PROBLEM

Students and fresh graduates struggle to create job-relevant resumes
Lack of awareness about industry-required skills
Limited access to affordable and personalized career guidance
High resume rejection rates due to skill mismatch

SOLUTION

AI-based resume analysis
Skill extraction using NLP
Job role–based skill comparison
Resume scoring and personalized recommendations

UNIQUE VALUE PROPOSITION

"Smart AI-driven career guidance that analyzes resumes, identifies skill gaps, and improves employability."

UNFAIR ADVANTAGE

AI-driven personalized recommendations
Scalable and low-cost solution
Alignment with SDG 8 – Decent Work and Economic Growth
Integration with IBM SkillsBuild learning ecosystem

CUSTOMER SEGMENTS

College students
Fresh graduates
Entry-level job seekers
Skill development learners

KEY METRICS

Resume accuracy score
Skill gap detection accuracy
User engagement rate
Improvement in resume relevance

HIGH-LEVEL CONCEPT

Think of the solution like:**"Clippy meets LinkedIn + AI career coach"**
but focused on:

Resume intelligence (skill extraction & matching)
Personalized improvement suggestions
Job-readiness guidance
Career path recommendations
Short Pitch:
AI Resume Coach that reads your resume, compares it to your dream job, scores it, and tells you exactly how to improve.

CHANNELS

Educational institutions
Career guidance platforms
Online learning portals
Mobile and web applications

EXISTING ALTERNATIVES

AlternativeWhat They DoLimitationTraditional Career CounselingHuman advisors review resumesExpensive, slow, subjectiveGeneric Resume TemplatesProvides layout suggestionsNot tailored to job roles or skillsJob Portals' Skill SuggestionsSuggest skills based on listing keywordsNot personalized; no gap analysisAI Chatbots (General)Basic conversational helpNot optimized for resume evaluation**Summary:**
Existing options are either too generic, costly, or not data-driven. Your system uses AI resume analysis + skill matching for tailored results — a clear edge.

EARLY ADOPTERS

These are the first groups most likely to use the product:Early AdopterWhy They Will Use ItCollege placement cellsImprove student placement statisticsFinal-year studentsNeed job readiness feedbackFresh graduatesLack professional resume experienceCareer transition learnersNeed guidance for new domains**Ideal Pilot User:**
Final-year engineering students preparing for job applications

COST STRUCTURE

Cloud computing resources
AI model development and testing
Data processing and storage
Maintenance and updates

REVENUE STREAMS

Not applicable (Educational / Non-commercial project)
Future scope: subscription-based career tools, institutional licensing