

HUES APPLY AI

Equal Access to Opportunity Infrastructure for Ghana

A transformative platform connecting Ghanaian talent to academic and career opportunities through AI-powered guidance and strategic positioning.

Founder: Clifford Benjamin Oppong | **Headquarters:** Accra, Ghana | **Sector:** Education Technology / Workforce Infrastructure



1 The Problem

Ghana's Talent Is Strong. The System Is Not.



Every year, thousands of Ghanaian graduates complete university with strong capabilities and aspirations. Yet after graduation, they face a fragmented, opaque system that makes accessing opportunities unnecessarily difficult.

Opportunities are scattered across thousands of websites. Information asymmetry disadvantages students without established networks. Application preparation consumes days without clear strategy.

Low Access

Students struggle to find relevant jobs and scholarships efficiently

Poor Alignment

Skills misalignment between education and job market demands

Underemployment

Qualified graduates settle for positions below their capabilities

Brain Drain

Talented graduates leave Ghana due to limited opportunity access

❏ Ghana is not lacking talent. It is lacking structured access to opportunities within and beyond Ghana.

2 Our Solution

Hues Apply AI – Opportunity Infrastructure for Ghana

Hues Apply is an AI-powered academic and career strategy platform that transforms how Ghanaian graduates access local and global opportunities. By analyzing individual profiles, we generate executive summaries and elevator pitches, identify critical skill gaps, match users to relevant opportunities, and structure compelling application materials.



01

Upload Profile

User uploads CV and academic credentials

02

AI Analysis

Platform analyzes skills, experiences, and gaps

03

Strategic Positioning

Generates executive summary, elevator pitch, 5D Framework, Skill Gap Report.

04

Opportunity Matching

Identifies relevant scholarships and job positions

05

Application Support

Creates structured application materials efficiently and provides Academic and Career Guidance by Experts

Instead of searching thousands of websites for days, users receive structured positioning and apply smarter. **We reduce friction between Ghanaian talent and opportunity.**

3 Why Now?



High Youth Unemployment

Despite education investments, unemployment remains elevated among graduates seeking entry-level positions



AI Personalization

Modern AI tools now enable scalable, personalized guidance previously requiring expensive consultants



Opaque Scholarship Access

Critical funding opportunities remain unknown or intimidating to qualified Ghanaian students



Digital Penetration

Smartphone adoption and internet connectivity continue rapid expansion across urban and peri-urban Ghana



Employer Demands

Hiring managers require clearer positioning and demonstrated skills alignment before interviews



Infrastructure Needed

Ghana needs efficient systems that connect talent to opportunity without intermediaries

4 Market Opportunity

Primary Market: Ghana

500K+

Tertiary Students

Active university students and recent graduates in Ghana

40%

Young Workforce

Youth aged 15-25 represent 40% of Ghana's population

\$500M

Scholarship Market

Estimated value of job and scholarships accessible to qualified Ghanaians

Growth Dynamics

Ghana's education sector continues expansion with rising enrollment in universities and polytechnics. Demand for global scholarships and remote job positions grows exponentially as digital work becomes normalized.

Expansion: Pan-African

Early-career professionals across West Africa face similar opportunity access challenges, creating expansion potential.

- Education and workforce infrastructure across Africa represents a multi-billion dollar opportunity as nations invest in human capital development.

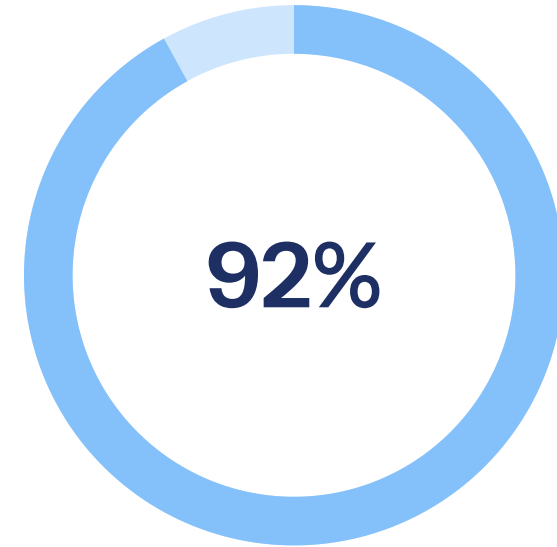
5 Traction

Early Signals of Product-Market Fit



Active Users

Early users onboarding and engaging with platform



Retention Rate

Users returning within first 30 days of signup

MVP Successfully Launched

Core AI-powered profile analysis and matching features operational

Strong User Feedback

CV positioning insights and elevator pitch generation validated

Waitlist Building

Interest from universities and graduate associations growing



University Partnerships

Discussions underway with career guidance offices



Campus Ambassador Program

Training students to drive peer adoption



Graduate Associations

Partnering with alumni networks for outreach

6 Business Model

Freemium Strategy with Tiered Premium Services

Free Tier

- Basic profile analysis using standardized framework
- Opportunity discovery across curated scholarship and job databases
- Monthly notification of new matching opportunities



Premium Tier

- Advanced application packs with customization options
- Skills gap analysis with personalized development roadmap
- Priority matching with early access to premium opportunities
- Expert review of application materials before submission



Future Revenue Streams



Institutional Partnerships

B2B contracts with university career guidance offices for campus-wide licenses



Employer Access Tools

Premium employer dashboard for targeted talent sourcing and reduced hiring friction



Graduate Programs

Extended onboarding programs combining platform access with mentorship and training

7 Impact Thesis

Strengthening Ghana's Education-to-Work Pipeline



Education Outcomes

Students receive real-time feedback on competitiveness and skill alignment throughout their academic journey



Workforce Readiness

Graduates transition smoothly into positions matching their capabilities through pre-structured materials



Global Funding Access

Qualified applicants successfully secure scholarships and fellowships previously unknown or intimidating



Local Job Creation

Platform expansion increases meaningful employment opportunities within Ghanaian tech economy

Direct Benefits

- Increased graduate competitiveness through strategic positioning
- Improved scholarship access reducing financial barriers
- Reduced underemployment as graduates find fitting roles
- Enhanced job placement with pre-structured materials

Indirect Benefits

- Reduced skills mismatch across education and job markets
- Increased access to global funding for qualified candidates
- Strengthened talent retention within Ghana
- Improved education ROI through successful placement

By reducing information asymmetry systematically, Hues Apply creates digital infrastructure for opportunity that serves Ghana's long-term economic development.

8 Impact KPIs

Measurable Outcomes Within 3 Years in Ghana

50K+

Graduates Onboarded

Ghanaian students and early-career professionals registered and active

10K+

Applications Supported

Successful scholarship and job applications using platform tools

5K+

Job Placements Influenced

Confirmed positions filled with platform-recommended candidates

40%

Interview Conversion Boost

Increase in user interview conversion rates compared to baseline

Direct Economic Impact

- Direct job creation through team expansion in Ghana's tech sector
- Increased income for graduates securing better-fitting opportunities
- Reduced time-to-employment for graduates using platform
- Lowered cost-to-hire for institutional partners

Indirect Economic Impact

- Reduced skills mismatch between education and job markets
- Increased access to global scholarship funding for Ghanaian students
- Strengthened talent retention reducing brain drain
- Improved education ROI through successful graduate placement

9 Competitive Advantage

Building Infrastructure, Not Listings

What Others Provide

Generic Job Boards

Broad listings without personalized curation

CV Writing Services

Static document creation without strategic positioning

Scholarship Websites

Aggregators without individual competitiveness assessment

What We Deliver

AI-Powered Positioning

Strategic executive summaries and elevator pitches based on individual profile analysis

Competitiveness Diagnostics

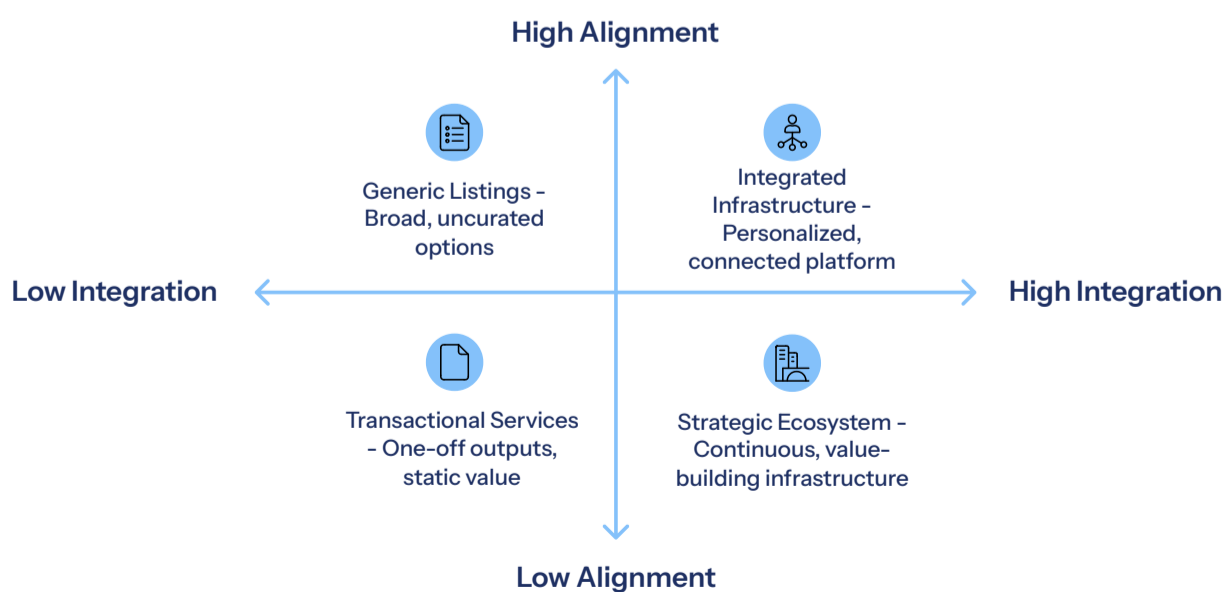
Real-time insights identifying skill gaps and comparison against opportunity requirements

Application Structuring

Pre-structured materials optimized for specific scholarship and job positions

End-to-End Workflow

Complete journey from profile upload through placement without platform switching



Unlike transactional platforms that connect supply to demand, Hues Apply is building foundational infrastructure that reduces friction systematically across Ghana's opportunity landscape.





CAPITAL NEEDS

Fueling Our Vision: Pre-Seed Round

Raising

\$50,000 (Pre-Seed)

Runway

18-24 months

Use of Funds (18-24 months runway)

- Product refinement & AI development
- Ghana-based team expansion
- University partnerships
- Marketing & campus activation
- Legal & compliance strengthening
- Impact measurement systems

10 TEAM

Meet the Visionaries Behind Hues Apply



Clifford Benjamin Oppong

CEO & Co-Founder

Engineering manager with MSc Engineering Management from University of Mines and Technology. A product development expert with a passion for leveraging technology to create social impact. Experienced in building and scaling digital platforms focused on education and career development.



Abena Frimpomaa Tufour

CPO & Co-Founder

AI Software Engineer with an MSc Applied AI from Aston University. Abena has built high-accuracy machine learning models in healthcare and marketing, developed AI-powered applications, and led projects that improved operational efficiency by 70% at Ashesi Design Lab. She brings strong technical expertise and a passion for building scalable, impactful solutions.



John Boakye-Danquah

CTO & Co-Founder

Seasoned software engineer and LLM trainer with expertise in AI/ML technologies with MSc Information Technology from Kwame Nkrumah University of Science and Technology. Passionate about EdTech and creating scalable solutions that bridge opportunity gaps for African youth through innovative technology.