

2026 PLATFORM PITCH

# Learn. Grow. Get Hired. Earn Responsibly.

A practical learning, career execution and educational partnership platform built for Nigerian and African talent.

**61**

Academies

**4,856+**

Lessons

**CareerPulse**

AI Job Assistant

**40%**

Educational Benefit

— THE GAP

# Learning often stops **before income.**

Most platforms sell courses. Learners still struggle to translate knowledge into job applications, offers and reliable income.

01

## Skills without proof

People study, but cannot show verifiable progress, certificates, projects or readiness.

02

## Certificates without direction

After the course, many still ask: which jobs fit me and how do I apply?

03

## Applications without strategy

CVs, cover letters, interviews and follow-ups are scattered and unsupported.

04

## Rewards without trust

Referral systems look risky when the education value is not strong enough.

— PLATFORM MODEL

# A complete growth system, **not just a course library.**

Members learn, prove, apply, track progress and share the platform through one connected experience.



**Positioning:** practical education first, career execution second, rewards third. This keeps the story strong, useful and defensible.

— LEARNING EXPERIENCE

# Built for completion, proof and **daily momentum.**

The platform turns long-form academies into usable progress members can finish, prove and apply.

1

## One lesson daily

Bite-sized progress instead of overwhelming dumps.

2

## Audio lesson reader

Lessons read aloud inside the page — learn hands-free.

3

## Quizzes + certificates

Progress ends with verified proof and public certificate checks.

4

## XP, streaks, leaderboard

Daily motivation keeps learners returning and improving.

5

## Community layer

Members discuss lessons, wins and action steps.

6

## Wallet + rewards

Educational benefits, balances and withdrawals are tracked.

— FULL FEATURE MAP

# Everything the platform does — **in one view.**

## **61 Academies**

4,856+ structured lessons with quizzes

## **Verified Certificates**

Public verification page employers can check

## **Audio Lesson Reader**

Every lesson can be read aloud in-page

## **Gamification**

XP, daily streaks, badges and leaderboard

## **Timed Exam Engine**

WAEC, NECO & JAMB exam-standard practice

## **CareerPulse**

AI job matching, apply kits & tracker

## **7 Career Tools**

CV, cover letter, interviews, aptitude, salary, LinkedIn

## **Live Job Board**

Real roles from 6 sources, refreshed every 6 hours

## **Community**

Feed, comments, reactions and @mention tagging

## **Personal Invite Pages**

Every member gets a public invite microsite

## **Wallet & Withdrawals**

Transparent balances, Friday payouts, ₦20,000 flat minimum

## **Organization Accounts**

Bulk seats, HR dashboard, cohorts & staff invitations

## **Coupons & Offers**

Discount codes and smart exit-intent offers

## **Two-Tier Benefits**

35% educational + 5% mentorship on verified enrollments

## **Support Centre**

Tickets plus an instant auto-reply assistant

## **Mobile-First**

Learn on any phone with a bottom navigation app feel

— CATALOGUE · 1 OF 2

# 61 academies. **Every category covered.**

## **Artificial Intelligence · 18 academies**

AI for Doctors · Nurses · Teachers · Bankers · Engineers · Pastors · Real Estate Agents · HR · Sales & Marketing · Students · Accountants · Customer Service · Government Workers · Content Creators · Small Business Owners · AI & ML Mastery · AI Agents for Business · Prompting to Professional Practice

## **Staff & Corporate Training · 10 academies**

Banking · Hospital & Healthcare · Hotel/Restaurant · Schools · Insurance · FMCG & Retail · NGO & Development · Telecommunications · Real Estate Operations · Church & Ministry Operations — sector staff excellence built for Nigerian workplaces, with organization seat plans

## **Business, Marketing & Digital Income · 7 academies**

How to Start a Business From Zero · Sales Mastery: From Cold to Closed · Digital Marketing Masterclass · Freelancing Masterclass · From Smartphone to Digital Income · E-commerce & Dropshipping · YouTube Growth & Monetization

## **Theology, Ministry & Preaching · 6 academies**

Bibliology & Hermeneutics · Christology · Pneumatology · Eschatology · Exegesis & Preaching: A Practical African Guide · Foundations of Church Administration — seminary-depth teaching made practical for African ministry



— CATALOGUE · 2 OF 2

# ...and skills for **work, money and life.**

## **Technology & Digital Skills**

UX/UI Design with Figma · No-Code Web & App Development · Cloud Computing (AWS, Azure & Google Cloud) · Project Management Mastery

## **Career, Remote Work & Workplace**

Virtual Assistant Career Starter · Remote Work & Global Careers · Job Interview Mastery & Virtual Excellence

## **Finance, Crypto & Money Management**

Money Skills Nobody Taught You in School · Cryptocurrency Mastery: Investing, DeFi & Web3 · The Complete Forex Trading Course

## **Health, Wellness & Lifestyle**

Weight Loss & Body Transformation That Actually Works · Men's Natural Health & Vitality · Natural Wellness for Women

## **Counseling, Marriage & Relationships**

When Love Hurts: Clarity, Boundaries & Healing · The Complete Marriage Connection Academy · Pre-Marital Counseling Academy

## **Secondary School Exam Success**

WAEC Practice Questions (Exam Standard) · JAMB UTME Practice (Exam Standard) — timed, exam-engine powered

## **Cybersecurity & Digital Safety**

Cybersecurity Fundamentals & Career Entry — from safety basics to a career path

## **And the catalogue keeps growing**

New academies ship continuously. Counts on the website update automatically as content is added.

CAREERPULSE · PROFESSIONAL & EXECUTIVE

# CareerPulse is the product that **changes the whole story.**

Most e-learning platforms sell a certificate and wish you luck. CareerPulse actively works to get members hired — matching jobs, building application kits, tracking progress and recommending what to learn next.

## CareerPulse AI Job Assistant

### Product Support Associate

Lagos · Remote-ready

84% match

### Junior Data Analyst

Abuja · Hybrid

76% match

### Customer Success VA

Remote · UK hours

92% match

Interview prep

Tracker

CV summary

Cover letter

— AI JOB ASSISTANT

# CareerPulse bridges education and employment.

## 01 • Job feed aggregation

Live roles filtered by skill, location, role and Nigerian/global relevance.

## 02 • AI match scoring

Scores listings against profile, completed courses, XP and goals.

## 03 • One-click apply kit

Tailored CV summary, cover letter draft and prep checklist per job.

## 04 • Application tracker

Applied, interview, offer, rejected — with follow-up reminders.

## 05 • Interview Prep Bank

90 real questions, sample answers and STAR guides.

## 06 • Salary intelligence

Ranges by role, industry and location to negotiate better.

## 07 • Career path mapping

Recommends the next courses to close the learner's skill gap.

## 08 • Weekly career digest

Matched jobs, deadlines and skill-gap insight sent weekly.

— WORKFLOW

# The CareerPulse workflow makes **learning actionable**.

A member can move from completed courses to targeted applications without leaving the platform.

01

## Profile + courses

Skills, XP and career goals define the starting point.

02

## Matched jobs

Best-fit roles rise to the top with match percentages.

03

## Apply kit

Tailored CV summary, cover letter and checklist.

04

## Interview prep

Role questions, STAR framework and Nigerian context.

05

## Salary insight

Know the range before negotiation.

06

## Track + improve

Follow-ups, status and next course recommendations.

**The subscription justification:** members are not paying only for lessons — they are paying for a guided career execution system.

— CAREER TOOLS

# Seven career tools support **the job journey.**

Professional and Executive members get practical utilities that prepare them for the market, not just the classroom.

CP

## CareerPulse

AI job assistant + tracker

CV

## CV Builder

Nigerian-market CVs with instant export

CL

## Cover Letter

Role-specific application letters

90

## Interview Bank

90 questions with model answers

80

## Aptitude Prep

80 questions + Timed Exam Mode

₦

## Salary Scripts

Word-for-word negotiation guidance

in

## LinkedIn Reviewer

Profile improvement prompts

**The bridge from "I learned it" to  
"I can present, apply, interview  
and negotiate with  
confidence."**

— MEMBERSHIP

# Four tiers: from free exploration to **flagship access.**

## FREE

**₦0** forever

- 2 free lessons per course
- XP, streaks & leaderboard
- Community forum access
- Explore before you pay

## LEARNER

**₦10,000** one-time

- All academies & lessons
- Certificates of completion
- 40% benefit — ₦4,000/ref
- Referral wallet & withdrawals

## PROFESSIONAL

**₦50,000** one-time

- Everything in Learner
- 40% benefit — ₦20,000/ref
- All 7 career tools
- CareerPulse job engine

## EXECUTIVE

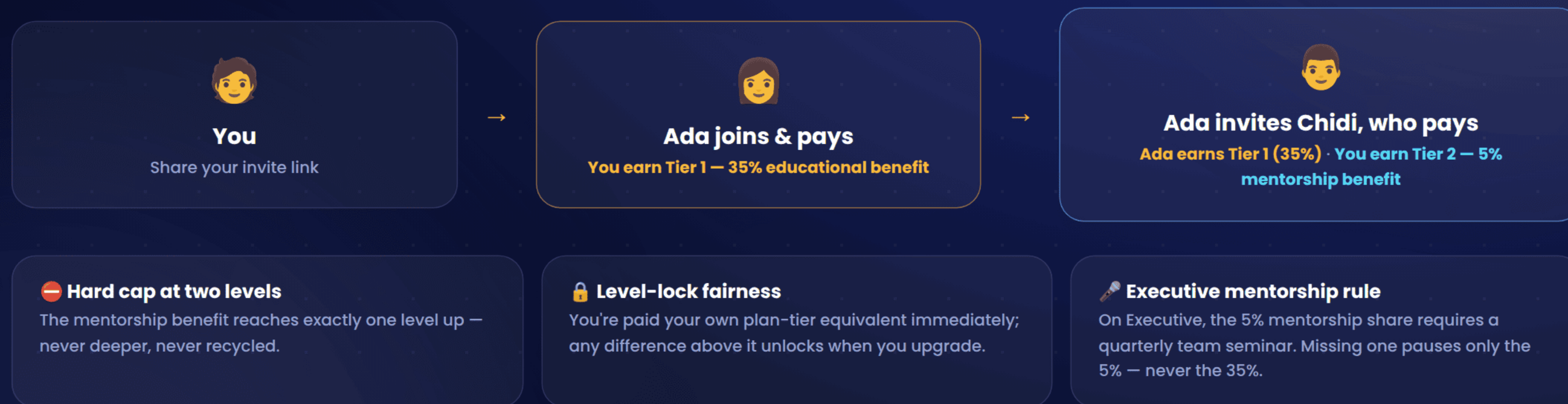
**₦500,000** one-time

- Everything in Professional
- 40% benefit — ₦200,000/ref
- CareerPulse Priority Matching
- Expert Seminars + Private Community

— TWO-TIER EDUCATIONAL BENEFIT

# One share. Two levels of benefit.

Every verified paid enrollment releases a 40% benefit, split across exactly two levels — capped there by design. This is not a pyramid: value comes from real education purchases, never from recruitment.



— BENEFIT BREAKDOWN

Exact naira, plan by plan.

What each verified paid enrollment releases, at every level.

| PLAN A PERSON BUYS | PRICE    | TIER 1 · 35% EDUCATIONAL | TIER 2 · 5% MENTORSHIP | TOTAL · 40% |
|--------------------|----------|--------------------------|------------------------|-------------|
| Learner            | ₦10,000  | ₦3,500                   | ₦500                   | ₦4,000      |
| Professional       | ₦50,000  | ₦17,500                  | ₦2,500                 | ₦20,000     |
| Executive          | ₦500,000 | ₦175,000                 | ₦25,000                | ₦200,000    |

**Tier 1** goes to the person who directly invited the buyer.

**Tier 2** goes to that inviter's own sponsor — one level up, no further.

**Payouts:** Friday payout cycle · flat ₦20,000 withdrawal minimum on every paid plan.

ILLUSTRATIVE SCENARIOS

What the two tiers can look like in practice.

**Scenario A:** you invite 5 people, each later invites 5 of their own (25 second-level). **Scenario B:** you invite 25 people, each later invites 5 (125 second-level). Everyone on the same plan; every enrollment verified and non-refunded.

| PLAN         | A · TIER 1<br>5 direct | A · TIER 2<br>25 second-level | A · TOTAL  | B · TIER 1<br>25 direct | B · TIER 2<br>125 second-level | B · TOTAL  |
|--------------|------------------------|-------------------------------|------------|-------------------------|--------------------------------|------------|
| Learner      | ₦17,500                | ₦12,500                       | ₦30,000    | ₦87,500                 | ₦62,500                        | ₦150,000   |
| Professional | ₦87,500                | ₦62,500                       | ₦150,000   | ₦437,500                | ₦312,500                       | ₦750,000   |
| Executive    | ₦875,000               | ₦625,000                      | ₦1,500,000 | ₦4,375,000              | ₦3,125,000                     | ₦7,500,000 |

 Withdrawal timing

Requests are accepted Monday to Wednesday 11:59pm and processed in that week's **Friday payout batch**; later requests move to the following Friday. Flat ₦20,000 minimum on every paid plan. Bank delays, holidays or verification checks can shift payment to the next working day.

 Honest framing

A "what if" illustration — not a projection or guarantee. Figures become real only on verified, non-refunded enrollments. Level-lock applies if your plan is below the referred plan; Executive Tier 2 requires quarterly seminar compliance.

— EXECUTIVE TIER

# The Executive Flagship.

For serious builders and leaders: the highest access,  
highest earning path and an exclusive growth community.

**₺200,000**

per verified Executive referral · 40%

 **CareerPulse Priority**

Front-of-queue matching and first look at new roles.

 **Expert Seminars**

Live sessions with verified industry experts.

 **Executive Community**

Private, high-trust network of serious members.

 **Top Earning Path**

₺200,000 per Executive referral when verified.

— TRUST & GOVERNANCE

# Exciting rewards. **Responsible controls.**

Every reward is tied to completed education purchases, not recruitment.

## **Verified payments**

Rewards are based only on confirmed paid-plan activity.

## **Refund handling**

Refunded transactions reverse related rewards.

## **Admin approval**

Manual review and fraud checks protect the system.

## **Wallet tracking**

Balances, pending rewards and withdrawals are transparent.

## **Upgrade rewards**

Referrers can earn again when a referred student upgrades.

## **Legal clarity**

Rewards are not salaries, investments or guaranteed income.

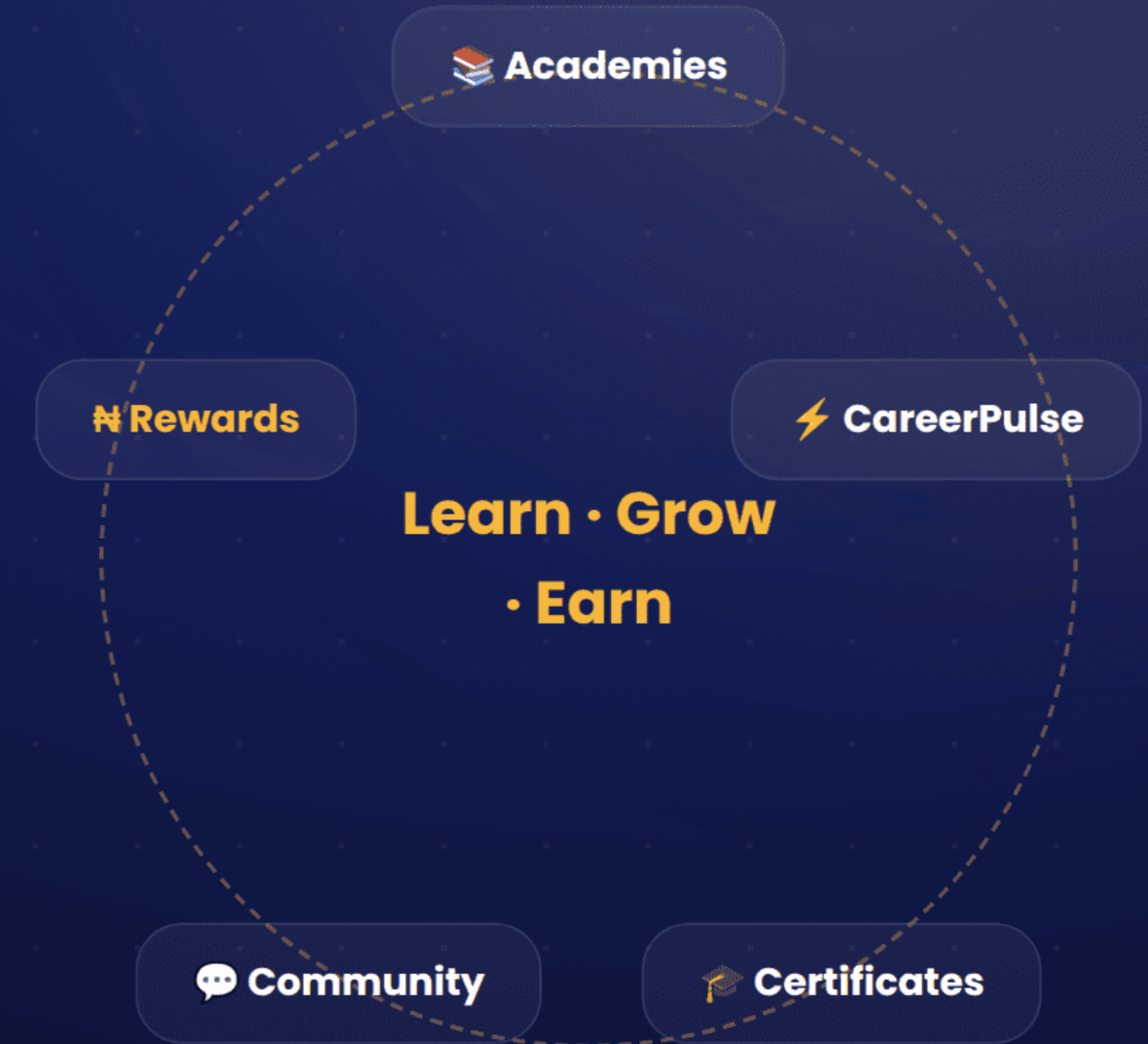
Community Growth Milestones remain recognition badges only. The core product is learning + CareerPulse + career tools.

— FLYWHEEL

# The flywheel grows through value, not hype.

CareerPulse makes the platform practical; rewards make advocacy visible; governance keeps it responsible.

**Members invite others because the platform genuinely helps them learn, apply, get hired and grow.**



— SCALE

# Why the model **can scale.**

The same platform serves learners, job seekers, affiliates, partners, churches, schools, organizations and career builders.

EV

## Education value

Growing catalogue across practical life, income, career, faith and corporate training categories.

CP

## Career execution

CareerPulse turns learning into matched jobs, applications and follow-up.

RA

## Responsible advocacy

40% verified benefit encourages sharing without replacing the mission.

EX

## Executive ladder

Premium tier creates leadership, seminars, community and a flagship earning path.

Use this deck for partners, affiliate onboarding, launch meetings, team briefings and member conversion.

— THE PITCH

# Start free. Upgrade when ready. Let CareerPulse move you from **learning to opportunity.**

Learn & Grow is a practical learning and career execution ecosystem with certificates, community, CareerPulse and a transparent 40% educational partnership benefit.

Built and powered by Dunamis Code & Visuals

## Three simple steps

- 1 Create a free account
- 2 Choose a plan
- 3 Learn, apply and share

**learnandgrow.life**