# The Job Applicant Perspective

## Product Roadmap

### 📍 Phase 1: MVP Launch (Completed)

Timeline: Q1–Q2 2025  
- ✅ Live platform: job board + review system  
- ✅ Stripe for job posts  
- ✅ 25-store contract + first traction  
- ✅ Early user reviews in Michigan

### 📍 Phase 2: Short-Term (Q3 2025)

Focus: Initial funding buildout, employer traction, and credibility  
- 🔹 Scale outreach to Michigan employers  
- 🔹 Begin municipality outreach across states using SSRN academic buy-in  
- 🔹 Build modular payment options for new monetization streams  
- 🔹 Integrate additional job search tools (meta search, tracking, etc.)  
- 🔹 Begin internal scoring system for talent firms and job boards (Better Bureau)  
- 🔹 Launch pilot “trust scores” for employer listings

### 📍 Phase 3: Mid-Term (Q4 2025–Q2 2026)

Focus: Expand transparency, regional reach, and user tools  
- 🟠 Launch Employer Trust Dashboards  
- 🟠 Expand into 3–5 more regions  
- 🟠 Introduce affiliate review listings (resume writers, career coaches)  
- 🟠 Allow users to showcase resumes and build basic profiles  
- 🟠 Add public-facing job board trust ratings  
- 🟠 Begin cross-promotion with mental health/wellbeing partners

### 📍 Phase 4: Long-Term (Q3 2026–Q3 2027)

Focus: Platform maturity, user community, and scaled trust infrastructure  
- 🔵 Launch SaaS dashboard for municipalities  
- 🔵 Build out community forum and calendar for meetups  
- 🔵 Launch virtual job fair hosting inside TJAP  
- 🔵 Enable SLMS-style data tagging for location-based and job-type insights  
- 🔵 Launch Job Seeker Merch and ambassador program  
- 🔵 Offer public rankings of recruiters, resume writers, and platforms  
- 🔵 Begin design for Google Maps-like visualization of hiring trust (by region, employer, role)