CV Builder AI

Our plan · November 2026

Growth Strategic Plan 2026–2035

Vision: every African job seeker can present themselves at their best, whatever their schooling, language or phone.

R60m	1.5m	500	5
revenue a year by 2035	job seekers a year build a CV with us	colleges, employers and programmes paying	African markets live

ROADMAP: A PHASE STARTS ONLY WHEN ITS GATE IS MET

1. Prove it in South Africa
2027 to 2028 · now

- Android app on Google Play
- Find two channels that pay
- Unlimited as the main plan
- First hire: marketing

2. Expand
2029 to 2031

- Cover letters, interviews
- Sell to TVETs and colleges
- 2 to 3 more African markets
- Second AI provider

3. Become the platform
2032 to 2035

- Job matching with employers
- Six local languages
- 500 institutions paying
- 5 markets, R60m a year

Gate 1, end 2028: R1.5m a year, and a channel that wins sales for under R40 each.

Gate 2, end 2031: R14m a year, 150 institutions, live in 3 markets.

FOUR PILLARS

Product
Cover letters, interview practice, job matching, 6 local languages

Full job-search app by 2031

Reach
Google search, WhatsApp, TikTok, campus posters, Android app

1.5m visitors a year

Revenue
Unlimited first, institution licences, local payments

R60m a year by 2035

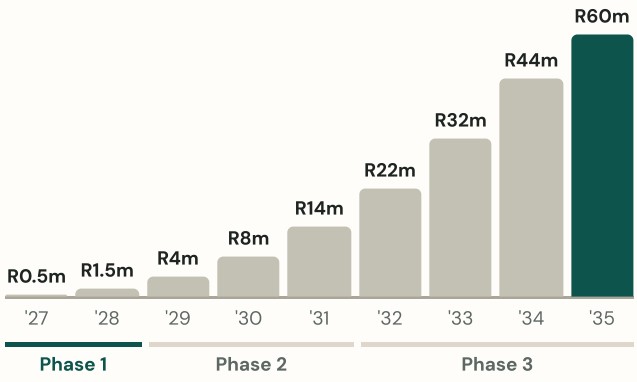
Partnerships
TVETs, colleges, youth programmes, employers, recruiters

500 institutions

Foundation: trust (POPIA, fair prices, reliable AI) and a team beyond the founder

REVENUE TARGET

From R0.5m in 2027 to R60m in 2035
Proposed yearly revenue, rand



WHAT'S COMING FOR JOB SEEKERS

1. The CV Builder AI app on Google Play
2. Cover letters written for each job you apply to
3. Interview practice with the AI assistant
4. Jobs matched to your CV
5. CVs in isiZulu, isiXhosa, Afrikaans, Sesotho and Setswana
6. Free access through your college or programme

KPIS, REVIEWED MONTHLY

MEASURE	2027	2030	2035
Revenue a year	R0.5m	R8m	R60m
New visitors a year	60k	450k	1.5m
Visitors who pay	5%	10%	25%
Unlimited share	30%	50%	60%
Institutions	0	60	500
Markets live	1	2–3	5