

JobHackAI Business Model (Updated October 30, 2025)

Overview

A Application Tracking System-ready SaaS job prep platform: resume scoring & rewrites, interview practice, and LinkedIn optimization. Built to get job seekers noticed and hired faster. JobHackAI is an AI-powered job preparation platform that helps optimize resumes, prepare for interviews, and improves LinkedIn profiles. The business is fully passive, automated, and scalable, requiring no 1-on-1 coaching or high-ticket offerings.

Canonical Pricing Matrix (Stamped)

Feature	Free	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		 Unlimited	3/mo	 Unlimited	 Unlimited
Resume Rewriting				 Unlimited	 Unlimited
Cover Letter Generator				 Unlimited	 Unlimited
Interview Questions		 Unlimited	 Unlimited	 Unlimited	 Unlimited
Mock Interviews				 Unlimited (1/hr, 5/day)	 Unlimited (1/hr, 5/day)
LinkedIn Optimizer					 Unlimited
Priority Review					 Auto-enabled

Trial includes: unlimited scoring, feedback, and interview questions. Other features remain locked.

Notes:

- Trial is **generous** → Unlimited Scoring, Feedback, and Questions.
- Essential is **lean** → limited feedback (3/mo), no premium tools.
- Pro is the **sweet spot** → Unlimited rewrites, cover letters, and mock interviews (with cooldowns).
- Premium is the **elite tier** → Adds LinkedIn + Priority Review.

Trial Details (Policy)

- Full 3-Day Trial (credit card required; auto-renews unless canceled).
- No reminder email before billing.
- Trial includes **ATS Resume Scoring, Resume Feedback, Interview Questions** (all unlimited per canonical matrix). All other features remain locked.

Additional Options

- **Annual Discount:** 2 months free when paying yearly.
- **1 Free AI Resume Score:** acquisition hook.
- **Upsell Page for Cancelling Users:** discount or downgrade offer to retain.
- **Free-Tier Cap:** limit to **250 free-trial sign-ups per month** (scarcity/ops control).
- **A/B Pricing Page Tests:** maintain two variants for CVR optimization.

AI-Powered Features

- ✓ ATS Resume Optimization – Score & improve resumes with ATS insights.
- ✓ Resume Feedback – Structured feedback with detailed suggestions.
- ✓ Resume Rewriting – Pro & Premium.
- ✓ Cover Letter Generator – Pro & Premium (≈ 250 words/job-specific).
- ✓ Interview Questions & Mock Interviews – Tailored to role and seniority.

- LinkedIn Optimizer – Premium only (scoring + rewrite suggestions).
- Priority Review – Premium only (auto-enabled).
- AI Market Trends – V2 only (hidden in MVP UI).

 **Interview Questions Autosuggest Role List (Combo-box)**

(filters in real time; shows up to 8 matches)

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

📌 Marketing & Traffic Strategy

Four-channel acquisition strategy:

- 1 SEO & Blog Content – 2–4 AI posts/month via Wix SEO tools.
- 2 Social Media – LinkedIn, Twitter, YouTube job-prep tips.
- 3 Paid Ads – Google Ads + retargeting (micro-tests early).
- 4 Affiliate Marketing – coaches/influencers with rev-share.

- ✓ Blog hosted on Wix.
- ✓ Organic-first; target ~\$300/mo operating costs early.
- ✓ Upsell triggers: exit intent offers, feature locks, trial countdown.
- ✓ SEO focus: ATS compliance, AI job prep, LinkedIn tips.
- ✓ All content branded **JobHackAI** (no personal brand).

📌 Go-to-Market Launch Strategy (First 14 Days)

Phase	Da	Key Actions	Objective / KPI
Pre-Launch Prep	-7	• Publish 3 SEO posts • Schedule 10 LinkedIn snippets → • Wire GA4 + UTM + A/B pricing pages	Seed organic traffic & enable conversion
Launch Day	0	• 60-sec Loom demo on site + LinkedIn/Twitter • Announce 250 free-trial cap	Drive first-day traffic; create
Week 1 – Social Proof	1–7	• Auto-DM trial users for testimonials (Zapier→LinkedIn) • Live-update testimonial carousel	Capture & display trust signals
Micro Google Ads	3–7	• \$15/day on “ ATS resume score free ” (to Pricing A)	Measure CAC vs 5% CVR target
Affiliate	8–11	• 20 personalized Loom pitches • Offer 20% lifetime	Acquire low-CAC
Content	8–14	• Draft next 2 blog posts • Convert best LinkedIn post	Sustain SEO + social

Success Benchmarks: LP conversion $\geq 5\%$; Trial \rightarrow Paid $\geq 20\%$; Blended CAC $\leq \$50$ for first 25 paid.

📌 Stripe Configuration (Test Mode)

DEV and QA share the same **Stripe Test Account**. All products, API keys, and webhooks are synchronized across environments.

Product Catalog

- **JobHackAI Essential:** \$29/mo — Unlimited résumé scoring, feedback, and interview questions. Includes 3-day trial.
- **JobHackAI Pro:** \$59/mo — Adds résumé rewriting, cover letter generation, and mock interviews.
- **JobHackAI Premium:** \$99/mo — Includes everything in Pro plus LinkedIn Optimizer and Priority Review.

Product IDs (Test Mode)

Plan	Product ID	Price ID
Essential	prod_T0NempaR2BWTf9	price_1S4MsXApMhPcB1Y6sC4oq2NL
Pro	prod_T0Ni7b3qqSH9ca	price_1S4MvLApMhPcB1Y6ejrHX2g9
Premium	prod_T0Nk8DSDoW38ko	price_1S4MyKApMhPcB1Y6g40stOsY

Webhooks (Active)

Environment	URL	Events	Status
DEV	https://dev.jobhackai.io/api/stripe-webhook	6 events	✓ Active
QA	https://qa.jobhackai.io/api/stripe-webhook	9 events	✓ Active

- 0% error rate in both environments
- Average response time: 992–1125 ms

- Webhook signing secrets securely stored as environment variables (`STRIPE_WEBHOOK_SECRET`)

API Keys (Test Mode)

Type	Key	Created	Last Used
Publishable Key	<code>pk_test_51RymD...WMLIC</code>	Aug 22	Oct 29
Secret Key	<code>sk_test_51RymD...ALSMT</code>	Sep 4	Oct 29

No restricted keys yet — all requests currently authenticated via standard test keys.

Customer Portal Configuration

- **Portal URL:** Stripe-hosted (`billing.stripe.com/p/login/test_cNihcNabEW2kHnz2nds00`)
- **Status:** Active in test mode.
- **Allowed actions:**
 - View invoices
 - Update billing info and payment methods
 - Cancel subscriptions
 - Switch plans (proration active)
- **Charge timing:** Invoice prorations immediately at time of update.
- **Downgrades:** Wait until end of billing cycle.
- **Upgrades:** Apply immediately.
- **Plans visible:** Essential (\$29), Pro (\$59), Premium (\$99)

📌 Platform, Banking & Tech Stack

Component	Provider	Notes
Marketing	Wix	Root domain <code>jobhackai.io</code> ; blog + SEO. CTA routes to <code>app.jobhackai.io</code> .
App Hosting	Cloudflare Pages (Next.js)	<code>dev.jobhackai.io</code> , <code>qa.jobhackai.io</code> , <code>app.jobhackai.io</code> .
Backend/API	Cloudflare Workers	Handles Stripe, Auth, KV.
Auth	Firebase Auth	Unified across environments.
Data	Google Sheets + Drive	Usage tracking, feedback logs.
Storage	KV Namespaces	DEV/QA: <code>5237372648c34aa6880f91e1a0c9708a</code> → <code>JOBHACKAI_KV</code>
PROD: <code>339c38b128ce4ddc9a3c0f4d407e0e2d</code> → <code>JOBHACKAI_KV</code>		
Payments	Stripe (Test Mode)	Synced DEV/QA configuration; live keys for PROD.
Email	Postmark / Mailgun	Transactional email handling.
Banking	Relay Bank + ADP	CPA-managed payroll/tax.
Security	Cloudflare	DNS, SSL, bot/firewall.

📌 Design System & UI (Tables)

🎨 Colors

Element	HEX	Use Case
Primary CTA Green	#00E676	Buttons, success indicators
Accent Blue	#007BFF	Links, outlines, secondary CTAs
Main Text (Slate)	#1F2937	Primary body and headers
Secondary Text (Gray)	#4B5563	Subtext, muted labels
Muted Gray Text	#6B7280	Captions, hint text
Light Gray Background	#F9FAFB	Section dividers, layout fill
White	#FFFFFF	Card backgrounds, base layer
Divider / Border	#E5E7EB	Section separators

✍️ Typography

Property	Value
Font	Inter (Google Font)
Weight	400, 600, 800
Import	<code><link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;600;800&display=swap"</code>

🌐 Buttons

Property	Primary CTA	Secondary Outline
Background	#00E676	transparent
Text Color	#FFFFFF	#007BFF
Border Radius	8px	8px
Font Weight	600	600
Hover	Darken to #00c965	Blue underline fade-in

Navigation Bar

Element	Notes
Logo	Left-aligned SVG icon + “JobHackAI” wordmark
Links	Home • Blog • Features • Pricing • Login
CTA	Right-aligned Start Free Trial (green #00E676)
Responsive	Mobile toggle (≡)

Footer (Global)

Consistent with `Snippets.md` standard: logo left, centered copyright, right links.

Usage & Access Logic

Resume Feedback

Plan	Access	UX Behavior
Free	Locked	CTA overlay to upgrade
3-Day Trial	Unlimited	Upsell to Pro for rewrites/cover letters
Essential	3 per month	Meter (3/3) + Upgrade Modal
Pro/ Premium	Unlimited	No cap

Mock Interviews

Plan	Access	Limits
Free / Trial / Essential	Locked	CTA + tooltip
Pro/Premium	Unlimited	1/hr · 5/day

Feature Lock Button:

```
<button class="btn-locked"><svg width="18" height="18" viewBox="0 0 24 24" fill="none" stroke="#fff" stroke-width="2"><rect x="3" y="11" width="18" height="8" rx="2"></rect><path d="M7 11V7a5 5 0 0110 0v4"></path></svg> Upgrade to Unlock</button>
```

📌 Business Structure & Tax Benefits

- **Entity:** JobHackAI LLC (Kentucky 2025)
- **Election:** S-Corp planned 2026
- **Salary:** \$2,000/mo
- **Distributions:** 24% tax (CPA managed)
- **Quarterlies:** Apr 15 / Jun 15 / Sep 15 / Jan 15
- **Payroll:** ADP (Liberty Tax backend)
- **Rationale:** Automated, compliant, multi-state filing

📊 ROI, Market Research & Growth Potential

Scenario	Subscribers	Revenue/mo	Costs	Annual Revenue
Low-End	250	\$14,750	\$300	\$177,000
Mid-Range	700	\$41,300	\$500	\$495,600
High-Growth	1,500	\$97,500	\$1,000	\$1.17 M

Lean cost breakdown:

Wix \$54 | OpenAI \$50–400 | Workspace \$6 | Blog Tools \$30–100 | Ads \$50–250 | Affiliate \$0–140 | CPA \$80–150.

✓ <1% of revenue at scale → extremely profitable.

📌 Future To-Dos

1. Configure `jobhackai-app-prod` (live Stripe keys).
2. Validate Firebase PROD and domain mapping.
3. Separate API repo if backend expands.
4. Sync KV namespaces across envs.
5. Verify ADP integration post-EIN verification.

📈 Market Overview

- **Market Size:** Online career services $\approx \$43B$ by 2028
- **Trend:** 82% of recruiters use AI to screen resumes
- **Niche:** strong demand for AI-powered job-prep tools

💰 Monthly Cost Breakdown

Category	Lean (\$300)	Mid (\$500)	High (\$1,000)
Wix	\$54	\$54	\$54
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

✅ <1% of revenue at scale → extremely profitable.



Feature Set & Functionality Details (Professional Layout)**

1 ATS Resume Scoring (Max 100)

Category	Details
What it is	An AI-powered resume scanner that evaluates resumes for ATS (Applicant Tracking System) compatibility and job relevance. It generates a numeric ATS Score (1–100) with actionable insights and improvement suggestions.
Scoring Rubric	Keyword Match (35 pts): Skill/industry keyword alignment. ATS Formatting (25 pts): Structure, layout, and compliance. Structure & Organization (20 pts): Logical sectioning, date clarity, and title hierarchy. Tone & Clarity (10 pts): Concise, action-oriented phrasing. Grammar & Spelling (10 pts): No typos or tense errors.
Plan Access	Free: 1-time use, full score + brief feedback. 3-Day Trial: Unlimited scans, full breakdowns. Essential/Pro/Premium: Unlimited scans, detailed feedback anytime.
Dashboard Experience	Visual score progress bar (red/yellow/green), detailed section rubric, and AI-driven improvement recommendations.

Category	Weight	Description
Keyword Match	35	Relevance to job title & description via skill keywords
ATS Formatting Compliance	25	Headings, layout, font choice; avoid tables/graphics
Structure & Organization	20	Section order, job titles, dates, education clarity
Tone & Clarity	10	Action voice, concise achievements
Grammar & Spelling	10	Typos, tense usage

2 Resume Feedback

Category	Details
What it is	Structured, AI-powered section-by-section feedback on clarity, alignment, keyword density, and formatting with actionable improvement advice.
Plan Access	Free: Locked (Upgrade CTA visible). 3-Day Trial: Up to 3 feedbacks (soft cap; locks at 3/3). Essential: 3 feedbacks/month (meter at 3/3). Pro/Premium: Unlimited feedback.
UX Experience	Usage meter and progress indicators; banner prompts upsell after hitting caps. Feedback shown inline with improvement callouts.

3 Resume Rewriting

Category	Details
What it is	Full AI rewrite for ATS compliance, clarity, and readability. Uses the same rubric as scoring for optimization rather than numeric evaluation.
Plan Access	Free/Trial/Essential: Locked (Upgrade CTA visible). Pro/Premium: Unlimited rewrites.
Output Format	Section-by-section rewrites with tracked improvements and side-by-side comparison.

4 Cover Letter Generator

Category	Details
What it is	Automated AI cover letter generator (\approx 250 words) using resume and job description inputs for ATS alignment and professional tone.
Plan Access	Free/Trial/Essential: Locked. Pro/Premium: Unlimited generation.
Notes	Scoring not included in MVP (Cover Letter Scoring = V2 backlog).

5 Interview Questions

Category	Details
What it is	Dynamic AI-powered question generator tailored to role, seniority, and job type (Behavioral, Technical, Leadership, etc.). Integrates Replace/Save/Notes system with STAR coaching.
Query Fields	Role (combobox), Seniority, Question Type, Count (10), and optional Job Description input.
Cooldown	1/minute between generations; individual Replace cooldown: 5 sec.
Plan Access	Free: Locked (CTA card). Trial/Essential/Pro/Premium: Unlimited generation with 1 min cooldown.
UX Experience	Replace single questions without regenerating full set. Notes auto-save locally. Show Answer Guidance toggle provides short hints + examples.

Interview Questions — UX Spec

Query Bar (above the list)

- **Fields:**
 - **Role** (combobox)
 - **Seniority** (Select: Intern / Junior / Mid / Senior / Lead / Director)
 - **Question Type** (toggle chips: Behavioral / Technical / System Design / Leadership / Culture)
 - **Question Count** (10)
 - **Advanced** (accordion): “**Paste Job Description (optional)**” textarea to tailor the set.

On each question card

- **Actions:** **Copy**, **Replace** (swap just this one), **Save** **★**, **Notes** (opens a small textarea).

Cooldown & statuses (1/min rule)

- After **Generate/Regenerate**, show a **non-blocking toast**: “*New Set ready.*”
- Disable **Generate/Regenerate** with a countdown badge (e.g., “**0:58**”).

Session history (lightweight)

- Right side on desktop / collapsible on mobile: **Recent Sets** (role, timestamp, 10 questions). Click to restore.

Access & plan logic (aligned with pricing matrix)

- **Free:** page locked → CTA card “*Upgrade to try Interview Questions.*”
- **Trial / Essential / Pro / Premium:** unlimited generation with **1/min cooldown**.
- **Mock Interview CTA:** visible but **locked** for Trial/Essential; **clickable** for Pro/Premium.

Control without re-rolling the whole set

- If 1–2 questions miss, **Replace** swaps just those to avoid burning a full regeneration and keep momentum.

Faster practice → better retention

- **Copy** and **Save** let users build a tight, personal set in seconds. Users curate → repeat → refine.

Answer quality jumps

- **Notes + Show Answer Guidance** (STAR hints) push users to structure answers; reduces rambling.

Clean upsell path

- **Start Mock Interview with saved set** becomes a natural **Pro/Premium** funnel. Trial/Essential see a lock + tooltip (no dead ends).

Great telemetry

- Clicks on **Replace/Save/Copy** identify weak topics, roles needing more coverage, and upgrade intent.

How it works (concrete examples)

A) Replace (surgical swap)

User sees **Q3: “Describe a time you disagreed with a teammate.”** It’s not relevant. They hit **Replace** → call:

POST /questions/replace

{

“role”: “<role>”,

```
"seniority": "<seniority>",

"types": ["behavioral", "technical"],

"jd": "<optional pasted JD>",

"replaceIndex": 3

}
```

New Q3 appears with a **5-second micro-cooldown** badge on the **Replace** button only. **Generate/Regenerate** cooldown stays intact.

B) Save ★ (curate a study set)

User stars **Q1, Q4, Q7** → a “**Saved (3)**” chip appears in the toolbar.

They can open **Saved Set** → **Copy All / Download PDF / Start Mock Interview with saved set.**

Trial/Essential clicking Mock Interview shows a **feature-lock modal** with Pro benefits + link to Pricing.

C) Notes (capture the story beats)

On **Q2: “Tell me about a time you improved a process.”**

User taps **Notes** → a small textarea drops under the card.

Pre-fill **STAR** scaffold:

S:

T:

A:

R:

They jot: “*Cut CI build time 22% by caching deps, parallelizing tests.*”

Auto-save to localStorage (or user profile later). On revisit, it’s there.

D) Show Answer Guidance (lightweight coaching)

Top-level toggle: **Show Answer Guidance**.

Each card reveals a **one-liner hint** (no walls of text):

Hint: “Quantify outcome; mention tools; keep it under 90 seconds.”

Optional **Example** expands a **3-sentence STAR** sample.

E) Copy (snackable export)

- **Copy** on a single card copies just that question.

- **Copy All** in the toolbar collects the current list (or the **Saved Set**) for quick pasting into Notes/Docs.

6 Mock Interviews (Max 100)

Category	Details
What it is	Simulated AI interview (10 role-specific questions/session). Each answer scored by rubric with feedback.
Scoring Rubric	Relevance (30 pts), Structure & Delivery (25 pts), Confidence & Clarity (20 pts), Depth & Insight (15 pts), Grammar & Pace (10 pts).
Plan Access	Free/Trial/Essential: Locked. Pro: 20 sessions/month (1/hr, 5/day). Premium: Unlimited sessions (1/hr, 5/day).
Output	Numeric badge + summary dashboard. Color-coded results for quick review. Voice input planned in V2. (Assembly AI platform)

Category	Weight	Description
Relevance of Answer	30	Addresses the question with examples
Structure & Delivery	25	STAR or logical flow
Confidence & Clarity	20	Minimal filler; clear delivery
Depth & Insight	15	Thoughtful, aligned to role values
Grammar & Pace	10	Clear language; pacing

Composite Dashboard Weighting: Resume 40% + LinkedIn 30% + Mock Interview 30%

7 LinkedIn Optimizer (Max 100)

Category	Details
What it is	AI analysis of LinkedIn profile sections with scoring and rewrite recommendations for Headline, Summary, Experience, Skills, and Recommendations.
Scoring Rubric	Headline (20 pts), Summary (20 pts), Experience (20 pts), Skills (15 pts), Recommendations (10 pts), Profile Image & URL (5 pts), Engagement (10 pts – future).
Plan Access	Premium: Unlimited access. Others: Locked (feature-lock CTA).
Dashboard	Score breakdown per section + rewrite preview.

Section	Weight	Description
Headline & Tagline	20	Branding + concise keywords
Summary/About	30	Story clarity, professional tone
Experience	25	Results-focused; matches résumé
Skills	15	Job-relevant, up to date
Recommendations	10	Quality & relevance

8 Priority Review

Category	Details
What it is	Premium-tier queue prioritization — user submissions get faster, deeper AI review. No manual action needed.
Plan Access	Premium: Auto-enabled. Others: Locked.
Logic & Meters	Locked features show gray lock + tooltip. Usage meters appear on limited tiers (Resume Feedback at 2/3 or 3/3; Mock Interviews at 10/20).
Cooldowns	Interview Questions: 1/min. Mock Interviews: 1/hr, 5/day.

📌 ATS Readiness Scoring Rubric

JobHackAI will provide users with a composite **ATS Readiness Score (1–100)** based on three scorable features: Resume, LinkedIn Profile, and Mock Interview Performance.

📊 Composite ATS Readiness Score (Dashboard)

Component	Weight	Source
Resume Score	40%	ATS Resume Scoring rubric
LinkedIn Score	30%	LinkedIn Optimizer rubric
Mock Interview Score	30%	Mock Interview rubric

Purpose: displayed as gauge visual in dashboard → overall job market readiness metric.

Rationale for Unlimited ATS Scoring (Trial): Boosts perceived value, low cost per scan, and encourages upgrade conversions through feedback/rewrite feature gating.

ATS Readiness Scoring Rubric

Composite Score (1–100) = Resume (40%) + LinkedIn (30%) + Mock Interview (30%)

Rubric Type	Criterion	Weight
Resume Rubric	Keyword Match	35
	Formatting	25
	Structure	20
	Tone	10
	Grammar	10
LinkedIn Rubric	Headline	20
	Summary	30
	Experience	25
	Skills	15
	Recommendations	10
Mock Interview Rubric	Relevance	30
	Structure	25
	Clarity	20
	Insight	15
	Grammar	10

Additional Implementation Decisions (Committed)

- Cover-Letter Scoring → V2 backlog.
- Interview Questions → soft-cooldown 1/min.
- Token Cost Strategy → 3.5-turbo for scoring / 4o for mock interviews + guardrails.
- Social Proof Automation → Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel.(more research needed)
- Design Tokens → spacing, type scale, shadows, breakpoints, motion. (`--space-1...6`), type scale (`--fs-h1...small`), shadows (`--elev-1, -2`), breakpoints (`--bp-sm...xl`), motion (`--trans-fast`).

- Canonical Snippet Library → **Snippets.md** for Buttons, Inputs, Cards.
- Prompt Contracts → future prompts must reference design tokens and snippets.