EDUPLOYMENT

An AI-Powered workforce recruiting platform

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Meet Ali

Empowering lives through upskilling and fair work

Ali – started work at 14 to support his family

Agent – convinced Ali's father to send him abroad

Ali – victim of a $1.3k scam for a job abroad

„An Angel saved me"

Candidates Solution

An efficient digital process

1. 5 languages user interface
2. Personality testing
3. Apply with 1 Click
4. $1.5/month subscription
5. Instant status updates

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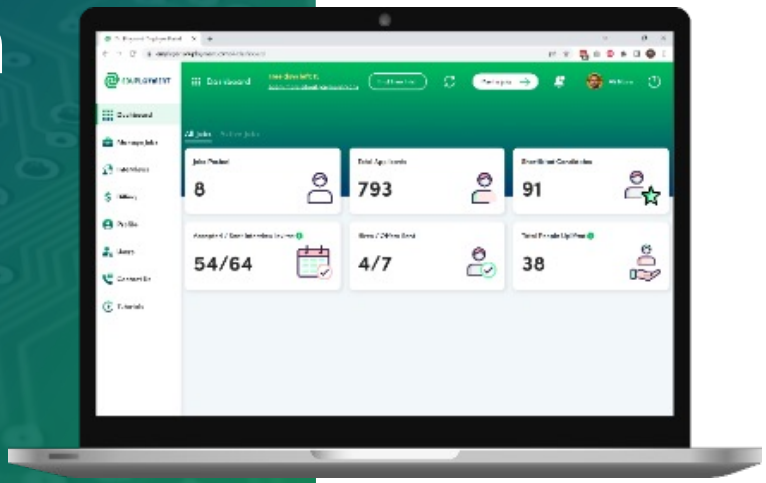
Employers Solution

An efficient AI-powered platform



1. Review AI-Matched applicant scores with reasoning
2. Irrelevant applicants auto-rejected
3. Built-in video interviews
4. $99 per Job Post + performance guarantee
5. Tangible social impact

EDUPLOYMENT

Theory of Change

An AI Powered recruitment platform

Employ

Employer commitment to fair work

Empower

A lifetime of upskilling and employment

Uplift

Hired Candidates receive free subscription coupons to share

1 NO POVERTY

8 DECENT WORK AND ECONOMIC GROWTH

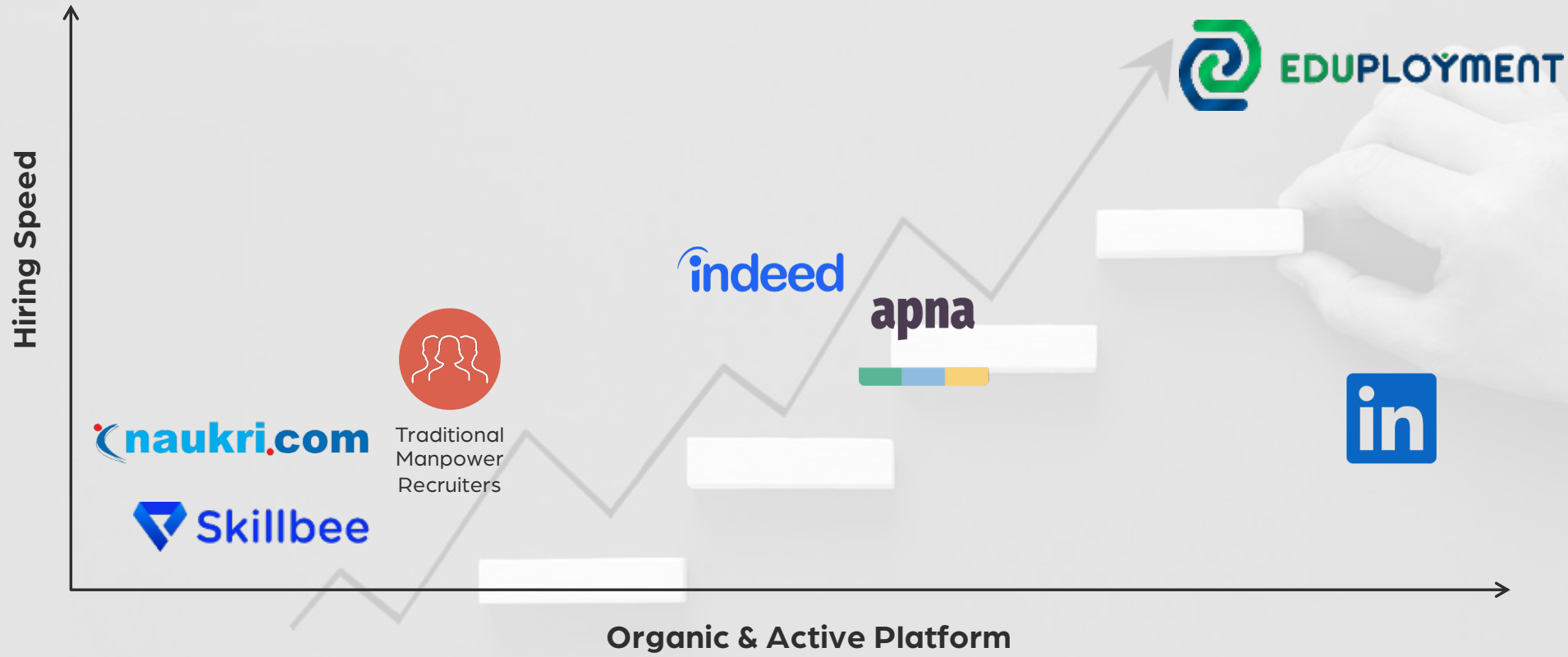
Market

Uncovering the recruitment market opportunity

	CANDIDATES		EMPLOYERS	
Global moderate poverty population ($1.9 to $3.2/day)[1]	1 Billion	TAM	$30 Billion	Global online recruitment by 2025 (CAGR of 6.2%)[2]
Candidates by 2024 (0.3% of SAM)	611 Million	SAM	$2.5 Billion	Middle East & Africa online recruitment by 2025 (CAGR of 9.1%)[2]
Candidates Revenue by 2027	$23.7 Million	SOM	$15.6 Million	Employer revenue by 2027 (3% of SAM)

1) Worldbank Poverty and Shared Prosperity 2020 Report
2) Global Online Recruitment Market 2018, Industry Trends and Forecast to 2025, Orbis Research 2019

Competitive landscape



Traction

CANDIDATES

703,000+ Registered

+ 97% Y/Y

13,681

DAU*

128,953

20%

MAU*

100

Nationalities

EMPLOYERS

889+ Registered

+ 114% Y/Y

2,275

116%

Jobs

19,679

344%

Positions

35

Countries

* Average Peak

Partners & Awards

Awards

Google for Startups Alumni 2024

DUBAI SMARTPRENEUR COMPETITION 6.0
1st Place Winner

C3 Powered by HSBC
3rd Place Winner

Sample Employers

Unilever

KITOPI

EMRILL

VIVA

Intercoil
Healthy sleep. Healthy Life

مجموعة السنبلة
SUNBULAH GROUP

munchbox
MUNCH BETTER

تمور البركة
AL BARAKAH DATES™

SUBWAY

Broccoli Pizza & Pasta

Candidates Sponsors

CG FUND LEBANON لبنان

OUR Team

3rd & 4th Time founders

1 Successful exit

Dr. Rana Batterjee, Au.D.
COO & Co-Founder

Mazen Omair
CEO & Co-Founder

Rohan
Customer
Success Manager

Ruturaj
Customer
Journey Manager

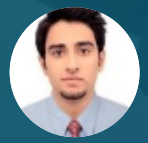
Jaskaran
Customer
Journey Executive

Anne
Customer
Success Exec

Jebeer
Sr Bus Dev Mgr

Jalal
Accountant

Marketing Team
(5+)



Ayush
Sr Bus Dev Mgr

Tech Team
(11)

Seed round

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Use of funds

Continued platform development

Revenue generation milestones

$1 M Staged closings

18-Month runway

Vision

Uplifting workers out of poverty and
Transforming recruitment – at scale

7.6 M

Uplifted
Individuals

Rana
COO

Mazen
CEO