



# MVP RESUMÉBLE PLATFORM

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OPPORTUNITY

## OPPORTUNITY- Problems in the Market



Platforms that offer resume building services are not as flexible and are not specific to certain job descriptions



Providing a platform in which recruiters can easily maximize their candidate pool





## WHAT WE AIM TO DO:

- 📌 Allows users to create a resume tailored to a specific job description using ATS keywords provided by an AI agent.
- 📌 Aim to make the application process to jobs and internships easier and more efficient while allowing the user to create the best resume they can regarding a specific role in the position they are aiming to apply for.



## TARGET MARKET

- 📌 Job/Intern seekers (250000 undergrads in CS + 19.6 million in total)
  - 📌 Need assistance creating/tailoring their resumes more effectively for many jobs (200-300 apps. on average)
  - 📌 Need assistance on what skills they can work/improve on to become a more competitive candidate
- 📌 Recruiters
  - 📌 Need to recruit new talent that will help grow the company.
  - 📌 77% of US recruiters use LinkedIn to recruit candidates over 55 million companies

## CURRENT ALTERNATIVES + OUR ADVANTAGES

- 📌 Competitors: JobScan, ResumePuppy, Resumeworded
  - 📌 Resume Optimization Platforms to help land an interview
  - 📌 Screen for keywords from resume/job description with NLP/ML
- 📌 Our Advantages
  - 📌 Builds a "profile" + create a tailored resume based off your profile and the job description. (make resumes fast + effective)
  - 📌 Recruiters are focused on finding candidates that are more qualified and not for things like (formatting, grammatical errors)





EXECUTION


## MARKETING AND SALES PLAN

-  Two market segments – Job applicants and Recruiters
-  Job Applicants: University Partnership and Campus Ambassadors (focus on college students looking for internships and new grad positions)
-  Recruiters: Get an experienced sales team to market and pitch our product to company representatives for recruiting needs











## TECHNOLOGY USAGE



### Cloud (AWS)

-  Cognito for authentication and signup with Analytics
-  Amazon Aurora for Database needs, S3 for storage, Lambda for backend computations, API Gateway for integration
-  Amazon Comprehend for NLP services
-  Stripe for payment for premium subscription
-  Salesforce as CRM to manage our customers and our data
-  Google Search Control for SEO optimization



## MILESTONES

- ❖ Interest Forms (complete) - Gather market data to understand of people are interested in an AI-based resume generator
- ❖ MVP Testing
  - Phase 1 (April 16) - Sign-up interest in our product using MVP
  - Phase 2 (April 23) - Test beachhead market with interviews
  - Phase 3 (April 30) - Roll out sample features to gather insights about most important features
  - Phase 4 (May 14) - Development of our Unique Selling Point - AI based resume generator



## KEY METRICS

- ❖ Interest Forms - % of beachhead market showing interest in our product when introduced to it
- ❖ Premium Features - survey to identify number of people interested in the premium subscription
- ❖ Functionality - survey/interviews to understand how potential customers feel about each of our features
  - Resume generation
  - One-on-one coaching
  - Create/Save multiple resumes each month





COMPANY



## OVERVIEW

- ❖ Elements is co-owned by all members of the management team
- ❖ We are an LLC, so that we are not personally liable for the any company debt or liabilities



## MANAGEMENT TEAM

- ❖ Timothy Nguyen
  - Chief Executive Officer
- ❖ Anushree Jana
  - Chief Operating Officer
- ❖ Jhinnie Shome
  - Chief Marketing Officer
- ❖ Nam Phan
  - Chief Financial Officer
- ❖ Herlin Rijo
  - Chief Technology Officer





## ADVISOR

- ❖ Professor Neena Thota
- ❖ The Berthiaume Center
- ❖ Entrepreneurs in Residence

# THE FINANCIAL PLAN



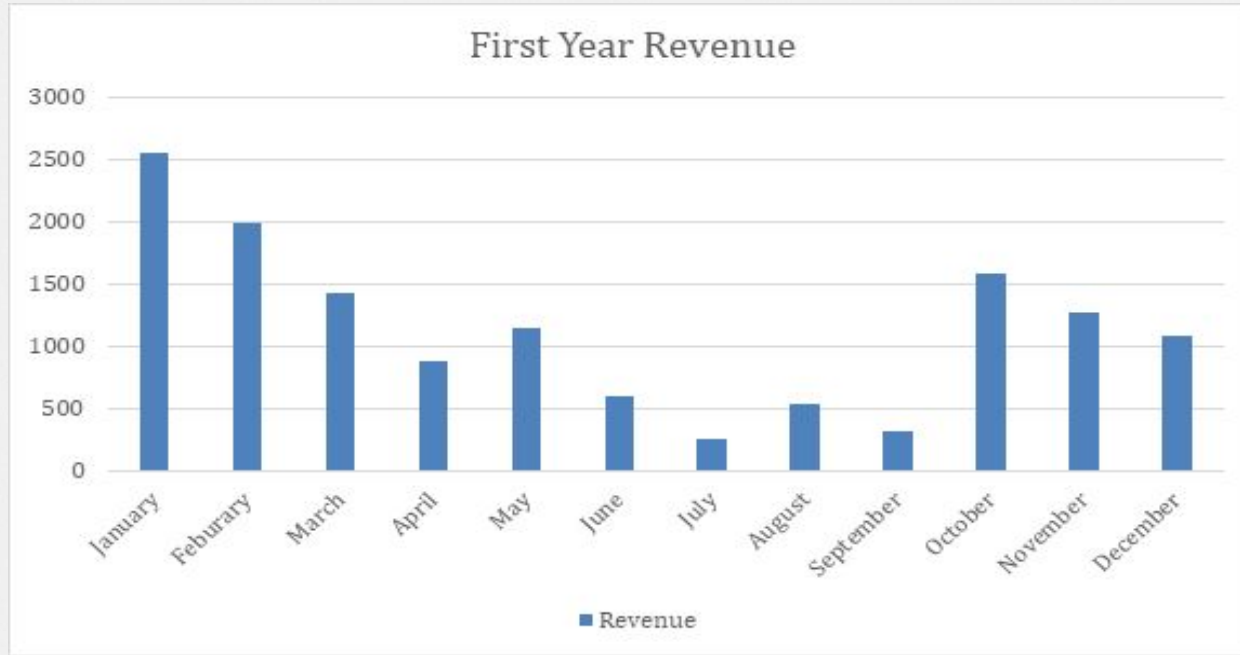
# KEY ASSUMPTIONS

- The greatest subscriptions and growth:
  - When students are actively looking for internships and summer jobs: January until June.
- Lowest subscription rates:
  - students have finished jobs/internships searches: the summer and winter periods



# REVENUE BY MONTH

First Year Revenue

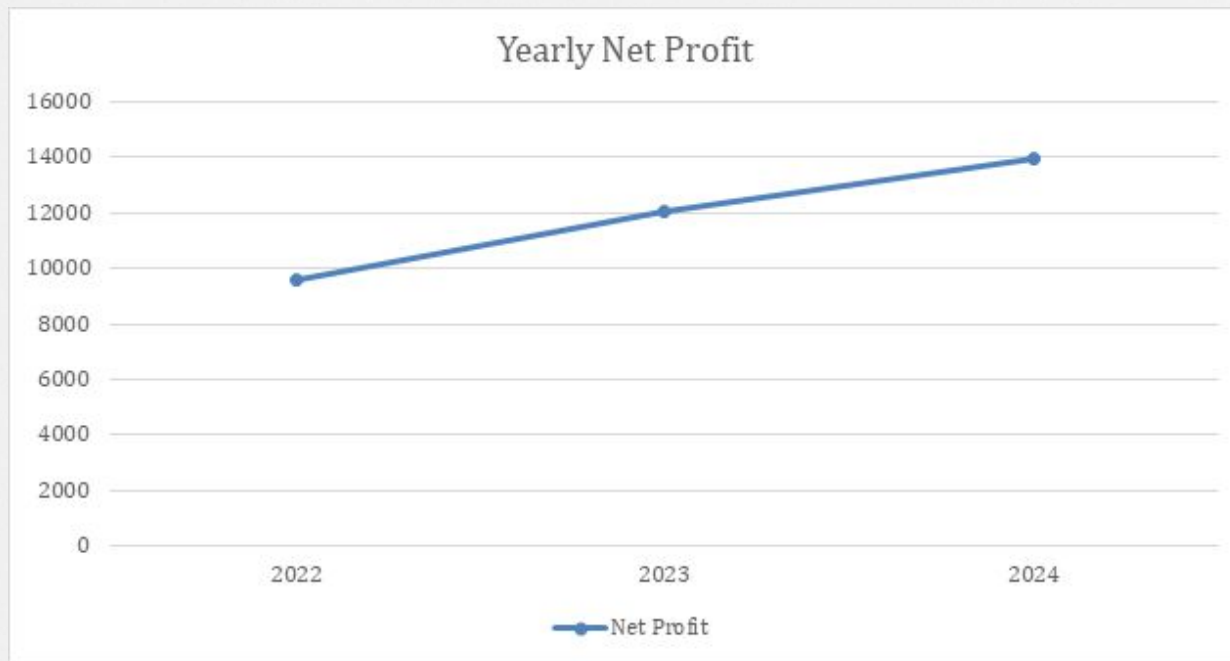


# EXPENSES BY MONTH

## Monthly Expenses



# NET PROFIT BY YEAR





## USE OF FUNDS

- > Used to pay for Corporate and web hosting fees
- > About 8% of our forecasted revenue will be used for advertising and marketing

## SOURCES OF FUNDS

- > Bootstrapping to start because of low startup cost and risk
- > Business Credit Card
- > As we further verify the success and growth of our business, we will start looking for investors as needed