BUILDATHON

BUILDATHON3.0

Track and question details

Team Name

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PROBLEM STATEMENT

Problem Statement:

Despite the rapidly growing gig economy, tech and SaaS job markets, and increasing demand for internships, there is no comprehensive platform that seamlessly combines freelancing opportunities, job postings, and internships while enabling users to showcase their skills, connect with verified employers, and access meaningful career growth opportunities—all in one place.

OUR SOLUTION

Solution:

We are creating a platform where users can:
- Earn through freelancing skills such as video editing, logo designing, web and app development, blog writing, and more, similar to Upwork.
- Offer or apply for job opportunities.
- Access or provide internship opportunities.

The platform empowers users to seamlessly apply for or offer jobs and internships, fostering a self-sustained ecosystem for career growth.

TARGETED SECTOR & AUDIENCE

Targeted Sector: Freelancing, internships, and jobs in tech, SaaS, and creative fields like video editing, web development, and graphic design etc.

Targeted Audience:

- **Students (18–25):** Seeking internships and part-time jobs.
- **Freelancers (20–35):** Skilled professionals looking for freelance gigs.
- **Job Seekers (21–35):** Individuals pursuing tech and SaaS roles.
- **Employers:** Startups and SMEs hiring for internships, freelance, or full-time positions.

MARKET RESEARCH

Market Research:

- **Freelancing:** Global market expected to reach $12B by 2028, with 15M+ active freelancers in India.
- **Job Platforms:** Online recruitment market valued at $30B, with platforms like Naukri and Internshala growing in India.
- **Tech Job Market:** Global shortage of 4M tech professionals by 2025, particularly in India's education sector.

Target Audience:
- **Students (18-25)** seeking internships and entry-level jobs.
- **Freelancers (20-35)** in creative/tech fields.
- **Startups/SMEs** hiring talent.

Market Size:

- 15M+ freelancers, 500K+ tech graduates annually, 500K+ startups/SMEs in India.

PRODUCT FEATURES

Product Features

- **Job Search:** Aggregates job listings from multiple platforms and government portals, offering a wide range of opportunities.
- **Freelance Gig Search:** Dedicated section for discovering freelance opportunities across creative and tech industries.
- **Internship Search:** Connects students with internship opportunities, helping them gain hands-on experience.
- **Comprehensive Listings:** Brings together job opportunities from multiple sources, including private platforms and government job portals.

TECHNICAL ARCHITECTURE

Technical Architecture

Current Application in Framer using CMS

Future Web App:
- **Frontend:**
    - Web & Mobile (React, Flutter) for user interface
    - Real-time updates via WebSockets or Server-Sent Events
- **Backend:**
    - Node.js/Express for API handling and business logic
    - Microservices architecture for scalability
- **Database:**
    - Relational DB (PostgreSQL/MySQL) for user and job data
    - NoSQL (MongoDB) for dynamic content like job feeds and news
- **External Integrations:**
    - REST APIs/Web Scraping for job listings from platforms like Naukri, LinkedIn, and government portals
    - News Aggregators (RSS Feeds/APIs)
- **Search:**
    - ElasticSearch for efficient job, internship, and gig searches
- **Authentication & Security:**
    - OAuth 2.0 & JWT for secure login
    - SSL/TLS encryption for secure data transmission
- **Hosting & Deployment:**
    - Cloud (AWS, Google Cloud) for infrastructure
    - CI/CD pipelines for automated deployments
- **Analytics & Monitoring:**
    - Google Analytics & Firebase for user tracking
    - Prometheus & Grafana for backend performance monitoring

FUTURE SCOPE

- **AI-Powered Job Matching:** Personalized job recommendations based on user profiles and activities.
- **AI Chatbot Assistance:** Real-time help with job searches, interview prep, and CV advice.
- **Freelancer Rating System:** Ratings and reviews to build trust in the freelance marketplace.
- **Global Expansion:** Offer international job opportunities for Indian users and vice versa.
- **Networking Tools:** In-app features for professional connections, messaging, and collaboration.
- **Educational & Corporate Partnerships:** Collaborate with institutions and companies for internships and hiring opportunities.

BUSINESS MODEL

Business model

Business model	Date
CareerConnect	07/12/24

📄 Description

We are building a comprehensive platform that helps users earn through their skills, find internships, and apply for or offer jobs. Our platform will cater to freelancers, job seekers, and employers, providing a one-stop solution for various employment needs.

🔑 Key objective

Our primary objective is to reduce unemployment ("berozgari") by connecting skilled individuals with job opportunities, internships, and freelance projects. We aim to create a robust ecosystem where users can showcase their skills, find meaningful work, and grow professionally.

◎ Customer targets

- **Students**: Looking for internships and part-time jobs to gain experience.
- **Freelancers**: Offering services like video editing, web development, and more.
- **Job Seekers**: Searching for full-time or part-time employment opportunities.
- **Employers**: Posting job offers and internships to find suitable candidates.

ᴵᴴᴵ Customer challenges

- **Finding Opportunities**: Difficulty in finding relevant job offers, internships, and freelance projects.
- **Showcasing Skills**: Limited platforms to effectively showcase their skills and portfolio.
- **Trust and Credibility**: Concerns about the authenticity of job offers and freelance projects.

🏠 Our solution

- **Comprehensive Platform**: A single platform for internships, job offers, and freelance projects.
- **Skill Showcase**: Features for users to showcase their SaaS skills and portfolios.
- **Verification System**: Robust verification process to ensure the authenticity of job offers and user profiles.

💲 Our value

- **User-Centric**: Providing a user-friendly interface and seamless experience.
- **Diverse Opportunities**: Catering to various employment needs, from internships to freelance projects.
- **Trust and Security**: Ensuring a safe and credible platform for all users.

🏷 Our pricing

- **Freemium Model**: Basic services are free, with premium features available for a subscription fee.
- **Commission-Based**: A small commission on successful job placements and freelance projects.
- **Subscription Plans**: Premium plans for employers and freelancers with added benefits.

📣 Our messaging

- **Unlock Your Career:** Find jobs, internships, and freelance gigs in one place.
- **Stay Informed:** Real-time updates on the latest opportunities.
- **For Everyone:** Jobs for students, freelancers, and professionals.
- **All Platforms, One Place:** Listings from top platforms and government portals.
- **Your Career, Simplified:** Seamlessly connecting talent with opportunities.

🏪 Go-To-Market

- **Marketing Strategy**: Utilize social media, content marketing, SEO, and partnerships with educational institutions and tech companies.
- **User Acquisition**: Offer incentives for early adopters and referrals.
- **Community Building**: Foster a sense of community through forums, webinars, and networking events.

🐷 Investment required

- **Initial Development**: Funding for platform development, including technology, design, and infrastructure.
- **Marketing and Sales**: Budget for marketing campaigns, user acquisition, and sales efforts.
- **Operational Costs**: Ongoing costs for platform maintenance, customer support, and team salaries.

↗ Growth opportunity

- **Market Expansion**: Expand to other regions and countries with similar employment challenges.
- **New Features**: Continuously add new features and services based on user feedback and market trends.
- **Partnerships**: Form strategic partnerships with educational institutions, tech companies, and industry organizations to enhance platform offerings.