

PROJECT NAME MyEmployee
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IDEA IN SHORT:

Mobile app that helps companies and businesses to find the perfect employee with ease.

Hardcore entrepreneur hackathon 3.0

1.PRODUCT - PROBLEM WE SOLVE



This app will shorten the time wasted by employers trying to find an employee with the skills they require. This app will allow **companies** to search for exactly what they want, from skills and degrees to required wages and work hours. Moreover, this will also **help unemployed people** in terms of finding a suitable job. MyEmployee will most certainly help both employers and employees to get rid of a lot of unnecessary job interviews that will only lead to time wasting.

The main idea is very simple:

- You **post your details** (name, age, skills, education, etc.) and **attach your CV** via a link;
- Employers that are interested in your CV and your offer **will easily reach out to you**;
- They will easily **contact you** through **email** or **phone call**;
- If you both agree to something, that's it! This app has fulfilled its purpose.

2. OUR TARGET GROUP



The main target group that the app is looking for, as its name says, are people that are looking for job offers and employers either **national** or **international**, **online** or **offline companies**.

Using this app you will find **full-time work offers** as well as **part-time**. So even **teenagers** that are looking forward to get a part-time job for a few months can be part of the **target group**. Age can vary, depending on the job we talk about, but mainly the majority should be somewhere **between 18 and 30 years old**.

3. SMART OBJECTIVES



To start off with, the main objective of this app is to help as many people as possible to **minimize the effort that goes into finding a job opportunity** from both sides.

From the **financial** point of view, the profit margins will be pretty low at the beginning, but with people getting to know the app it will gradually increase. The most important part is that the market isn't too crowded and there are not many big competitors. That is the reason that made me think this App can take off pretty fast.

Having a specific goal is very important when it comes to achieving something. My App's first goal after launching is to get around **8,000 to 10,000 downloads from GooglePlay** during the first month with over **4.7 rating**. This should be enough for the start, without investing too much on advertising. From that moment, if the users are happy with what the app offers, the number off downloads and new users should exponentially increase every week, if not every day. I believe my expectations and goals to be realistic and close to reality. Also I am sure that the goal is achievable in the given time.

As mentioned before, the profit margins are expected to be low in the beginning, but after the first **10,000 downloads** it should start to pay off. With the average revenue for every click / download off the ads presented in my app being between 0.20 and 0.70 cents, I would say that with around 1000-1500 active users, the app will generate an average of **15-25\$ every day** and around **450-600\$ monthly**. Depending on the amount spent on promotion that will take around 30% off the money made by the app in that month. More than that, offers of **collaboration and sponsorships** are possible to appear along the way.

4. PRICE



The MyEmployee App will be **completely free to download** from GooglePlay. The reason for this is that I want as many downloads as possible and setting a price for download will drastically decrease this number and will take longer for the app to get popular among our target group.

The way that this App will generate income is obviously ads. The app will run ads from companies, products, agencies and so on, that are related to the problem this App solves. The Apps should not be annoying or too aggressive, so that's why the App **won't run pop-up ads** or any type of ads that appear on the entire screen and prevents the user from using the app for a couple seconds. The ads will be placed on screen **bottoms / margins** so they won't really effect the user experience at all. That's one way to generate income.

The other way is having a paid option for every **post that will prioritize it** for a few days/ weeks. The more the user pays, the longer the post will be shown as prioritized and will appear at the top, above every other unpaid post. Why would anyone want to pay for something like that? Simple: The user has a bigger chance to get contacted by an employer, the paid post being the first that pops-up when searching.

These will be the main ways the App will generate profit, the traffic on this type of app being constantly big.

5. PROMOTION



At the very beginning it is most likely that the promotion would be easier to start in Romania. As the popularity gets higher, the app will take over more and more parts of the world.

Facebook, Youtube, Twitter Ads and more **social media platforms** will be the launch pad and the main promotion type for this app as young **people aged between 18-30 are very active online**. Social media platform ads can be a very consistent springboard to start off and can generate traffic and downloads.

Also **TV ads, public figures** promoting and **add panels** can help with the traffic, but the prices for this type of ads add like this won't help the budget.