

JobHackAI Business Model (Updated as 4/15/2025)

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:

- 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.

Platform & Tech Stack

- ✓ Website: Built on Wix (no-code)
- ✓ AI: OpenAI API for résumé scoring, feedback, rewriting, etc.
- ✓ Automation: Zapier links Wix, Stripe, OpenAI, Sheets, Gmail
- ✓ KPI Dashboard: Grafana on macOS with Google Sheets & Zapier
- ✓ Hosting: Self-hosted Grafana using repurposed MacBook Pro (real-time display)
- ✓ Data Storage: Google Drive & Google Sheets (lightweight + cloud-based)
- ✓ Security & Performance: Cloudflare for 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	<code><link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;600;800&display=swap" rel="stylesheet"></code>
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✓ 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;
}
```

✓ 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. 