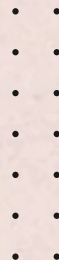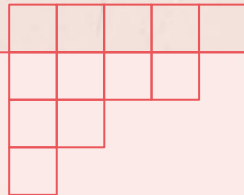# RESUME BOOST

Resume Review Platform

TEAM MEMBERS

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About the project

Problem statement and solution
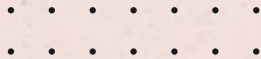
Introduction

We as young entrepreneurs see the major need for smooth transition of students into professionals in the industry. The major factor in this whole process is resume review.

Resume basically is a formal document that provides an overview of your professional qualifications, including your relevant work experience, skills, education, and notable accomplishments.
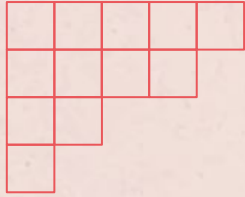
Introduction

All the candidates are judged based on their resume by any recruiter.

Candidates are often rejects based on bad resume.

Let us see why there is a problem in this industry

Problem Statement

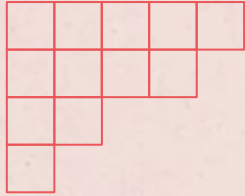Multiple studies show that recruiters spend an average of **just 6-8 seconds** to review a CV

StandOut **CV**

According to the statistics, Recruiters often spent just 6-8 seconds to screen a resume and decide the candidate profile, So resume plays an important role for the candidate to get a job.

Resume often make candidate to lose potential jobs due to lack of guidance or lack of knowledge. Students often create bad resume leaving bad impression on recruiter.

So to bridge this gap we propose the following solution.

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Solution

We plan on creating a Resume review, Beneficiary platform for many students and employees. So that their resume can be shortlisted in many of the openings for various jobs in many companies and give them the opportunity to prove themselves.

Solution

We want to build a resume review platform where we analyze the client resume and give the feedback about their resume with a resume score.

This is so that they can make changes accordingly and they can have a high chance of resume shortlist in their favourite role and company.

52%
of talent acquisition leaders say the most difficult part of their job is shortlisting the right candidates from a large applicant pool

ideal.

Mind Map

Students
Internship seekers
Job seekers
Professional Services
— Resumes

Website
Cloud Services
— Platform

Reviewers
Backend Tech Management
— Employees

Pricing

Social Networks
Email Newsletter
Paid Media Advertising
— Marketing

RESUME REVIEW

Reviewers (SME) — Experience
Field
Salary

Location — Remote
All over india

Funding — Personal
Community(Team)
Bank - Business loan

Business model

BASIC

This is the basic plan which we provide for free for users.

PREMIUM

We provide a premium plan with a pricing for users.

Business model

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The Business model used is Freemium Business Model.

We are using a Freemium Service. It offers two types of services to the customers, "Free service" and "Paid service"

Business model

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Free service

The Free service users have limited information gain, i.e Only the score for their resume. Every user can upload their resume and get a relative score.

Business model

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Paid service

The paid service offered to the customer provides the complete in-depth information on their resume as well as the score of the resume. They can even talk to the Subject Matter Expertise and get personalised suggestions.

COMPONENTS OF THE MODEL

Marketing

Google ads, Youtube ads. Giving Bonus discounts and coupons for regular students.

Training

Educating people benefits of this App. Giving them first experience with free first resume review..

Assessment

Getting feedback from customers about their review and UI.

Technology

Create an application and website that can be the medium between client and SME (Subject Matter Expertise)

UNDERLYING MAGIC

INVESTMENT

01.

04.

MARKETING

The investment for this is much less which comes by reaching out to users.

We reach out to users about the product using google ads, insta etc.

REQUIREMENTS

02.

03.

PRICING

We would need just an app and a website.

The pricing to a resume review depends on the position the candidate is applying for,

Marketing and Sales

Target Audience

Our target audience are university/college students who are not much aware about the industry.

We use GO TO MARKET strategy. We first get feedback from our primary customers.

We will do marketing through instagram,facebook,Advertisements in apps ,Through some ads in social media.

We created the mind map accordingly!

We use MVP models based on customer feedback. We will choose a Brand Ambassador from any of famous personalities to promote our sales if the mvp customer feedback is good.

COMPETITION

In this field, we have a lot of competitors like :-
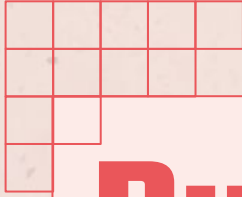
ResumeWorded

TopResume

Ladders

SkillRoads

ZipJob

The Resume Center

EmploymentBoost

LiveCareer

Monster

But what makes us different?

But the main area, which makes us different from all other competitors is the extra service we provide, that is provide more safety for the customer about their personal information or data . And we have different **Subject matter experti(SMT)** for differnet field or areas like lawyers , doctors , software engineer, teachers or professors . We also provide <u>online payment</u> feature. We set a <u>reasonable price</u> for each review based on the field in which they are working. We respect their priority and opinion, So we proceed forward according to their wishes.(so they can choose whom should do the review about their work).

Financial Projections

- Security 10%
- Basic 20%
- Ads 10%
- Servers 10%
- Employees 30%
- Maintainence 20%
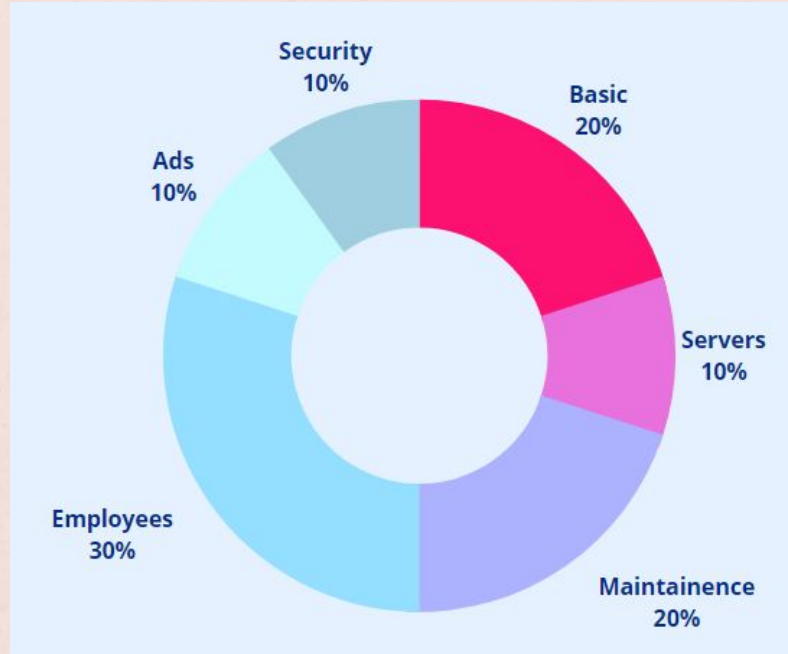
Financial Projections

➤Including major costs like *Subject Matter Expertise- **30%*** , *servers -10 % , security for the application and the control - **10%*** , *application maintenance - **20%*** , and *Ads - **10%*** .

➤Minor expenses like rentals , Application build , Marketing , internet , Employee related expenses which add up to - **20%** of total investment.

➤Additional investment is required for introducing automation .

➤The assured profit is attainable with trusted users and good usage of servers . Upon Increasing the server usage at a rate of 5% each year and decreasing the dependency on labor for an extent could add a raise of **10%** profit. We use AWS servers which provide best service at cheaper price.

➤Truly depending on automation and cloud technology usage helps spend less on manual work and assure high rate of increasing profit .

Access to the Service

For our business idea the basic and also the main requirement is a way to take resumes in an online way. So that we can have more customer acquisition. Therefore we built a basic website where the customers can upload their resumes and access our premium review service.

To access our website you have to go through this link:-

"https://resumeboost.netlify.app/"

Thanks

Do you have any questions?

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https://resumeboost.netlify.app/

Resume Boost