

# EyeOnSite

## Co-Founder Recruitment Brief

Issued by Maku Mazakpe | Founder & CTO | Manti Labs | May 2026  
geteyeonsite.com | makpalyy@gmail.com | Personal outreach only

### What This Is

I am building **EyeOnSite** — an on-demand trust verification marketplace that connects Africa's diaspora investors with verified local inspectors. GPS-stamped evidence. Escrow-backed payments. Uber/Bolt-style geo-matching. The product solves a problem every African abroad has felt: *"I sent money home for a building project. I have no idea if anything is actually happening."*

Africa receives **\$100B+ per year** in remittances. NALA, LemFi, and Flutterwave solved money movement. **Nobody solved what happens after the money lands.** That's the opening.

The product is built. The brand is built. The legal framework is built. The landing page is live. I need one person to build the commercial side with me.

This document tells you whether that person is you, what the deal is, and what we'd do together.

**27**  
Product docs

**81**  
Brand assets

**3**  
Legal docs

**LIVE**  
Landing page

### The Honest Framing

I am the technical founder. I have the architecture, the product vision, the brand identity, the dataset advantage (competitive intelligence across managed services and gig marketplaces), the first product design, the technical stack decisions (KMP/Firebase/Google-first), the legal framework (multi-jurisdiction TOS and Privacy Policy covering Ghana, Nigeria, Kenya, UK, and EU), and the platform assets for Android, iOS, and Web.

I do not have the diaspora sales network, the fundraising track record at scale, the enterprise partnership relationships, or the bandwidth to build demand while shipping product. You bring those. We split the rest.

This is not a 'CEO role.' It is a founding partner role. You will be titled **Co-Founder & Head of Growth** and treated as an equal decision-maker. Neither of us holds CEO — that title gets assigned at V2/V3 based on operational reality or investor requirements. If you need the CEO chair from day one, this isn't the right opportunity.

## What You'd Actually Do

**Fundraising.** Lead pre-seed and seed conversations. Build the investor pipeline. Run the data room. Close the rounds. I'll be present at every meeting that matters, but you are the operator. Target: \$200K-\$500K at V3.

**Demand Generation.** Build the client pipeline from Africa's diaspora. Join WhatsApp groups, attend community events, run social media, create content. Convert anxiety into paying customers. The first 50 clients come from your hustle, not a marketing budget.

**Enterprise Sales (V3+).** When we move to B2B (real estate agencies, remittance platforms, banks, insurance companies), you personally close the first 5-10 enterprise deals. Build the playbook from your closes. The first \$1M ARR comes from your relationships and our product, in that order.

**Partnerships.** Open conversations with remittance platforms (NALA, LemFi, Flutterwave), diaspora organizations, church networks, hometown associations, real estate agents, and property developers. Build referral channels. Negotiate co-marketing deals.

**Go-to-Market Strategy.** Design the customer acquisition motion across our four corridors (UK-Ghana, UK-Nigeria, US-Kenya, Canada-Nigeria and beyond). Allocate spend. Set targets. Own the metrics.

**Public Face.** Conference talks. Podcast appearances. Diaspora community events. LinkedIn thought leadership. I'll write the technical deep-dives; you'll speak about the company, the category, and the customer pain.

**Hiring.** When we're ready, recruit the first community manager, first marketing hire, first operations lead. Set the cultural standard for what 'good' looks like commercially.

**Leadership & Governance.** Sit on the board when we have one. Co-make every major decision. Hold me accountable on product timelines. I'll hold you accountable on commercial targets.

## Who You Are

Looking for one of four archetypes. You may not fit cleanly into one — that's fine. The point is pattern recognition, not pigeonholing.

### A. The Diaspora Professional

Director or VP-level at a bank, consultancy, fintech, or tech company in London, Toronto, New York, Dubai, or Nairobi. Originally from Ghana, Nigeria, Kenya, Uganda, South Africa, or the broader African diaspora. Has professional network credibility in both worlds. Wants to build something connected to home. Has disposable income or savings to sustain 6-12 months without startup salary.

### B. The Community Builder

Already runs or leads a diaspora association, investment club, church network, professional association, or WhatsApp community focused on property, remittances, or development back home. Has an audience of hundreds or thousands of diaspora investors. Knows the trust deficit firsthand because people complain about it weekly.

### C. The Fintech / PropTech Operator

Has worked at NALA, LemFi, Flutterwave, Chipper Cash, mPharma, Andela, Paystack, or a similar high-growth African tech company. Understands marketplace dynamics, payment rails, and multi-country African regulatory environments. Has seen what scaling across African markets actually takes and has the scars to prove it.

## D. The Reformed Founder

Has started something before — maybe it worked, maybe it didn't. Has scar tissue from fundraising, customer acquisition, and the grind. Doesn't need the CEO title to feel important. Knows the co-founder seat intimately because they've done the founder role. Wants a strong technical partner and a product that's already built.

## Non-Negotiable Requirements

Across all archetypes, you must demonstrate:

- **Fundraising capability.** Has raised capital, participated in fundraising rounds, worked in investment/finance, or led grant applications. Understands term sheets, cap tables, investor psychology, and the mechanics of closing a round. Will lead pre-seed and seed conversations.
- **Leadership and management experience.** Has managed people, led teams, run a business unit, or held a board seat. Not their first time being accountable for outcomes and managing others' performance. Can hire well and fire when needed.
- **Sales and business development at a senior level.** Has personally closed deals, negotiated partnerships, or built commercial relationships that generated revenue. Not just marketing or 'brand awareness' — actual revenue-generating activity. Enterprise B2B experience is a strong signal.
- **Diaspora network depth.** Connected to high-value diaspora communities in at least one key corridor (UK to Ghana, UK to Nigeria, US to Kenya, Canada to Nigeria, US to Ghana, etc.). Can name 20 people they'd reach out to on day one — and those people would actually respond.
- **Public presence and communication.** Comfortable speaking at events, appearing on podcasts, creating content, pitching to investors, and being the external face of EyeOnSite. Strong written and verbal English. Additional African languages (Twi, Yoruba, Swahili, Luganda, Igbo, etc.) are a meaningful bonus.
- **Strategic and financial literacy.** Can build a go-to-market plan, understand unit economics (our take rate is 18%, average task value \$80-150), model pricing, forecast revenue, manage a budget, and make hard prioritization calls.
- **African heritage or deep connection.** From or deeply connected to Ghana, Nigeria, Kenya, Uganda, South Africa, or the broader African diaspora. This is non-negotiable — the product is built on cultural understanding, and the co-founder must embody the diaspora experience authentically.
- **Integrity first.** This is a trust verification platform. The co-founder must embody trust, transparency, and ethical business practices. No shortcuts. No exaggerations. No promising what we can't deliver.

## Strong Nice-to-Haves

- MBA or equivalent business education (London Business School, INSEAD, MEST, ALX, Y Combinator alumni network)
- Existing investor relationships in the African tech ecosystem (Ventures Platform, Future Africa, Kepple Africa, 54 Collective, Launch Africa, TLcom)
- Has personally sent money home for a building project and felt the anxiety of not knowing what was happening
- Experience in proptech, fintech, insurtech, or two-sided marketplace businesses specifically

- Existing audience on LinkedIn (5,000+), X/Twitter, or within diaspora WhatsApp communities
- Experience operating across multiple African markets simultaneously
- Real estate, construction, or property investment knowledge in any African market
- Strong public profile: conference speaking, podcast appearances, published writing, or thought leadership

## Character Traits That Matter

- **High agency** — doesn't wait to be told what to do. Sees the gap, fills it.
- **Resourceful and scrappy** — V0 means WhatsApp groups and cold calls, not a marketing budget. Finds a way or makes one.
- **Comfortable with ambiguity** — this is pre-revenue, pre-funding. The playbook doesn't exist yet. You write it.
- **Resilient** — can handle rejection from investors, partners, and early customers without losing momentum.
- **Collaborative, not hierarchical** — decisions are made together. Disagree, commit, execute.
- **Culturally fluent** — moves naturally between diaspora professional contexts and African operating contexts.
- **Gritty** — willing to prove themselves during the 90-day trial period with measurable deliverables.

## The Deal

<b>Equity</b>	45% of EyeOnSite entity (vested over 4 years, 1-year cliff)
<b>Title</b>	Co-Founder & Head of Growth
<b>Cash Comp</b>	\$0 during V0/V1. Part-time commitment with external employment is acceptable. Salary begins when revenue exceeds \$5,000 MRR or external funding is secured.
<b>Vesting</b>	4-year schedule. 1-year cliff (25% vests at 12 months). Monthly vesting thereafter (2.083%/month for 36 months).
<b>Acceleration</b>	50% of unvested shares accelerate upon change of control + involuntary termination within 12 months (double-trigger).
<b>Option Pool</b>	10% reserved for future employees/advisors. After pool: Technical Founder 49.5%, Growth Founder 40.5%, Pool 10%.
<b>Entity</b>	EyeOnSite Ltd (Ghana) for local operations. Manti Labs LLC (Delaware) for international payments via Stripe. Co-founder receives equity in EyeOnSite only, not Manti Labs.

**Why 45% and not 50/50?** The split reflects the Technical Founder's pre-existing contributions: hundreds of hours of product design, technical architecture, brand development, legal documentation, and deployed infrastructure — all completed before this search. If you contribute material cash investment (\$15,000+) or bring a demonstrable, committed customer pipeline (10+ paying clients ready to transact), the split may be adjusted to 50/50 by mutual written agreement.

## The 90-Day Trial

Before equity vests, both co-founders operate under a 90-day trial. This protects both of us. Either party may terminate during the trial with 14 days' written notice and zero equity consequences. The trial is not a test you 'pass' — it is a mutual evaluation of whether we can build a company together.

During the trial, the Growth Founder must demonstrate commitment and capability by achieving the following measurable deliverables:

### Community Penetration (Weeks 1-4)

1. Join and actively participate in **15+ diaspora WhatsApp and/or Facebook groups** relevant to Ghana, Nigeria, Kenya, or Uganda property, construction, investment, and remittances

2. Map the top **30 diaspora communities** (online and offline) across the UK, US, Canada, and Europe — identifying group size, engagement level, admin contacts, and posting norms
3. Establish a **recognizable presence** in at least 5 of these communities (not spamming — genuine participation, answering questions, sharing value)
4. Identify and document **10 potential community ambassador candidates** who could refer clients for commission (our Ambassador Program offers 10% commission, 30-day cookie)

### Partnership Outreach (Weeks 2-8)

5. Initiate **10+ partnership outreach attempts** to relevant organizations: remittance platforms (NALA, LemFi, Flutterwave), diaspora associations (Ghana Union, NIDO chapters, Nigerian diaspora orgs), church communities with strong Africa connections, real estate agencies in Accra/Lagos/Nairobi, and property developers
6. Secure **3+ partnership meetings** (video call or in-person) with decision-makers at target organizations
7. Produce a **partnership pipeline document** with status, contact details, next steps, and expected value for each prospect
8. Draft **2+ co-marketing proposals** for the most promising partners (what we offer them, what they offer us, revenue share or referral terms)

### Client Pipeline (Weeks 3-12)

9. Generate **10+ inbound client inquiries** or expressions of interest from diaspora investors who have an active construction project, property purchase, or land verification need
10. Convert **3+ of these into committed first customers** (willing to pay for a verification task once the platform launches or during V0 manual operations)
11. Document every client conversation in a **structured CRM or spreadsheet**: who they are, what they need verified, where, budget range, urgency, how they found us
12. Identify and document the **top 5 objections** from potential clients and develop responses for each

### Content and Brand Building (Weeks 1-12)

13. Co-create **12+ pieces of marketing content**: LinkedIn posts, X/Twitter threads, WhatsApp-formatted messages, community posts, short-form video scripts — telling the EyeOnSite story through the lens of the diaspora pain point
14. Publish **4+ LinkedIn posts or articles** from your personal account about the diaspora trust problem, the construction verification gap, or the EyeOnSite solution (minimum 2 per month)
15. Create an **EyeOnSite content calendar** for the first 6 months — what we post, where, how often, what voice

### Fundraising Foundation (Weeks 4-12)

16. Identify and rank **30+ target investors** — angels, micro-VCs, and African-focused funds — with specific names, thesis fit, check sizes, and warm intro paths
17. Secure **5+ introductory meetings** with angel investors or fund partners (even informal coffee chats count — the goal is building pipeline, not closing a round)

- 18. Co-develop the **seed-stage pitch deck** (the product/market/competitive slides exist — you bring the financial model, the ask, and the narrative arc)
- 19. Draft the **fundraising FAQ document**: answers to the 20 questions every investor will ask about EyeOnSite (market size, unit economics, competitive moat, regulatory risk, etc.)

**Operational Cadence (Ongoing)**

- 20. Establish a **repeatable weekly cadence** for demand-side activities: number of groups posted in, outreach attempts, content pieces published, client conversations held, partnerships advanced
- 21. Attend or organize **2+ diaspora events**, webinars, or community meetups (online counts) where EyeOnSite is presented or discussed
- 22. Deliver a **weekly written update** to the Technical Founder: what was done, what worked, what didn't, what's planned next week, blockers

**What 'substantially complete' means:** You don't need to hit every single number above. Life happens. But if you've joined 3 groups instead of 15, made 1 outreach attempt instead of 10, and generated 0 client interest in 90 days — that's a signal. The bar is effort and trajectory, not perfection. We'll evaluate together honestly at day 45 and day 90.

## Time Commitment

<b>V0 (Months 1-3)</b>	10-15 hours/week minimum. External employment is expected and acceptable. This is the hustle phase — WhatsApp groups, community building, partnership outreach, content creation.
<b>V1 (Months 4-8)</b>	20-25 hours/week minimum. Marketing, partnership calls, and client acquisition intensify. First revenue expected.
<b>Full-time trigger</b>	Within 30 days of either: (a) closing external funding of \$100,000+, or (b) achieving \$3,000 MRR. If you can't transition to full-time within 60 days of the trigger, vesting pauses.

## Who You Are Not

A few automatic disqualifications, stated plainly:

- You are not another developer or technical co-founder. That seat is filled.
- You are not someone who needs the CEO title from day one. This is a co-founder seat with a Head of Growth title. CEO is earned, not granted.
- You are not someone who needs salary from month one. Part-time with external employment is fine, but EyeOnSite can't pay you during V0/V1.

- You are not an 'ideas person' or advisor who wants equity for introductions and strategic guidance. We need a full operator, not a part-time mentor.
- You are not someone who treats the African positioning as a 'feature' to play up or down for different audiences. This is an African company solving an African problem. That's the identity, not the marketing angle.
- You are not someone whose diaspora connections are performative. If you left home at age 3 and haven't been back in 20 years, the network isn't there.
- You are not someone who discusses equity before discussing fit. If your first question is about the cap table, we won't proceed.
- You are not someone who would condescend to working with a technical founder based in Accra, at an African-rooted company. If that idea makes you hesitate, this isn't the right opportunity.

## How We'd Actually Get to Know Each Other

I am suspicious of fast co-founder dating. ~65% of startup failures trace back to co-founder breakups. We should both take this seriously enough to spend real time before signing paperwork.

### Phase 1: Conversations (Weeks 1-3)

Three to five 90-minute conversations covering: your background in detail (with specifics I can verify), my background (same — I will share everything substantive about my work, my capital, my obligations, my failures), the diaspora trust problem (do you feel it or are you nodding?), the competitive landscape (can you name the competitors?), and the brand and cultural positioning (does it resonate or feel forced?).

### Phase 2: Working Test (Weeks 4-8)

Before any equity grant, we work together on something specific. You drive the first 5 diaspora community conversations. You build the partnership outreach pipeline. You draft a version of the fundraising deck. This is unpaid work for both of us. The deliverable is your output. The signal is whether we can actually collaborate.

### Phase 3: References (Weeks 6-8, parallel)

I will speak with 5+ people who have worked with you. You should do the same with my references. I will be specific about what I'm asking. No surprises.

### Phase 4: Documentation (Weeks 8-10)

If both of us still want to proceed, we sign founder paperwork. Equity grant, IP assignment, vesting schedule. Lawyer review by both parties. All terms in writing before anything is signed.

### Phase 5: Trial Begins (Week 10+)

The 90-day trial starts. Deliverables as described above. Check-ins at day 30, 45, and 90.

## What's Already Built

You are not joining a blank slate. The following has been completed:

- **Product Specification:** 21 documents covering vision, product design, technical architecture, KMP stack, inspector workflows, security model, escrow and payment design, roadmap (V0 to V5), business model, execution plan, risk analysis, competitive intelligence, city launch playbook, vertical playbooks, dispute

resolution, matching algorithm, and a comprehensive CLAUDE.md for AI-assisted development

- **Brand Identity:** Full system — Pin x Eye logo mark in 6 variants, Forest Green (#0B6E4F) palette with 12 colors, DM Sans typography, voice guidelines (direct, warm, grounded, brave), and 81 production-ready SVG assets for Android (adaptive icons, notification icons, drawables), iOS (asset catalogs with Contents.json), and Web (favicons, social media cards, OG images)
- **Marketing:** 6 documents — brand index, identity guidelines, messaging playbook, marketing strategy, pitch deck outline, and landing page specification
- **Legal:** Terms of Service and Privacy Policy as professional Word documents, covering Ghana DPA 2012, Nigeria NDPA 2023, Kenya DPA 2019, UK GDPR, and EU GDPR. Escrow mechanics, independent contractor status, and evidence-not-professional-assessment disclaimer all addressed
- **Demo MVP Specification:** 16 features specced for a stakeholder demo, including Inspector Capture Mode (CameraX with GPS overlay), Client Evidence Review, matching engine, and construction template. 5-week build timeline
- **Landing Page:** Live at [geteyeon.com](https://geteyeon.com)
- **Entity:** Manti Labs LLC incorporated in Delaware via Stripe Atlas. Ready for international payment processing
- **Technical Decisions:** KMP everywhere (Kotlin across Android, iOS, Web, and backend). Google-first infrastructure (Firebase Auth, Firestore, Cloud Functions v2, Cloud Storage, FCM, Cloud Vision, Google Maps). Dual payment rails: Stripe (diaspora) + Flutterwave (local MoMo/bank)

## Target Markets and Corridors

EyeOnSite launches in Accra, Ghana (V1), then expands to Lagos and Nairobi (V2). The co-founder candidate should have network depth in at least one of these diaspora corridors:

UK to Ghana	UK to Nigeria	US to Ghana
US to Nigeria	US to Kenya	Canada to Nigeria
Canada to Ghana	UAE to Kenya	EU to Nigeria

Key countries of origin: **Ghana, Nigeria, Kenya, Uganda, South Africa**. Other African diaspora connections (Ethiopia, Tanzania, Cameroon, Senegal, Zimbabwe) are welcome. The platform architecture supports any African market — the constraint is inspector recruitment on the ground.

## How to Reply

This is a personal-outreach recruitment. I am not posting it on job boards or AngelList. If you are reading this, someone shared it with you specifically or you found it through a trusted channel.

If you want to begin a conversation:

1. Send me a **200-word response** to this question: *"You sent \$20,000 home for a building project 6 months ago. You haven't visited since. How do you know your money was used correctly? What would you pay for certainty?"* Substantive answers only. I will read every one.

2. Include a **one-paragraph version of your background** and what you would bring to EyeOnSite specifically.
3. Be specific about your **time availability** and whether 10-15 hours/week during V0 is feasible alongside your current commitments.
4. Name **3 diaspora communities** (WhatsApp groups, associations, churches, investment clubs) you're already part of or could access within a week.

**I will reply to every substantive message within 7 days.**

**Email:** [makpalyy@gmail.com](mailto:makpalyy@gmail.com) | **Web:** [geteyeonsite.com](http://geteyeonsite.com) | **LinkedIn:**  
[linkedin.com/in/makumazakpe](https://linkedin.com/in/makumazakpe)

*I look forward to hearing from you.*

**Maku Mazakpe**

Founder & CTO, EyeOnSite

Manti Labs | Accra, Ghana