

AI-BASED CAREER ENHANCEMENT & PROFESSIONAL PROFILE ENHANCEMENT PRODUCT

ANALYSIS

Websites like **Naukri & Shine** have more than 29.3 mn registered users & 2 mn userbase respectively, millions of job postings every day, and over 47000 recruiters. These two are specific to India and are offering resume/cover letter writing services as well. Websites like **Zety & Jobscan** are great tools for resume building but poor in the job search and are not mobile-friendly. **LinkedIn** alone has 756 million members as of 2020 and India is their 2nd biggest market. **Indeed** has 175 million resumes in its database. But it is not a professional network and does not offer resume writing services.

Competing with these giants is a difficult task to achieve in a short time. Hence, our product should be able to integrate/add-on to these products.

Assuming India to be our target market, more than 70% of job applications happen through mobile phones (India to have 966 mn mobile users by 2023) thanks to features such as LinkedIn's **EasyApply**. Hence our service should be a **mobile-first product**.

UNIQUE OFFERINGS

1. Whenever a user finds a job in Naukri/ LinkedIn, he should be able to share the job in our product (presently, these platforms allow sharing jobs as a link via Whatsapp / mail). Our product should parse the job and provide AI-based recommendations, tips, job-description optimized / ATS complaint resume. It should be intelligent enough to reframe users' experiences suitable to the specific job. Jobscan provides job-description optimized resumes. But the user has to manually upload a resume, copy-paste the job description and again apply for the job. Our product is making this journey easier thus making the candidate an early applicant.

2. Video-based tell me about yourself short video profiles. This helps in creating a better first impression.
3. Automatic cover letter generator using AI tools.
4. Recommend short courses suitable to the job.
5. Short assessment tests that can highlight your profile.
6. Top 100 important questions on skills asked in the job description fetched from standard sources. The idea here is, 70% of the interviewers read such questions just before the interview and ask questions!

Ex: If python is mentioned in the job description, fetch important questions from Google/Youtube.

7. Assigning **Subject Matter Experts on demand** for each domain to coach job seekers.
8. **Mock interviews on-demand** before the actual interview.
9. Tie-ups with colleges/ placement cells mainly from tier 2/3 cities which is untapped.
10. Profile/skill-building from 3rd year of engineering itself. Not in 4th year/ after course completion. Make them job-ready before they graduate. **(2-year subscription model !)**
11. We can create **personalized content** for students that can be shared on LinkedIn on their profile. This helps get recruiter attention and traction
12. Most companies reject freshers because they lack work experience/ internships. [Forage](#) provides virtual internships from top companies. Similarly, we can have tie-ups with startups/ companies in India so that students can have a feel of the company's work.
13. Based on standard tests on English, aptitude, education/ work experience/ background verified, we can build a profile/assign a score to each candidate. Such users get priority. It helps build credibility.
14. Job guarantee via **Pay after Placement or Income Sharing Agreement** or minimum 3 interviews depending on the subscription opted and profile score.
15. Presently, people post referrals on LinkedIn which is unorganized. People post referrals in our product, we recommend that to potential candidates. The applicant's resume will go to the one who gave the

referral instead of HR. They act as **job posters and get credits**. In this way, **the referral system can be structured**.

16. If the job is applied and an interview happens through our product, we make sure the user gets feedback or job result from the company instead of "**we will get back to you**" by building a good rapport with the recruiters. This will instill confidence in our users.
17. We help **analyze candidates' interview performance/mistakes**. Candidates can feed in questions asked in the interview. We will answer those questions instantly. Users can compare those answers with what they had given in the interview. The idea here is, candidates usually talk/share questions that were asked in the interview with their parents/well-wishers and think of how their interview went. We will provide **feedback/assessment**. This should be our **Unique Selling Point**. Other products just help to apply for jobs and leave the job aspirants stranded. We provide **end-to-end service and complete the loop**.
18. Not all jobs are listed on job portals. Some are listed only on the company websites. We can fetch such jobs and recommend them to the potential candidate. This can be automated or can be included in a premium subscription if we have to do it manually.
19. Seminars/talks by industry experts or startup founders.
20. Weekly newsletter/ important articles based on interest. This can be fetched from the internet. Ex: [Zerodha's Pulse](#)

PRICING MODEL

1. We can have **individual/combo-based packages**. Candidates buy and use our service for a certain time period.
2. A **subscription model** can also be provided for users who avail of our service for a longer time. (Monthly, quarterly, bi-annually, annually)
3. **Pay until you get placed** for students at a discounted rate.
4. **Pay after placement or Income-sharing agreement** with nominal fees if opted for job guarantee subscription.
5. **Add-on fees** for services such as on-demand mock interviews, personal coach.

6. Subject matter experts can be hired on the **revenue sharing model**.
(Ex: If Rs 1000 is an add-on fee, we can pay Rs 250 for the interviewer and Rs 750 for us)
7. **Priority/ Premium subscription** can also be given.

HOW TO GO ABOUT IT?

1. Significant work lies in building the AI-based job parser and resume/cover letter builder.
2. Another work is the NLP voice-based interview questions feeding system.
These 2 are our product's **Intellectual Property** and require a great engineering team. (**2 AI engineers**)
3. The next work is building the mobile app which requires **2 Full Stack Engineers**
4. We require **2 Quality Assurance engineers**. (1 Automation, 1 manual)
5. **Digital marketing team** on various websites/ apps and **physical marketing team** for colleges.
6. Team of **content creators**.
7. Commissioned-based **Business Development Associates**.
8. In-house **Subject Matter Experts** for each domain or commission-based **mentors**.