Product Intern assignment

TuteDude

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Presented by

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Why is finding your first job this broken?

Applications Sent: 100+

Replies: 0

Assignments Written: 15

Shortlists: Still waiting
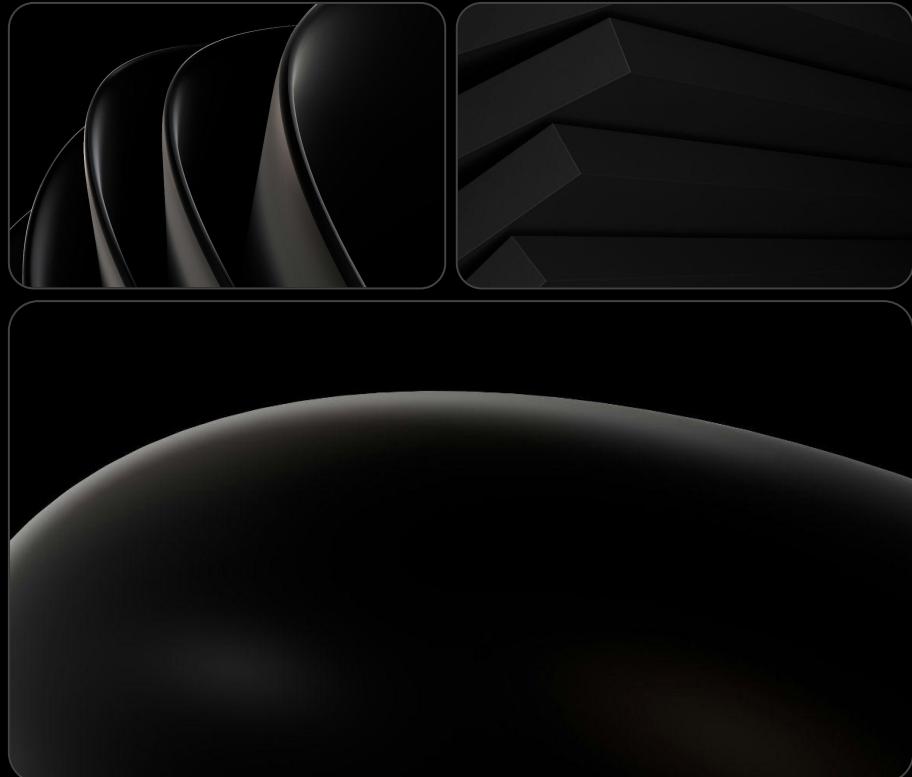
Does that Sound familiar?

Even top-performing students get ghosted.
Recruiters are overwhelmed.
Everyone's losing.

Lets fix that ⟩

Pain Points

Students

- No roadmap
- No fit feedback
- Too many assignments
- Zero closure

Recruiters

- 1000s of resumes
- <5% relevant
- No candidate credibility
- Time sink

Introducing TuteDude

A swipe based hiring experience- Think Tinder meets LinkedIn

Swipe-based interface for both students and recruiters

100%
Satisfaction

0%
Disspointment

USPs

Smart matching
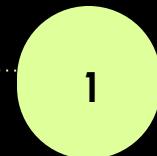
AI role advisor

Reusable assignments

Dual-sided credibility scoring

Swipe. Match. Apply.

How It Works- Student

1

Upload resume + fill interests

Sign up with verified academic email or LinkedIn.

Upload resume → auto-parse key data (skills, GPA, projects).

2

AI recommends roles + roadmap

Fill in:

Current degree & year

Fields of interest (e.g., cybersecurity, UI/UX, ML)

Preferred job functions and dream role(s)

3

Swipe on curated listings

User can type freeform (e.g., *I like design and psychology"*)

AI recommends career paths + entry-level roles (e.g., UX Researcher, Product Designer)

Bonus: Suggests learning roadmap + real job/internship listings to apply for now.

4

Get feedback on matches and rejections
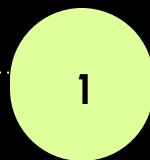
Mockup

Student Onboarding

JobJam

| Upload Resume |

Degree

CGPA

Job Interests

| Use AI Advisor |

| Continue |

Career-Specific Chat

< ## JobJam

> Describe your dream job, and I'll provide career suggestions.

Describe your dream job...

Adesripe your dream job

Job Swipe Interface

JobJam

Software Developer
XY2 Corp
Stipend €20,000/month
Remote

✕   ♡

Match Screen

← ## JobJam

It's a Match!
| View Assignmnt |
| Start Conversation |

John Doe
University Student
Python Java SQL
Credibility Score 35

✕   ♡

How It Works- Recruiter
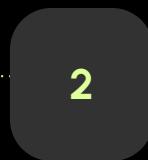
1

Company verification required

Sign up with work email →
Verify via OTP + domain check.

2

Swipe through ranked profiles

Provide:

Company name, LinkedIn, website

Size of org, hiring frequency

3

View credibility + assignment vault

Mandatory verification badge (paid or linked to govt/Startup India registry)

4

Rate candidates, leave feedback

See resume, credibility score, project tags and swipe.

Save, shortlist, or auto-request assignment (if mutual match)

Mockup

Our Competition

Platform	Acquisition Strategy	Retention Strategy	Differentiation Gap	How JobJam Is Different
Internshala	College TPO tie-ups, SEO, email campaigns	Certification courses, resume templates	Static listings, low personalization	AI-curated, swipe-first UX with credibility layer
LinkedIn	Professional network virality, referrals	Daily engagement via posts & job alerts	Overcrowded feed, lacks early-career focus	Gen-Z-first UX, role discovery advisor for unsure students
Unstop (Dare2Compete)	Contests & challenges for students	Leaderboards, branded hackathons	Assessment-heavy, favors elite colleges	Skill-first matching, universal assignment vault
CutShort	Smart algorithmic job matching for professionals	Candidate curation tools	Not student-focused, limited for internships	Built ground-up for students & internships
Naukri.com	Mass job posting + email marketing	Resume boosters, alerts	Outdated UI/UX, resume-focused	Interactive, project-backed, swipe-based profiles
AngelList Talent	Startup-focused sourcing	Referral hiring, curated startup access	Very niche, limited entry-level roles	Supports all org sizes + early talent pool

MVP delivery in 14 days

Day Range	Focus Area	Deliverables
1–2	Research & Planning	Refined problem statement, finalized features, storyboard
3–5	UI & No-Code Tool Setup	Design wireframes in Figma, choose no-code tools (e.g., Framer/Webflow + Airtable)
6–9	Build Interactive Prototype	Swipe UI, AI advisor page (Tally or Typeform mock), profile flows
10–12	Connect Logic & Test	Link data (e.g., Airtable backend), enable flow logic, usability testing
13–14	Polish, Record & Submit	Pitch deck, 2–3 min video walkthrough, submit demo link & docs

User acquisition strategies

Student Channels:

- LinkedIn

- TPO Outreach

- Discord (invite-only)

Recruiter Channels:

- Cold DMs + founder forums

- Paid verification gate

- Early-mover perks

Monetization strategy

Recruiters Pay for Legitimacy & Leverage

- **Mandatory Verification Fee (₹4,999/year)**
  → Filters out non-serious recruiters
  → Unlocks access to verified student profiles

- **Premium Hiring Tools**
  → AI-powered candidate filters
  → Bulk assignment review dashboard
  → Featured role listings on swipe stacks

- **Pay-Per-Post (optional)**
  → For startups needing short-term, role-specific access

Students Pay for Growth & Access (Optional)

- **Job Packs (₹199 per verified role)**
  → Refundable if shortlisted or assignment completed
  → Ensures effort is matched with opportunity

- **Career Counseling (₹599/session)**
  → Personalized guidance via certified career mentors
  → Includes AI resume analysis + skill roadmap

- **Premium Learning Paths (Coming Soon)**
  → Curated upskilling modules aligned with AI career advisor outcomes
  → Micro-certificates attached to assignment vault

Risks and challenges

1 ⊙

Imbalance in User base

Too many applicants, not enough recruiters.
→ Early outreach will target small startups & verified hiring partners.

2 ⊙

Fake Recruiters & Ghost Postings

Unverified companies may misuse platform access.
→ Mandatory verification + paid recruiter onboarding gate.

3 ⊙

Swipe Fatigue

Overuse of swipe-based UX can lead to drop-off.
→ Limit daily swipes, add micro-rewards (e.g. access to Discord, AI resume review).

4 ⊙

Low trust from first-time users

New platforms struggle to gain user confidence.
→ Dual credibility scores, visible recruiter ratings, and money-back guarantees to build trust

Thank you