



Kominiti

Kominiti.com Strategic Cascading Plan

Kick-Off Date: December 1, 2024

Ethelbert Nwanegbo
Chief Executive Officer

EXECUTIVE SUMMARY

Insight

This architectural blueprint aligns all organizational units, functional areas, and projects with Kominiti's overarching vision of ***"Building a World Where Everyone Belongs and Thrives."***



STRATEGIC BLUEPRINT

Vision

"To be the leading global platform empowering every professional to connect, learn, and thrive in a community built on belonging and shared success."



STRATEGIC BLUEPRINT

Vision Statement

“Imagine a platform where every professional is seen, understood, and valued—a place where meaningful connections spark life-changing opportunities. Kominiti.com is not just a platform—it's a global movement empowering people to dream bigger and achieve more. By personalizing every interaction, we realize ambitions and build a world where belonging forms the foundation of success.”

STRATEGIC BLUEPRINT

Mission Statement

“At Kominiti, our mission is to empower professionals worldwide by fostering meaningful connections, delivering personalized experiences, and creating growth opportunities. Through innovative technology, inclusive outreach, and transformative learning, we aim to connect 10 million professionals, equip underserved communities, and become a global leader in professional networking, learning, and collaboration. Together, we build a world where everyone belongs, thrives, and achieves their greatest ambitions.”

ORGANIZATIONAL COMMON GOALS

Top 5

1. **Empower Global Connections:** Facilitate 10 million professional connections by 2029.
2. **Transform User Experiences:** Launch an AI-driven personalization engine by Q2 2025.
3. **Promote Inclusive Growth:** Engage 500,000 underserved professionals by 2027.
4. **Expand Learning Horizons:** Deliver 1,000 online courses via K-Learning by 2026.
5. **Achieve Market Leadership:** Rank among the top three professional platforms globally by 2028.

CASCADING GOALS BY PRODUCT RELEASES

Phases



Phase 1:
K-Jobs

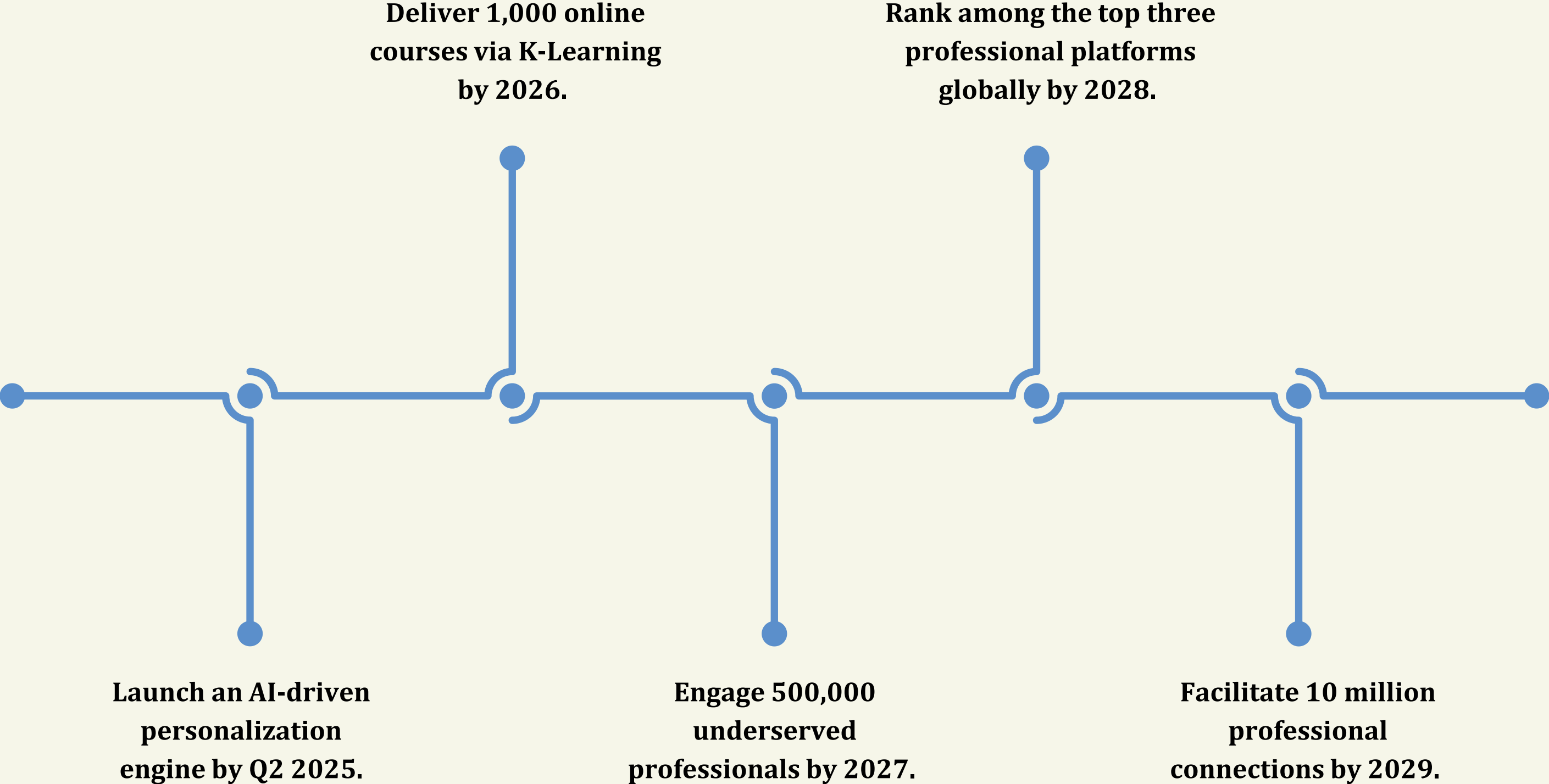
Phase 2:
Wall (Social)

Phase 3:
K-Learning

Phase 4:
Marketplace

USER ACQUISITION CASCADING

Timeline



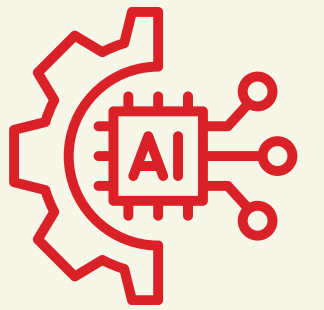
PHASE 1: K-JOBS (DECEMBER 1, 2024 – SEPTEMBER 30, 2025)

Common Objective

Deliver an AI-powered job board that ensures employers receive relevant applications and job seekers find roles that align with their skills and aspirations.

Product Development Subgoals:

- Develop and launch AI-matching algorithms to tailor job recommendations by Q4 – December 31, 2024.
- Integrate real-time application analytics for employers by January 2025.
- Roll out interview scheduling with Zoom integration by February 28, 2025.



Marketing Subgoals:

- Launch targeted ad campaigns aimed at onboarding 200,000 job seekers from January 1, 2025, through September 30, 2025.
- Partner with 50 recruitment agencies to boost employer participation by Q3 2025.



User Engagement Subgoals:

- Create onboarding guides and tutorials to educate users on K-Jobs functionality by January 15, 2025.
- Collect and analyze user feedback to enhance the platform within 30 days post-launch- February 2025.



PHASE 2: WALL (SOCIAL) (DECEMBER 15, 2024 – DECEMBER 31, 2025)

Common Objective

Establish a professional networking space where users can connect, collaborate, and share valuable content.

Product Development Subgoals:

- Design, Implement, and Release AI-curated feeds that surface relevant content based on user profiles by January 31, 2025.
- Design, Implement, and Release “Invite-a-Friend” Feature by January 31, 2025.
- Enable interest-based groups and discussions by February 28, 2025.
- Introduce Kominiti Curator - AI-Powered Content Curation & Kominiti News (AI-powered Industry News Aggregation) by March 15, 2025.
- Introduce gamified networking features (e.g., digital badges) by March 31, 2025.
- Localize Platform: Introduce language options and region-specific content by April 30, 2025



Marketing Subgoals:

- Launch an innovative Kominiti Wall features on February 1, 2025 and achieve 2 million active users by the end of Q4 2025.
- Collaborate with influencers and thought leaders to drive user engagement.



User Engagement Subgoals:

- Promote professional storytelling contests to encourage content creation.
- Provide AI suggestions for connections and discussion points to boost networking.



PHASE 3: K-LEARNING (FEBRUARY 1, 2025 – JUNE 30, 2026)

Common Objective

Offer a robust e-learning platform that empowers users with skills and certifications to advance their careers.

Product Development Subgoals:

- Design, Implement, and Release Advanced K-Learning by February 28, 2025
- Launch 500 curated courses in high-demand skills by May 31, 2025.
- Enable AI-powered course recommendations by April 30, 2025.
- Offer 100 free introductory courses to onboard new users by April 30, 2025.



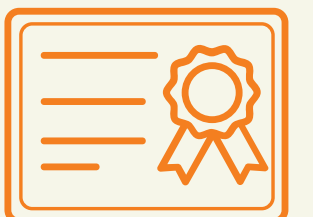
Marketing Subgoals:

- Partner with leading educational institutions to certify course offerings by April 30, 2025.
- Target 300,000 learners globally by June 30, 2026 through digital marketing campaigns.



User Engagement Subgoals:

- Implement certification rewards to increase course completion rates.



PHASE 4: MARKETPLACE (FEBRUARY 1, 2025 – DECEMBER 31, 2025)

Common Objective

Deliver a comprehensive marketplace for freelancers and gig workers to connect with buyers seamlessly.

Product Development Subgoals:

- Design, implement, and release Kominiti Advanced Marketplace by March 31, 2025.
- Launch a skills-based search engine to match freelancers with buyers by March 31, 2025.
- Introduce project collaboration tools for complex, multi-freelancer tasks by April 30, 2025.
- Enable AI-suggested pricing benchmarks based on industry standards by April 30, 2025.



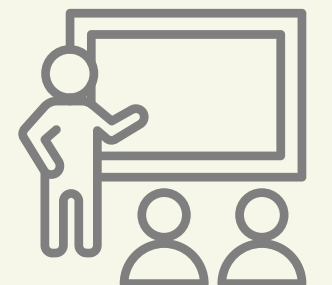
Marketing Subgoals:

- Onboard 200,000 freelancers and 50,000 buyers within the first by December 31, 2025.
- Partner with freelancing influencers to showcase the platform's benefits by December 31, 2025.



User Engagement Subgoals:

- Host online workshops for freelancers to optimize profiles and services by June 30, 2025.
- Provide success stories and case studies to build trust and credibility, June 30, 2025.



STRATEGIC BLUEPRINT

Months Ahead

Month 3 -5: March - May, 2025

Goal: Launch and Initial User Viral Acquisition Campaign

- Target User Acquisition: Aim to acquire 100,000 users this month.
- Community Building: Encourage user interactions and content creation.
- Referral Programs: Launch incentives for existing users to invite others.
- Introduce Gamification: Implement badges, points, or rewards to boost engagement.
- Aggressive Marketing Campaigns: Utilize paid ads, PR, and content marketing extensively.
- Strengthen AI Personalization: Refine algorithms for better content recommendations.

Month 6 - 7: June – July 2025

Goal: Scale User Base and Enhance Features

- Expand User Acquisition Efforts: Target an additional 200,000 users (Total: 300,000 users).
- Feature Enhancements: Add new functionalities like live events.
- Referral Programs: Launch incentives for existing users to invite others.
- Aggressive Marketing Campaigns: Utilize paid ads, PR, and content marketing extensively.

Month 8: July 2025

Goal: International Expansion and Localization

- Localize Platform: Introduce language options and region-specific content.
- International Marketing Campaigns: Promote the Wall in new markets.
- User Acquisition Target: Aim for an additional 300,000 users (Total: 600,000 users).
- Partner with Local Influencers: Collaborate with influencers in key regions.
- Aggressive Marketing Campaigns: Utilize paid ads, PR, and content marketing extensively.

Month 9: August 2025

Goal: Enhance Engagement and Reach 1 Million Users

- User Acquisition Target: Acquire an additional 400,000 users (Total: 1,000,000 users).
- Host Virtual Events: Organize webinars or live chats to increase platform activity.
- Aggressive Marketing Campaigns: Utilize paid ads, PR, and content marketing extensively.

Month 10: September 2025

Goal: Major Marketing Push and Feature Optimization

- Aggressive Marketing Campaigns: Utilize paid ads, PR, and content marketing extensively.
- Optimize Mobile Experience: Improve mobile app performance and usability.
- User Acquisition Target: Gain an additional 500,000 users (Total: 1,500,000 users).

Month 11: October 2025

Goal: Drive User Engagement and Retention

- Launch New Features: Introduce live streaming or other interactive tools.
- Retention Strategies: Implement email campaigns and push notifications to retain users.
- User Acquisition Target: Aim for an additional 300,000 users (Total: 1,800,000 users).
- Community Challenges: Host contests or challenges to encourage user-generated content.

Month 12: November 2025

Goal: Achieve 2 Million Users and Prepare for Full Launch

- Final User Acquisition Push: Target the remaining 200,000 users to reach 2,000,000 users.
- Celebrate Milestones: Highlight user success stories and platform achievements.
- Full Launch Preparation: Ensure all systems are optimized for increased user load.
- Feedback and Future Planning: Gather comprehensive feedback for future improvements.



SUMMARY OF USER ACQUISITION TARGETS:

For the next year

- **May 2025:** 100,000 users
- **June 2025:** +200,000 users (Total: 300,000)
- **July 2025:** +300,000 users (Total: 600,000)
- **August 2025:** +400,000 users (Total: 1,000,000)
- **September 2025:** +500,000 users (Total: 1,500,000)
- **October 2025:** +300,000 users (Total: 1,800,000)
- **November 2025:** +200,000 users (Total: 2,000,000)



FUNCTIONAL ALIGNMENT ACROSS UNITS

Table

UNIT	RESPONSIBILITIES
Product Development	Build, test, and refine each feature for seamless user experiences.
Marketing	Drive awareness, acquisition, and engagement through strategic campaigns.
Data Analytics	Monitor KPIs, user behavior, and feature performance to inform iterative updates.
User Support	Provide 24/7 support to address user feedback and technical issues.
Product Development	Foster an active user community through discussions, events, and personalized content.

ALIGNMENT WITH COMMON GOALS

Benchmarks

- **Global Connections:** AI-driven features in all phases ensure users connect meaningfully across geographies and industries.
- **User Experience Transformation:** Personalization and real-time insights create tailored, engaging experiences across features.
- **Inclusive Growth:** Marketing campaigns and free resources target underserved regions to democratize access to opportunities.
- **Learning Expansion:** K-Learning empowers users with skills critical to career advancement, promoting global professional development.
- **Market Leadership:** The phased rollout builds momentum, driving adoption and establishing Kominiti as a leader in professional networking.

DEVELOPMENT MILESTONES & TIMELINES

Summary

Phase	Start Date	End Date	Key Milestones
K-Jobs	Dec 1, 2024	Feb 28, 2025	<ul style="list-style-type: none">• Develop and launch AI-matching algorithms to tailor job recommendations by Q4 – December 31, 2024.• Integrate real-time application analytics for employers by January 2025.• Roll out interview scheduling with Zoom integration by February 28, 2025.
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MARKETING MILESTONES & TIMELINES

Summary

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