CareerCraft: AI-Powered Career Success Platform

From Resume to Interview – Your AI Career Coach

The Career Crisis Facing India's Graduates

2M+
Annual Graduates

Students enter India's job market yearly, creating intense competition

80%
ATS Rejection Rate

Resumes filtered out by automated systems before human review

70%
Interview Failures

Students lack proper preparation for technical and behavioral rounds

Graduates waste countless hours applying blindly with minimal feedback, creating a broken job-hunting experience.

CareerCraft: Your Complete Career Solution

ATS-Friendly Resume Builder

AI customizes resumes perfectly aligned to specific job descriptions, ensuring ATS compatibility

Smart Job Matching Engine

Discovers opportunities with highest ATS success probability using advanced algorithms

AI Interview Prep Coach

Personalized mock interviews covering technical challenges, behavioral questions, and company culture

Why CareerCraft, Why Now?

→ **AI-Driven Hiring Revolution**

Companies increasingly rely on automated screening systems

→ **Fragmented Solutions**

Current tools exist in silos – resume builders, job boards, interview prep are separate

→ **Affordable Guidance Demand**

Students seek personalized career support without premium costs

CareerCraft uniquely combines all three solutions in one integrated platform

Platform Architecture & Flow

User Profile
Skills, experience, career goals input

ATS Resume Builder
AI-optimized resume generation

Job Match Engine
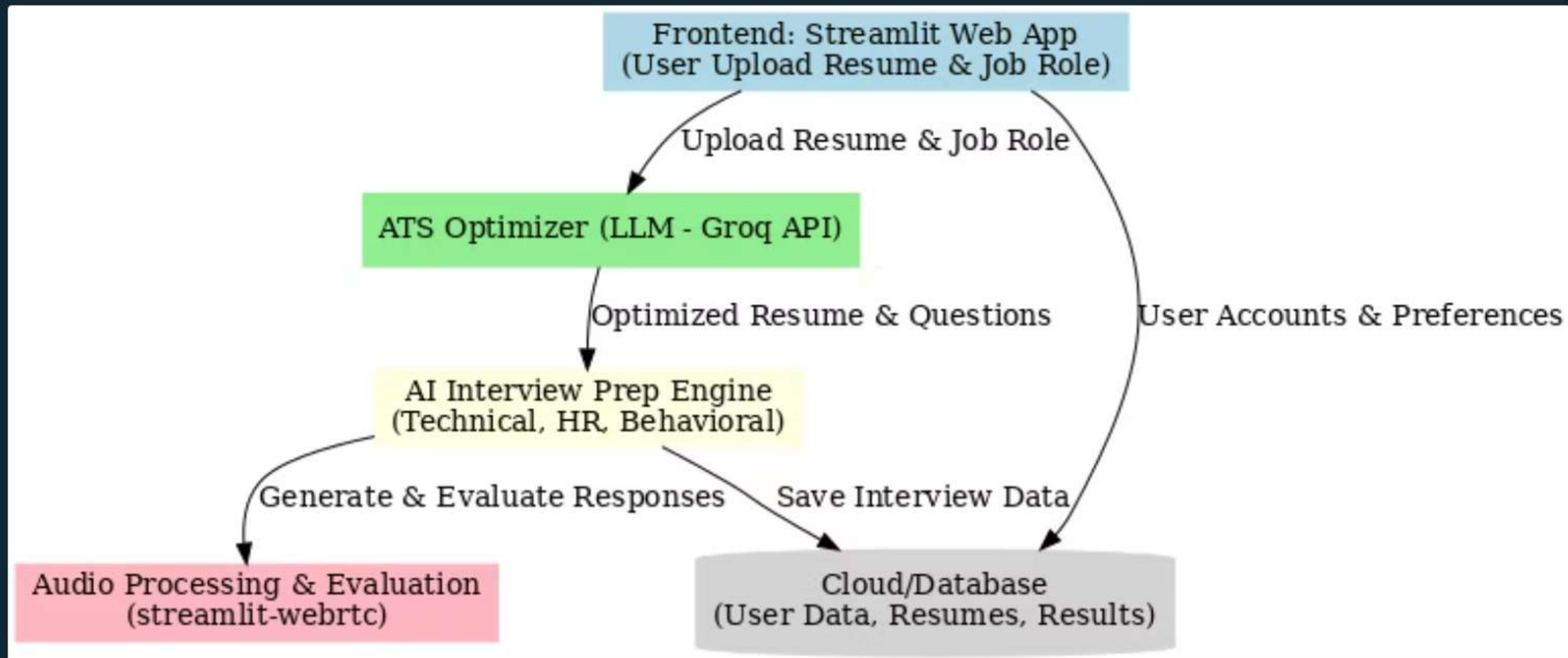Smart opportunity discovery

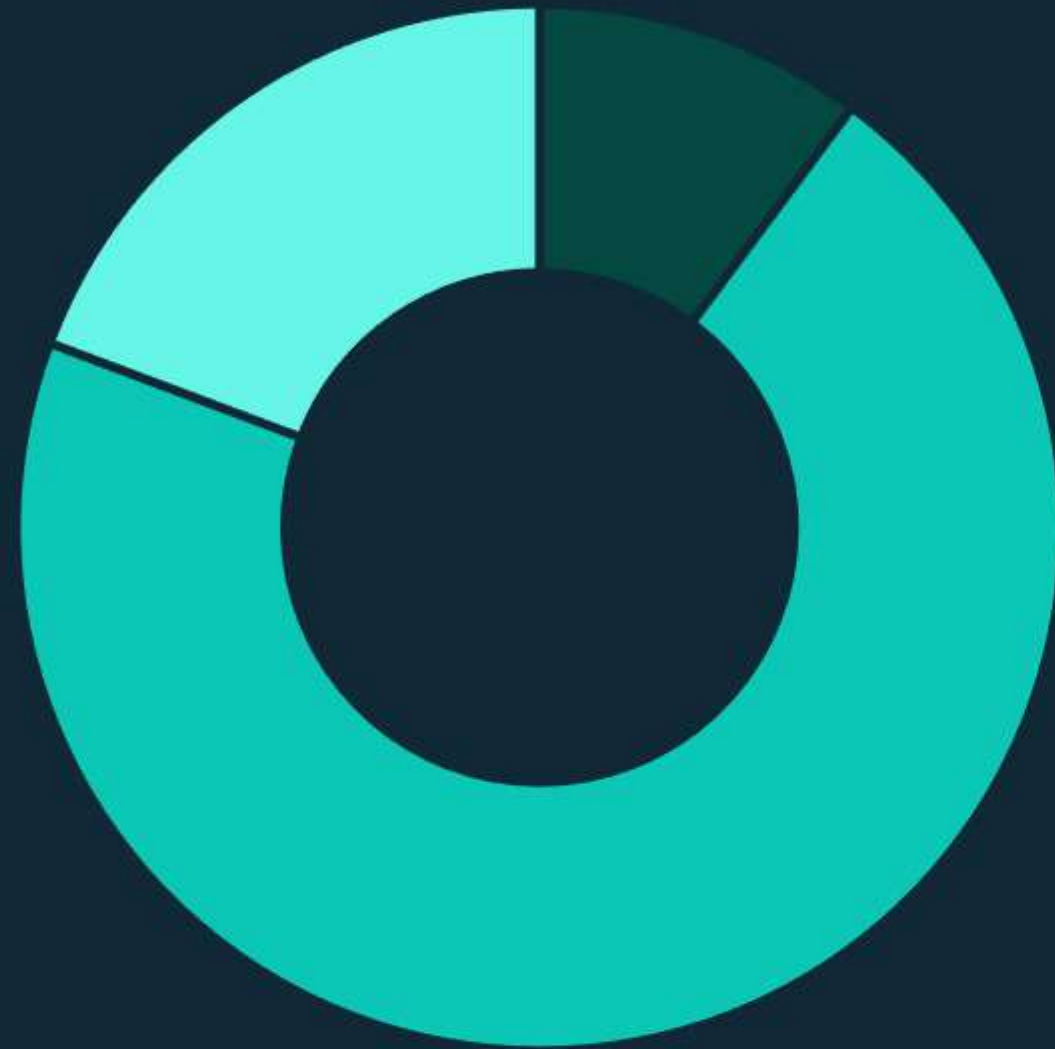### AI Interview Coach
Personalized preparation sessions

Career Success
Landing the right opportunity

Technical Architecture -

Massive Market Opportunity

India Market · **Global Expansion** · **Corporate HR**

2M+

Annual Indian Graduates

200M+

Our Competitive Edge

End-to-End Integration

Complete career pipeline in one unified platform, eliminating need for multiple tools

Data-Driven Matching

ATS probability scoring ensures higher success rates compared to traditional job boards

Personalized AI Training

Interview preparation directly tied to specific resume and job description combinations

While competitors like Novoresume, Zety, and Naukri offer fragmented solutions, CareerCraft provides comprehensive career guidance.
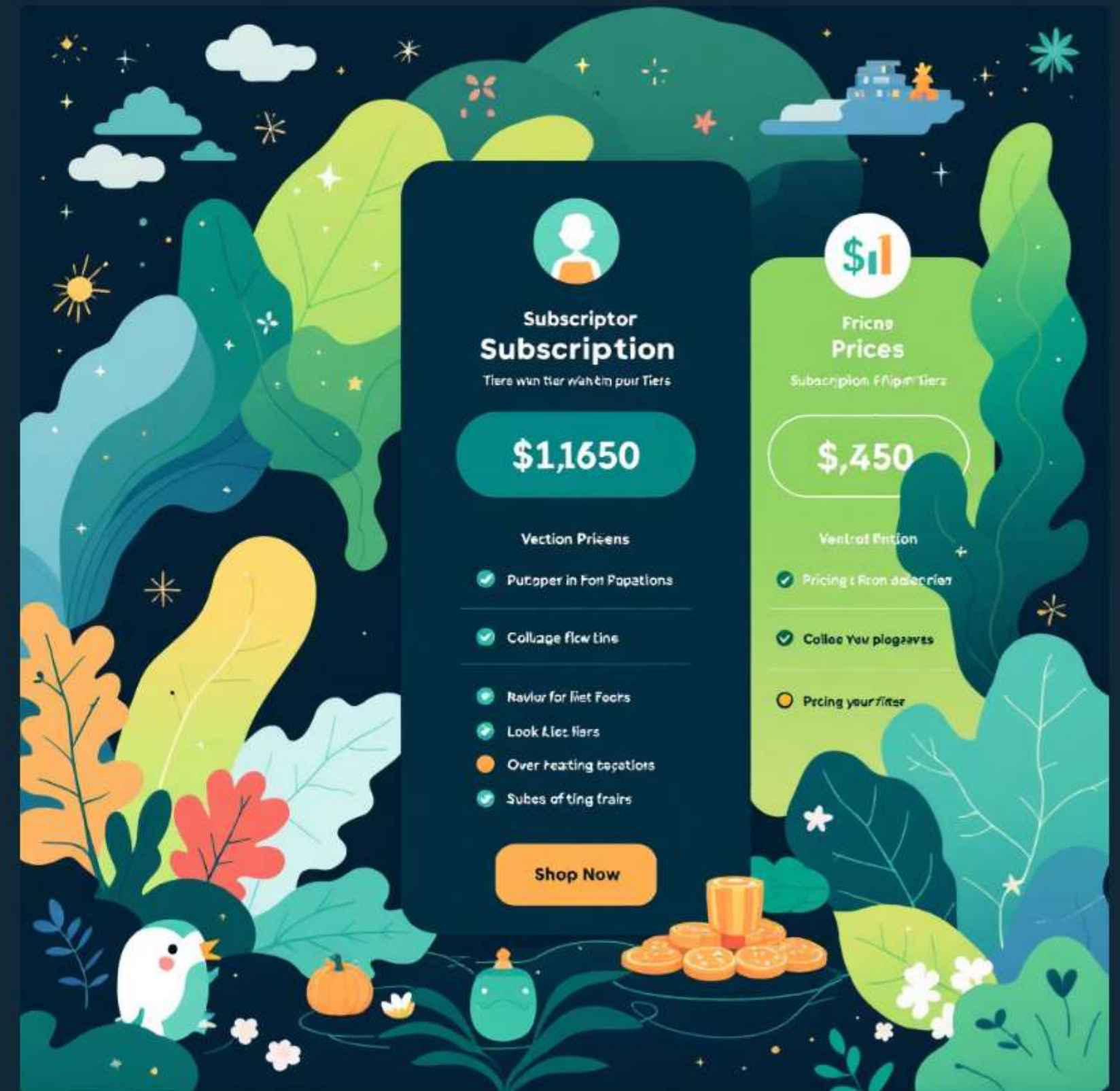
Sustainable Revenue Model

Freemium Tier

Basic resume builder and limited job matches to attract users

Premium Subscription

₹299-₹499/month for advanced ATS optimization and unlimited features

Enterprise Partnerships

Bulk licenses for university placement cells and corporate HR departments

Multiple revenue streams ensure sustainable growth while keeping individual user costs affordable and accessible.

Transforming Career Success Stories

🎓 Student Empowerment

Enable millions of graduates to transition from education to meaningful careers faster and more effectively

Skills-Job Alignment

Reduce critical mismatch between graduate skills and market opportunities through intelligent matching

🌐 Global Vision

Future expansion includes partnerships with international hiring platforms and corporate HR integrations

Empowering Careers, One AI Match at a Time

Phase 1

Launch ATS-friendly resume + JD customization

Phase 3

AI interview prep with domain-specific datasets

1   **2**   **3**   **4**

Phase 2

Integrate job-matching with top job boards

Phase 4

Global expansion with strategic partnerships