

JobRecruta Business Plan

1. Executive Summary

See `executive-summary.md` for a one-page overview.

2. Company Description

JobRecruta is an AI-powered, enterprise-grade recruitment platform that transforms how organizations attract, assess, and hire talent. We combine explainable AI, compliance-driven workflows, and a delightful user experience to deliver high-signal matches, automated hiring, and actionable analytics.

3. Market Analysis

- **Market Size:** \$500B+ global recruitment market, growing with digital transformation
- **Target Customers:** Mid-to-large enterprises, staffing agencies, high-growth tech companies
- **Trends:** AI adoption, compliance (GDPR/EEOC), remote work, DEI focus
- **Competitors:** Greenhouse, Lever, SmartRecruiters, Eightfold.ai
- **Differentiation:** Explainable AI, compliance-first, modular, delightful UX

4. Organization & Team

- Founders: HR tech, AI, SaaS backgrounds
- Advisors: HR leaders, AI/ML experts, compliance officers
- Lean, remote-first team with deep domain expertise

5. Product & Technology

- **Web:** Next.js, TailwindCSS, admin dashboard, analytics, compliance widgets
- **Backend:** NestJS, Prisma, PostgreSQL, JWT/OAuth, audit logging, validation
- **Mobile:** Expo, React Native, onboarding, swipe-to-match, push notifications
- **AI Engine:** Modular TypeScript, explainable matching, auto-apply, analytics
- **DevOps:** GitHub Actions CI/CD, Azure deployment, Sentry/LogRocket/Datadog

6. Go-to-Market Strategy

- Direct sales to enterprise HR/TA teams
- Partnerships with HR tech vendors and consultants

- Content marketing, webinars, and industry events
- Focus on compliance-driven verticals (finance, healthcare, tech)

7. Business Model

- SaaS subscription (tiered by features, seats, usage)
- Enterprise integrations and API access
- Add-ons: analytics, compliance, onboarding automation

8. Traction & Roadmap

- MVP complete: web, mobile, backend, AI engine, CI/CD, monitoring
- Next: enterprise pilots, integrations, advanced analytics, global expansion
- KPIs: matches made, time-to-hire, NPS, compliance incidents

9. Financials

- **Funding Ask:** \$1.5M seed
- **Use of Funds:** Product development, sales, compliance, support
- **Revenue Projections:** SaaS ARR, integration fees, add-ons
- **Milestones:** 10 enterprise customers, 100K+ users, positive NPS

10. Risk & Mitigation

- **AI bias:** Explainable models, regular audits
- **Compliance:** Privacy by design, audit logs, legal review
- **Competition:** Focus on compliance, UX, and integrations

11. Appendix

- See `lean-canvas.md`, `pitchdeck.md`, and `vision-mission.md` for more details.

For more, contact hello@jobrecruita.com or visit <https://jobrecruita.com>