🚀 **JobHackAI Business Model (Updated as 4/20/2025)**

📌 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	✅	✅	✅
Resume Rewriting	❌	🔒 Locked	🔒	✅	✅
Cover Letter Generator	❌	🔒 Locked	🔒	✅	✅
Interview Questions	❌	✅ Full Access	✅	✅	✅
Mock Interviews	❌	🔒 Locked	🔒	✅ Unlimited	✅ Unlimited
LinkedIn Optimizer	❌	🔒 Locked	🔒	🔒	✅
Priority Review	❌	🔒 Locked	🔒	🔒	✅

📌 **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.

✅ 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:

1️⃣ SEO & Blog Content – 2-4 AI blog posts/month using Wix SEO tools.

2️⃣ Social Media – LinkedIn, Twitter, YouTube channels with job prep tips.

3️⃣ Paid Ads – Google Ads + retargeting (limited use in early stages).

4️⃣ 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.

📌 Platform & Tech Stack

Component	Technology
Website Builder	Wix (no-code)
AI Engine	OpenAI API (for résumé scoring, rewriting, feedback, and interview features)
Authentication	Firebase Auth (secure sign-in and password reset workflows)
Payments	Stripe (credit card processing)
Automation	Zapier (connects Wix, Stripe, OpenAI, Sheets, Gmail)
KPI Dashboard	Grafana (hosted locally on MacBook using Google Sheets + Zapier data pipeline)
Data Storage	Google Drive & Google Sheets (lightweight, cloud-based)
Security & Performance	Cloudflare (DNS, caching, bot protection, and free SSL)

📌 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	#F9FAFB	Section dividers, layout fill
White	#FFFFFF	Card backgrounds, base layer
Divider / Border Color	#E5E7EB	Lines between sections, containers

✅ Typography

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

✅ 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)

```html
<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:

```css
.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;
}
```

✅ **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
TOTAL	**$300**	**$500**	**$1,000**

✅ 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.

🚀 Next Steps

✅ Finalize OpenAI API prompts for all features (Resume, Cover, LinkedIn)

✅ Set up all Zapier automation between Wix, Stripe, OpenAI, and Sheets

✅ Launch SEO blog in Wix and begin publishing monthly content

✅ Finalize A/B test for pricing page copy and start tracking conversions

This replaces all prior versions of the JobHackAI Business Model. All decisions from 3/16 to 4/4 are now reflected. 🚀