

# Code Ln

Your Ideal Dev is just a click away



# PERSONA I

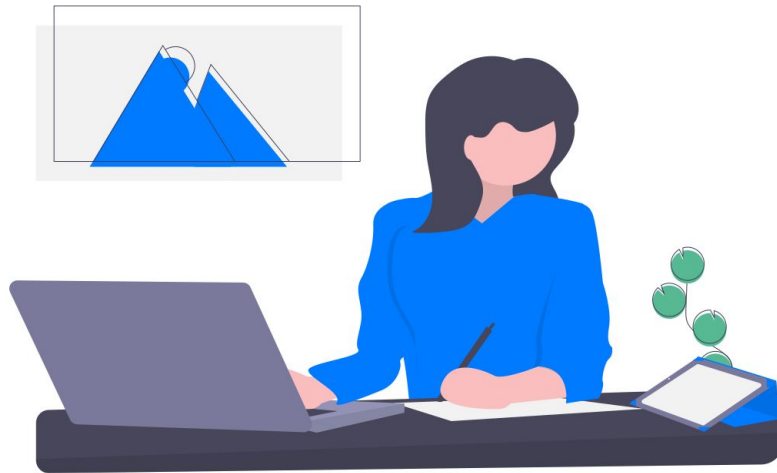
## John Otu

Skilled **unemployed** Software Engineer

Challenges:

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





## Emily Smith

CEO, Deltai (YC W20)

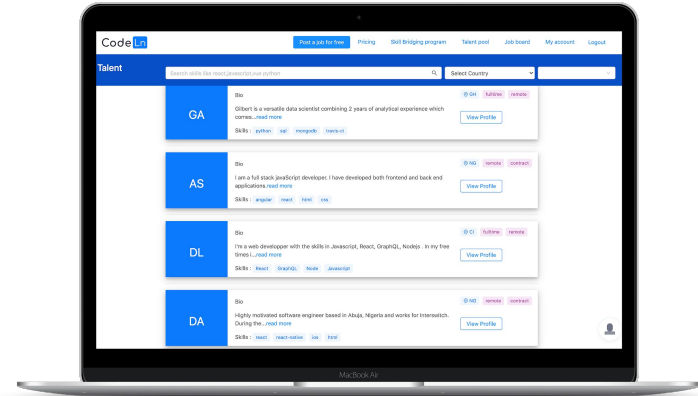
Company size: 10 employees

### Challenges:

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

## CODELN

- Automation (SAAS)
- **17,000** Programmers
- Skill assessment
- Applicant Tracking
- 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.

## Vanhack

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



Code Ln



## 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%**

## COMPETITIVE SALARIES



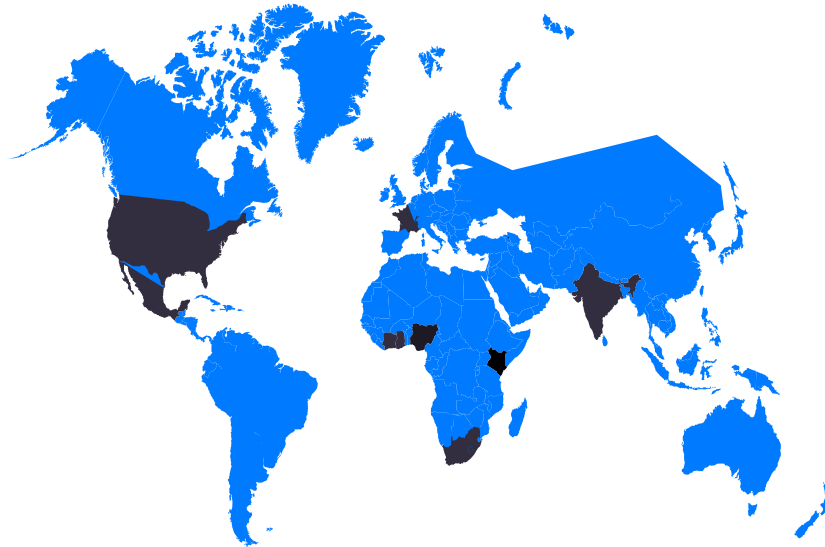
### AFRICA WORKFORCE

**17000 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  
Poland  
UK



### TAM

\$11.2 billion

### SAM

\$1.6 billion

### TARGET MARKET

\$80 million

## CLIENTS



## TRUSTED BY

## PARTNERS







DECENT WORK AND  
ECONOMIC GROWTH

# BUSINESS MODEL



## Recruitment Fee

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

# MILESTONES



Year 1 was focused on Talent Acquisition and product development, 14000 programmers were acquired

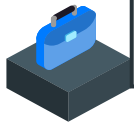
In 2020 the focus shifted to client acquisition in order to push sales for revenue

Company Expansion for client acquisition starting with Kenya, US and France

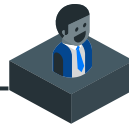
Based on the feedback, we will be launching Payroll, Testing and ATS

We will broadening our scope to other non-tech job roles and report on talent

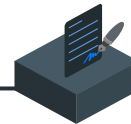
**SALARIES EARNED**  
\$3,000,000+



**PROGRAMMERS**  
17,000



**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)



### [Lucero Tagle](#)

Former People Development at **Google**



### [Torsten Reuters](#)

Former VP Engineering (DevSecOps) at **Pricewaterhouse Coopers (PWC)**



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