

Pear Packer

“Transforming Student-Employer Connections”

A comprehensive business plan for an AI-driven platform enhancing recruitment and learning for technically oriented students and companies...

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Market

Student Market:

- **Total Addressable Market:**

There are approximately 300,000 university students in the Czech Republic, with a significant portion enrolled in technical fields. Assuming 40% are in relevant technical disciplines, the TAM for students is approximately 120,000 students.

- **Serviceable Available Market:**

Focusing on students actively seeking internships, part-time, or full-time employment, we estimate that about 70% of these technical students are actively job-seeking. This results in a SAM of approximately 84,000 students.

- **Serviceable Obtainable Market:**

Targeting students in major cities like Prague and Brno, where we can initially deploy the platform effectively, we estimate capturing 20% of the SAM. This results in a SOM of about 16,800 students.

Company (HR) Market:

- **Total Addressable Market:**

There are over 500,000 businesses in the Czech Republic. Assuming 10% are medium to large companies with significant recruitment needs, the TAM for companies is approximately 50,000 potential clients.

- **Serviceable Available Market:**

Narrowing down to companies in technical sectors actively recruiting young talent, we estimate that 30% fall into this category, resulting in a SAM of about 15,000 companies.

- **Serviceable Obtainable Market:**

In the initial stages, targeting companies in tech hubs like Prague and Brno, we aim to capture 10% of the SAM. This results in a SOM of about 1,500 companies.

Competition

Pear Packer faces competition from existing platforms and services that connect students and companies, such as traditional job boards, university career services, and other recruitment platforms utilizing AI technologies. Competitors may include platforms like LinkedIn, recruitment agencies, and niche job boards focused on the tech industry.

Main Competitors:

- **LinkedIn:** A global platform facilitating professional networking and job matching with features like job postings and skills assessments.
- **Jobs.cz:** A major Czech job portal offering listings across various sectors, including technology, widely used by employers and candidates.
- **StartupJobs.cz:** A Czech site connecting startups with talent, focusing on tech industry positions for students and professionals.
- **Prace.cz:** A Czech job portal providing diverse listings, including internships and entry-level roles for students.
- **QuickJOBS.cz:** A Czech platform offering fast and efficient job matching services for job seekers and employers.

Customer

ICP: The **Ideal Customer Profile** for Pear Packer includes

- university students in the Czech Republic who are pursuing degrees in technical fields and are actively seeking employment opportunities.
- HR professionals and recruiters from companies in the Czech Republic looking to identify and engage with young talent efficiently.

ICP Statement:

“Our ideal customers are technically oriented university students in the Czech Republic seeking job opportunities, and HR professionals from tech companies looking to streamline their recruitment process and connect with top student talent.”

Product

Value Proposition: Pear Packer offers a revolutionary platform that leverages cutting-edge AI technologies to connect companies with top student talent efficiently. It enhances the recruitment process and provides students with valuable resources to improve their learning and professional development.

Unique Selling Points:

- Dynamic student engagement strategy centered around the creation and sharing of high-quality study materials.
- AI-driven tools that generate high-quality exercises and study materials in seconds, saving students time and enhancing learning.
- A rich database of student achievements accessible by companies to identify ideal candidates.
- The ability to reduce recruitment costs and time for companies using AI-driven assessments.
- Facilitation of early relationship-building between companies and talented students before they enter the workforce.