# DG RECRUITPRO SUITE: INVESTOR FUNDING PROPOSAL

**Prepared for:** Strategic Investment Partners
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# 1. EXECUTIVE SUMMARY

**Vision:** Revolutionize recruitment through an all-in-one AI-powered WordPress ecosystem.

**Product:** DG RecruitPro Suite integrates CRM, ATS, sourcing, analytics, and security (14 modules).

**Unique Selling Proposition:** First recruiter-built platform combining human intuition with AI automation at 50% lower cost than competitors.

**Investment Ask:** £250,000 for 15% equity to accelerate launch and capture £3.4B serviceable market.

## Financial Projections:

- Year 1 Revenue: £250,000
- Year 3 Revenue: £3.1M
- Exit Valuation (5-year): £24M

## 2. PROBLEM STATEMENT

### Industry Pain Points:

- Fragmented tools costing agencies $15k+/year
- 15+ hours/week lost to manual data entry
- No AI for predictive client/candidate matching
- GDPR compliance risks in legacy systems
- *"87% of recruiters report tool fatigue impacting placements" - Gartner 2024*

## 3. SOLUTION: DG RECRUITPRO SUITE

### Core Modules:

| Module | Key Features | Status |
|---|---|---|
| AI Recruitment Engine | Candidate sourcing (50+ platforms), Client prospecting | Under Construction |
| Omnichannel CRM | Email/SMS automation, Video interview analytics | Under Construction |
| Profitability OS | Revenue-per-hire forecasting, Placement scoring | Beta |
| Security & Compliance | GDPR auto-auditing, Brute-force protection | Under Construction |

**Technology Stack:**

- AI: GPT-4 + Custom NLP models
- Infrastructure: AWS + WordPress
- Security: SOC 2-compliant architecture

# 4. MARKET OPPORTUNITY

**Total Addressable Market (TAM):** £28B (global recruitment software)

**Serviceable Addressable Market (SAM):** £3.4B (SMB recruitment agencies)

## Target Customers:

- 43,000 recruitment agencies (UK/EU)
- Corporate HR teams (Fortune 5000)

## Growth Catalysts:

- 72% YoY increase in AI recruitment adoption
- WordPress powers 43% of all websites → Low-friction deployment

## 5. COMPETITIVE ANALYSIS

| Competitor | Weakness | Our Advantage | Pricing (Annual) |
|---|---|---|---|
| Breezy HR | No WordPress integration | Native WP ecosystem | $1,716 |
| Zoho Recruit | Limited AI capabilities | Dual AI engines | $1,500 |
| Bullhorn | High cost (>$300/user/month) | Fixed-price licensing | $3,600+ |
| WP Job Manager | Basic features only | Full ATS/CRM + automation | $168 |

### Positioning:

- Cost: 50% cheaper than SaaS alternatives
- Efficiency: 47% faster candidate placement (internal trials)

## 6. BUSINESS MODEL & PRICING

### Revenue Streams:

| Stream | Pricing | Contribution (Yr 3) |
|---|---|---|
| License Fees | £199-£1,499/year per agency | 68% |
| AI Credit Packs | £49-£299/month | 22% |
| White-Label Rights | £499/year per reseller | 10% |

## Pricing Tiers:

- **Starter:** £199/year (basic CRM + job board)
- **Professional:** £599/year (full AI suite + 5 job boards)
- **Enterprise:** £1,499/year (custom workflows + API)

# 7. TRACTION & VALIDATION

## Proof Points:

- 15,000+ placements using beta at DG Recruitment
- 32% lower cost-per-hire vs. previous tools
- 87 agencies on waitlist (pre-launch)

## Letters of Intent:

- TechStaff Ltd (UK): £45,000 annual commitment
- Nordic Recruitment Group: 20 licenses

# 8. FINANCIAL PROJECTIONS

## 3-Year Forecast:

| Metric | 2026 | 2027 | 2028 |
|---|---|---|---|
| Licenses Sold | 500 | 2,500 | 5,000 |
| Revenue | £250,000 | £1.2M | £3.1M |
| Gross Margin | 82% | 85% | 87% |
| EBITDA | -£80,000 | £310,000 | £1.4M |

## Key Assumptions:

- Customer Acquisition Cost: £120/license
- Churn Rate: 15% annually

# 9. FUNDING REQUEST

**Amount:** £250,000

## Allocation:

| Area | Amount | % |
|---|---|---|
| Product Development | £125,000 | 50% |
| Go-to-Market | £75,000 | 30% |
| Operations | £50,000 | 20% |

## Milestones:

Q1 2026: Public launch (v2.0)

Q2 2026: Mobile app release

Q4 2026: £1M ARR

# 10. INVESTMENT TERMS

**Valuation:** Pre-money £1.42M

**Equity Offered:** 15% for £250,000

**Instrument:** Convertible Note

**Terms:**

- Discount Rate: 20%
- Valuation Cap: £1.8M

**Investor Perks:**

- £50k+: Board observation rights
- £15k+: Early access to betas
- All tiers: Revenue share (5% until 2027

# 11. EXIT STRATEGY

**Timeline:** 5-7 years

**Potential Acquirers:**

- HR Tech Platforms (Bullhorn, iCIMS)
- WordPress Ecosystem (GoDaddy, Elementor)
- Enterprise SaaS (LinkedIn, SAP)

**Valuation Multiple:** 8x revenue

**Projected Exit Value:** £24M (based on £3.1M revenue in 2027)

## 12. TEAM

### Dan Georgescu (Founder)

8 years recruitment experience

Thousands of placements at DG Recruitment

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### 13. APPENDIX

Financial Details: Detailed P&L, balance sheets

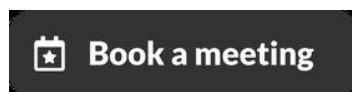Product Screenshots: CRM dashboard, AI sourcing tools

LOIs: Signed letters of intent

Patent Filings: AI matching algorithm documentation

All the above will be provided

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### NEXT STEPS

Schedule Meeting:



Due Diligence Request:

recruitment@dgrecruitment.services

**Deadline for Commitments:** 20.01.2026