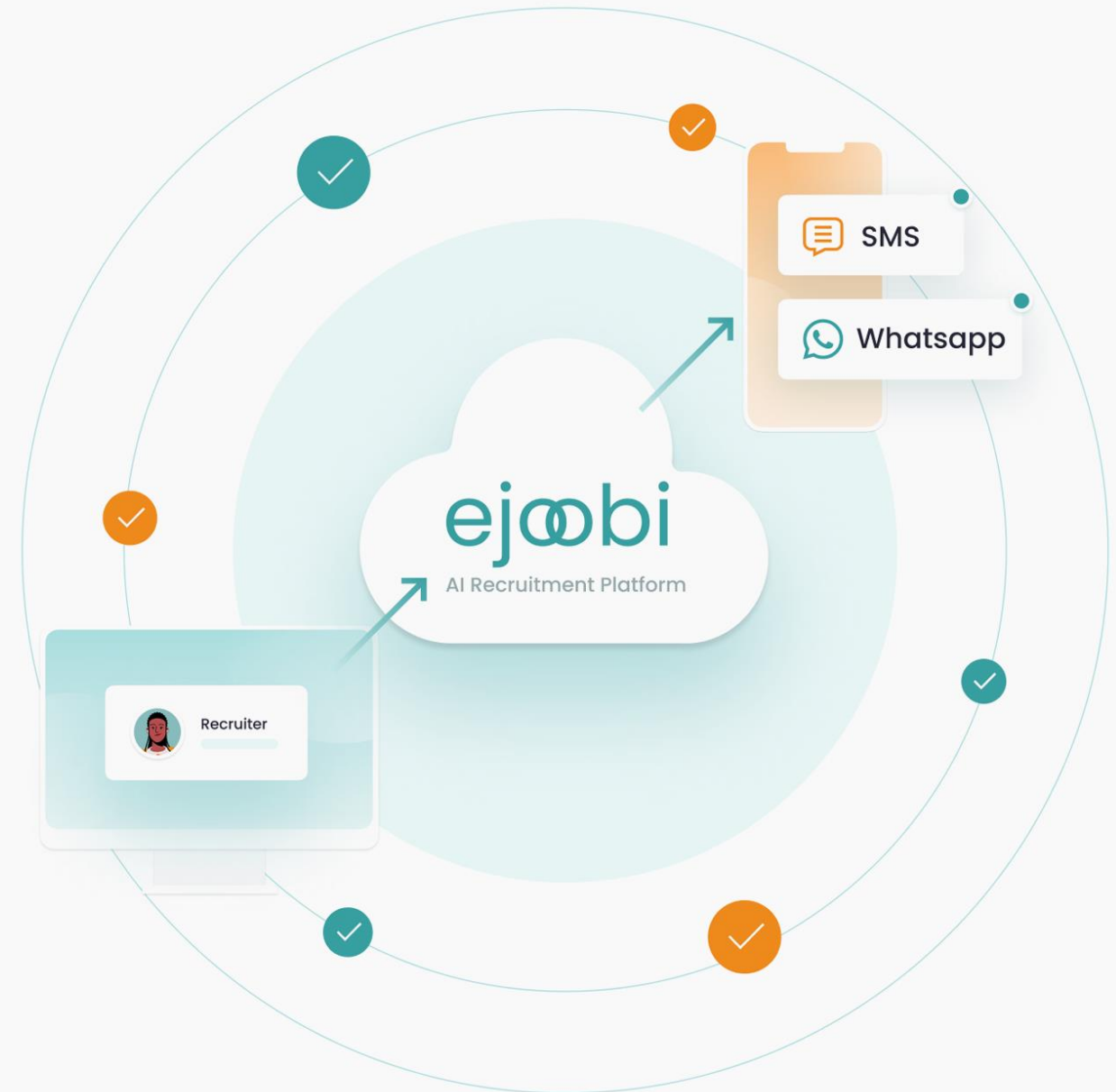
Low job application due to limited access to internet

- High cost of having a smartphone
- Poor connectivity in some areas
 - Cannot afford high data costs



Jobseekers

- Easy convenient way to apply for jobs and communicate with potential employers
- Send more job applications with limited access to internet
- Create comprehensive resume
- Job seeker come to the online platform once to register and upload CV assistant by Chatbot then access these service





Recruiters

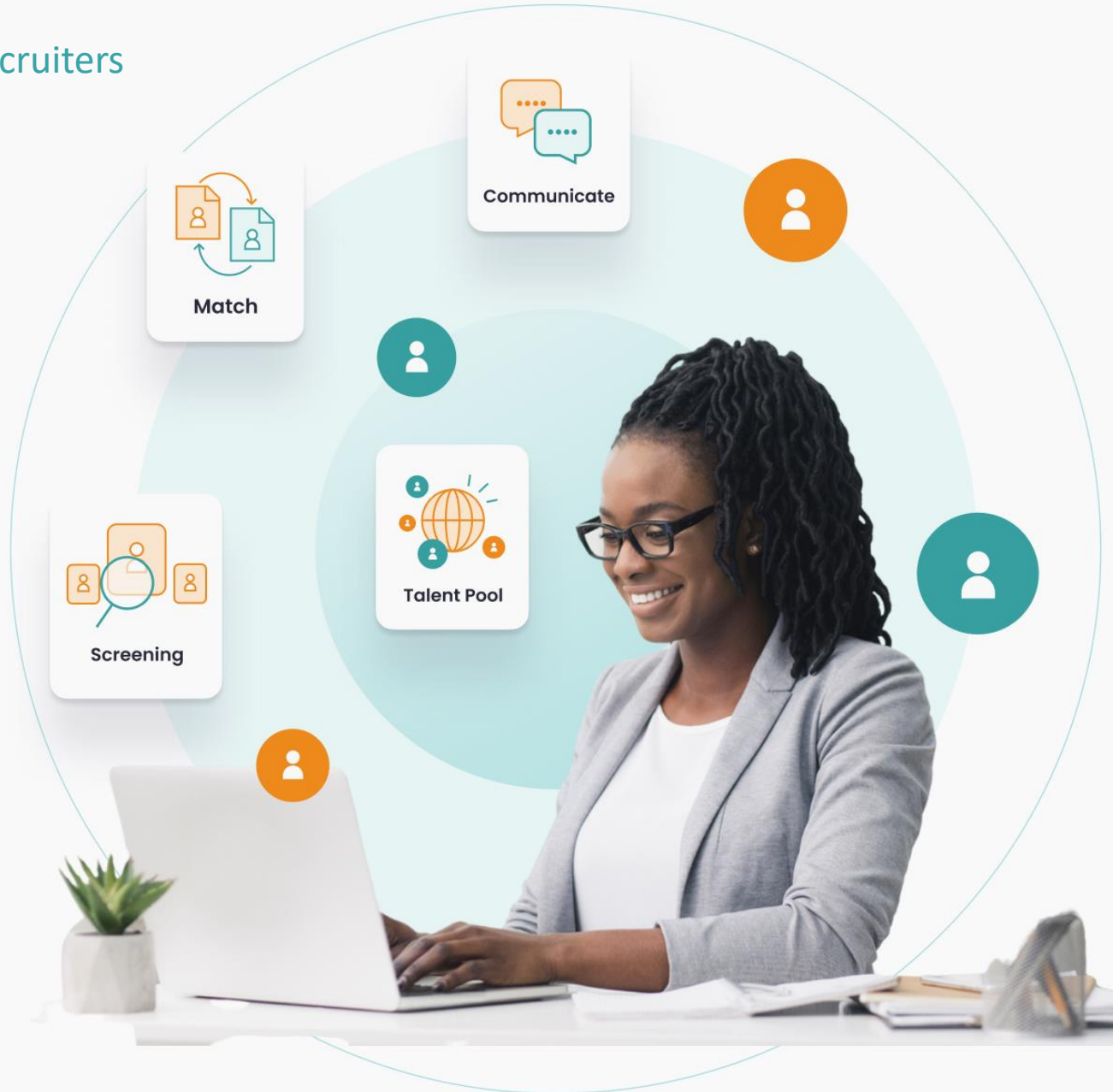
Frustrations over sheer volume of CVs received

- Makes sourcing and sorting of candidates challenging
- Often have a short period to fill the vacancy





Recruiters



- Automation of application process
- Increase the quality of candidates with matching service
- Communicate with candidates throughout the hiring process
- Build a pipeline of candidates for future job specification
- Get insights of your candidate's database (Data Visualization)

Developing and enhancing the platform since Aug 2016



Established
Aug 2016



1st Prototype
Nov 2017



Market Validation
Jan 2019 - Dec 2021



Pan African 2025

Market Size



TAM: R 16 B



SAM: R800 M



SOM: R3,5 M



Segmentation

Key achievements so far...

R3M (\$158k)
Generated with Grants

R1,7M
(\$89K) Generated

24 000
WhatsApp traffic

9000 job
seeker users

135
Employers interviewed

11
Full time team
members

22
Paying clients

3
API Integrations



Business Model



SaaS & Enterprise Solutions Business Model (MRR & ARR)



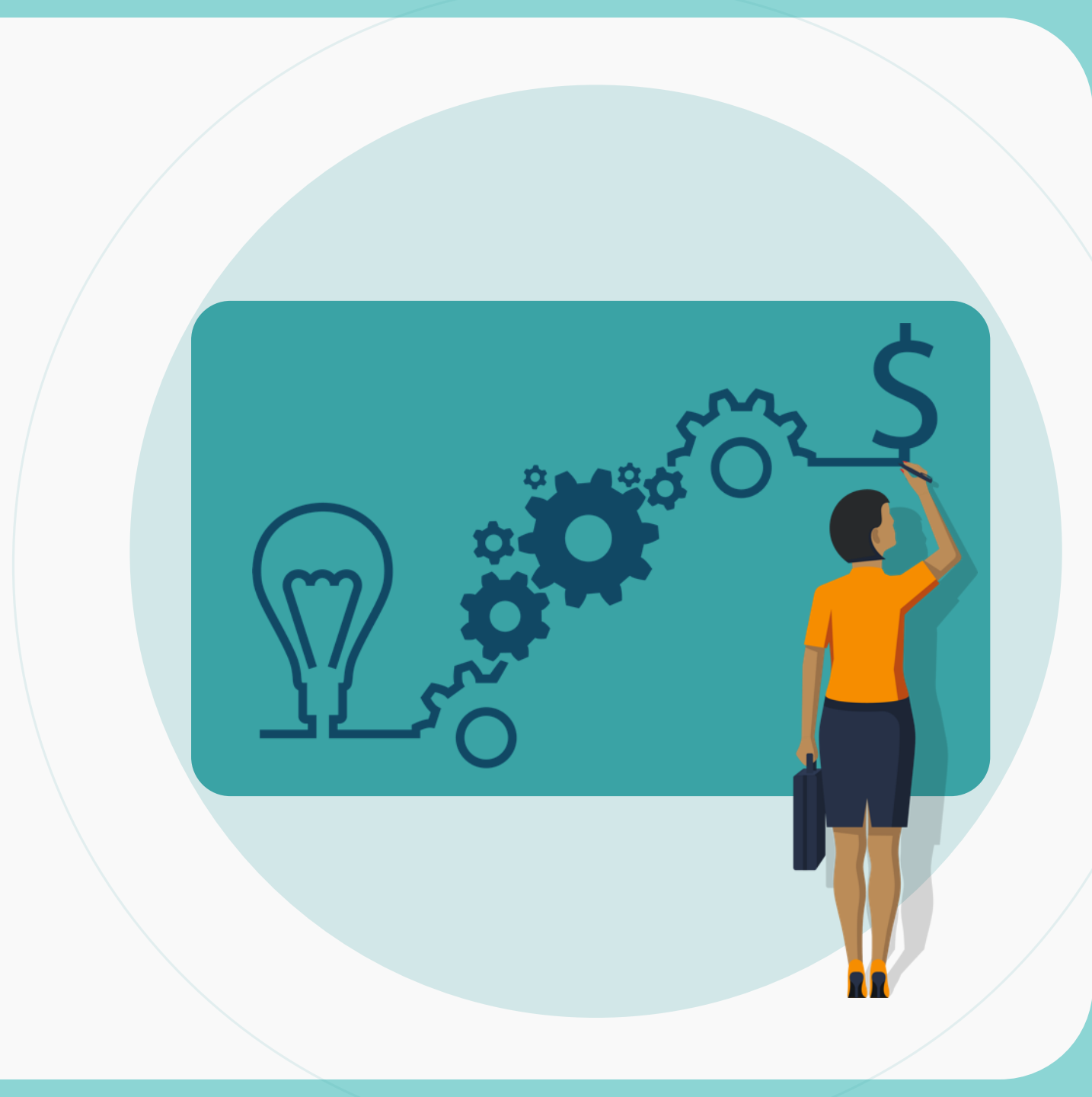
Recruiter and Employer:

Pay-As-You-Use



Enterprise:

API & Licensing





Go to Market



1. Partner with TVETs' work placement offices & Universities to reach job seekers



2. Be in an ecosystem of technology companies & co-sell to their clients.



3. SEO to increase website traffic.

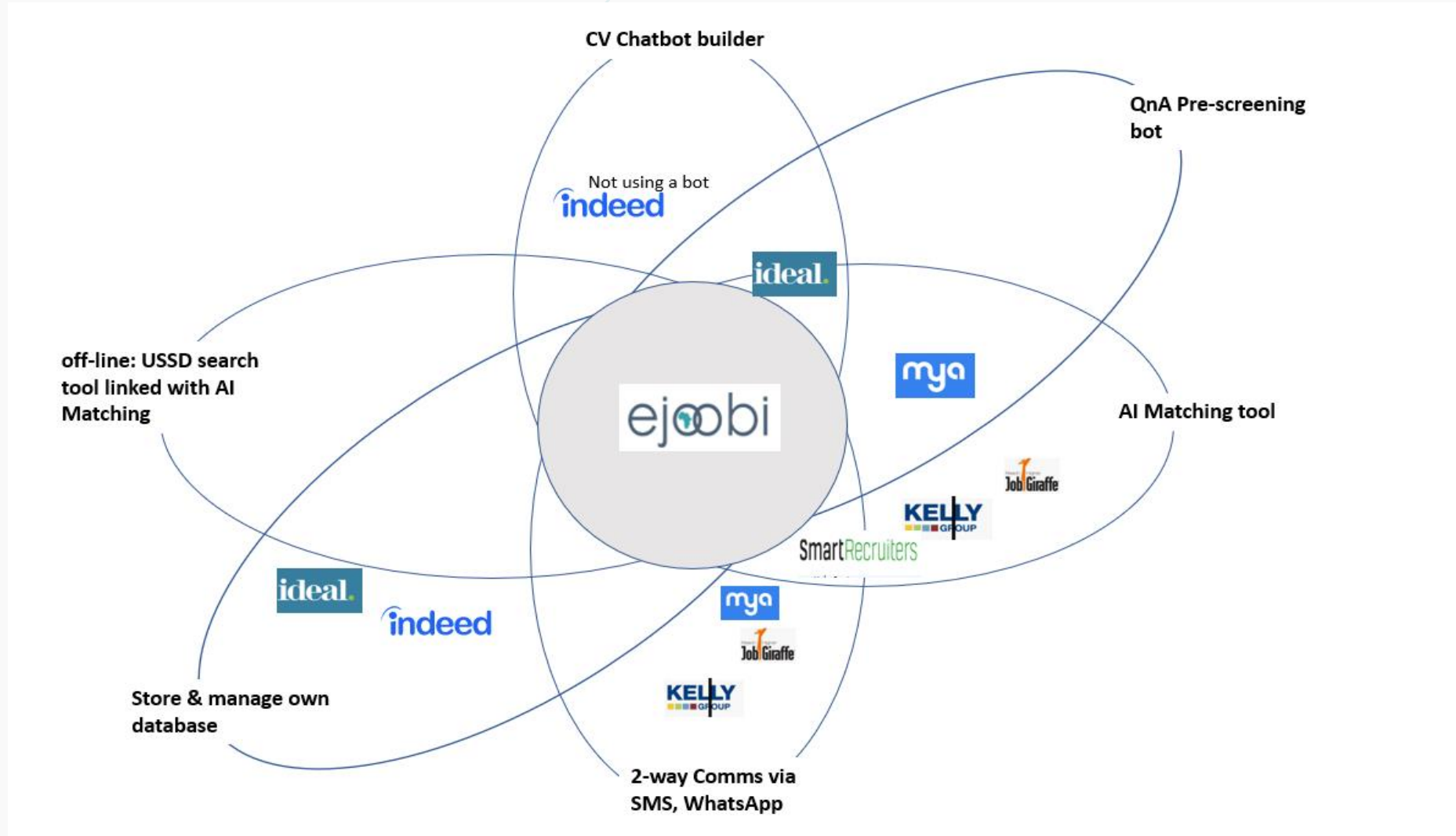


4. Integrate CRM tools on the website

At the core of our go-to market, we will have a digital marketing strategy: Utilise and convert existing social media following with LinkedIn: **61k followers**. Leverage the **9000 Jobseeker database** created via workshops.



Competition



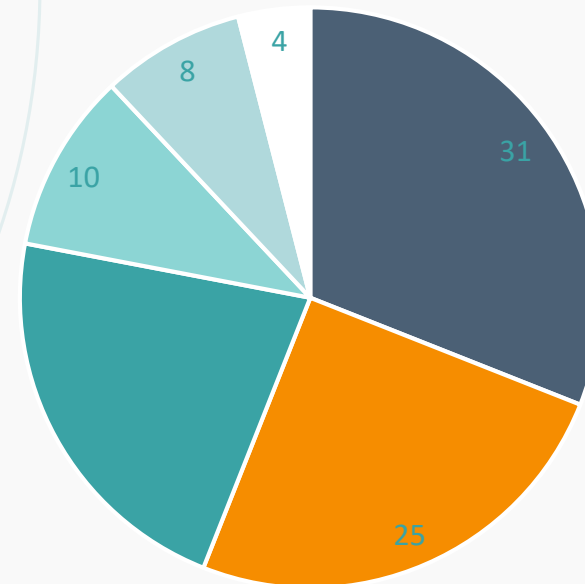
Investment



The Ask

\$606k (R9 million)

SAFE \$5 mil Cap



- 31% Operations
- 25% Marketing
- 22% Product development
- 10% R&D
- 8% Equipment
- 4% Licensing



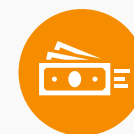
Vision



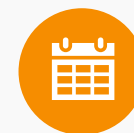
Our vision for ejoobi



Seed Funding to Support access to Market



160 paying clients



Breakeven 18th months



Reach: 1 million jobseekers



The motivation

Seizing the opportunities to help young people unlock their potential



Simangele Mphahlele
Engagement lead



Mogodu Maake
Sales lead



Moses Mphahlele
Technology lead