

# Lean Model Canvas

Designed for:

Resume Builder

Designed by:

Team Element

Date:

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Version:

2

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<ol style="list-style-type: none"> <li>1. Build a resume</li> <li>2. Customized resumes</li> <li>3. Recruiters narrow down applicants</li> </ol> <p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>• Job Scan scores your resume for each job</li> <li>• Resume Help to enter your details to create a resume</li> </ul>	<ol style="list-style-type: none"> <li>1. Resume builder</li> <li>2. Automated customized resume building based on job description</li> <li>3. Rank applicants based on job description</li> </ol> <p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>• Having 60% people show interest</li> <li>• Interest of at least one university career service</li> <li>• Willingness to pay for some features</li> </ul>	<ul style="list-style-type: none"> <li>• Tailor resumes fast for each job!</li> </ul> <p><b>High-level Concept</b></p> <ul style="list-style-type: none"> <li>• Job Scan scoring and tailoring resumes</li> <li>• Indeed for fast applicant search</li> </ul>	<ul style="list-style-type: none"> <li>• Tailoring resume for jobs using AI</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• University career services</li> <li>• Word of mouth and testimonies</li> <li>• Promotion on social media platforms</li> <li>• Recruiters</li> <li>• Companies &amp; Organizations looking for talent</li> <li>• Job/Career Fairs</li> <li>• Conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Recent Graduates</li> <li>• Undergraduates</li> <li>• Job/Intern seekers</li> <li>• Recruiters</li> </ul> <p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>• Anyone looking for internships/jobs</li> <li>• College students</li> <li>• Willing to use AI to automate tasks</li> <li>• People who need to make different resumes for different roles very fast</li> </ul>
<b>Cost Structure</b>		<b>Revenue Streams</b>		

- Server costs
- Developers if we expand
- Interview coaches
- Marketing
- Initial AI Training Data

- Premium accounts
- Advertising
- % of one-on-one coaching
- University premium subscription
- Companies premium subscription
- Providing services for platforms like LinkedIn or Indeed