

SOUTH AFRICA'S PREMIER JOB BOARD &
CAREER MANAGEMENT PLATFORM

JOBBR

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Whitepaper

JOBBR WHITEPAPER – 2024 EDITION

Overview

Introducing JOBBR, a turnkey online job board and career management platform focused on providing job seekers, working professionals, freelancers and employers with a comprehensive suite of tools and resources to streamline the entire staffing/recruitment process, showcasing the latest job opportunities and creating value-added service offerings for employees and employers alike.

JOBBR is an online job board and career support platform that curates and publishes hundreds of job offers from several portals, agencies and third party websites/apps.

Our platform is dedicated to helping individuals navigate the job market with ease and confidence.

At Jobbr, we understand the importance of a well-crafted resume in making a strong first impression on potential employers. That's why our resume builder is designed to assist job seekers in creating professional resumes tailored to their skills and experiences.

In addition to our resume builder, Jobbr offers a range of value-added services aimed at empowering job seekers throughout their career journey. From interview tips to career advice articles, we strive to provide comprehensive support to our users as they explore opportunities in different industries across South Africa.

With Jobbr, finding and applying for jobs has never been more straightforward. Whether you're a recent graduate looking to kickstart your career or a seasoned professional seeking new challenges, our platform is here to help you take the next step towards your dream job. Join Jobbr today and let us guide you towards a brighter future in the world of work.

JOBBR

Unique Value Proposition

Our goal is to create a turnkey solution designed to streamline the processes associated with job seeking and talent acquisition while providing our users with unmatched value for money and access to invaluable resources and tools for success.

We aim to provide job seekers with world-class career management tools like free access to our verified resume database to showcase your professional profile to hundreds of potential employers, accredited online courses for upskilling, helpful resources via our dedicated community forum as well as our soon to be launched AI-powered resume assistant that helps job seekers and working professionals create a paper-based (PDF format) and web-based version of your Resume/CV.

We are also one of the first independent job portals to create additional work opportunities for certain users on our platform by allowing both individuals and companies to post articles on our guest blogging platform in order to earn passive income from the traffic they generate through their blog posts and articles.

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- ⁰¹ Dedicated & Expertly Curated Online Job Board

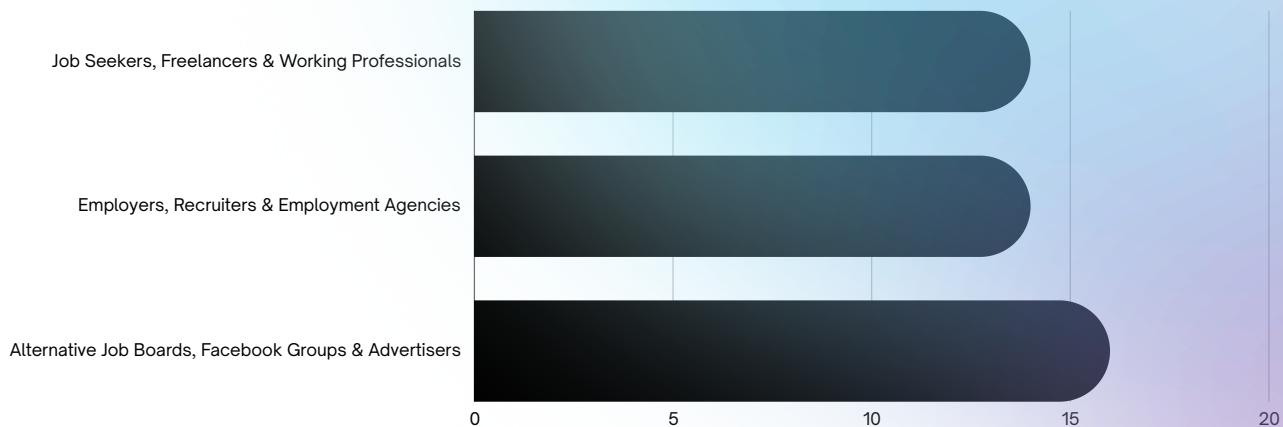
 - ⁰² Recruitment Suite For Job Seekers & Employers

 - ⁰³ Upskilling Program + Free Accredited Courses

 - ⁰⁴ Value-Added Tools, Resources & Sponsored Offers
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Audience

Through extensive market research and expert analysis, we have identified our core target audience, as shown in the chart below.



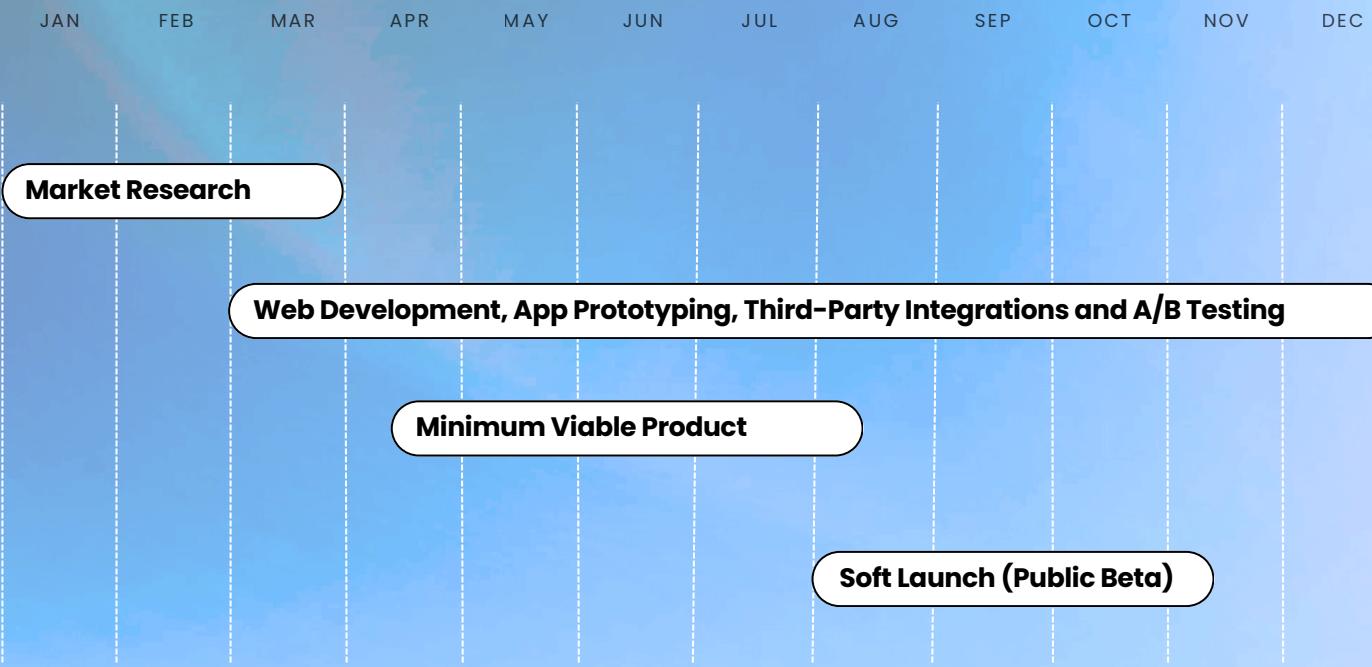
In South Africa job boards have been very popular, this is due to the high unemployment rate which equals high search volume from people looking for jobs.

Small business have often opted for free (ad-supported) job boards as the majority of paid job sites such as Careers24, Pnet and a host of other platforms are either part of large media companies with existing print titles or have staff that includes a recruiting component (a typical online job board provides the platform only to link the two parties).

This makes it considerably more challenging for startup such as ours to compete directly with established players in the paid job site market.

That being said, a viable approach would be to leverage or work in tandem with existing platforms and rely on the conversion rates on our platform by providing users with a value proposition that is optimised to encourage them to use our platform and/or pay for our service to access certain features/benefits.

Product Roadmap



The graph above illustrates our 4-step plan towards actualizing the official launch of our platform as a web and mobile application for Android and iOS devices in January, 2025.

The first quarter of 2024 represents our initial research and development efforts that serve as a basis/guideline for the development cycle of the platform. We will incorporate certain features and functions within the platform based on the data/information gathered during this period. Towards the end of the firstly quarter, we will commence with the development of our minimum viable product

Our initial development cycle will be limited to our web-based application and a prototype of our mobile application for Android and iOS devices over the course of the second, third and fourth quarters of 2024.

If targets are met by August 2024, we will proceed with the soft launch of the platform as a web-based application (a website developed with Progressive Web App functionality compatible with the Android, Microsoft and iOS app stores). This will allow us to gather real user insights before

Partnerships

JOBBR is brought to you by these world-class technology partners, sponsors and service providers.

Google

coursera

LinkedIn

jBoard

talent.com

teach:able

jobtest.org

We are committed to forging long-term, mutually beneficial relationships with existing platforms and industry professionals to provide as much value to our users as possible. At JOBBR, we aim to democratize the job market for both individuals and companies that choose to utilize our platform for their career management and talent assessment/acquisition needs.

If you'd like to submit a proposal to our team for a potential partnership opportunity, send an email to partners@jobbr.africa and we'll get back to you.



employment & labour
Department:
Employment and Labour
REPUBLIC OF SOUTH AFRICA



JOBBR

Let's work...

You can reach us for any questions, comments or suggestions.

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