



Your Ideal Dev is just a click away



PERSONA I

John Otu

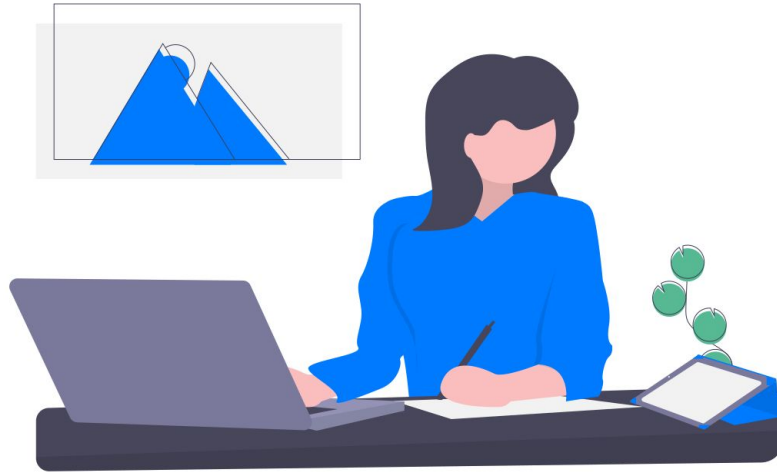
Skilled **unemployed** Software Engineer

Challenges:

- Competitive job market
- Limited job opportunities
- Low household income



PERSONA II



Emily Smith

CTO, Deltai (YC W20)

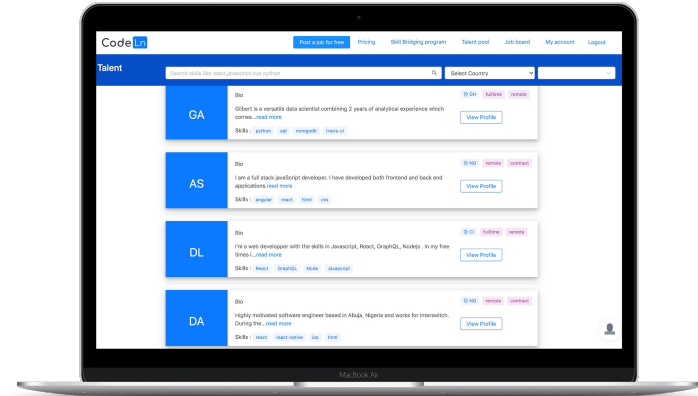
Company size: 10 employees

Challenges:

- Salary Budget Constraint
- Where to find skilled programmers
- How to verify quality of programmers
- Long time-to-hire: **3 months**

CODELN

- Automation (SAAS)
- **15,000** Programmers
- Applicant Tracking
- Skill assessment
- Time-to-hire: **2 week**



COMPETITORS

Andela

Andela outsources their talent to companies abroad to join their team remotely..



Jobberman

Jobberman matches graduates to local opportunities while we address global job opportunities.

CodeLn



Vanhack

Vanhack connects professionals to relocation (on-site) jobs in Canada. While we address both remote and on-site workforce.



Upwork

Upwork connects freelancers to short term projects. While we match talent to both short term, fulltime and remote gigs.

COMPETITIVE ADVANTAGE

EFFICIENCY



VETTING

Testing tool to verify the coding skills of programmers thereby reducing the risk of a bad hire by **70%**

SPEED



AUTOMATION

Speed which reduces the time-to-hire from **3 months** to **2 week** cutting down recruitment time by **80%**

VALUE FOR MONEY (AFFORDABILITY)



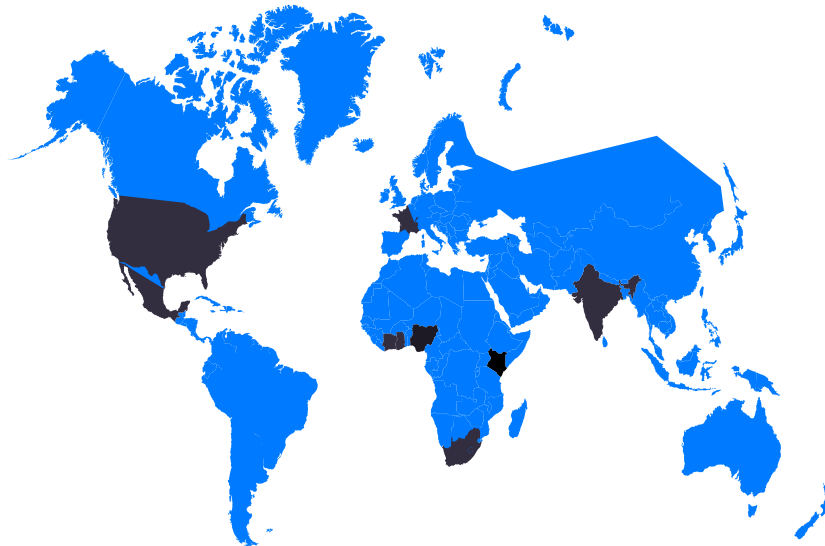
AFRICA WORKFORCE

15000 Devs. Youth workforce, Language (English & French), similar culture, value for your money

MARKET SIZE

Countries Served:

Ghana
Nigeria
Kenya
South Africa
Ivory Coast
France
USA
Mexico
India



● ● ●

TAM

\$11.2 billion

SAM

\$1.6 billion

TARGET MARKET

\$80 million

CLIENTS



TRUSTED BY

PARTNERS



STATION F



DECENT WORK AND
ECONOMIC GROWTH

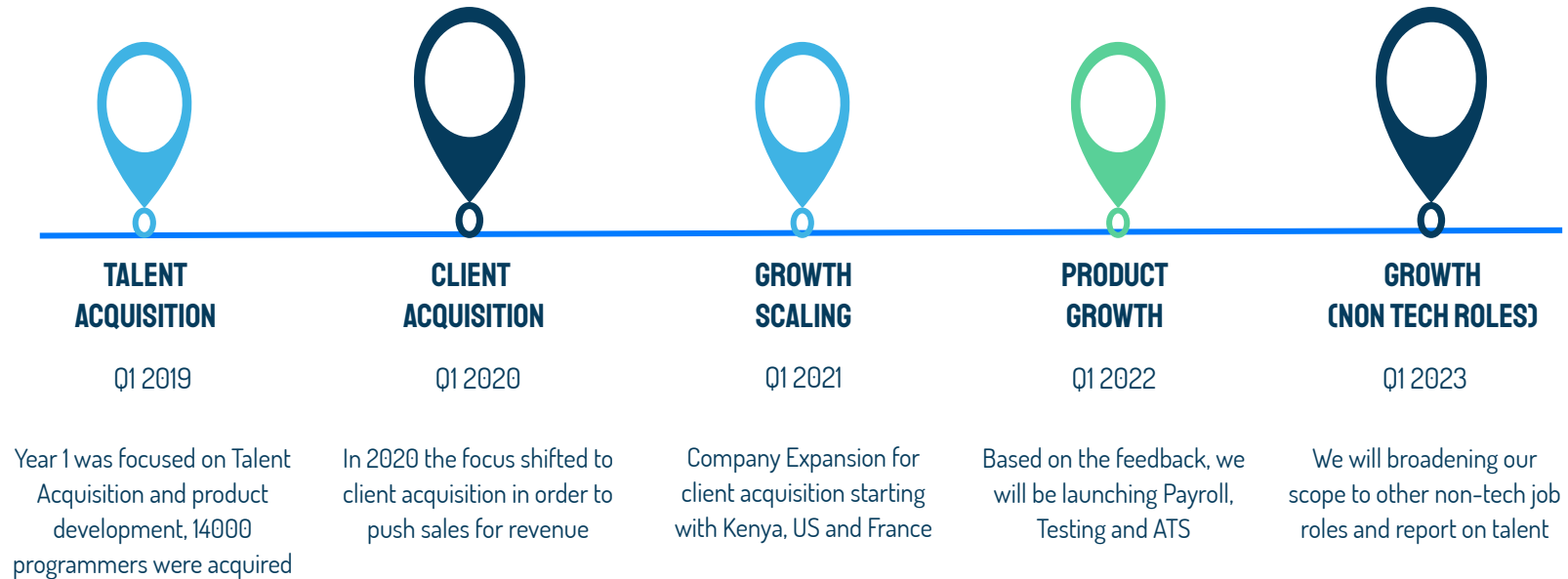
BUSINESS MODEL



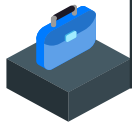
Recruitment Fee

Companies pay **15%** commission on programmer's annual gross salary

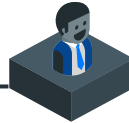
MILESTONES



SALARIES EARNED
\$2,000,000+



PROGRAMMERS
15,000



SOFTWARE PATENT
2021



TIME-TO-FILL
2 weeks





[Dexter, Philisiah, Elohor, Dennis]

- ★ 35+ years corporate experience
- ★ Pan African Team (Ivory Coast, Nigeria & Kenya)
- ★ Skill sets: Programming, Sales & Recruitment

[Jørn Lyseggen](#)

Founder, EC Meltwater (World's
first media intelligence
company)

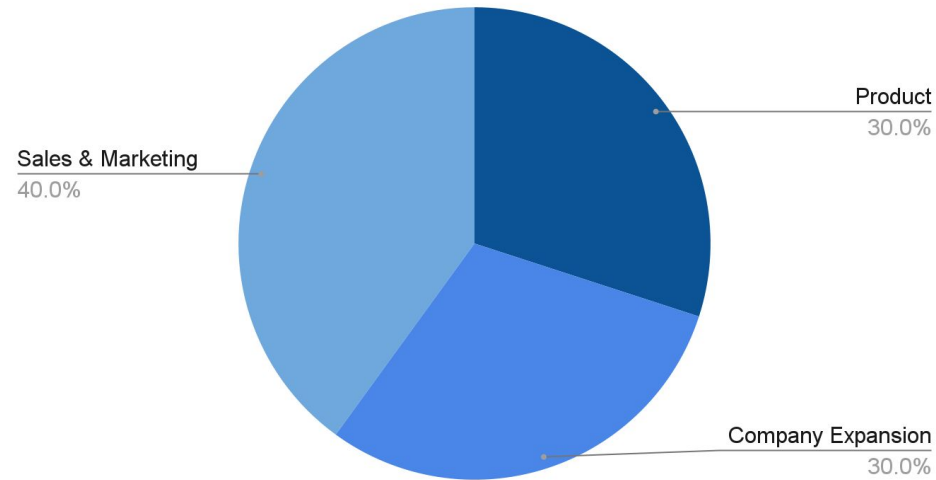


[Torsten Reuters](#)

Former VP Engineering at PwC
(DevSecOps)



SEED for Growth: \$1,200,000



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