

The Job Applicant

Perspective

Reputation built the modern internet.

We're using it to rebuild the job market



Stays with
strangers



Uber

Rides with
strangers



Hiring with
strangers

When job seekers are treated as human actors—not data points—platforms stop creating churn, spam, and shortages. They start delivering hiring solutions.

Problem

A job market built to keep the users employers are trying to acquire UNemployed

- **Job seekers face ghost jobs, scams, and zero feedback.**
- **Employers face resume spam and misaligned matches.**
- **Platforms profit more when hiring doesn't work.**
- **Job seekers as data points not users leads to a systemic global market failure - all labor markets, all economies.**

- "3000 that's the number of jobs I've applied to in the last year" (Dan Gotlieb, May 2025)

Why Now? To avoid collapse

PAST	PRESENT	FUTURE
 <p>Silence was called professionalism. The market self-corrected quietly.</p>	 <p>Silence now enables fraud, burnout, and collapse.</p>	 <p>Accountability becomes the new professionalism. Reputation tools replace silence.</p>
<p>Job seekers were the customer. Newspapers lost money if seekers were misled.</p>	<p>Job seekers became the product. Platforms profit from engagement—even if it's wasted.</p>	<p>Job seekers become the stakeholder. Crowdsourced reviews rebuild trust and stop scan</p>
<p>No talent shortages. No resume spam. Hiring worked at the local level.</p>	<p>Shortages, spam, and churn. Efficiency collapsed when trust did.</p>	<p>Efficient, transparent hiring. Trust makes global hiring actually work.</p>

Hiring Market Trends

Metric	2015	2024	Trend
Avg. Resumes per Hire	≈ 100	2,000–10,000	↑ 20–100 increase
Avg. Time to Hire	Weeks	12–22 weeks	↑ 50–175% increase
HR Tech Revenue	\$300 bi	\$1 T+	↑ 3x increase
Candidate Ghosting by Employers	≈ 30–40%	80–90%+	Doubled or worse
Long-term Unemployed	3–5 M	27.4 M hidden	5–9x increase

Solutions

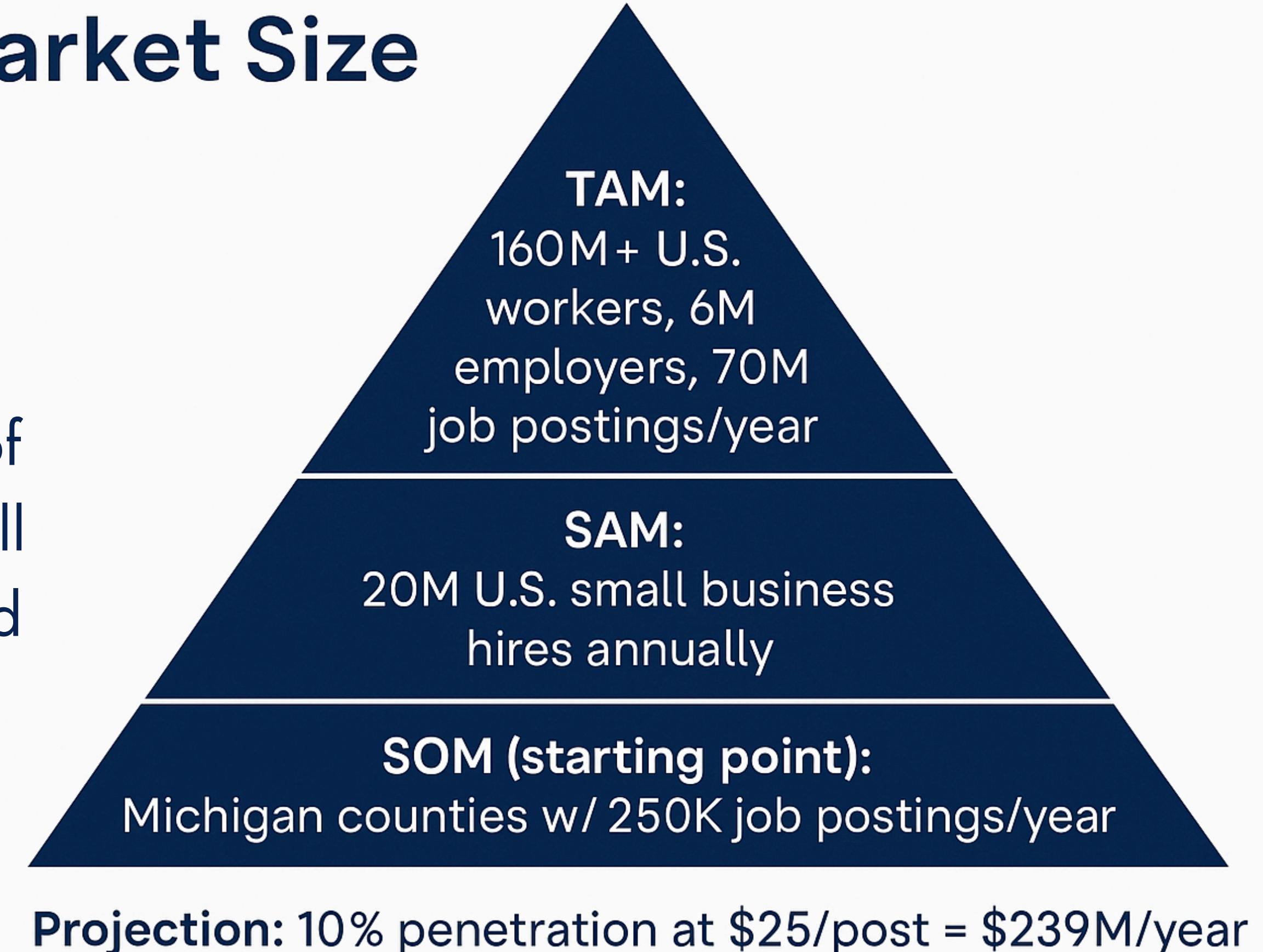
A hiring platform powered by reviews, not resumes.

- **Job seekers leave reviews on job listings and hiring processes.**
- **Employment listings gain visibility when they're trustworthy—lose traction when they're not.**
- **Reputation data restores confidence and reduces churn for everyone. Employers save money.**
- **Small businesses get noticed. Scammers get pushed out.**

Market Size

A massive, misaligned market ready for trust.

Numbers using Bureau of Labor and Statistics, Small Business Association, and Michigan Works



Founder-led mission with market traction and national recognition

Sarah Springsteen Trumble

Educator · Systems Thinker
Labor Market Reformer
Built MVP solo

Invited to join
Cabinet of Advisors for
a U.S. Senator
(starts August 2025)

Recognition from

- Deep tech leaders at NASA
- Economists from Harvard, Georgetown, UC Berkeley, NBER, and U Penn
- Business leaders at Google and Microsoft

Platform and Business Traction

- Signed first employer contract: 25-store retailer
- Over 600 companies reviewed by job seekers
- MoUs signed with Lifework.live (future feature collaboration)

Business Model

Simple, transparent monetization that rewards outcomes.

◆ Primary Revenue Streams

-  Pay-Per-Post
- \$25 per verified job listing
-  Sponsored Listings
- Highlighted roles for premium visibility

◆ Secondary Revenue Streams

-  Consulting & Trust Score Packages employer insights
-  Affiliate Advertising
- Tools for job seekers: career services, education, wellness
-  Merch & Regional Co-Branding
- Local swag, job fair partnerships, community visibility

Revenue Model

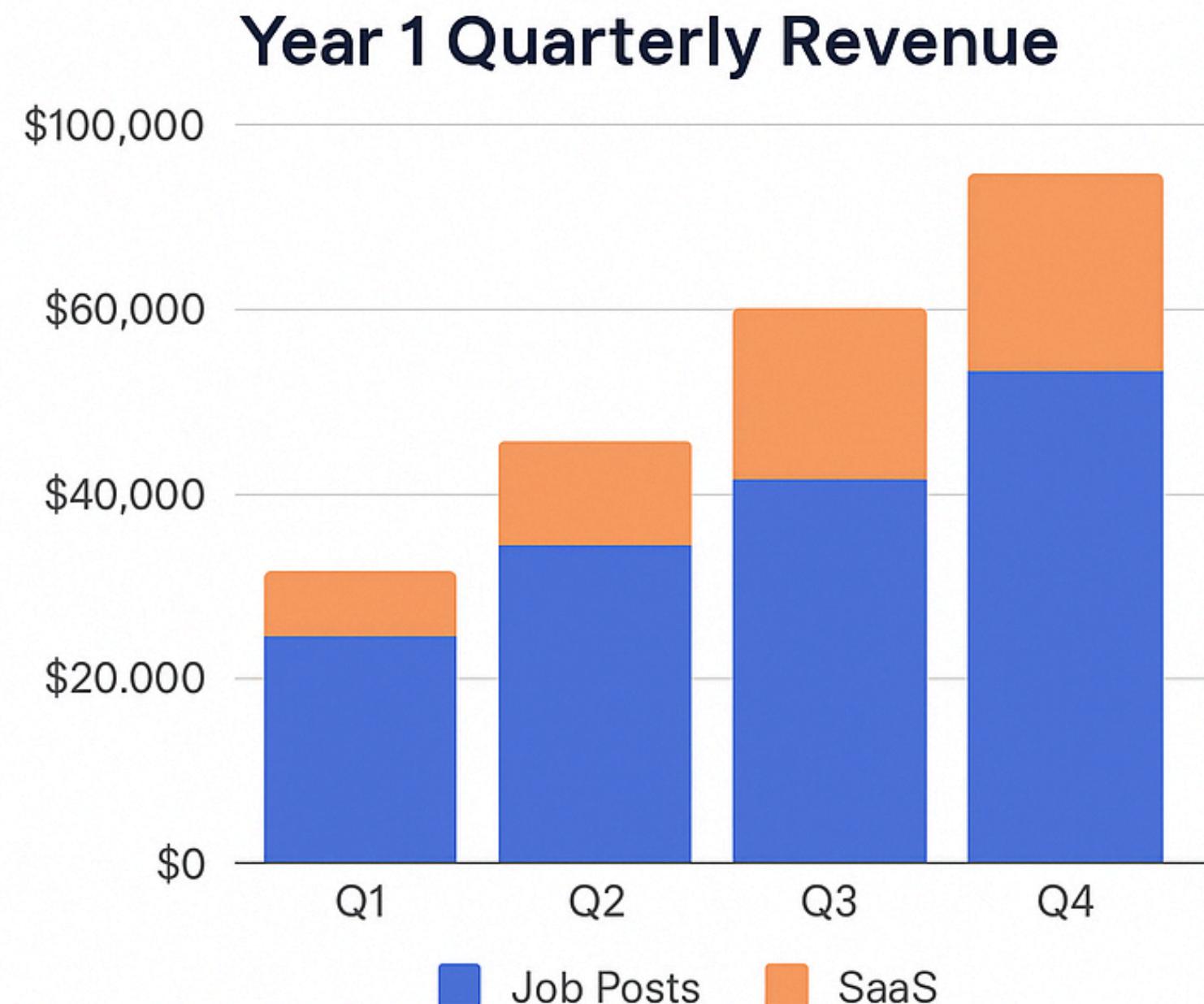
Job Posts

\$25/post

SaaS

\$10K+ year

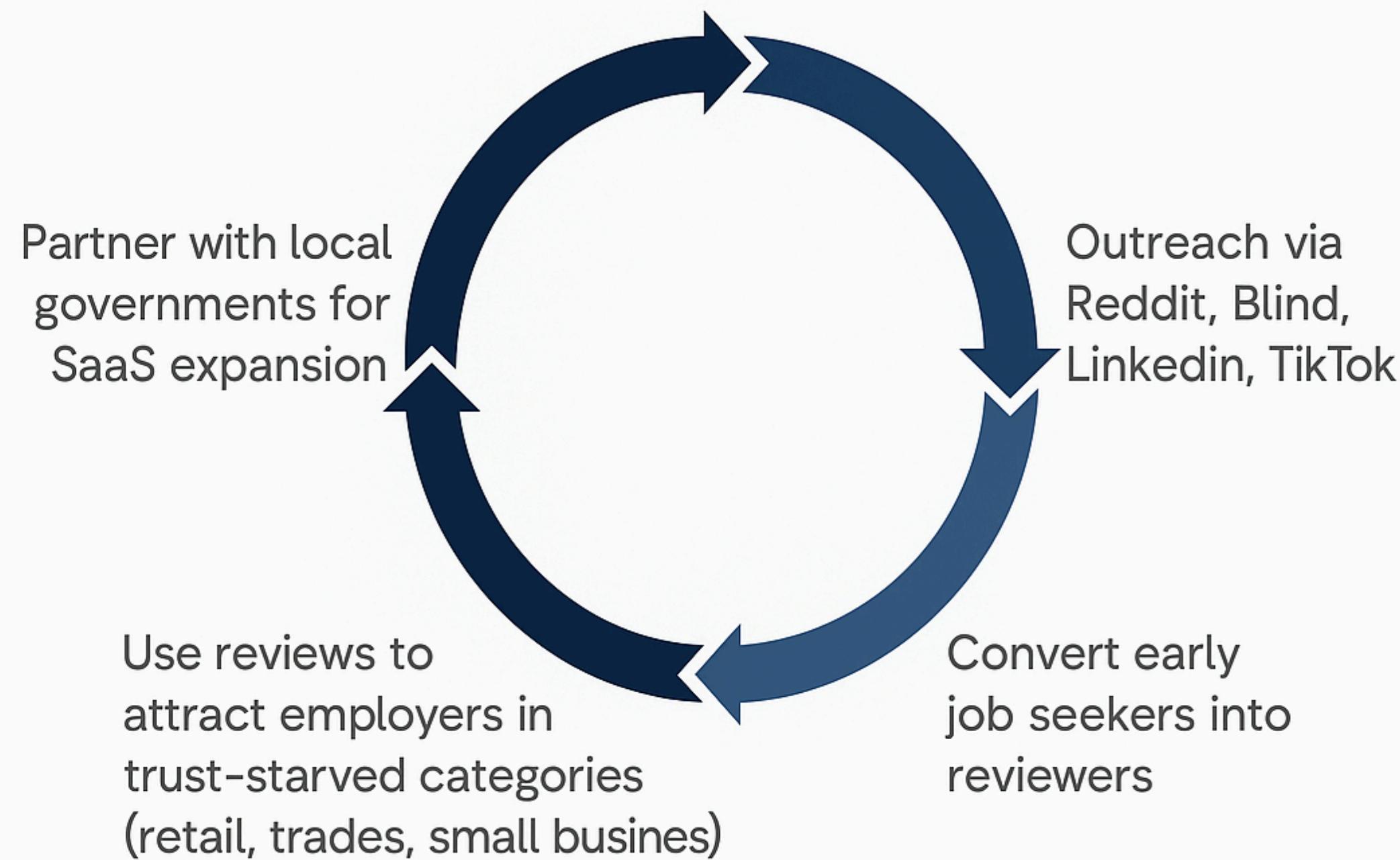
- Launch trust loops
- Tier pricing
- Hub/spoke design



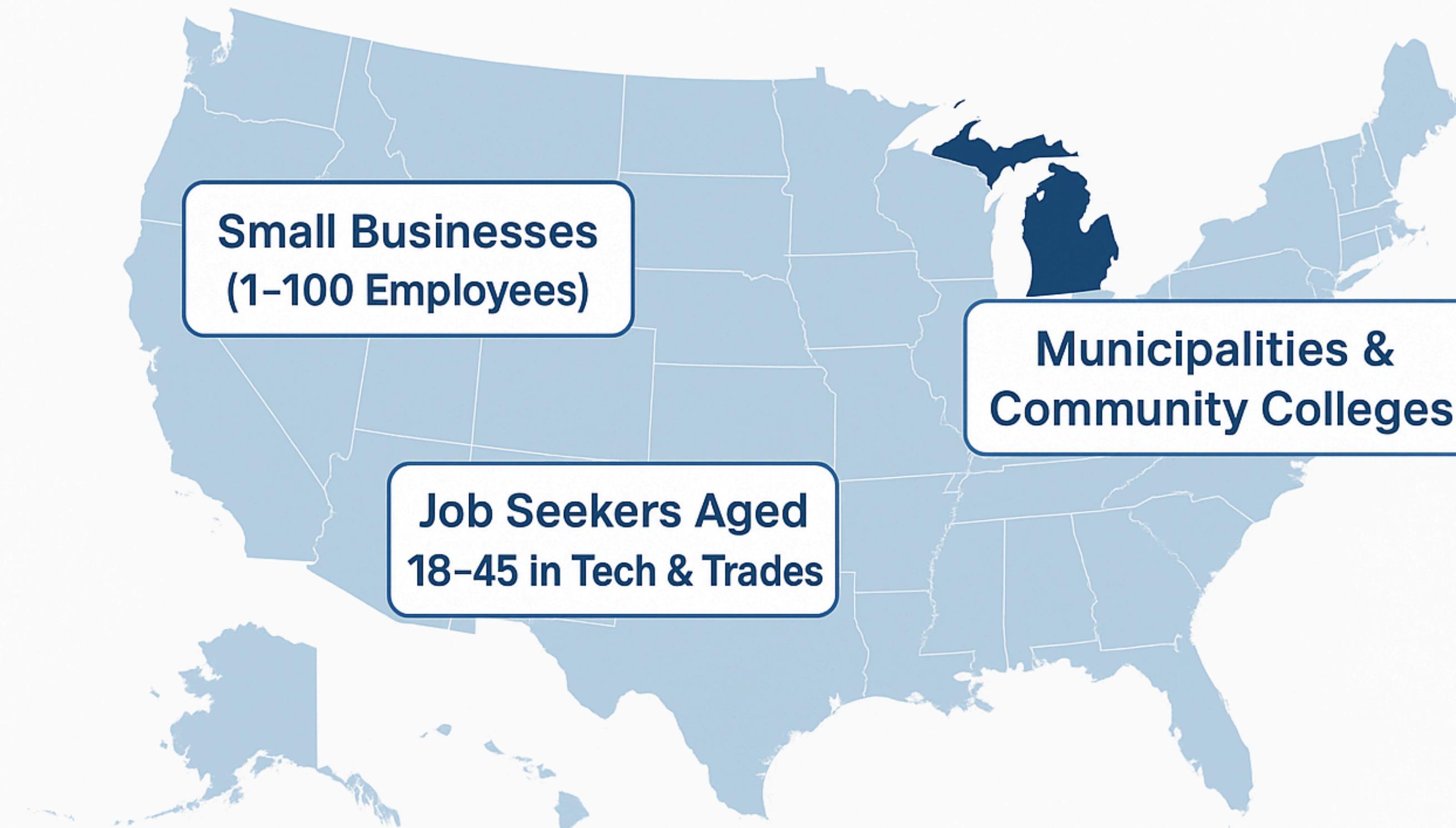
Go-To-Market Strategy

T

Start in Michigan:
regional trust + local buy-in



Phase One: U.S. Labor Market Focus



Hiring in the U.S. is broken. We're starting where trust is most needed—local economies and job seekers left behind.

Team

A founder-led mission with national attention.

- **Sarah Springsteen Trumble: educator, systems thinker, labor market reformer**
- **Built and launched MVP solo**
- **Recognition from NASA, Georgetown, Google, Harvard**
- **Signed CTO: Eric Ross (Ghost Bad Jobs)**
- **Signed CMO: Jay Jones (The Profiler)**
- **Business Advisor: Nancy Benovich Gilby**



The Ask

We're raising \$5M to rebuild trust in hiring – fast.



Use of Funds:

Build V2 “Trust Engine”

- Integrate GhostBadJobs database, Lifework security tools, and optimized user flow

Expand to 3 Key Regional Markets

- Replicate proven traction model with municipal buy-in + local job seeker engagement

Scale to 50,000 Reviews +
500+ Employer Listings



What This unlocks:

- 18 months of runway
- Path to \$1M+ ARR
- Infrastructure to serve a global trust gap in labor markets