

# JOBBrain



## Provide a brief overview of your venture

JOBBrain is a data-driven executive platform that simplifies the job application process for job seekers and employers. Our platform leverages data science to maximize the chances of job seekers landing their desired positions, ultimately contributing to reducing the unemployment rate in the US tech industry.

## Tell us about the problem you are solving

Job applicants face a time-consuming and inefficient process when applying for jobs, involving manually filling out personal information and customizing resumes and cover letters for each job application. Additionally, networking and researching potential employers takes even more time. With an average of 200 to 400 job applications expected, this process takes approximately 500 hours for each applicant. Furthermore, many applicants receive generic rejection emails or no response at all, leading to frustration and wasted effort. The emotional toll of the job search process, coupled with the pressure to secure a job before time runs out, can be demotivating and mentally exhausting. On the employer's side, the companies receive a high volume of job applications that do not meet their desired qualifications or standards.

## Tell us about the customers who have this problem and how you'll reach them

Our target market comprises laid-off individuals in the tech industry and international students on F1 visas. In 2023, an estimated 170,000 tech industry layoffs are ongoing, and 1.1 million international students graduate from US colleges annually, with F1 visa holders risking deportation if they remain unemployed for more than 60 days after graduating. To reach this audience, we'll advertise at job fairs, use social media marketing and partner with universities and tech startups. We'll also leverage community platforms like Towards Data Science, LeetCode, etc. to expand our reach. We will partner with 3 universities in Upstate NY for our first year and expect to acquire 300 users.

## Tell us about the unmet need of these customers

Job seekers need a fast and efficient tool to apply to many job openings while customizing their applications and networking. Current solutions lack comprehensive features like resume refitting and personalized cover letter writing. Customers seek an all-in-one solution, choosing our approach over existing methods.

## Tell us about your solution

Our solution relies on developing a novel modification of an existing tool or technique to solve a business challenge. To begin, the applicant must provide comprehensive data detailing their profile, skills, education, work experience, and other related information. We will source jobs through APIs or web scraping. We use Natural Language Processing (NLP) combined with Robotic Process Automation (RPA) to automatically fill job portals with the applicants' information when they swipe right. We use Large Language Models (LLMs) such as GPT fine-tuned model to generate cover letters and tailor resumes. We use a Recommended Engine to facilitate networking by suggesting relevant profiles sourced from LinkedIn. Our solution also generates a personalized email for the applicant, based on their profile and the job description, to initiate effective networking and make a good first impression. On the employer side, recruiters can sort the top candidate

**Industry:** Recruitment

**Employees:** 2

**Region:** New York, US

**Stage:** Pre-Seed Stage

**Team:** Yudhisteer Chintaram  
(CEO)  
Sankalp Saoji  
(COO)

**Mentors:** Mark Wilson,  
Mike Reidlinger,  
Dr. Ajay Anand

**Date Founded:** February 3,  
2023

**Website:** [www.jobbrain.ai](http://www.jobbrain.ai)

profiles and select the ones that best fit their needs. For rejected profiles, our LLM provide a personalized rejection letter for the applicants that includes feedback and tips for improvement. By utilizing this feature in their hiring process, companies can not only provide a more humane touch but also improve their reputation.

### **Tell us about your competitors**

Platforms like Simplify can automatically fill job portals but has no Networking feature. On the other hand, platforms like LinkedIn, Indeed, Monster Jobs, ZipRecruiter, SimplyHired, Jobvite, Workable, and Recruitee mostly provide external links to jobs. Users still need to apply manually. They have information on people for networking but do not have any feature to show how to start networking. Our app's unique selling point is its utilization of finely tuned GPT models that have been specifically trained on data comprising cover letters that recruiters genuinely read, resumes that successfully pass the ATS system, and networking emails that have a high likelihood of receiving a reply – 'JobGPT'.

### **Tell us about any regulatory challenges and/or patent concerns, if any**

We ensure that we comply with data privacy and security regulations, such as the General Data Protection Regulation (GDPR) in the European Union or the California Consumer Privacy Act (CCPA) in the United States, and implement appropriate data protection measures, such as encryption and access controls, and obtaining user consent for data processing and sharing.

### **Provide us with a summary of your financial information**

Our business model is \$199 per 100 swipes. That is 100 job applications, 100 cover letters, resume refitting and networking emails. With 300 expected users in the first year, our projected revenue is \$60,000. Our cost consists of hiring 3 interns for summer at \$20/h at 40 hours per week which result in \$28,000. To develop a first prototype and any related fees we expect the cost to be \$20,000. The total expected cost for the first year with some margins will be around \$60,000. We will break-even for the first year with \$0 profit. For year 2 we expect to acquire 1000 users by partnering with 10 more universities in NY. We expect a growth rate of 20%.

### **What types of investors would be interested in your startup?**

Investors who are interested in HR tech, artificial intelligence, and recruitment industries would be potentially interested in our startup. Specifically, those who are seeking to invest in innovative solutions that are disrupting the traditional recruitment process and enhancing the efficiency and effectiveness of hiring. We will also be applying to Y Combinator Fall 2023 funding cycle.

### **Tell us about milestones for your venture**

We have started conceptualizing and planning the platform, identifying target customers, outlining features, and conducting initial market research. In the next six months, we will focus on getting more data, developing and beta testing the platform, refining it based on feedback, establishing partnerships, and initiating marketing efforts. Over the next year, the goal is to launch the platform to the public, acquire at least 30 users in the first month, expand features, increase the user base to 300, and raise \$60,000 in seed funding. In the following two years, we plan to expand to new markets, develop a mobile app, introduce new features, and secure an additional \$200,000 in funding for growth.

### **Tell us about you and your team**

Yudhisteer and Sankalp both have engineering backgrounds, with experience in data science. Yudhisteer is pursuing a Master's in Data Science while Sankalp is pursuing a double degree Master's in Business and Data Science. Their personal experience as international students struggling to find internships gives them a unique perspective. They have won multiple business plan competitions and were US Finalists in L'Oreal Brandstorm 2023 competition, making them a winning team committed to success.

### **Tell us how you anticipate using the prize money if you win**

Winning a business plan competition can provide a critical boost to the business. Funds would be invested in developing a working prototype, creating a user-friendly interface, marketing and advertising, conducting research, and covering legal, licensing, permit, and administrative expenses.