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# DUCHIS ENGINEERING LTD

Trading as Duchis Group

## Investor Update & Funding Brief

### Product Focus: GetHired.ng

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**Company:** Duchis Group (Duchis Engineering Ltd)

**Reporting Period:** Q1 2026

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## 1. Executive Summary

Duchis Engineering Ltd, trading as Duchis Group, is building practical AI-powered products for the African market, beginning with GetHired.ng, an AI-assisted CV building, smart job hunting assistant and career acceleration platform designed for Nigerian job seekers and young professionals.


This quarter represents an important validation stage for GetHired.ng. The product has crossed 100 registered users and built a growing community presence with more than 2,000 engagements across social media platforms and direct community channels.

The early traction confirms that there is strong demand for affordable, AI-powered career tools that help users create better CVs, job recommendations / alerts, improve job readiness, and increase their chances of securing employment.

However, the company has identified a major growth constraint: converting users into paying customers currently requires personalized onboarding, guided calls, and trust-building support. This makes user acquisition slower and more expensive than a fully automated consumer software funnel.

To solve this, Duchis Group is raising ₦2,000,000 in debt financing to support user acquisition, onboarding, product expansion, and rebranding.

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## 2. Product Overview: GetHired.ng

GetHired.ng is an AI-powered career platform built to help job seekers create professional, ATS-ready CVs faster and more affordably.

The platform is designed specifically for the Nigerian and African employment market, where many talented candidates lose opportunities due to poorly structured CVs, weak presentation, lack of career guidance, and limited access to professional job preparation tools.

### Core Product Features

- AI-generated CVs optimized for ATS screening
- Nigerian-styled and internationally acceptable CV templates
- Fast CV creation process in under 5–6 minutes
- Role-specific CV tailoring
- Career profile management for multiple job paths
- Affordable entry pricing for Nigerian users
- Guided onboarding and career support

GetHired.ng is positioned as more than just a CV builder. It is the first layer of a broader career and talent infrastructure that can support job seekers, employers, training institutions, and internal talent evaluation systems.

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## 3. Performance & Progress So Far

### User Growth

GetHired.ng has crossed 100 registered users within its early launch and validation phase. This shows meaningful early adoption, especially considering that growth has been driven largely through founder-led outreach, community engagement, direct onboarding, and organic marketing.

### Community Presence

The product has generated over 2,000 engagements across social media platforms and community channels. These engagements include interest from job seekers, students, early professionals, and individuals actively looking for better career opportunities.

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## Market Validation

The current traction shows that users recognize the need for:

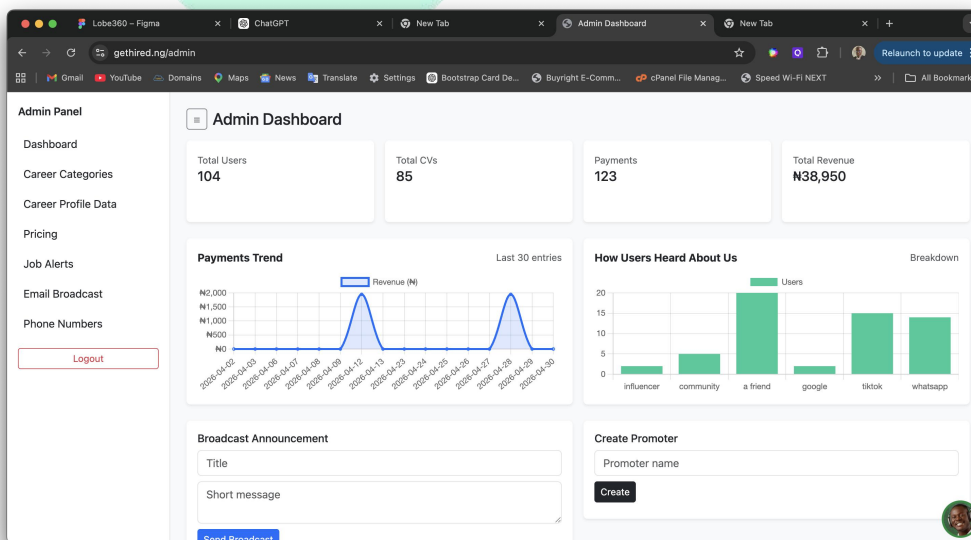
- Better CV presentation
- Faster CV creation
- Smart job recommendations and alerts
- Affordable career tools
- Practical guidance on job applications
- Trustworthy local platforms built for Nigerian users

## Product Learning

One of the biggest lessons from the quarter is that users are more likely to convert when they are personally guided through the platform. Many users need help understanding how the AI CV process works, how to structure their career information, and how to subscribe confidently.

## 4. Screenshot & Evidence Section

### Screenshot Placeholder 1: User Growth Dashboard



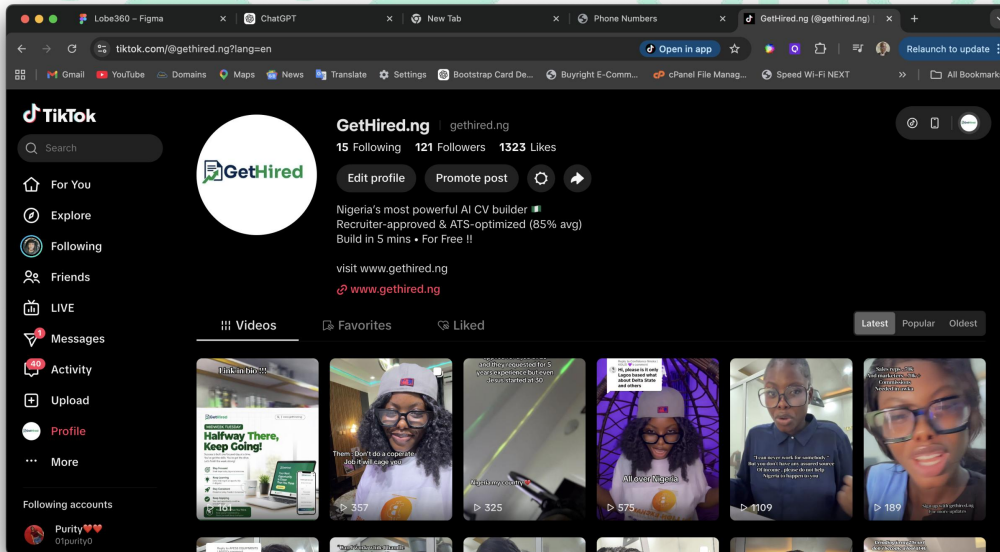
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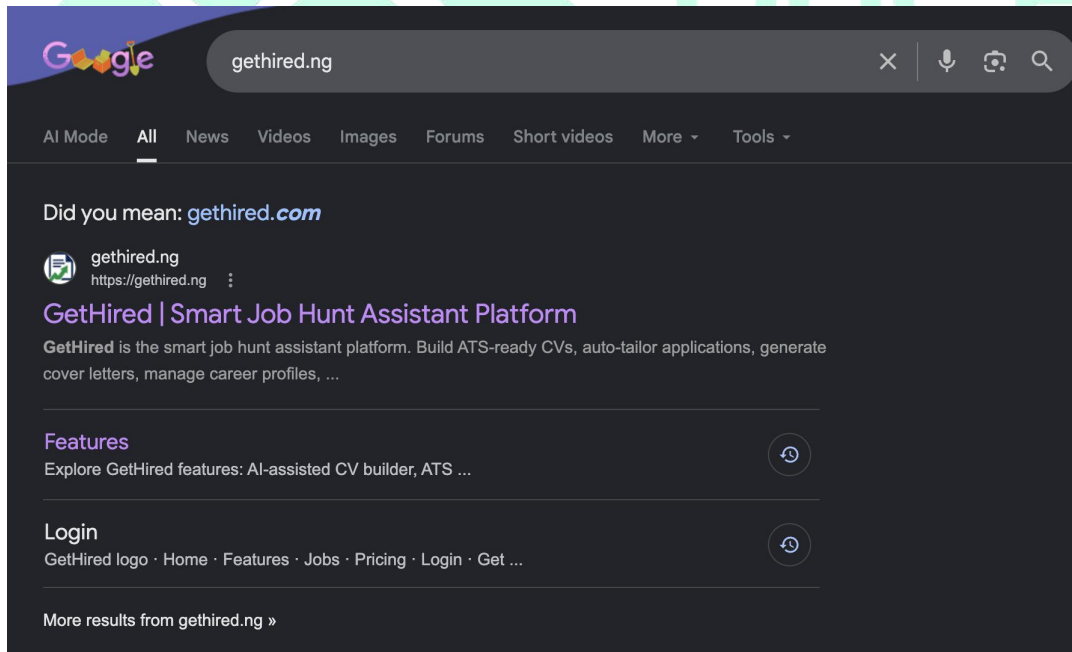
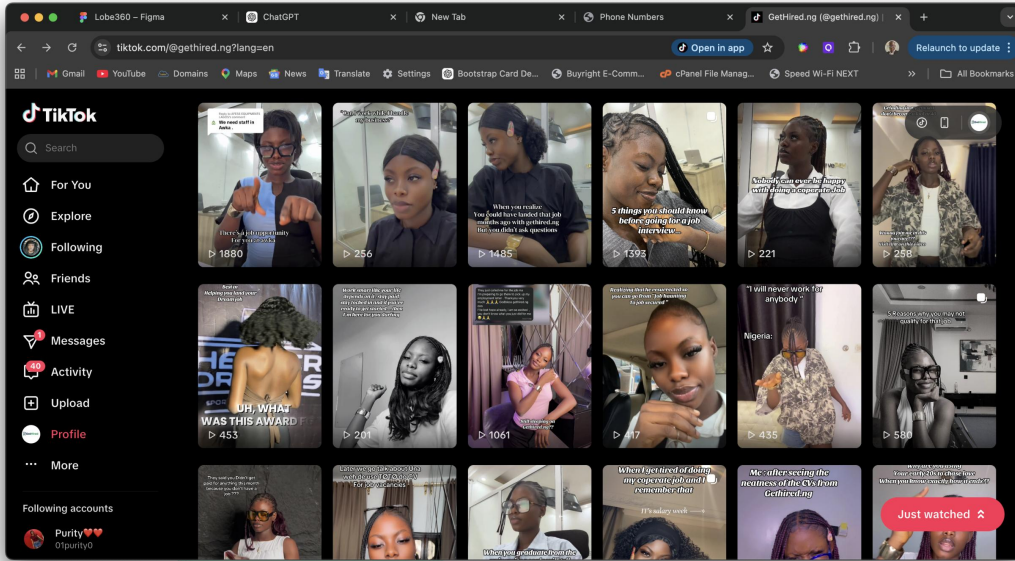
Search

Search by phone, email, or source Rows: 101 Unique phones: 73 [Copy unique numbers](#)

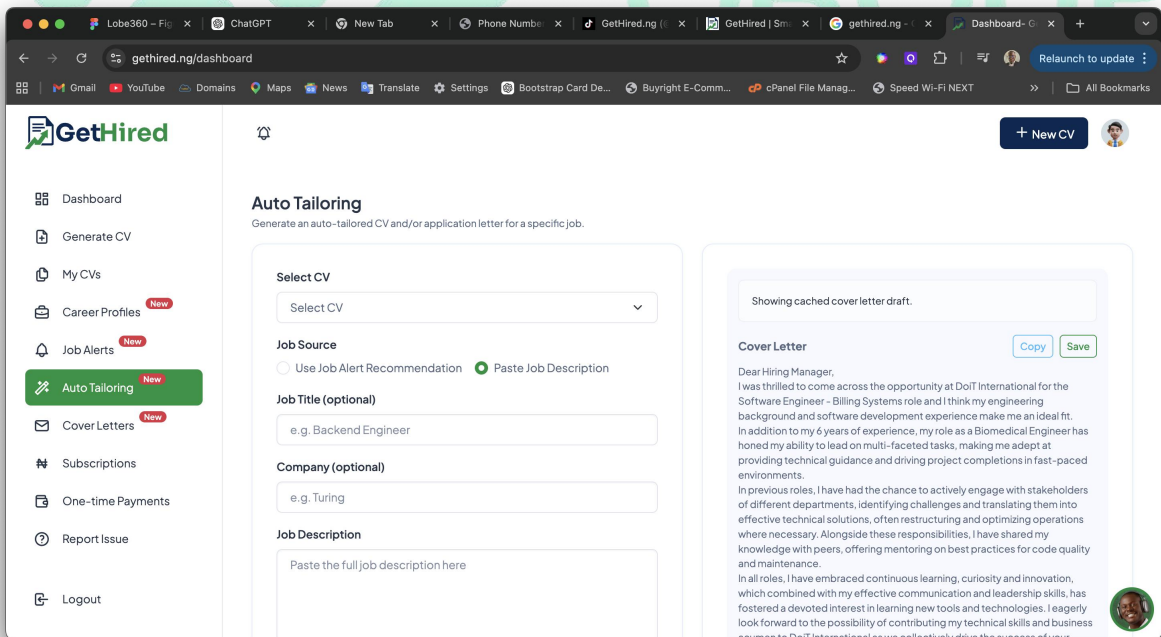
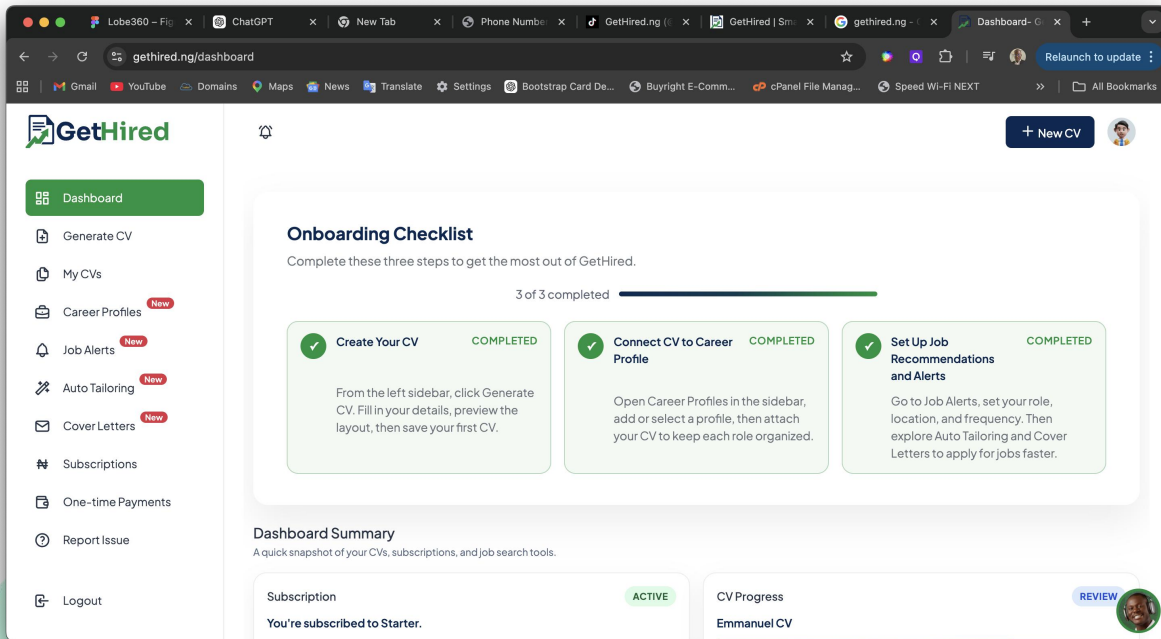
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44779	CV contact	me...@gmail.com	33	158
44779	User profile	me...@gmail.com	33	-
23487	User profile	jch...@gmail.com	07	-
46107	User profile	ro...	11	-
44593	CV contact	fa...@gmail.com	6	47
44593	CV contact	fa...@gmail.com	6	55
55807	User profile	de...@gmail.com	09	-
91770	User profile	to...@gmail.com	06	-
13795	CV contact	an...@gmail.com	1	103
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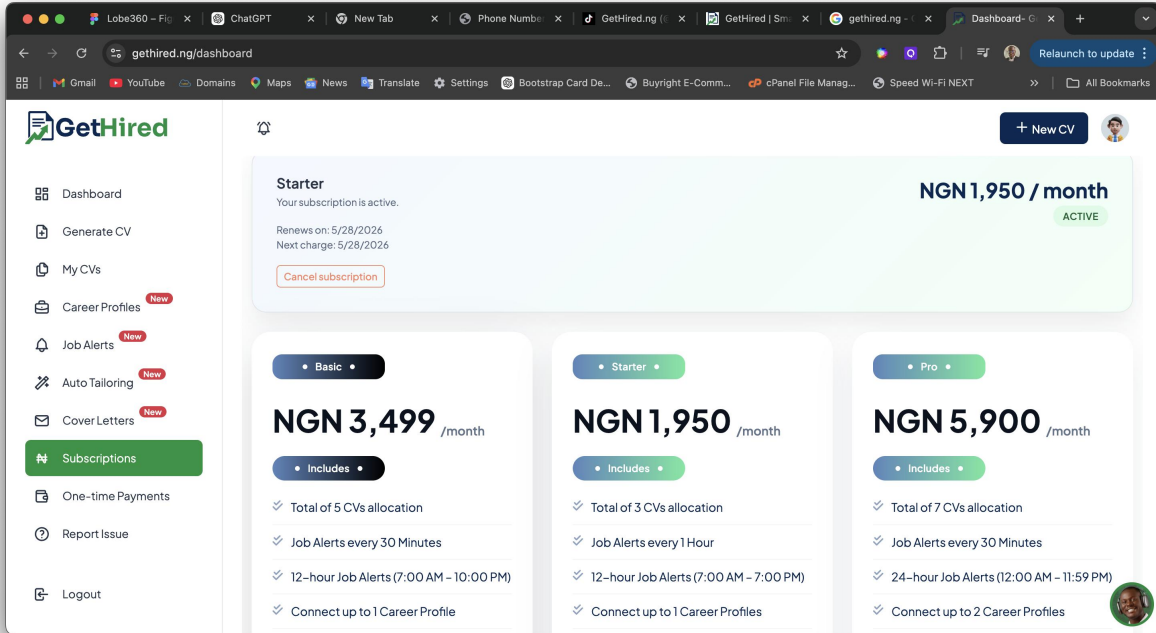
## Screenshot Placeholder 2: Social Media Engagement



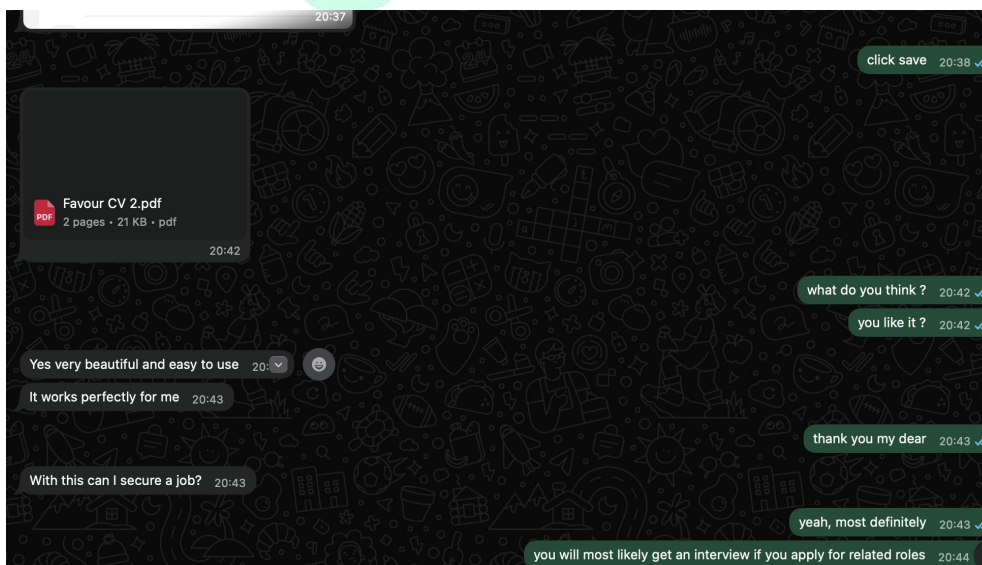


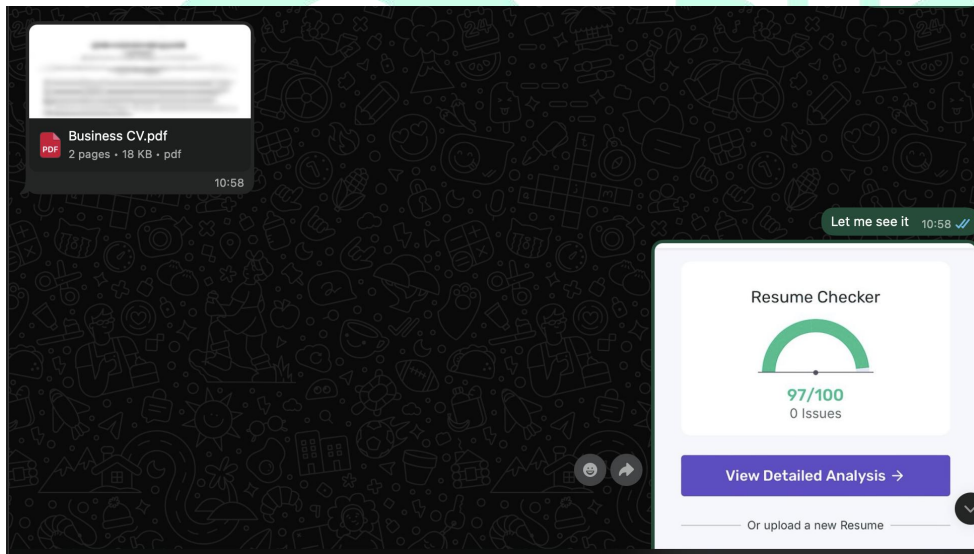
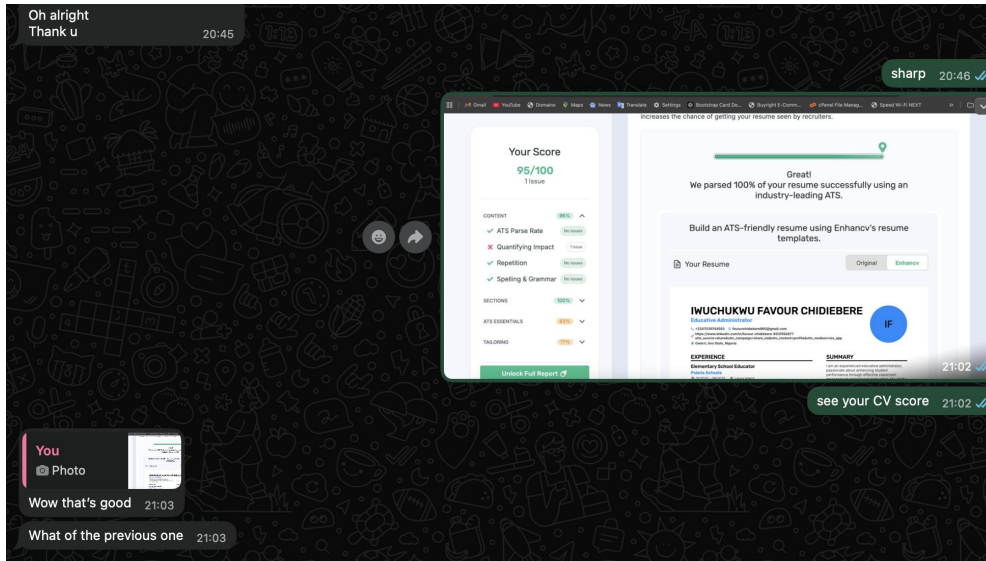
## Screenshot Placeholder 3: Product Interface





## Screenshot Placeholder 4: User Testimonials





## 5. Revenue & Conversion Insights

GetHired.ng is still in the early revenue and validation phase, but the company has already identified clear signals of willingness to pay.

The platform's affordable pricing model makes it accessible to Nigerian users, while the AI-powered value proposition helps differentiate it from traditional CV writing services.

### Key Conversion Insights

- Users respond well to personalized onboarding.
- Users are more likely to pay after a guided walkthrough.
- Trust-building is important because many users are unfamiliar with AI career tools.
- The product has stronger conversion potential when paired with career advice and practical support.

This indicates that the product has demand, but the acquisition and conversion process needs investment to become scalable.

## 6. Key Challenge: User Acquisition Bottleneck

The main challenge currently facing GetHired.ng is not lack of demand. The challenge is the cost and effort required to convert each interested user into a paying customer.

Many users require specialized meetings or calls before subscribing. These calls typically involve:

- Explaining the product
- Walking the user through the CV creation process
- Helping the user understand pricing
- Advising the user on career positioning
- Building enough trust for payment

This high-touch onboarding process has helped the company learn directly from users, but it is not yet scalable without additional capital.

### Impact on Growth

- Slower conversion cycle
- High founder involvement
- Limited capacity to onboard many users daily
- Difficulty running aggressive acquisition campaigns without a support team
- Reduced ability to capture demand quickly

The company now needs funding to move from manual, founder-led acquisition to a structured growth system with paid acquisition, sales support, onboarding assistance, and improved automation.

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## 7. Funding Requirement

Duchis Group is raising:

**₦2,000,000**

**Two Million Naira Only**

### Financing Type

Debt financing

### Purpose

The funding will be used to scale GetHired.ng's acquisition, improve conversion systems, expand product offerings, and support the upcoming rebrand.

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## 8. Use of Funds

### 1. User Acquisition & Marketing

A major portion of the funds will be allocated to targeted user acquisition.

This includes:

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- Paid advertising campaigns
- Social media growth campaigns
- Community activations
- Influencer and campus outreach
- Direct marketing to job seekers
- Retargeting interested users

## 2. Onboarding & Sales Support

Because many users require personalized support before subscribing, funds will support the creation of a more structured onboarding process.

This may include:

- Hiring part-time onboarding assistants
- Setting up guided demo sessions
- Creating onboarding scripts and user education materials
- Improving customer follow-up systems
- Supporting users through WhatsApp and call-based conversion

## 3. Product Expansion

GetHired.ng will expand beyond CV generation into a wider career and talent ecosystem.

Planned expansions include:

### **AI-Powered Internal Talent Evaluations**

This will allow organizations to assess candidates or employees using AI-powered interviews, structured evaluation reports, and intelligent scoring systems.

### **Specialized Talent Hub**

This will create a curated space for job-ready candidates, making it easier for employers to discover and evaluate talent.

### **Job Training Facilities**

This will support users with career readiness, interview preparation, workplace skills, and role-specific training.

## 4. Strategic Rebrand

The company is preparing to rebrand GetHired.ng due to concerns around copyright, brand uniqueness, and user traffic misdirection.

The rebrand will help the product:

- Build a stronger identity
- Avoid copyright concerns
- Reduce confusion with similar names
- Improve user trust
- Prepare for wider market expansion

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## 9. Strategic Expansion Roadmap

The next stage of GetHired.ng is to move from a simple AI CV platform into a broader talent infrastructure product.

### Phase 1: AI CV Builder

The current phase focuses on helping users create better CVs quickly and affordably.

### Phase 2: Career Support & Job Readiness

This phase adds training, interview preparation, career guidance, and stronger onboarding support.

### Phase 3: Talent Hub


This phase connects prepared candidates with employers, recruiters, and organizations seeking talent.

### Phase 4: Employer Talent Evaluation Tools

This phase introduces AI-powered internal evaluations, structured interviews, candidate ranking, and employer-side recruitment support.

This roadmap allows GetHired.ng to grow from a consumer career tool into a full talent infrastructure platform.

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## 10. Investor Return & Exit Plan

Duchis Group is offering investors a clear debt financing return structure.

### Investment Return

Investors will receive a fixed return of:

## 20-30% Profit

on the total amount invested.

### Exit Timeline

The company plans to raise pre-seed funding by Jan 2027.

Investor payout is expected to be completed:

## On or before February 2027

This structure gives early investors a faster return path compared to traditional startup equity exits, while allowing Duchis Group to scale during this critical growth stage.

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## 11. Why Invest Now

Duchis Group has already validated that the market needs GetHired.ng.

The product has crossed 100 users, generated more than 2,000 engagements, and shown that users are willing to pay when properly onboarded.

The company is now at the point where additional funding can directly support growth, product expansion, and improved customer acquisition.

### Key Reasons to Invest

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- Proven early user traction
- Clear demand from Nigerian job seekers
- Strong founder-led execution
- Affordable product with mass-market potential
- Expansion opportunity into employer tools and talent evaluation
- Clear debt repayment structure with 30% profit
- Planned investor payout by December 2026

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## 12. Closing Statement

Duchis Group is building practical AI-powered infrastructure for Africa's workforce, starting with GetHired.ng.

The first phase has proven that users need the product. The next phase is about scaling acquisition, improving onboarding, expanding the product offering, and preparing the brand for a larger market.

With ₦2,000,000 in debt financing, Duchis Group can accelerate growth, convert more users, expand into talent evaluation, and position GetHired.ng as a stronger career and hiring platform for Nigeria and Africa.

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**DUCHIS  
GROUP**

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