Lean Canvas

305Soft SOFTWARE FOR LIFE

EZ Resume

Problem

1. Customers need to build resumes.

2. Customers want to build "tunable" resumes (e.g. they want to apply for various roles, so "one resume doesn't fit all")

3. Customers don't necessarily know how to write a correct, beautiful resume that hiring managers will look at.

Solution

1.Easy to use app where customers input their own experiences

2. App allows for easy developments and creation of resume

Key Metrics

1.Number of resumes creates
2. Number of resumes downloaded

Unique Value Proposition

We create quality resumes using a known format (LaTeX) which compiles to a beautiful PDF document, easily configurable for your needs and job prospects.

Advantage

LinkedIn offers a social network style "resume profile" format. However, you cannot actually generate a beautiful resume from this directly. Our app allows for rapid deployment of resumes tailored to the job role(s) being sought after.

Channels

1. Advertising
2. Recommendations
3. Referrals

Customer Segments

Target: URI job/internship seekers

Overarching market segment: All universities and job seekers

Cost Structure

1. *Cloud Convert API calls for PDF conversion*
2. *Firebase backend storage*

Revenue Streams

* License to universities for easy Career Services dept. usage and student resume prep

* Sell the company to LinkedIn / venture capital / private equity