

## JobHackAI Business Model (Updated as 5/3/2025)

### Overview

**JobHackAI** is an **AI-powered job preparation platform** that helps job seekers optimize **resumes, prepare for AI-driven interviews, and improve LinkedIn profiles**. The business is fully **passive, automated, and scalable**, requiring no 1-on-1 coaching or high-ticket offerings.

### Pricing Structure

**Simple, three-tier membership model with a 3-day free trial.**

Feature	Free Tier	3-Day Trial (Card Req.)	Essential (\$29/mo)	Pro (\$59/mo)	Premium (\$99/mo)
ATS Resume Scoring	✅ 1-time use	✅ Unlimited	✅ Unlimited	✅ Unlimited	✅ Unlimited
Resume Feedback	❌	✅ Full Access	✅ Up to 3 per month	✅	✅
Resume Rewriting	❌	🔒 Locked	🔒	✅	✅
Cover Letter Generator	❌	🔒 Locked	🔒	✅	✅
Interview Questions	❌	✅ Full Access	✅ Full Access	✅ Full Access	✅ Full Access
Mock Interviews	❌	🔒 Locked	🔒	✅ 20/month	✅ Unlimited*
LinkedIn Optimizer	❌	🔒 Locked	🔒	🔒	✅
Priority Review	❌	🔒 Locked	🔒	🔒	✅

*Unlimited mock-interview sessions in Premium are subject to a soft cooldown: **max 1 session per hour, up to 5 per day** to prevent abuse.*

### Trial Details:

- Full 3-Day Trial (Credit Card Required, Auto-Renews Unless Canceled).
- No reminder email before billing.
- Only Resume Scoring, Feedback, and Interview Questions are available in trial.

- Other features remain locked.

### **Additional Options:**

- Annual Discount – Users get 2 months free when paying yearly.
- 1 Free AI Resume Score – Hook for new users to sign up.
- Upsell Page for Cancelling Users – Offers a discount or downgrade option to retain them.
- Free Tier Cap – Max 250 free trial users per month (creates urgency).
- A/B Pricing Page Tests – Two versions tested for sign-up optimization.

### **AI-Powered Features**

- ✓ ATS Resume Optimization – Score & improve resumes with ATS insights.
- ✓ Resume Feedback – Structured feedback with detailed suggestions.
- ✓ Resume Rewriting – Available in Pro and Premium plans.
- ✓ Cover Letter Generator – 250-word job-specific AI cover letter.
- ✓ Interview Questions & Mock Interviews – Tailored to the user's job target.

### **Interview Questions Autosuggest Role List (Combo-box):**

Software Engineer  
Full-stack Developer  
Platform Engineer  
DevOps Engineer  
Data Engineer  
Data Scientist  
AI Engineer  
LLM Engineer  
Product Manager  
Product Owner  
Epic Owner  
Business Owner  
Scrum Master  
Release Train Engineer (RTE)  
Agile Coach  
Solution Architect  
System Architect

Data Architect  
UX Designer  
UX/UI Developer  
UX Researcher  
QA Engineer  
Threat Analyst  
Security Engineer  
Data Management  
IT Governance

*The combo-box filters this list in real time and shows up to 8 matches.*

- ✓ LinkedIn Optimizer – Scored + rewritten profile content (Premium only).
- ✓ Priority Review – Premium users get faster and more detailed analysis.
- ✓ AI Market Trends – V2 only, removed from MVP UI (fully hidden frontend).

## Marketing & Traffic Strategy

### Four-channel acquisition strategy:

- 1 SEO & Blog Content – 2-4 AI blog posts/month using Wix SEO tools.
- 2 Social Media – LinkedIn, Twitter, YouTube channels with job prep tips.
- 3 Paid Ads – Google Ads + retargeting (limited use in early stages).
- 4 Affiliate Marketing – Partnered with coaches/influencers.

- ✓ Blog hosted on Wix.
- ✓ Initial marketing is organic-first (target ~\$300/mo total operating costs).
- ✓ Upsell triggers: exit intent offers + feature locks + trial countdown.
- ✓ SEO targets ATS compliance, AI job prep, and LinkedIn profile tips.
- ✓ All content branded as JobHackAI – no personal branding used.

## Go-to-Market Launch Strategy (First 14 Days)

Phase	Day	Key Actions	Objective / KPI
Pre-Launch Prep	–7 → –1	• Publish 3 SEO blog posts • Schedule 10 LinkedIn snippets • Wire GA4 + UTMs + A/B pricing pages	Seed organic traffic & enable conversion tracking

<i>Launch Day – “Score-in-60s”</i>	0	<ul style="list-style-type: none"> <li>• Post 60-sec Loom demo on site + LinkedIn/Twitter</li> <li>• Announce <b>250 free-trial cap</b></li> </ul>	Drive first-day traffic; create scarcity
<i>Week 1 – Social Proof Loop</i>	1-7	<ul style="list-style-type: none"> <li>• Auto-DM new trial users for testimonials (Zapier → LinkedIn)</li> <li>• Live-update testimonial carousel</li> <li>• Share “Before → After” score images</li> </ul>	Capture & display trust signals
<i>Micro Google Ads Test</i>	3-7	<ul style="list-style-type: none"> <li>• \$15/day on keyword “<b>ATS resume score free</b>” (points to Pricing A)</li> </ul>	Measure CAC vs 5 % CVR target
<i>Affiliate Kick-off</i>	8-14	<ul style="list-style-type: none"> <li>• Send 20 personalized Loom pitches to career influencers</li> <li>• Offer 20% lifetime rev-share via Stripe Partner</li> </ul>	Acquire low-CAC partners
<i>Content Engine On</i>	8-14	<ul style="list-style-type: none"> <li>• Draft next 2 blog posts</li> <li>• Convert best LinkedIn post to YouTube Short</li> </ul>	Sustain SEO + social reach

### Success Benchmarks

- Landing-page conversion  $\geq 5\%$  (trial sign-ups / visitors)
- Trial → Paid conversion  $\geq 20\%$
- Blended CAC  $\leq \$50$  in first 25 paid users

## Platform, Banking & Tech Stack

Component	Technology / Provider
<b>Website Builder</b>	Wix (no-code)
<b>AI Engine</b>	OpenAI API (résumé scoring, rewriting, feedback, interview features)
<b>Authentication</b>	Firebase Auth (secure sign-in and password reset workflows)
<b>Payments</b>	Stripe (credit-card processing)
<b>Banking</b>	<b>Relay Bank</b> – no-fee business checking, unlimited sub-accounts, Zapier + API hooks
<b>Automation</b>	Zapier (connects Wix, Stripe, Relay, OpenAI, Sheets, Gmail)
<b>KPI Dashboard</b>	Grafana (hosted locally on MacBook; feeds from Google Sheets via Zapier)
<b>Data Storage</b>	Google Drive & Google Sheets (lightweight, cloud-based)
<b>Security &amp; Performance</b>	Cloudflare (DNS, caching, bot protection, free SSL)

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## Design System & UI

### Color Palette (HEX)

Element	HEX	Use Case
Primary CTA Green	#00E676	Buttons, success indicators
Accent Blue	#007BFF	Outlines, links, secondary CTAs
Main Text (Slate)	#1F2937	Primary body and header text
Secondary Text (Gray)	#4B5563	Subtext, muted labels
Muted Gray Text	#6B7280	Descriptive captions, hint text
Light Gray Background	#F9FADF	Section dividers, layout fill
White	#FFFFFF	Card backgrounds, base layer
Divider / Border Color	#E5E7EB	Lines between sections, containers

### Typography

<b>Font</b>	Inter (Google Font)
<b>Weights</b>	400 (Regular), 600 (Semi-Bold), 800 (Extra-Bold)
<b>Import</b>	<code>&lt;link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;600;800&amp;display=swap" rel="stylesheet"&gt;</code>

## ✓ UI Components & Design Notes

### 🎯 Layout

- Centered, modern SaaS layout
- Max width container: 1200px
- Section spacing: At least 4rem top/bottom
- Cards: White background, `border-radius: 16px`, `box-shadow: rgba(0, 0, 0, 0.05)`

### 🟢 Buttons

Property	Primary CTA Button	Secondary Outline Button
Background	#00E676 (green)	transparent
Text Color	#FFFFFF	#007BFF
Border Radius	8px	8px
Font Weight	600	600
Hover Effect	Darken to #00c965	Fade in blue underline

## ✓ Navigation Bar

Element	Notes
Logo	Left aligned SVG icon + “JobHackAI” wordmark
Links	“Home”, “What You Get”, “Pricing”, “Login”

CTA Button	Right side – “Start Free Trial” in green (#00E676)
Responsive	Mobile toggle menu (≡) with same layout/links

## ✓ Footer (Global)

```
<footer class="site-footer">
  <div class="footer-container">
    <div class="footer-brand">
      <!-- Inline SVG Logo -->
      <svg class="footer-logo" viewBox="0 0 24 24" ... />
      <span class="footer-name">JOBHACKAI</span>
    </div>

    <div class="footer-links">
      <a href="#">Home</a>
      <a href="#">What You Get</a>
      <a href="#">Blog</a>
      <a href="#">Support</a>
      <a href="#">Privacy</a>
    </div>

    <div class="footer-legal">
      <p>© 2025 JobHackAI. All rights reserved.</p>
    </div>
  </div>
</footer>
```

### CSS Snippet:

```
.site-footer {
  background-color: #FFFFFF;
  border-top: 1px solid #E5E7EB;
  padding: 2rem;
  font-size: 0.9rem;
  color: #6B7280;
}

.footer-container {
  max-width: 1200px;
  margin: 0 auto;
  display: flex;
```

```

    flex-wrap: wrap;
    justify-content: space-between;
    align-items: center;
    gap: 1rem;
}
.footer-links a {
    margin-right: 1rem;
    text-decoration: none;
    color: #4B5563;
}
.footer-links a:hover {
    color: #1F2937;
}
.footer-brand {
    display: flex;
    align-items: center;
    gap: 0.5rem;
    font-weight: 800;
    color: #1F2937;
}
.footer-legal {
    flex-basis: 100%;
    margin-top: 1rem;
    text-align: center;
}

```

## ✓ Résumé Feedback Usage Logic (UX Feature Control)

- **Essential Plan Users:** Can submit up to **3 résumé feedbacks per month**.
  - Display **usage counter**: “You’ve used 2 of 3 résumé feedback sessions this month.”
  - When the limit is reached: show alert or modal:
    - ⚠ You’ve reached your résumé feedback limit this month. Upgrade to Pro for unlimited feedback.
- **Pro & Premium Users:** Unlimited résumé feedback – no cap or warnings displayed.
- **Free Tier:** Locked with CTA overlay.



## ✓ Mock Interview Feature Access & Usage Logic

### 1. Access Control:

- **Only Pro and Premium users** can access Mock Interviews. Essential and Free tiers remain locked.


### 2. Pro Plan Quota:

- **20 sessions per month.**
- **Usage meter** appears after 10 sessions: e.g., “Mock Interviews: 14/20 used • Resets on May 31”.
- **Soft upsell banner** at 18+ sessions: “Need more? Upgrade to Premium for unlimited practice.”

### 3. Premium Plan:

- **Unlimited sessions** subject to soft cooldowns (max 1 session/hour, 5/day) to prevent abuse.

## ✓ Feature Locks (Visual Style)

- Gray lock icon  next to locked features
- Tooltip or overlay saying: “Upgrade to unlock”
- Slight opacity or desaturation on locked features

## Business Structure & Tax Benefits

- ✓ S-Corp registered in Kentucky (user is sole employee/owner)
- ✓ Monthly salary: \$2,000
- ✓ Distributions taxed at 24% (CPA calculates quarterly)
- ✓ Quarterly estimated taxes due: Apr 15, Jun 15, Sep 15, Jan 15
- ✓ CPA-managed filings for payroll + distributions
- ✓ No business insurance needed (user covered by employer)
- ✓ Maximize profit retention + liability protection

## ROI, Market Research & Growth Potential

- ✓ Market Size: Online career services = \$43B by 2028
- ✓ Trend: 82% of recruiters use AI to screen resumes
- ✓ Niche: High demand for AI-powered job prep platforms

Scenario	Subscribers	Revenue Per Month	Monthly Costs	Annual Revenue
Low-End Estimate	250 users	\$14,750	\$300	\$177,000
Mid-Range Estimate	700 users	\$41,300	\$500	\$495,600
High-Growth Scenario	1,500 users	\$97,500	\$1,000	\$1.17M

#### Monthly Cost Breakdown:

Category	Lean (\$300)	Mid (\$500)	High (\$1,000)
Wix	\$54	\$54	\$54
Zapier	\$30	\$75	\$150
OpenAI API	\$50	\$150	\$400
Google Workspace	\$6	\$6	\$6
Blog & SEO Tools	\$30	\$50	\$100
Paid Ads	\$50	\$100	\$250
Affiliate Payouts	\$0	\$65	\$140
CPA Payroll & Tax Filing	\$80	\$100	\$150
<b>TOTAL</b>	<b>\$300</b>	<b>\$500</b>	<b>\$1,000</b>

- ✓ Less than 1% of revenue at scale → extremely profitable.

#### Business Model Summary

- ✓ Fully passive, automated SaaS for job seekers
- ✓ Built on no-code tools + Zapier + OpenAI API
- ✓ No coaching or high-ticket offers – 100% AI-powered
- ✓ Pricing built for conversions with trial → upgrade funnel

- ✓ Minimal operating cost (<\$300/mo lean) with high margin
- ✓ Real-time KPIs + full automation = scalable & low effort

## Overall ATS Readiness Scoring Rubric

JobHackAI will provide users with a composite **ATS Readiness Score (1–100)** based on three scorable features: Résumé, LinkedIn Profile, and Mock Interview Performance.

### ✓ **Résumé ATS Score (Max: 100 pts)**

Category	Weight	Description
Keyword Match	35 pts	Relevance to job title and description using skill-specific keywords
ATS Formatting Compliance	25 pts	Headings, layout, font choice, and no tables/graphics
Structure & Organization	20 pts	Proper section order, job titles, dates, education clarity
Tone & Clarity	10 pts	Active voice, concise achievements
Grammar & Spelling	10 pts	No typos, correct tense usage

### ✓ **LinkedIn Optimizer Score (Max: 100 pts)**

Section	Weight	Description
Headline & Tagline	20 pts	Strong branding, concise keywords
Summary (About Section)	20 pts	Storytelling, clarity, and professional tone
Experience Section	20 pts	Results-focused, matches résumé
Skills Section	15 pts	Job-relevant and up to date
Recommendations	10 pts	Quality and relevance of endorsements
Profile Image & URL	5 pts	Custom URL and professional image
Engagement (Optional)	10 pts	Posts and activity — placeholder metric

### ✓ **Mock Interview Score (Max: 100 pts)**

Category	Weight	Description
Relevance of Answer	30 pts	Directly addresses the question with examples
Structure & Delivery	25 pts	STAR format or logical flow
Confidence & Clarity	20 pts	No filler words, professional delivery
Depth & Insight	15 pts	Thoughtful response aligned to job values
Grammar & Pace	10 pts	Clear language, no excessive filler words



## Composite Score Weights (Displayed in Dashboard)

Feature	Contribution to Final Score
Résumé Score	40%
LinkedIn Optimizer	30%
Mock Interview Score	30%

Your final **ATS Readiness Score** = **Weighted Average** across the three categories, giving users a clear metric of their job-readiness performance.



## Additional Implementation Decisions (Committed)

1. **Cover-LetterScoring (V2 Backlog)** – Separate feature allowing users to upload/paste their own cover letter for an AI score & feedback (Pro/Premium in V2).
2. **InterviewQuestions Soft-Cooldown** – Abuse prevention: **max1 question-set request per minute** for all plans.
3. **Relay Sub-Account Structure** – Create Operating, Tax, Marketing, and Reserve buckets to silo cash inside Relay Bank.
4. **Token-Cost Strategy** – Run résumé & LinkedIn scoring on **GPT-3.5-turbo-1106**; reserve **GPT-4o** for mock-interview feedback to control OpenAI spend.
5. **Social-Proof Automation** – Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.



## Next Steps

Task	Owner / Tool	Done When
<b>Final Bug-bash MVP</b> – upload 10 messy PDF résumés across launch roles and confirm scoring returns in <b>&lt;500ms</b> with no errors	Founder + QA checklist	All 10 files scored successfully under latency budget
<b>Lock Launch Role List (10 roles)</b> – Software Engineer, Full-stack Developer, Data Engineer, DevOps Engineer, AI Engineer, Product Manager, Scrum Master, Release Train Engineer, UX Designer, QA Engineer	Velo combo-box list & prompt presets	Role array frozen in code repo prior to launch
<b>Implement Usage Meter + 3-Email Drip</b> – meter Essential plan (3 feedback /month) + Day0/2/3 emails via Gmail-Zapier	Zapier + Gmail + Sheets counter	Meter displays usage; emails fire on schedule
<b>Pre-record 5 “Before → After” Screens</b> – résumé score improvements for social proof	Loom + Canva card template	5 image/video assets ready for Launch Day posts

These tasks are **committed decisions** as of 2025-04-27 and must be completed before public launch.