

TARMOQDA

The trusted hiring network for Uzbekistan

A local employment marketplace built around verified employers, structured hiring workflows and Uzbekistan-first distribution.

\$50,000 PRE-SEED

MVP COMPLETED

Pre-launch • Market validation next



PROBLEM

Hiring is active — but fragmented

Uzbekistan already has demand, employers and digital channels. The missing layer is a trusted, structured hiring system.

01

Candidates

- Vacancies are scattered across Telegram, social media and job sites.
- Legitimacy is difficult to judge before sharing personal data.
- Candidates repeatedly send CVs with little visibility into application status.

02

Employers

- SMEs often need people fast but do not have dedicated HR or ATS tools.
- Posts disappear quickly inside high-volume channels.
- Screening, messaging and follow-up become manual and inconsistent.

03

Marketplace

- Fake companies and scam vacancies damage trust.
- Verification and moderation are inconsistent across informal channels.
- Fragmented activity produces little useful hiring data or accountability.

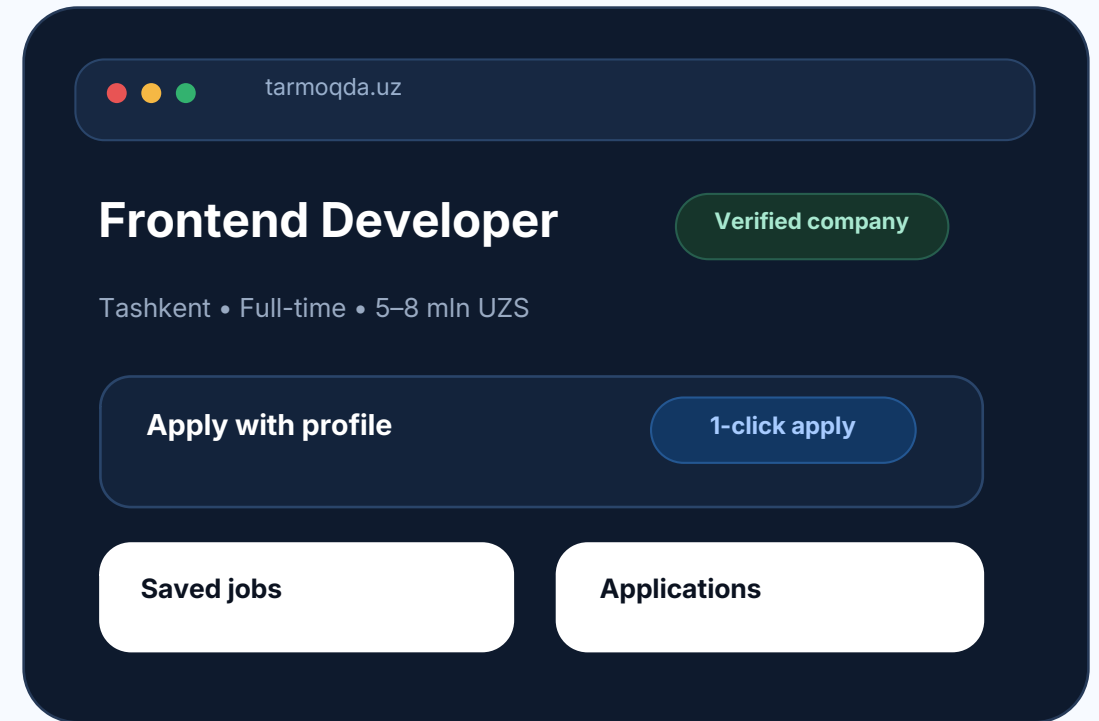
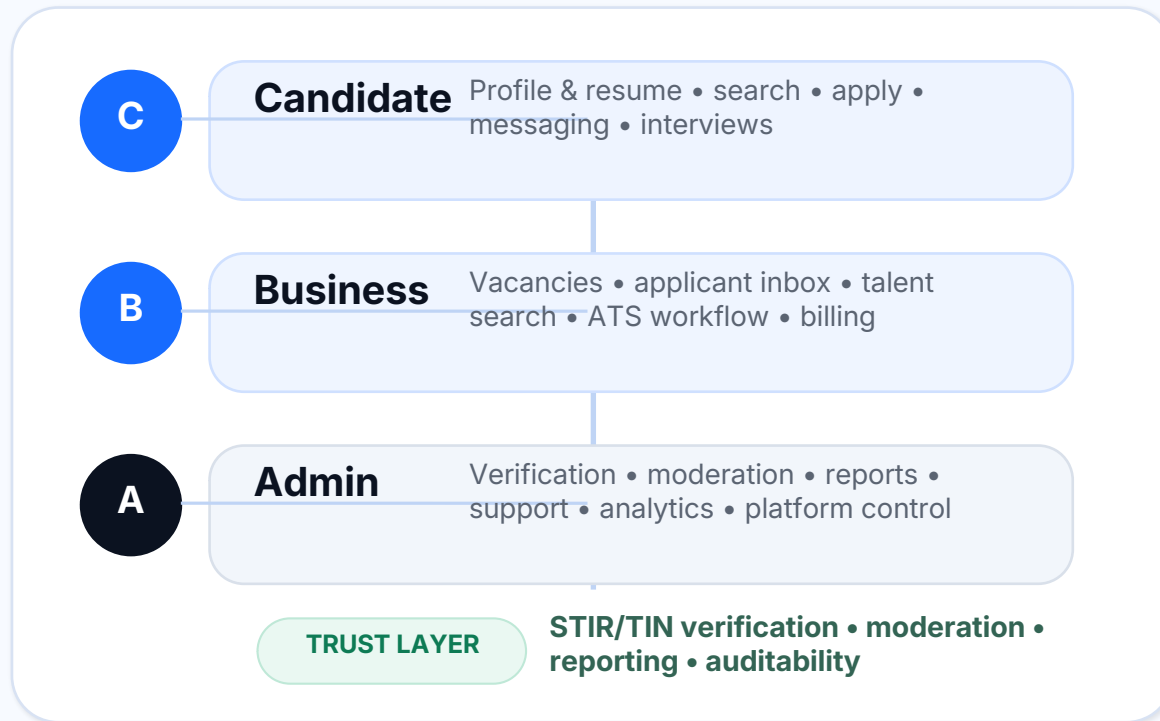
CORE INSIGHT

Speed exists. Structure and trust do not.

SOLUTION

One local system from vacancy to hire

TARMOQDA connects candidates, employers and platform operation through one coordinated marketplace.



CURRENT STAGE

MVP is built. The next risk is distribution, not software.

TARMOQDA is pre-launch: the product exists, but market demand, acquisition cost and employer willingness to pay still need to be proven.

01

Built

- Working MVP
- Core candidate and hiring workflows
- Product architecture for candidate, business and admin surfaces
- Trust and verification model defined

02

Pre-launch reality

- No meaningful user base yet
- No traction metrics claimed
- No validated CAC or retention
- Pricing still requires real market testing

03

Next milestone

- Launch publicly
- Onboard verified employers
- Acquire candidates
- Measure funnels, retention and payment conversion

The \$50k round is for validation and early growth — not for starting development.

MARKET

Large, young and already online

The opportunity is to organize an existing digital labor market—not to teach the market to use digital tools.

38.2M**population**

Uzbekistan, Jan 2026

21.3M**working-age people**

55.8% of population

33.1M**internet users**

89% penetration, late 2025

474.9K**operating enterprises**

and organizations, Jan 2026

Market thesis

A broad working-age population + high internet adoption + hundreds of thousands of employers creates room for a localized hiring layer that improves trust, structure and conversion.

WHY TARMOQDA

Built around Uzbekistan — not adapted afterward

Localization is deeper than language. It affects identity, trust, payments, distribution and how small businesses actually hire.

01

UZ/RU/EN

Localized product and content

02

+998 / OTP

Uzbekistan phone-first onboarding

03

STIR / TIN

Company verification workflow

04

UZS billing

Local pricing and payments

05

Telegram-first

Distribution where hiring already happens

06

SME workflow

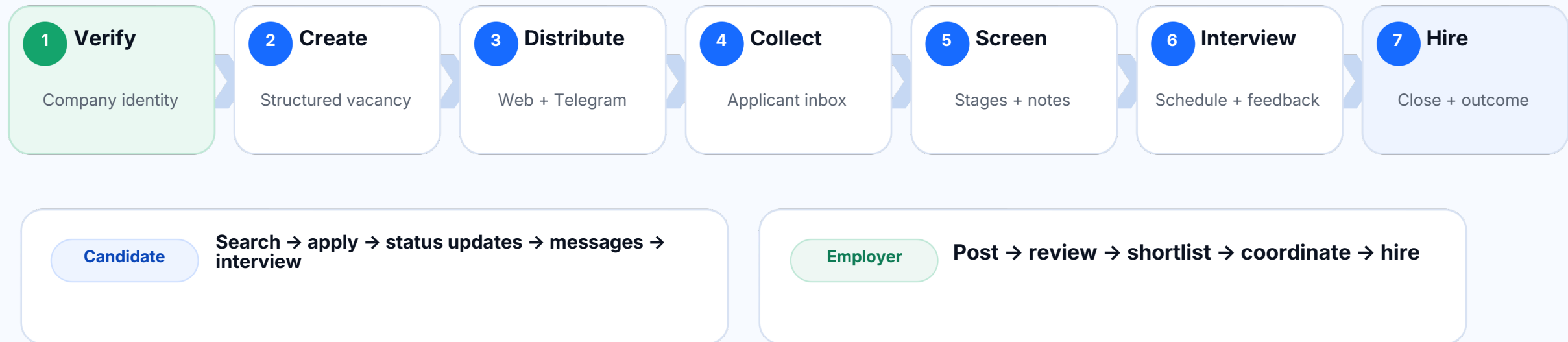
Simple tools for owners without HR teams

Local fit becomes a growth advantage when it is combined with trust and structured hiring.

PRODUCT WORKFLOW

From job post to hire in one workflow

The employer gets a structured process; the candidate gets transparency and direct communication.



TRUST & SAFETY

Trust is product infrastructure

Verification, moderation and auditability are not back-office extras. They protect marketplace quality and user confidence.

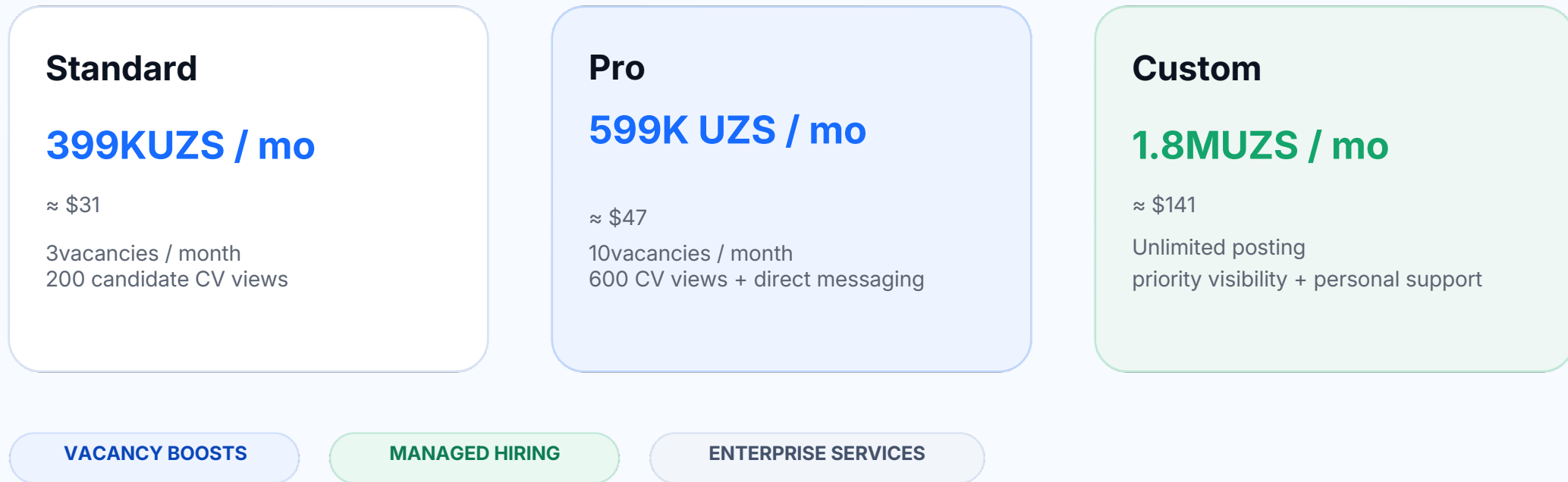
Fake employer	STIR/TIN + contact + document verification	VERIFY
Scam vacancy	Risk flags + moderation queue	MODERATE
Spam / harassment	Reports + messaging/posting restrictions	ENFORCE
Admin misuse	Granular RBAC + audit logs	AUDIT
Sensitive CV data	Restricted view/download/export permissions	PROTECT

A trusted marketplace can compound. An unmoderated marketplace can collapse.

BUSINESS MODEL

Employers pay; candidates stay easy to access

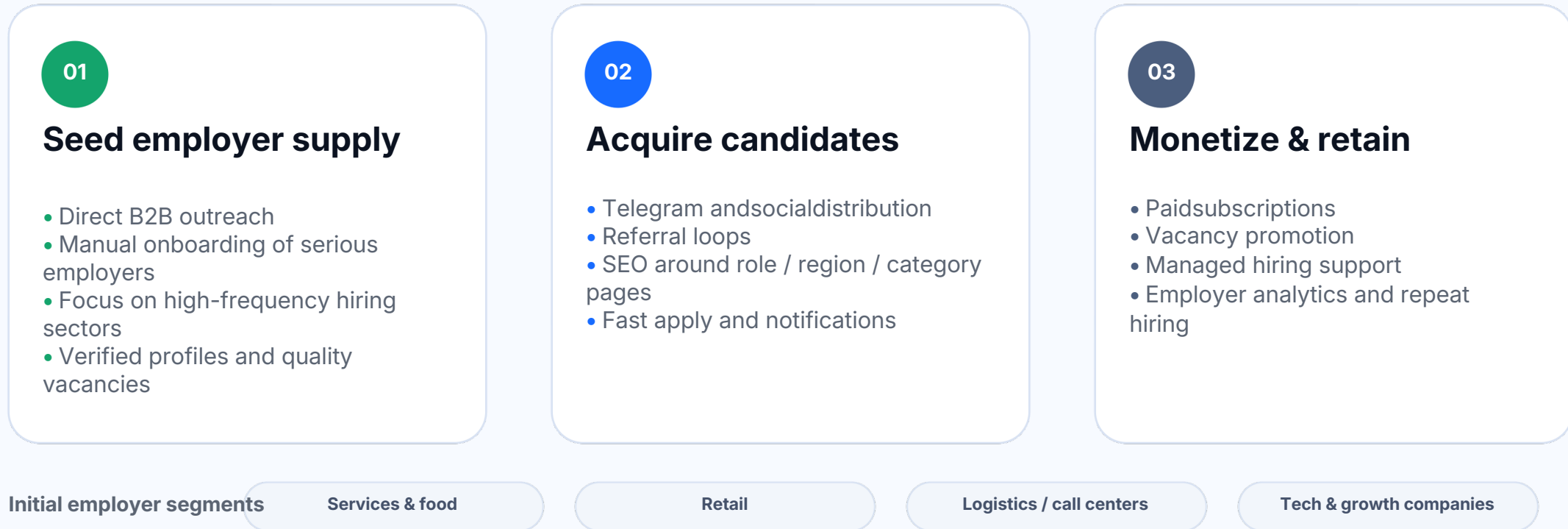
Recurring B2B subscriptions create the core model, with additional monetization around visibility and hiring services.



Annual prepayment can be offered with a 15% discount in the current planning model.

Seed supply first, then create demand loops

A marketplace fails when either side is empty. TARMOQDA starts with high-touch employer supply, then uses distribution to bring candidates.



POSITIONING

The gap: speed + trust + structure + local fit

TARMOQDA is positioned between informal reach and heavyweight recruitment software.

Capability	Telegram channels	Traditional local boards	Corporate / global boards	TARMOQDA
Fast reach	High	Medium	Medium	High
Employer verification	Low	Par tial	Strong	Strong
Structured ATS workflow	Low	Low	Strong	Strong
SME simplicity	High	Medium	Lower	High
Uzbekistan-first local fit	High	Medium	Par tial	Strong
Managed hiring option	Ad hoc	Limited	Varies	Designed in

Generalized category comparison for positioning; individual competitors may vary by feature and pricing.

VALIDATION ECONOMICS

First validation target: 100 paying businesses

A small slice of the market is enough to prove willingness to pay and reveal the real acquisition economics.

100

paying businesses
initial validation milestone

≈ 0.02%

using 474.9K official base

≈ \$43K

modeled annual revenue
internal plan with annual discount

Model assumptions 60 Standard • 35 Pro • 5 Custom • 15% discount for annual prepayment

What must be proven **CAC • activation • churn • repeat hiring • price sensitivity • payment behavior**

12-MONTH VALIDATION PATH

Launch → prove → repeat

Each phase reduces a different risk: marketplace liquidity, willingness to pay, and repeatable acquisition.

0–3 months

Launch & supply

- Public launch
- Onboard first verified employers
- Publish quality vacancies
- Instrument candidate and employer funnels

3–6 months

Activation & payment

- Identify best acquisition channels
- Test paid upgrades and boosts
- Improve recruiter response and conversion
- Use real feedback to refine product

6–12 months

Repeatability

- Target 100 paying employers
- Measure CAC, churn and repeat hiring
- Strengthen trust operations
- Prepare next round from real usage data

EXECUTION

Lean team. Heavy focus on distribution.

The product exists; early capital should be spent on proving the marketplace and adding only the roles required to support growth.

Founder-led Product & Engineering

Keep product ownership close to the founder while real usage defines the next priorities.

BUILD LESS. LEARN FASTER.

1

B2B sales

Employer acquisition and onboarding

2

Growth marketing

Candidate acquisition and distribution

3

Support / moderation

Trust, employer support and marketplace quality

4

Selective engineering

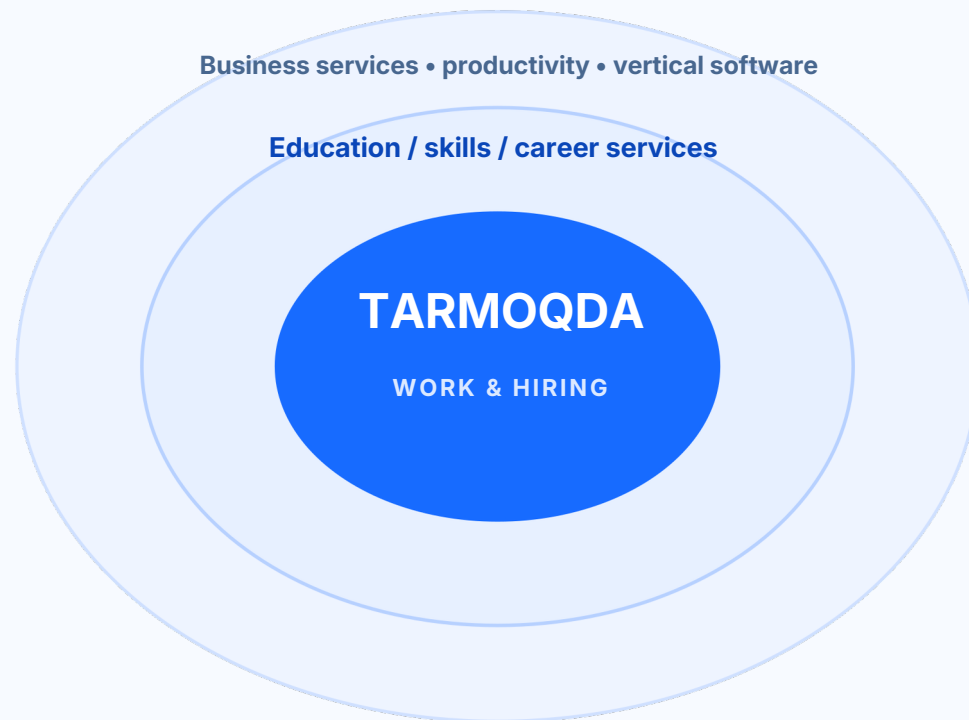
Reliability and high-impact product improvements

Operating principle: keep fixed headcount lean until acquisition and retention become repeatable.

LONG-TERM VISION

Hiring is the entry point — not the ceiling

The ambition is to build a multi-product technology company around people and businesses, starting with a problem TARMOQDA can solve today.



TODAY

Solve hiring and earn trust.

NEXT

Expand into adjacent career and business workflows.

LONG TERM

Build a portfolio of software products for Uzbekistan and, eventually, the wider Central Asian market.

Not a single-purpose job board — a platform company with hiring as the first wedge.

INVESTMENT ASK

\$50,000

Turn a completed MVP into a validated marketplace.

The investment will be used to acquire the first active job seekers and employers, build a strong supply of quality vacancies, run marketing and user-acquisition campaigns, develop B2B sales and employer onboarding, improve the product from real usage, strengthen verification, moderation and security, cover infrastructure and operating costs, and selectively expand the core team.

This round should produce:

- 1 Active two-sided marketplace
- 2 First paying employers
- 3 Measured CAC & retention
- 4 Initial recurring revenue
- 5 Evidence for the next round

tarmoqda.uz

Build the trusted network for work — then build the products around it.