# The Job Applicant Perspective (TJAP)

## Vision

To transform online hiring into a feedback-driven, trustworthy, and two-sided marketplace—where job seekers have power, employers gain insight, and inefficiencies in the labor market are drastically reduced.

## The Problem

Modern job boards operate like advertising platforms: employers are the customer, job seekers are the product, and there are no feedback mechanisms to ensure accountability. This leads to ghost jobs, scam listings, resume spam, and hiring friction. The labor market becomes opaque and inefficient—particularly for small businesses and vulnerable workers.

## Our Solution

TJAP (The Job Applicant Perspective) is the first crowdsourced, trust-based hiring platform built for accountability. We introduce verified, anonymous job seeker reviews of job postings, flag questionable listings, and offer regional data insights—creating Yelp-style transparency in the hiring process.

## Traction

- MVP Launched (Spring 2025)  
- First customer signed: a 25-store retail  
- Platform collaboration with QuickJobManager  
- Early partnerships with Lifework.live and SA Capital Enterprise  
- Viral LinkedIn content: 52,000 impressions on a single post  
- Recognition from leading economists and startup accelerators

## Business Model

Multi-revenue stream model:  
- Pay-per-job post with review guarantees  
- SaaS municipality subscriptions for municipality hub and spoke trust  
- SaaS detailed comparative reports on hiring trends and needs for employers and municipalities based on region and subsect of the population  
- Sponsored content, consulting, and affiliate job ad verification tools

## Market Opportunity

70 million annual hires in the U.S. (BLS data). No existing platform provides reciprocal accountability for job seekers at scale. Issues demonstrated via competitors in England, Australia and Canada. We are creating the trust infrastructure missing from the $100B+ hiring and HR tech market.

## Founder

Sarah Springsteen Trumble — systems thinker, economic reformer, and late-diagnosed neurodivergent builder. Background in astrophysics, education, and global workforce development. Recognized by economists from Harvard, Penn, and Georgetown; backed by advisors from the SBDC and MWF.

## Contact

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