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

📌 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.)	Basic ($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

✅ 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:

- Primary Blue: `#007BFF`

- CTA Green: `#00E676`

- Text Slate: `#1F2937`

- Background Gray: `#F9FAFB`

- Accent White: `#FFFFFF`

✅ Font: Inter (Google Font – 400, 600, 800)

✅ Layout: Modern SaaS, card-based, hover transitions, rounded corners

✅ All pages include consistent header/footer + SVG logo

✅ Footer includes: "© 2025 JobHackAI. All rights reserved." + navigation links

✅ Feature lock icons used to promote paid upgrades

📌 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

🚀 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. 🚀