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| **PROBLEM**  List 1-3 problems  1.Job seekers spend more time than they need to search information and find a job because:  -duplicate job posting  -many sources  2.Job seeker have to read the job posting carefully and scan key power words to build a strong resume for a particular job | **SOLUTIONS**  Possible solutions for each problem  1.Job seekers build their own summarized job-seeking report  2.Develop a tool to help job seeker immediately identify key words in the job posting then they can use the words in their applications | **UNIQUE VALUE PROSPOSTION**  What make the business different and worth paying attention?  1.Free for searching summary information from reputation sources  2.Exploring job insights and job trends from personal perspective | | **UNFAIR ADVANTAGE**  Something that cannot be bought or copied  1.Save time for job seekers and resume builders  2.Free of job-posting on the web application | **CUSTOMER SEGEMENTS**  List target customers and users  People from 18-30 years old  (long-term: narrow customers by analyzing their job searching frequency) |
| **KEY METRICS**  Key number shows how the business is doing  1.Number of web-traffic  2.Number of memberships  3.Number of end-user paying for monthly workshops | **CHANNELS**  List your path to customers (inbound and outbound)  1.Job fairs (Industry day, …)  2.Student Associate at Universities and Colleges  3.Online advertising (online magazines, social media) |
| **EXISTING ALTERNATIVES**  List how the problems are solved today  Read all related job postings then compare and summary by themselves | **HIGH-LEVEL CONCEPT**  List your X for Y analogy  Like a Google for job searching but more concise and personal | | **EARLY ADOPTER**  List the characteristics for ideal customers  Last-term or recent graduated students |
| **COST STRUCTURE**  List your fixed and variable cost  Administrative Cost (rent, tax, utilities, equipment)  Staff Salary  Marketing  Consulting Service (Monthly workshops) | | | **REVENUE STREAMS**  List your sources of revenue  1.Extra feature: Filter key words in job postings, number of views/applications  2.Job-ads, Course-ads  3.Membership site (access all extra features and attend in job-sharing workshops) | | |