# The Job Applicant Perspective

## Go-To-Market Strategy

Data Room One-Pager

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## Target Segments

Employers:  
- Small businesses (1–100 employees) across Michigan  
- Local municipalities and community colleges  
- Pain Points: Expensive and ineffective hiring processes; lack of local applicant engagement; vacant roles harming local economies

Job Seekers:  
- Ages 18–45 in Michigan, especially those past resume #75  
- Tech- and IT-skilled job seekers who are highly active but underserved  
- Pain Points: Ghost jobs, time-wasting applications, zero feedback, no way to organize insights

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## Unique Value Proposition

- For employers: A low-cost, high-trust regional job board with feedback loops to attract real candidates  
- For job seekers: A place to collaborate, organize, and share reviews of hiring experiences  
- For communities: A tool to stabilize local employment and improve employer practices  
  
Tagline: Reputation built the modern internet. We use it to rebuild modern hiring.

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## Channel Strategy

Phase 1 (Bootstrapped):  
- Organic outreach via LinkedIn, TikTok, and other social platforms  
- Niche outreach to job seekers via Reddit and resume support groups  
- Manual outreach to Michigan-based small businesses and municipalities

Phase 2 (With Funding):  
- Paid social on Reddit, TikTok, and Blind for Business  
- Cold outreach using Indeed job data to find actively hiring employers  
- Partnerships with MLive, chambers of commerce, and workforce development organizations  
- Email marketing and outreach automation

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## Revenue Model

- $25 per job post for small businesses  
- SaaS pricing for municipalities (tiered by size and service needs)  
- Affiliate/ad-based revenue from resume writers, career coaches, and tools

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## Funnel & Metrics

Funnel Stage | Channel/Tactic | KPI/Outcome  
--------------|------------------------------------|--------------------------------------------  
Awareness | Social, MLive, Reddit | Site visits, ad impressions  
Engagement | Hiring reviews & job board use | Signups, reviews posted  
Conversion | $25 job posts & SaaS signups | Revenue, active employer count  
Retention | Review prompts & user incentives | Repeat posts, return visits, monthly actives

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## Current Status

- Actively reaching users via LinkedIn and social media  
- Targeting tech-savvy job seekers and hiring businesses in Michigan  
- Validated through early traction, including 600 companies reviewed and a 25-store contract signed