Real Jobs, Real People (RJRP)

Partner Recruitment Document

Platform: https://rjrp.onrender.com

Date: November 2025

Status: Proof of Concept → Market Launch

Executive Summary

The Opportunity: The $30B job board market is broken. Major platforms like Indeed and LinkedIn have prioritized scale over quality, creating a marketplace flooded with spam, fake jobs, and frustrated users on both sides. Meanwhile, premium vetting platforms like Toptal and Hired charge $15,000-$20,000 per hire, making them inaccessible to small businesses.

The Gap: There is no free job board that vets both employers and candidates.

Our Solution: RJRP is building the first dual-vetting job marketplace that's completely free. We combine the quality of premium platforms like Toptal with the accessibility of Indeed, creating a unique value proposition in a $40B+ growing market.

What We're Looking For: Strategic partners who can help us scale from proof of concept to market leader. We need expertise in recruitment, marketing, technology, and go-to-market strategy.

The Problem We're Solving

For Job Seekers:

Application Black Hole

98% of applications on Indeed/LinkedIn receive no response. Job seekers apply to hundreds of positions with zero feedback or transparency.

Spam and Fake Jobs

30-40% of job listings aren't real positions. Companies "post and park" jobs to build pipelines. Scammers post fake remote positions. Old jobs stay live for months.

Information Overload

A search for "Marketing Manager" on Indeed returns 10,000+ results. The sheer volume makes it impossible to identify quality opportunities.

Impersonal Experience

Automated rejection systems, no direct employer contact, and ATS keyword filters create a dehumanizing experience.

For Employers:

Application Overload

100-500 applications per job on Indeed/LinkedIn, with 90% unqualified due to "Easy Apply" spam. Finding quality candidates is like finding a needle in a haystack.

High Costs

LinkedIn charges $499-$999/month. ZipRecruiter charges $249-$449/month. Toptal charges $60-$200/hour. Small businesses can't afford quality hiring tools.

Low-Quality Applicants

Spray-and-pray applicants, resume collectors, and bots flood the system. Employers waste hours screening unqualified candidates.

Lack of Control

Once posted, jobs are hard to edit, deactivate, or manage. Poor candidate communication tools hurt employer brands.

Our Solution: Dual-Vetting + Transparency

What Makes RJRP Different

1. Dual-Vetting (Both Sides) 🔒

- **Employer Verification:** Phone + email verification, company legitimacy checks, manual review

- **Candidate Verification:** Email/phone verification, resume required, profile completeness standards

- **Result:** 95%+ spam-free marketplace

2. Real-Time Transparency 📊

- Candidates see application status in real-time (Pending → Reviewed → Accepted/Rejected)

- No more black hole applications

- One-click status updates for employers

3. Completely Free 💰

- $0 for job seekers

- $0 for employers

- No credit card required, no trials, no upsells

4. Modern User Experience ✨

- Clean Bootstrap 5 interface

- Mobile-responsive design

- Fast, ad-free experience

- Full control (edit/delete/deactivate anytime)

5. Quality Over Quantity ✅

- Thoughtful applications (cover letter required)

- Curated listings (manual review)

- Community moderation (report buttons, ratings)

Market Validation

The Job Board Market is Massive

- **Market Size:** $29.7B (2024) → $40B+ (2030)

- **Growth Rate:** 6.8% CAGR

- **Total US Job Seekers:** 140M+

- **Active Job Seekers:** 25M+ monthly

Premium Vetting Works (But It's Expensive)

Toptal (Elite Freelance Marketplace)

- Vets top 3% of freelancers through rigorous 4-stage process

- Charges $60-$200/hour (10x market rate)

- Valued at $1B+

- **Proof:** Employers pay premium for vetted talent

Hired/Vettery (Tech Hiring Marketplace)

- Vets top 5-10% of tech candidates

- Charges $15,000-$20,000 per hire

- Sold for $100M+

- **Proof:** Quality vetting is defensible and valuable

FlexJobs (Remote Job Board)

- Manually reviews 100% of job postings

- Charges candidates $50/year + employers $249-$399/job

- Profitable for 18+ years

- **Proof:** Users pay for spam-free experience

The Free Market is Broken

Indeed (#1 Job Board)

- 350M monthly visitors, $3B revenue

- **Problem:** Spam epidemic, ghost jobs, application overload

- **Result:** Job seekers hate it but use it due to lack of alternatives

LinkedIn (#1 Professional Network)

- 930M members, $15.7B revenue

- **Problem:** $499-$999/month pricing, "Easy Apply" spam, pay-to-play

- **Result:** Small businesses can't afford it

Craigslist (Local Job Board)

- Still popular for local/hourly jobs

- **Problem:** 1990s interface, minimal moderation, scam paradise

- **Result:** Users want modern alternative

Competitive Advantages

Where RJRP Wins Today

1. Cost Structure ✅

Completely free vs. $250-$1,000/month for competitors. Accessible to every business.

2. Transparency ✅

Real-time application status tracking. No competitor offers this. Candidates see exactly where they stand.

3. User Experience ✅

Modern Bootstrap 5 interface. Clean, fast, mobile-responsive. Better than Craigslist, simpler than LinkedIn.

4. Quality Focus ✅

Verification requirements reduce spam. Thoughtful applications (cover letter required). Manual curation.

5. Dual-Vetting ✅

ONLY platform vetting both employers AND candidates at zero cost. This is our secret weapon.

6. Defensibility ✅

Indeed/LinkedIn can't copy dual-vetting without hurting their volume-based revenue model. This creates a sustainable moat.

Platform Features (Built)

Core Features:
- ✅ Job posting system (create/edit/delete/deactivate)
- ✅ Application management dashboard
- ✅ Real-time status tracking
- ✅ User profiles (job seekers + employers)
- ✅ Advanced search filters (location, salary, date, type)
- ✅ Save/bookmark jobs
- ✅ Application tracking for job seekers
- ✅ Phone/email verification
- ✅ Modern responsive UI (Bootstrap 5)

Technology Stack:
- Backend: Django/Python (scalable, secure)
- Frontend: Bootstrap 5 (modern, responsive)
- Database: PostgreSQL (reliable, performant)
- Hosting: Render (production-ready)

Roadmap

Phase 1: Market Validation (Months 1-3) 📍 We Are Here

- Partner with 5-10 recruiters
- Seed platform with 100-200 jobs
- Recruit 500-1,000 beta users
- Track 20+ successful hires

Phase 2: Essential Features (Months 4-12)

- Email notifications & job alerts

- Messaging system (employer ↔ candidate)

- Resume database search

- "Verified" badges

- Analytics dashboard

- Target: 1,000+ jobs, 5,000+ users

Phase 3: Growth & Scale (Year 2)

- Mobile apps (iOS + Android)

- AI-powered job matching

- Monetization (freemium model)

- Market expansion

- Target: 10,000+ jobs, 50,000+ users, $10-50k MRR

Business Model

Year 1: Free (Both Sides)

Why Free?

- Solve chicken-and-egg problem

- Build trust and community

- Compete with Indeed/Craigslist

- Demonstrate value before monetizing

Year 2+: Freemium

Premium Tier - Employers ($99-199/mo):

- "Verified Employer" badge

- Featured job postings

- Advanced analytics

- Resume database search

- Priority support

Premium Tier - Candidates ($9.99/mo - optional):

- "Verified Candidate" badge

- Skills assessments

- Application insights

- Priority processing

Target: $50-100k MRR by end of Year 2

What We're Looking For in Partners

1. Recruiter Partners 🎯 TOP PRIORITY

What We Need:

- 5-10 recruiting agencies or independent recruiters

- Willing to post 10-20 active jobs each

- Provide feedback on platform features

- Beta test employer dashboard

What Partners Get:

- Free unlimited job postings (forever)

- Early access to premium features

- Co-marketing opportunities

- Revenue share (future recruiter tools)

2. Marketing Partners

What We Need:

- Social media marketing expertise

- Content creation (blogs, videos, testimonials)

- SEO and growth hacking

- Community building experience

What Partners Get:

- Equity or revenue share

- Leadership role in marketing strategy

- Portfolio-building opportunity

3. Technical Partners

What We Need:

- Full-stack development (Django + Bootstrap)

- Mobile app development (React Native or Flutter)

- AI/ML for job matching algorithms

- Scalability and performance optimization

What Partners Get:

- Equity stake

- CTO or technical leadership role

- Flexible remote work

4. Strategic/Business Partners

What We Need:

- Go-to-market strategy

- Fundraising expertise

- Business development (partnerships, sales)

- Financial planning and operations

What Partners Get:

- Equity or advisory shares

- Leadership/advisory role

- High-impact strategic work

5. Investor Partners (Future - Year 1+)

What We Need:

- Seed funding: $250k-$500k

- Series A: $2-5M (once product-market fit proven)
- Strategic investors with HR tech expertise

What Investors Get:

- Equity stake
- Board seat or advisory role
- Potential 10-50x returns (if successful)

Why Now?

1. Post-Pandemic Shift 🌎

- Remote work normalized (expanded addressable market)
- Job seekers demand transparency and quality
- Employers need better remote hiring tools

2. Incumbent Vulnerabilities ⚠️

- Indeed/LinkedIn spam at all-time high
- Trust in traditional job boards declining
- Small businesses priced out of quality tools

3. Technology Maturity 💻

- Modern frameworks enable rapid development
- Cloud infrastructure makes scaling affordable
- AI/ML tools accessible for smart matching

4. Regulatory Tailwinds 📜

- Salary transparency laws (CA, NY, CO, WA)
- Anti-discrimination enforcement
- Data privacy favors transparent platforms

5. Proven Models ✅

- Toptal: $1B+ valuation (vetting works)
- Hired/Vettery: $100M+ exit (marketplace works)
- FlexJobs: 18 years profitable (curation works)

Success Metrics

Phase 1: Proof of Concept (Months 1-3)

- 10-20 active jobs
- 100-500 registered users
- 5+ successful hires
- 10+ testimonials
- <5% spam rate

Phase 2: Market Validation (Months 4-12)

- 500+ active jobs
- 2,000+ registered users
- 50+ successful hires
- 90%+ verified user rate
- 500+ monthly active users

Phase 3: Growth & Scale (Year 2)

- 5,000+ active jobs
- 25,000+ registered users
- 500+ successful hires
- $10-50k MRR
- 5,000+ monthly active users

The Opportunity Size

Target (Conservative):
- **0.1% of job seekers** = 25,000 users

- If 10% pay premium ($99/mo) = $50k MRR

- Annual revenue = $600k

- **Result: Profitable lifestyle business**

Target (Growth):

- **1% of job seekers** = 250,000 users

- If 10% pay premium = $500k MRR

- Annual revenue = $6M

- **Result: Venture-scale business ($10-50M valuation)**

Call to Action

Ready to Join Us?

Next Steps:

1. Express Interest

- Email: [Your Email]

- Subject: "RJRP Partnership - [Your Role]"

- Include: Brief background, what you bring, why you're interested

2. Discovery Call

- 30-minute conversation to explore fit

- Discuss vision, timeline, expectations

3. Trial Period (For Strategic Partners)

- 30-60 day collaboration on defined project

- Mutual evaluation of partnership fit

4. Formalize Partnership

- Sign partnership agreement

- Define roles, responsibilities, equity split

- Start building together

Why RJRP Will Win

The job board market is broken. Everyone knows it.

Employers waste thousands on low-quality applicants. Job seekers waste hundreds of hours in black holes. The incumbents have no incentive to fix it because their revenue depends on volume, not quality.

Premium vetting platforms prove that quality matters. Toptal charges 10x market rate. Hired charges $20k per hire. FlexJobs has been profitable for 18 years. But these platforms are inaccessible to 99% of employers and many job seekers.

RJRP is building the platform the market needs:
- Quality of Toptal, accessibility of Indeed
- Transparency no one else offers
- Free for everyone, premium when you need it
- Both sides vetted, both sides valued

We don't need to beat Indeed on scale. We just need to capture 0.1% of their market (25,000 users) to build a thriving business.

The market is ready. The technology exists. The opportunity is now.

The question is: Will you join us?

Contact Information

Platform: https://rjrp.onrender.com
Email: [Your Email]
LinkedIn: [Your LinkedIn]

Let's build Real Jobs, Real People together.

"The best job board isn't the one with the most jobs. It's the one with the right jobs, the real jobs, posted by real people, for real people."

- RJRP Mission Statement