

JobFlow — Business Plan

Product: JobFlow (AI Job Scraper) — intelligent job hub for finding roles, building ATS-ready resumes/cover letters, applying via email, and showcasing a portfolio.

Stage: Working SaaS product (Nuxt + credits + Stripe Pro)

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1. Executive summary

JobFlow helps job seekers go from job discovery to tailored documents to application. Monetization is a Pro subscription with monthly credits for AI actions (resume/cover generation, ATS check/fix, apply email, portfolio, scraping).

12-month goal: Reach a sustainable SaaS with recurring revenue, controlled AI costs, and a clear paid conversion path from free scrapers/builders to Pro AI.

2. Problem

Job searching is fragmented and slow:

- Pain · Today's workaround ·
- Finding relevant jobs · Manual browsing across many sites ·
- Tailoring CV/letter per role · Hours in Word + ChatGPT copy-paste ·
- ATS rejection · Guesswork; no structured feedback ·
- Applying / follow-up email · Generic templates ·
- Showing work · Separate portfolio tools ·

Candidates pay with time; freelancers and career coaches pay with tool sprawl.

3. Solution

One workflow product:

1. Scrape / discover jobs (credit-gated)
2. Resume & cover letter builder with templates + AI draft/enhance
3. ATS check & fix
4. Apply via Email (compose, save templates, attach PDFs)
5. AI portfolio generation & hosting
6. Credits + Pro so usage maps to cost

Differentiation: Not another ChatGPT wrapper — an end-to-end job-hunt OS with documents, apply flow, and portfolio tied to the same profile.

4. Market

Primary ICP (beachhead)

Tech and knowledge workers actively applying (especially mid–senior), who already use AI and will pay for

speed.

Secondary

Career coaches and bootcamps (later: seats or white-label).

Market shape

Global online job-search and career-tools spend is large and fragmented (LinkedIn, Indeed, Teal, Kickresume, Rezi, Huntr, and others). JobFlow wins a narrow wedge: an AI-native apply workflow for builders who want quality docs + ATS + email — not keyword spam alone.

Early geography

English-first (EU/US remote-friendly), then DE/FR/ES (translate already exists in product).

5. Product & roadmap

Now (shipped)

- Auth, credits, Pro billing (Stripe)
- Job scraper
- Resume / cover builder + PDF export
- ATS check / fix
- Apply via Email (+ saved emails)
- Portfolio generate / edit
- AI cost controls (Flash vs Pro model routing)

Next 90 days

1. Activation: first AI win in under 10 minutes (upload CV! ATS score! one
2. Retention: saved applications, templates, weekly digests
3. Margin: more Flash/hybrid ATS; response caching; rate limits
4. Reliability: Stripe webhooks, credit ledger clarity, support email
5. Trust: privacy page, clear “no invented employers” messaging

6–12 months

- Job board integrations / alerts
- Application tracker (CRM-lite)
- Team / coach plans
- Mobile-friendly apply flow
- Optional marketplace of templates

6. Business model

- Plan · Price (example) · What they get ·
· ----- · ----- · ----- ·
- Free · €0 · Limited scrape + builder; no AI (or tiny starter credits) ·
- Pro · €19–29 / month · 150 credits / cycle; full AI suite ·
- Top-ups (optional later) · €5–15 packs · Extra credits without waiting for renew ·
- Coach / Team (later) · €49–99 / seat · Multi-user + shared templates ·

Credit mapping

Align credits to real Gemini cost: heavy Pro calls (full resume / portfolio) cost more credits; Flash tasks (email, enhance, ATS check) cost less.

Unit economics target

Gross margin on Pro after AI + hosting "e 70%. If AI spend exceeds ~20–25% tighten model routing further.

7. Go-to-market

Channels (cheap first)

1. Product-led: free builder + ATS teaser! paywall on AI generate
2. Content / SEO: "ATS resume for [role]", "apply email templates"
3. LinkedIn / X / Reddit: before/after resume + ATS score demos
4. Communities: bootcamps, job-hunt Discords (affiliate or free Pro months)
5. Partnerships: career coaches (referral code)

Funnel

Visit! Sign up! Upload/create resume! Run ATS or generate email! Hit Pro (apply + save templates)

KPIs

- Signup! first AI action
- Free! Pro conversion (target 3–8% of actives early)
- Monthly credit burn vs revenue
- Churn / failed payments
- Cost per AI action (by route)

8. Competition

- Competitor type · Weakness JobFlow exploits ·
· ----- · ----- ·
- Resume-only AI (Kickresume, Rezi) · Weak job scrape + apply + portfolio loop ·
- Trackers (Huntr, Teal) · Weaker deep AI drafting / ATS fix ·
- ChatGPT alone · No structured docs, credits UX, PDF, apply attach ·
- LinkedIn Premium · Expensive; not a full document/apply studio ·

Moat (build over time): workflow data (what converts), saved email/resume templates, portfolio URLs, switching cost from the projects library.

9. Operations & technology

- Stack: Nuxt/Nitro (primary), Postgres, Gemini, Stripe, Netlify (or EKS later)
- Ops: credit ledger, model routing (Pro vs Flash), monitoring of Gemini spend
- Legal: Terms of Service, privacy policy, AI disclaimer (user owns content; model may err)
- Support: email + in-app errors first; help docs later

Team (lean)

Founder (product/eng) !' part-time design !' later support/CS when past ~200

10. Financial sketch (illustrative)

Replace assumptions with real metrics as you grow:

Month	Paying Pros	ARPU	MRR	Notes
3	30	€24	~€720	Soft launch + content
6	100	€24	~€2.4k	SEO + referrals
12	350	€25	~€8.8k	Retention + top-ups

Costs to watch: Gemini API, hosting, Stripe fees (~3%), transactional email (Resend).

Break-even: when MRR covers fixed infra + AI + founder subsistence.

11. Risks & mitigations

Risk	Mitigation
AI cost spikes	Flash routing, output caps, credit pricing
Scraping ToS / blocks	Prefer user-supplied URLs; rate limits; don't overpromise coverage
Quality complaints ("AI invented facts")	Grounding rules + UI warnings
Churn after job found	Pause plan, annual discount, alumni portfolio-only tier
Commodity ChatGPT	Double down on workflow (apply + ATS + portfolio), not chat

12. 90-day execution plan

Month 1 — Convert

Polish onboarding; measure free! Pro; fix billing edge cases; publish 5 SEO l

Month 2 — Retain

Saved emails, application history, email reminders; reduce AI cost further on top routes.

Month 3 — Grow

Referral code; 2 coach pilots; public changelog; decide ARPU (€19 vs €29) from conversion data.

13. Open decisions

1. Price point: €19 or €29 Pro?
2. Free AI? Tiny starter credits vs hard Pro wall
3. Beachhead role: e.g. software engineers only for messaging
4. Geography: EU VAT / legal entity setup

Appendix A — Product surface map

- Surface · Path / capability ·
- ----- · ----- ·
- Job scraper · /scraper ·
- Resume builder · /builder/resume/:id ·
- Cover letter · /builder/cover-letter/:id ·
- Apply via Email · /builder/apply-email + modal ·
- ATS · Builder ATS tab / checker ·
- Portfolio · /dashboard/portfolio ·
- Pricing · /pricing (Free + Pro credits) ·

Appendix B — Cost control principles

1. Use Flash for parse, ATS check, email, enhance; Pro for full drafts and ATS fix.
2. Never duplicate system prompts in both contents and systemInstruction.
3. Prefer structured resume JSON over raw text when both exist.
4. Cap maxOutputTokens per route.
5. Keep credit costs aligned with real API spend.

Confidential — for internal planning and partner discussions. Figures marked illustrative are placeholders, not forecasts.