

Competitive Teardown: Post-Layoff Job-Seeker Products (U.S. Market)

1. Product Evaluations

Teal HQ

- **User Onboarding Flow:** 3-step email → Chrome extension install → optional dashboard tour (~2 min, self-serve).
- **Core Features & Emotional Tone:** Job-tracker CRM, AI résumé builder, keyword matcher, “Super Search” across boards (May 2025). Tone is upbeat and peer-to-peer (“ditch the spreadsheet”).
- **Pricing & Support Structure:** Free tier; Teal+ \$9/month (annual). Email support; Slack community for paying users.
- **User Sentiment:** ~4.0★ Trustpilot. Praised for organization tools; some complaints about surprise renewals (Mar 2025).

Randstad RiseSmart

- **User Onboarding Flow:** Employer invite → RightChoice™ questionnaire → coach call within 48 h (concierge-led).
- **Core Features & Emotional Tone:** AI job-match dashboard, 1-on-1 coaching, virtual workshops, progress reports; positioned as full outplacement. Tone is enterprise-HR, “dignified transition.”
- **Pricing & Support Structure:** Spark \$499 (3 mo) → Empower \$2,499 (6 mo) per individual. Live coach plus phone support.
- **User Sentiment:** Gartner Peer Insights 5★ (Apr 2025) for compassion; TheLayoff.com thread criticizes coach no-shows and portal UX (Nov 2024).

Placement.com (Executive-Focus)

- **User Onboarding Flow:** Coach-matching quiz → free 15-min intro → pay → account activates.
- **Core Features & Emotional Tone:** 1:1 video coaching, AI role-play simulations, leadership/career tracks, outplacement packages. Tone is aspirational, executive-level.
- **Pricing & Support Structure:** Credit packs; 4 credits \$499 (≈\$125/credit). Chat & email support.
- **User Sentiment:** Sparse recent reviews; older (2021) Trustpilot ratings mostly 5★—indicates brand-awareness risk.

LinkedIn Premium (Career Tier)

- **User Onboarding Flow:** One-click “Try Premium” → auto-imports profile → AI walkthrough; 30-day trial.
- **Core Features & Emotional Tone:** Unlimited InMail, who-viewed insights, AI résumé/cover-letter writer (2024), LinkedIn Learning. Tone is pragmatic, data-driven.
- **Pricing & Support Structure:** \$29.99/month or \$239.88/year. Self-service help center.
- **User Sentiment:** Massive user base; mixed views—valuable for networking, but perceived as pricey.

Teachable “Ultimate Layoff Bootcamp”

- **User Onboarding Flow:** Standard Teachable checkout → immediate video-course access; no personalized intake.
- **Core Features & Emotional Tone:** 6-module async program (~8 hr video) covering job search strategy, LinkedIn, interviewing, negotiation. Tone is tough-love, DIY worksheets.
- **Pricing & Support Structure:** One-time \$397 (lifetime access). Email support; private Facebook group.
- **User Sentiment:** Teachable platform reviews trend downward on support (“slow” as of Apr 2025); course-specific third-party proof is limited.

2. Feature Gaps & Positioning Whitespace vs. Next Chapter

Capability	Where Competitors Stand	Gap / White-Space for Next Chapter
48-Hour Relief Checklist	None provide automated benefits/ COBRA deadline tracking.	Unique crisis-moment hook to capture users at peak anxiety.
Daily Micro-Task “Bounce Plan”	Teal offers reminders but not prescriptive sequencing; others rely on sessions or static courses.	Opportunity to own habit-building niche with gamified tasks.
Budget Runway + Mood Tracking	Absent across all reviewed services.	Differentiates as holistic (financial + emotional) recovery tool.
AI Chat Coach w/ Tone Presets	LinkedIn & Teal have generic AI copy; Placement uses human coaches. No tone personalization.	Adds emotional adaptability; remain ahead by refining contextual empathy.
Mid-Market Freemium Pricing	Free (Teal) → \$30+/mo (LinkedIn) → \$499+ (RiseSmart/Placement).	Room at \$5-10/month tier—monetize without enterprise overhead.

3. Risks to Differentiation & Mitigations

Risk	Details	Mitigation
Resume/Tracker Commoditization	Teal dominates free résumé + CRM space.	Emphasize action sequencing, budget/mood analytics; consider integrating Teal via API instead of rebuilding.
AI Coaching Arms Race	LinkedIn & Teal iterate quickly; generative UX becoming table stakes.	Leverage proprietary contextual data (checklist progress, stress indicators) to personalize outputs; file IP on adaptive task engine.

Risk	Details	Mitigation
Enterprise Outplacement Overlap	RiseSmart & Placement could down-market with cheaper packages.	Focus on user-paid first; explore white-label SMB severance add-on later.
Static Course Copycats	Teachable creators can replicate checklists cheaply.	Keep content dynamic and data-driven (state-level benefits, personalized streaks) to raise replication cost.

4. Strategic Take-Aways for the PRD

1. **Double-down on early-crisis moments**—the relief checklist and first-30-day Bounce Plan are your moat.
2. **Bundle budget runway & mood insights** into daily coach nudges to increase stickiness and perceived value.
3. **Price transparently** below LinkedIn Premium while highlighting empathy and holistic care.
4. **Prioritize tone-preset AI coach** and run A/B tests (Hype vs. Pragmatist vs. Tough-Love) during MVP.
5. **Monitor outplacement incumbents**; be ready with an SMB partner play if they move down-market.