



US\$150,000 EQUITY ROUND

# Community work marketplace for Africa

Domfie helps businesses mobilize real people for digital, creative and on-ground tasks while giving Ghanaian youth flexible income opportunities.



# The problem is not talent. It is access.

Ghana has a young, connected population, but earning opportunities are still uneven and informal.

**For many young people, the phone is already the workplace. What is missing is a trusted way to turn available time, creativity and local presence into paid work.**

- **Youth pressure** 1.3M young Ghanaians aged 15 to 24 were not in employment, education or training in Q3 2025.
- **Business pressure** Small businesses need real people for awareness, content, launches, events and field activity.
- **Trust gap** Existing informal arrangements are hard to verify, hard to pay safely and hard to scale.

Source: Ghana Statistical Service data reported by CitiNewsroom, Dec 2025.



# Domfie turns community energy into organized work.

A two-sided marketplace where brands pay for tasks and verified community members earn for completed, reviewed work.

## Businesses

Create campaigns for digital promotion, creator videos, surveys, event attendance, activations and other community tasks.

**US\$2,013**

campaign transaction volume since launch

**30%**

platform margin on campaign value



- Fund task
- Complete task
- Review proof
- Pay reward

## Community

Performers choose available tasks, submit proof, pass review and receive withdrawable wallet value through mobile money.

**800+**

registered members based on latest company records

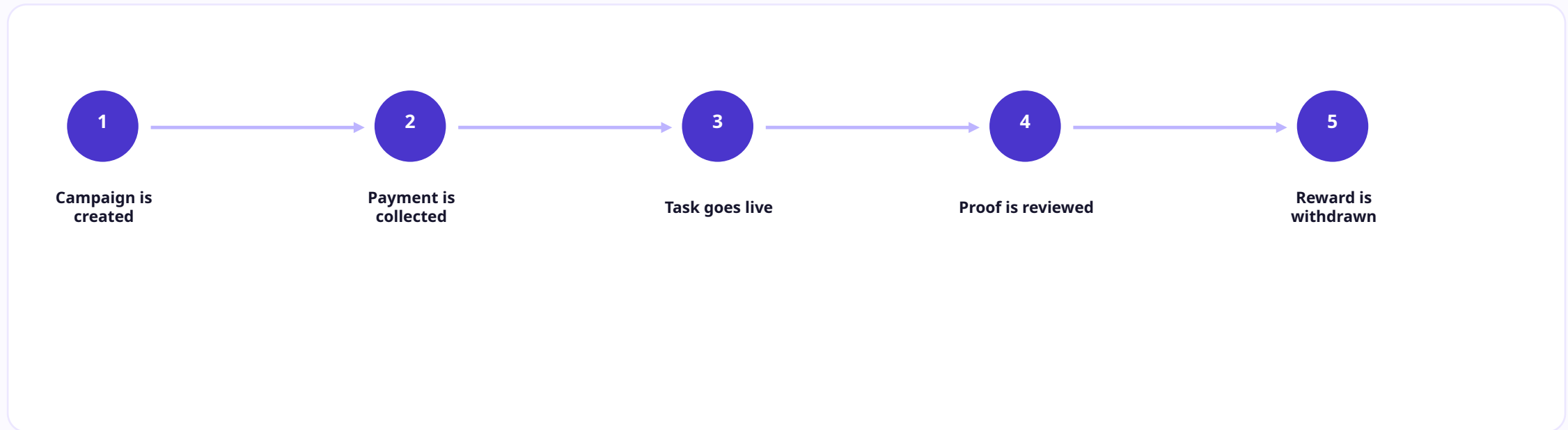
**MoMo**

cash-out rails for rewards

Company data: campaign volume and revenue figures supplied from Domfie database for Deal Source Africa application.

# How it works

Simple enough for a student. Structured enough for an investor.



## The heart of Domfie is trust.

Businesses need confidence that real work happened. Performers need confidence that completed work will be paid. Domfie sits between both sides with structured rules, proof checks, wallet ledgers and mobile money payouts.

# Product today

A live platform for paid digital and creative community tasks.

## Campaign creation

Brands create and fund structured tasks.

## Task marketplace

Members discover work they can complete.

## Proof and review

Human checks help protect quality.

## Wallet and MoMo

Rewards convert into withdrawable value.

## Creator content

UGC and product-demo tasks can become a high-value lane.

Digital tasks are the wedge. Community work is the market.

# The expansion unlock: on-ground tasks

Domfie can move from screen-based work into real-world mobilization.

## Events

Fill seats, queues and communities for shows, launches and conferences.

## Activations

Mobilize people for sampling, store visits, street teams and product demos.

## Field work

Surveys, mystery shopping, photo checks and local verification.

## Creator videos

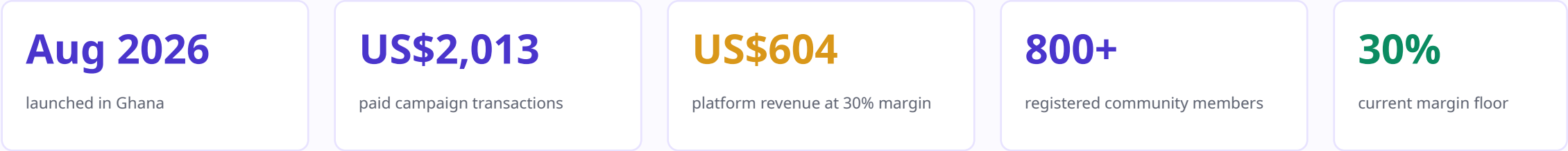
Product demos, testimonials and short videos by everyday creators.

**This makes Domfie a community task marketplace, not only a social media tool.**



# Early traction from a live product

The numbers are still early, but they prove demand, payment flow and user-side earning behavior.



## Marketplace signal



Investor interpretation: Domfie is not raising because it has finished the journey. It is raising because the product is already alive and capital can compress the time needed to scale acquisition, trust systems and task supply.

Company database figures supplied by founder: GH¢23,358.80 campaign payments and 30% platform margin, converted to USD for the application.

# Business model

Domfie earns a platform margin every time a campaign is funded and completed.

## Current model

- **Business pays** Campaign price set by task type, volume and quality requirements.
- **Performer earns** Reward value is credited after approved completion.
- **Domfie keeps** 30% margin floor from campaign value.
- **More value later** Premium reporting, campaign management, enterprise tasks and on-ground coordination.

## Example unit economics

70% performer reward

30% Domfie

This keeps incentives aligned: businesses pay for outcomes, performers get paid for approved work, and Domfie earns when marketplace activity grows.

# Market timing

Ghana has the ingredients: young people, mobile internet, social platforms and mobile money.

**26.3M**

**internet users in Ghana at end-2025**

DataReportal Digital 2026

**8.59M**

**social media user identities in Oct 2025**

DataReportal Digital 2026

**26.7M**

**active mobile money accounts in Dec 2025**

Bank of Ghana data via MyJoyOnline

**1.3M**

**youth aged 15 to 24 classified as NEET in Q3 2025**

GSS data via CitiNewsroom

**Domfie sits at the overlap of digital work, youth income, creator marketing, local activations and mobile payments.**

Sources: DataReportal Digital 2026 Ghana; Ghana Statistical Service data via CitiNewsroom; Bank of Ghana data via MyJoyOnline.

# Why Domfie can win

It starts with distribution and trust, not just software.



## HQ Advertising advantage

Access to a large base of Ghanaian business owners already seeking growth and digital promotion.

## Trust systems built in

Campaign review, proof checks, wallet ledgers, identity guardrails and mobile money withdrawal rails.

## Community density

Ghana first creates repeat usage, local language understanding and fast task matching.

## Broader roadmap

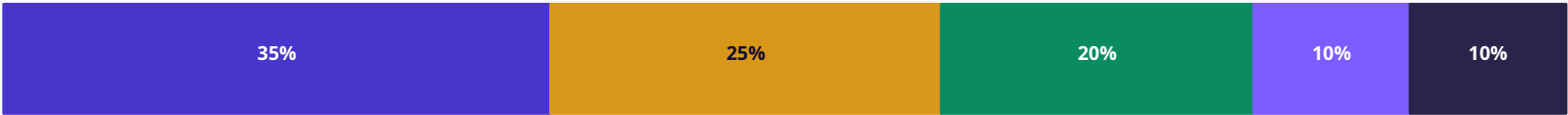
Digital tasks create the wedge. On-ground tasks expand average order value and use cases.

# US\$150,000 use of funds

A practical raise to move from early traction to repeatable growth.

Raise target

US\$150K



- Product & engineering 35%
- Growth & community 25%
- Business acquisition 20%
- Operations 10%
- Compliance & data 10%

## Milestones funded by this round

- Scale business campaign acquisition in Ghana
- Improve review, safety and compliance tooling
- Grow performer community with better onboarding
- Launch higher-value creator and on-ground task pilots
- Prepare investor-grade reporting for next round



# The vision is bigger than tasks.

Domfie can become the operating layer for community-powered work in Africa. Businesses get real people. Young people get practical earning paths. Communities get included in the digital economy.

Seeking

**US\$150,000**

Equity investment

Contact

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