∅ JobHackAI Business Model (Updated as 4/23/2025)

VOverview

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	✓	✓	✓
Mock Interviews	×	■ Locked		✓ Unlimited	✓ Unlimited
LinkedIn Optimizer	×	Locked			✓
Priority Review	X	Locked			V

***** 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.

✗ 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
Launch Day – "Score-in-6 0s"	0	• Post 60-sec Loom demo on site + LinkedIn/ Twitter• Announce 250 free-trial cap	Drive first-day traffic; create scarcity
Week 1 – Social Proof Loop	1-7	• Auto-DM new trial users for testimonials (Zapier → LinkedIn)• Live-update testimonial carousel• Share "Before → After" score images	Capture & display trust signals
Micro Google Ads Test	3-7	• \$15/day on keyword "ATS resume score free" (points to Pricing A)	Measure CAC vs 5 % CVR target
Affiliate Kick-off	8-14	• Send 20 personalized Loom pitches to career influencers• Offer 20% lifetime rev-share via Stripe Partner	Acquire low-CAC partners
Content Engine On	8-14	• Draft next 2 blog posts• Convert best LinkedIn post to YouTube Short	Sustain SEO + social reach

Success Benchmarks

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

✗ 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	#00E67	Buttons, success indicators
Accent Blue	#007BF F	Outlines, links, secondary CTAs
Main Text (Slate)	#1F293 7	Primary body and header text
Secondary Text (Gray)	#4B556 3	Subtext, muted labels
Muted Gray Text	#6B728 0	Descriptive captions, hint text
Light Gray Background	#F9FAF B	Section dividers, layout fill
White	#FFFFF F	Card backgrounds, base layer
Divider / Border Color	#E5E7E B	Lines between sections, containers

▼ Typography

Fon t	Inter (Google Font)
Wei ghts	400 (Regular), 600 (Semi-Bold), 800 (Extra-Bold)
Imp ort	<pre><link href="https://fonts.googleapis.com/css2? family=Inter:wght@400;600;800&display=swap" rel="stylesheet"/></pre>

✓ UI Components & Design Notes

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

V 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">
      © 2025 JobHackAI. All rights reserved.
    </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.
 - o Display **usage counter**: "You've used 2 of 3 résumé feedback sessions this month."
 - o When the limit is reached: show alert or modal:
 - 1 You've reached your résumé feedback limit this month. Upgrade to Pro for unlimited feedback.
- **Pro and Premium Users**: Unlimited access no cap or warnings displayed.

• Free Tier: No résumé feedback available (locked with CTA overlay).

V Feature Locks (Visual Style)

- Gray lock icon a 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	Subscriber s	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	Mid	High
	(\$300)	(\$500)	(\$1,000)

TOTAL	\$300	\$500	\$1,000
CPA Payroll & Tax Filing	\$80	\$100	\$150
Affiliate Payouts	\$0	\$65	\$140
Paid Ads	\$50	\$100	\$250
Blog & SEO Tools	\$30	\$50	\$100
Google Workspace	\$6	\$6	\$6
OpenAI API	\$50	\$150	\$400
Zapier	\$30	\$75	\$150
Wix	\$54	\$54	\$54

✓ Less than 1% of revenue at scale \rightarrow 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
- \bigvee Pricing built for conversions with trial \rightarrow 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.

V Résumé ATS Score (Max: 100 pts)

Category	Weig ht	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	Weigh t	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	Weigh t	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	200
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.