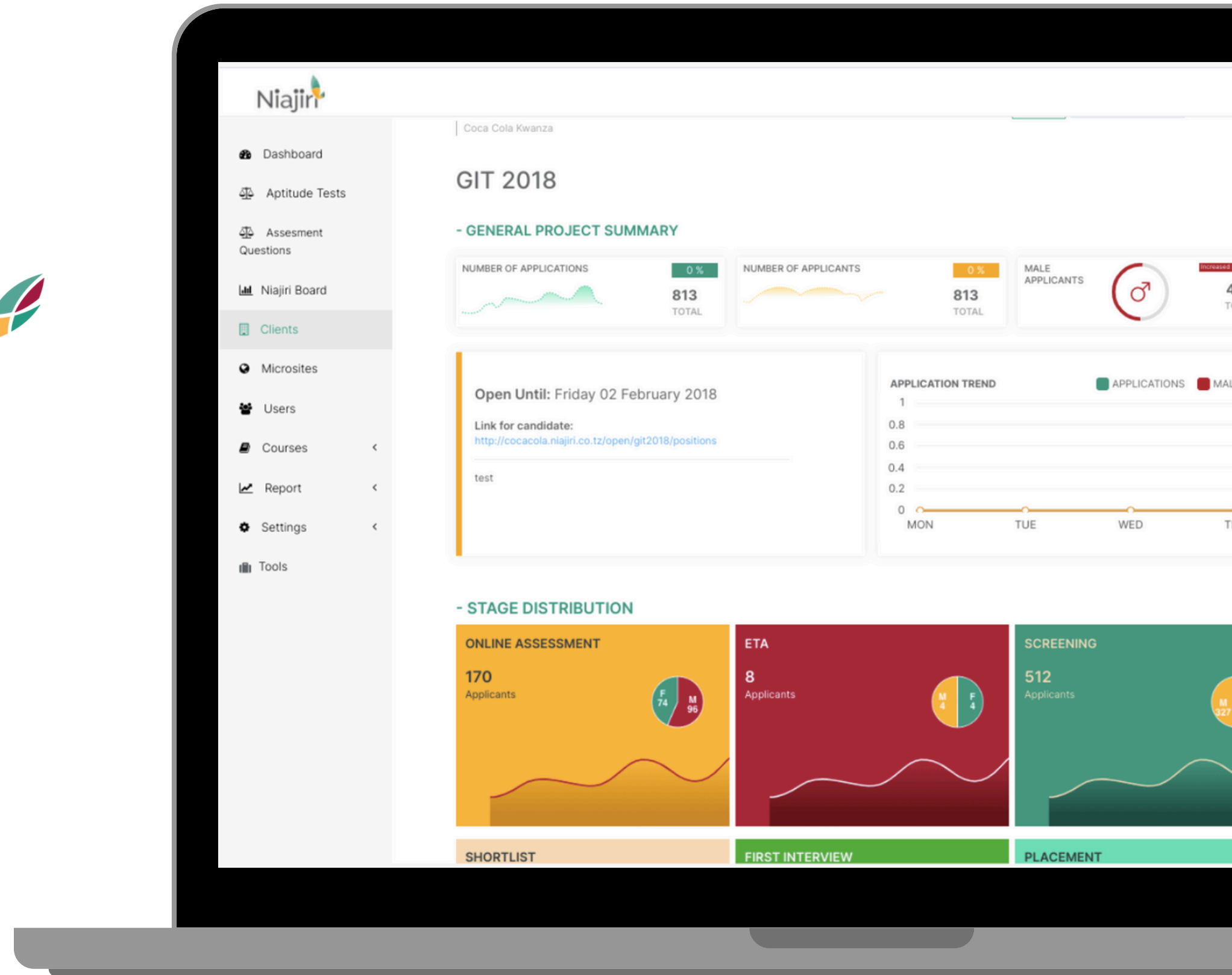


Niajiri

Effortless Hiring, Exceptional Talent



01 Problem Statement

In Tanzania, a severe skills mismatch and inefficient hiring processes create a lose-lose situation for both talent and employers.

For Talent

60% of graduates lack essential skills, facing an 11.9% unemployment rate.

For Employers

87% struggle to find skilled workers, wasting 120+ hours on recruitment.





02

The Solution

Niajiri - A smart, all-in-one platform that optimizes recruitment by providing employers with access to skilled talent while empowering candidates to upskill and secure top roles.

Skill Enhancement

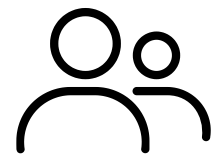
Upskill talent through targeted experiential courses, coaching and assessments.

Smart Matching

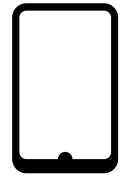
Connect vetted talent with the right employers and build experiences to drive retention.

Efficient Hiring

Streamline recruitment with our all-in-one platform.

**50,000+**

Unique users and growing

**83.3%**

Access via mobile phone

**5000+**

Youth benefited from Employability Skills Programs

**350+**

Talent secured direct and indirect jobs

**18 minutes**

Average engagement time

**30,000**

CVs downloaded to date

**13**

Partnerships with universities and colleges in Tanzania

Partnerships & Recognition

Key Partners

ICT Commission, ATE, TPSF, Zydii, Power Learn Project Africa

Companies Served

ALAF, TAIFA GAS, CRDB BANK, Yas!, Jakaya Mrisho Kikwete Foundation, TIOB

Accelerators

Seed Spark, Seedstars Africa, Anza

Funding

\$300,000 in grants to from USAID PEPFAR Grant under DLIC, Segal Family Foundation, Funguo Facility (European Union and UNDP).



05

Business Model

● Placement Fee

We charge a per-placement fee for successful job matches made through our platform. Employers benefit from a streamlined hiring process

● Training Fees

We offer advanced training modules and certification programs for a minimal fee.

● SaaS

Employers subscribe to our hiring platform with a recurring monthly fee, giving them access to end-to-end hiring tools. They also benefit from our curated database of pre-trained, top talent.

06

Our Market

\$3B

**Total Addressable
Market**

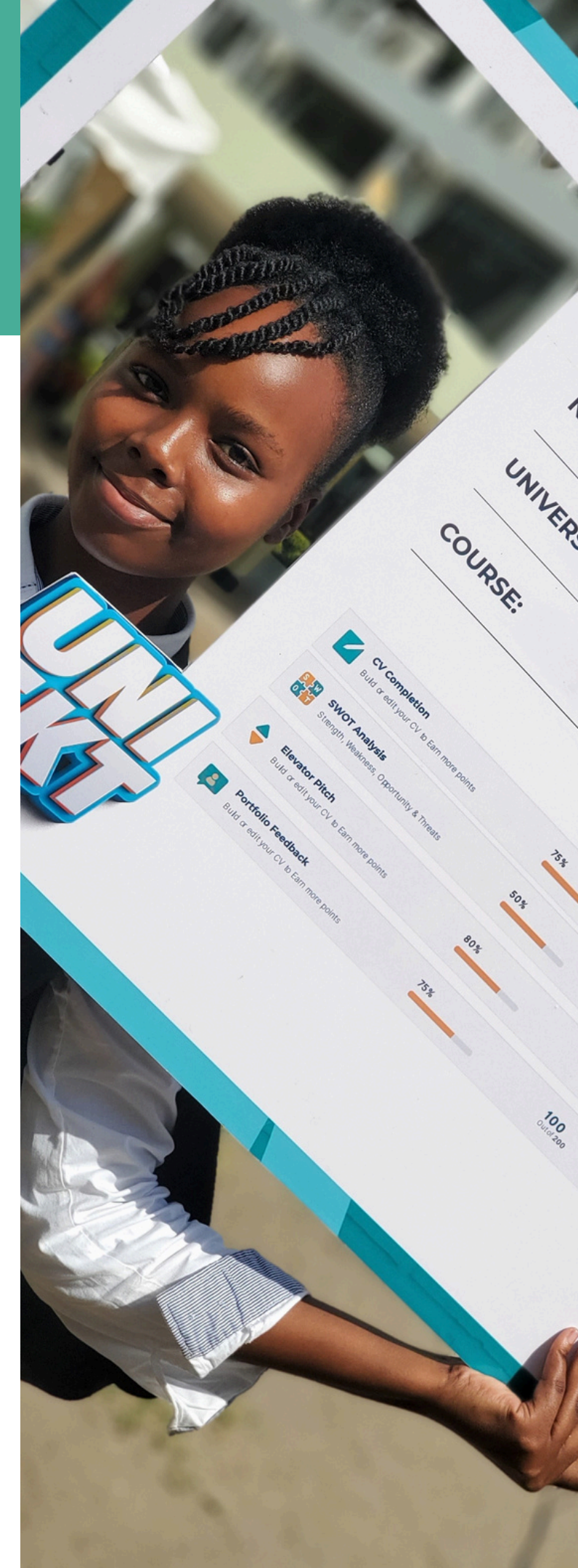
\$280M

**Total Serviceable
Market**

****Africa as a target market**

\$28M

**SOM - 5% Niajiri
Market Share in the
first 3 years**

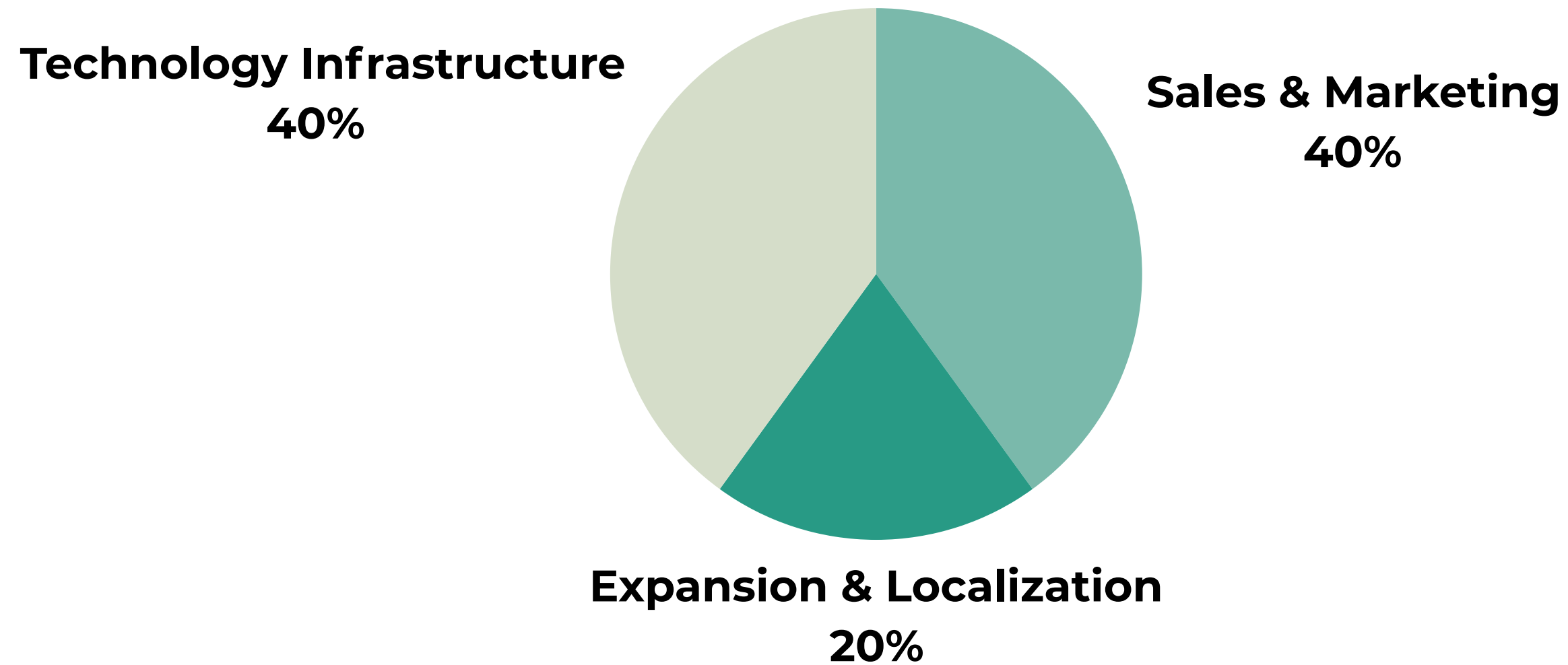


COMPETITION

	NIAJIRI	WORKABLE	WORKDAY	SHORTLIST
Cost effective hiring solution	✓	✓		
Gamified Talent Marketplace	✓			✓
Integrated Upskilling & LMS	✓		✓	
Mentorship & Career Development	✓			✓
Applicant Tracking System	✓	✓	✓	✓
Business Model	B2B/B2C/SaaS	B2B	B2B	B2B

07

Our Ask - \$3,000,000



THE NIAJIRI TEAM



Lillian Madeje
Managing Director




Nelson Daniel Malekela
Business Analyst




Juliana Peter Moshi
HR & Talent Lead




Rosemary Meshack Mlyapatali
Project Manager




Thomson Godilizen Kiwelu
Backend Engineer




Philemon Joshua Sengata
Customer Success Officer



Pamela Justine Munanka
Product Owner




Joseph Makwaya
Backend Developer



Tony Peter Mtae
Software Quality Assurance Engineer



Mary Kopwe
Talent Officer



Kagoha Mrisho
Program Coordinator

Thank You



www.niajiri.co.tz

04 Our Unique Advantage



Revolutionizing East Africa's workforce development through inclusive, AI-boosted solutions that bridge skills gaps, create opportunities, and empower talent across all career stages.

Localized Solutions for All

Industry 4.0 Integrated Upskilling, CV Builder & Job Matching from high school to current workforce - *defining us by who we include, not who we exclude.*

Digital Readiness Integration

Propelling East African talent into the digital age by Integrating core digital skills, AI-driven employability training, and hands-on AI project development for measurable business impact.

Beyond Job Matching

A holistic SaaS ecosystem aligning with Intel's vision, integrating skill development, practical training, and employment to bridge the workforce readiness gap in East Africa.

Creating Opportunities

Empowering youth to begin earning dignified incomes from coaching and ambassador programs - enabling users to create, find, and monetize opportunities at every stage – limited only by their ambition.