




















JobHackAI Business Model (Updated as 6/2/2025)

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

Feature	Free	3-Day Trial	Essential	Pro	Premium
ATS Resume Scoring	1	Unlimited	Unlimited	Unlimited	Unlimited
Resume Feedback		3 (soft cap)	3/mo	Unlimited	Unlimited
Resume Rewriting				Unlimited	Unlimited
Cover Letter Generator				Unlimited	Unlimited
Interview Questions		Unlimited	Unlimited	Unlimited	Unlimited
Mock Interviews				20/mo	Unlimited*
LinkedIn Optimizer					Unlimited
Priority Review					Auto-enabled

*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	Da	Key Actions	Objective / KPI
<i>Pre-Launch Prep</i>	– 7 →	• 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 –</i>	0	• Post 60-sec Loom demo on site + LinkedIn/Twitter• Announce 250 free-trial cap	Drive first-day traffic; create
<i>Week 1 – Social</i>	1-7	• Auto-DM new trial users for testimonials (Zapier → LinkedIn)• Live-update testimonial carousel• Share	Capture & display trust signals
<i>Micro Google Ads</i>	3-7	• \$15/day on keyword “ ATS resume score free ” (points to Pricing A)	Measure CAC vs 5 % CVR target

<i>Affiliate Kick-off</i>	8-14	• Send 20 personalized Loom pitches to career influencers • Offer 20 % lifetime rev-share via Stripe	Acquire low-CAC partners
<i>Content</i>	8-14	• Draft next 2 blog posts • Convert best LinkedIn post to	Sustain SEO +

Success Benchmarks

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

Platform, Banking & Tech Stack

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

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"

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;
}

```

✓ Resume 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
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.

✓ Resume 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)	30 pts	Storytelling, clarity, and professional tone
Experience Section	25 pts	Results-focused, matches résumé
Skills Section	15 pts	Job-relevant and up to date
Recommendations	10 pts	Quality and relevance of
Profile Image & URL(Not Included, just text on page)	5 pts	Custom URL and professional image
Engagement (Not Included yet)	10 pts	Posts and activity — placeholder

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.

Feature Set & Functionality Details

1.ATS Resume Scoring

What it is:

An advanced AI-driven resume scanner that analyzes uploaded resumes for ATS (Applicant Tracking System) compatibility and job relevance. The system produces a numeric **ATS Score (1–100)** using a proprietary rubric, delivering a full breakdown and targeted recommendations.

Scoring Rubric:

- **Keyword Match** (35 pts): Relevance to the user’s target job via skills/industry keywords.
- **ATS Formatting** (25 pts): Headings, layout, font usage, and ATS compliance (no tables or graphics).
- **Structure & Organization** (20 pts): Section order, job titles, dates, education clarity.
- **Tone & Clarity** (10 pts): Action-oriented language and concise bullet points.
- **Grammar & Spelling** (10 pts): No typos, correct tense.

Plan Access:

- **Free:** 1-time use; one resume scan with full score and high-level feedback.
- **3-Day Trial:** Unlimited scans, unlimited resumes, full breakdowns, and recommendations.
- **Essential/Pro/Premium:** Unlimited scans, detailed breakdowns, and improvement suggestions at any time.

Dashboard Experience:

- Score displayed as progress bar with color badge (red/yellow/green), section-by-section rubric, and improvement suggestions.

2.Resume Feedback

What it is:

Structured, AI-powered feedback that evaluates resumes section-by-section for clarity, alignment, keyword density, and formatting issues. Provides actionable guidance to increase job search effectiveness.

Plan Access:

- **Free:** Locked, with visible upgrade CTA.
- **3-Day Trial:** Up to 3 feedback sessions (soft cap). Usage meter and upsell banners appear at 2/3. Locks at 3/3 until upgrade.
- **Essential:** 3 feedbacks per month. Meter shown; locks at 3/3, upgrade CTA displayed.
- **Pro/Premium:** Unlimited resume feedback.

3.Resume Rewriting

What it is:

AI-powered resume rewriting that completely rewords and optimizes the user's resume for ATS compliance, clarity, and readability, section-by-section. (No numeric score—uses the same rubric for AI improvement.)

Plan Access:

- **Free/Trial/Essential:** Locked, upgrade CTA visible.
- **Pro/Premium:** Unlimited rewrites.

4.Cover Letter Generator

What it is:

Automated, AI-generated cover letters tailored to specific jobs (250 words), using resume data and job descriptions for maximum ATS compatibility and impact. (No scoring in MVP—cover letter scoring on V2 backlog.)

Plan Access:

- **Free/Trial/Essential:** Locked.
- **Pro/Premium:** Unlimited cover letter generation.

5. Interview Questions

What it is:

Generates customized lists of technical and behavioral interview questions based on role, industry, and seniority. Pulls from a robust 25-role autosuggest library. (No scoring.)

Plan Access:

- **Free:** Locked.
- **3-Day Trial/Essential/Pro/Premium:** Unlimited question set generation.
- **All plans:** 1-minute cooldown between requests to prevent abuse.

6. Mock Interviews

What it is:

A fully simulated, AI-powered interview experience. The user answers real-time questions (typed for MVP), and the AI scores each response using a standardized rubric, plus provides session summaries and improvement advice.

Scoring Rubric:

- **Relevance of Answer** (30 pts)
- **Structure & Delivery** (25 pts)
- **Confidence & Clarity** (20 pts)
- **Depth & Insight** (15 pts)
- **Grammar & Pace** (10 pts)
- **Session results:** Numeric badge, progress tracking, color coding.

Plan Access:

- **Pro:** 20 sessions/month, usage meter after 10; upsell banner at 18/20; soft cooldown: 1/hr, 5/day.
- **Premium:** Unlimited sessions (soft cooldown: 1/hr, 5/day).
- **Free/Trial/Essential:** Locked.
- **Voice input:** Backlog for V2.

7.LinkedIn Optimizer

What it is:

Section-by-section LinkedIn profile review and scoring (1–100) with actionable feedback and AI-powered rewrite suggestions for every section.

Scoring Rubric:

- **Headline & Tagline** (20 pts)
- **Summary/About** (20 pts)
- **Experience** (20 pts)
- **Skills** (15 pts)
- **Recommendations** (10 pts)
- **Profile Image & URL** (5 pts)
- **Engagement** (optional, 10 pts, future)

Plan Access:

- **Premium:** Unlimited scoring and rewrite access.
- **All lower tiers:** Locked, with CTA/feature lock.

8.Priority Review

What it is:

Premium users' resume and interview requests are automatically prioritized in the AI queue for faster, more detailed analysis—no action required.

Plan Access:

- **Premium:** Auto-enabled.
- **Others:** Locked.

Feature Lock & Usage Meter Logic

- **Locked Features:** Gray lock icon with tooltip “Upgrade to unlock.” Premium-only features display gold badge in lower tiers.
- **Usage Meter:**

- Resume Feedback: Usage shown, upsell at 2/3 (trial) or 3/3 (Essential).
- Mock Interviews (Pro): Meter after 10, upsell at 18/20.
- **Cooldowns:**
 - Interview Questions: 1/min
 - Mock Interviews: 1/hr, 5/day

Composite ATS Readiness Score (Dashboard)

- Weighted average of:
 - Resume Score (40%)
 - LinkedIn Score (30%)
 - Mock Interview Score (30%)
- Presented as a dashboard gauge to indicate job market readiness

Backlog / V2 Features

- Mock Interview Voice Input (planned for V2)
- Cover Letter Scoring (V2)
- AI Job-Market Trends dashboard (V2+)

Rationale for Unlimited ATS Scoring in Trial

- Increases perceived value and conversion, in line with industry competitors.
- Minimal cost impact per scan.
- Ensures the upgrade push comes from other feature caps (feedback, rewrites, LinkedIn, etc.).



Additional Implementation Decisions (Committed)

1. **Cover-Letter Scoring (V2 Backlog)** – Separate feature allowing users to upload/paste their own cover letter for an AI score & feedback (Pro/Premium in V2).
2. **Interview Questions Soft-Cooldown** – Abuse prevention: **max 1 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.
6. **Design Token Expansion** – Add spacing (`--space-1...--space-6`), typography scale (`--fs-h1...--fs-small`), shadow (`--elev-1, --elev-2`), breakpoint (`--bp-sm...--bp-xl`), and motion (`--trans-fast`) tokens to the Design System.
7. **Canonical Snippet Library** – Create `Snippets.md` containing the authoritative HTML/CSS for Button, Input, and Card components.
8. **Prompt Contract Update** – Future prompts must reference tokens and snippets explicitly: “Insert `<!-- Button -->` snippet verbatim; use `var(--space-3)` for padding.” ** – Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.

Next Steps

Task	Owner / Tools	Done When
Final Bug-bash MVP – upload 10 messy PDF résumés across launch roles and confirm scoring returns in < 500 ms with no errors	Founder + QA checklist	All 10 files scored successfully
Lock Launch Role List (10 roles) – Software Engineer, Full-stack Developer, Data Engineer, DevOps Engineer, AI Engineer, Product Manager, Scrum Master, Release Train	Velo combo-box list &	Role array frozen in code repo prior to
Implement Usage Meter + 3-Email Drip – meter Essential plan (3 feedback / month) + Day 0/2/3 emails via Gmail-Zapier	Zapier + Gmail +	Meter displays usage; emails
Pre-record 5 “Before → After” Screens – résumé score improvements for social proof	Loom + Canva card	5 image/video assets ready for

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