

cv2job

● **web-platform**

*to unite
the job seeker
and the employer*

● **with the help of
artificial intelligence**

Problems



Job seeker's challenges are

1. Difficulty in designing a CV to attract the recruiter's attention
2. Costs of time
3. Need to use various resources first to create a CV and then to search for a job.



Enterprise (IT-company, HRs, recruitment company) challenges are

1. A lot of time is spent on:
 - screening out irrelevant candidates,
 - bringing the candidate's resume up to the company's standards
2. Costs of posting vacancies for which there is no response

Solution

AI-driven platform is a comprehensive service that **ground-breaks the search and recruitment process** to meet the specific needs of job seekers, employers and niche areas such as IT companies, staffing agencies and more.

Using AI and innovative features, our **platform offers a unique set of solutions to address pain points in the labor market.**

Artificial intelligence

gives
acceleration in the processes
and accuracy in the results

01

build a resume from scratch, **improve** a ready-made **CV**, translate

02

tailor cover letter to the desired vacancy

03

real-time notifications of job openings that **match** their qualifications after CVs are updated

04

create **job openings** from scratch or enhance existing ones with AI

05

Flexible customisation of matching of vacancies and CVs.

06

the unique testing feature that allows employers to develop customised CV-based tests to choose the relevant candidate

Target Market

CAGR 10%

TAM

all job seekers using online platforms
in UK, Germany, France, Italy, Spain,
Poland, Ukraine

SAM

online **IT job seekers** in the selected
countries

SOM

% **IT job seekers** in the selected countries

69 000 000

3 800 000

281 400
5th year

1st year -
2 200

2nd year -
25 400

3rd year -
97 800

4th year -
197 000

Go-to-Market strategy

- **In the first stage**, we are using a **mix of strategies**:
 1. Testing by companies (going on right now) and **selling through testing**
 2. **Freemium** - for job seekers and companies
 3. **Direct Sales:** In-house sales and marketing team to create traffic and lead generation
- For future phases of Global Expansion consider
 1. Partnerships and Distribution
 2. Referral Programs

Business model

for job seekers

purchasing credits for actions

Free

\$0,00

CV templates

7

Actions

2

Matching

limited

Basic

\$5,99

CV templates

15

Actions

5-7

Matching

unlimited

Standart

\$11,99

CV templates

25

Actions

10-20

Matching

unlimited

Premium

\$27,99

CV templates

50

Actions

40-50

Matching

unlimited

Freemeium+subscription

Business model

for Enterprise

Freemium+subscription

Free

\$0,00

opening contacts in
a CV -

5

vacancy posting
unlimited

Basic

\$49,90
(\$499 per year)

opening contacts in
a CV -

20

**adapt CV to the
company's standard**
20

vacancy posting
unlimited

Standart

\$79,90
(\$799 per year)

opening contacts in
a CV -

50

**adapt CV to the
company's standard**
50

vacancy posting
unlimited

Premium

\$499
(\$4990 per year)

opening contacts in
a CV -

unlimited

**adapt CV to the
company's standard**
unlimited

vacancy posting
unlimited
**generating tests for
candidates**

Competitors

		Ukraine			International	Poland (Warsaw)		AI		cv2job
		google search "Конструктор резюме" cvmaker.com.ua	google search "знайти роботу" www.work.ua	IT-niche jobs.dou.ua		google search "Konstruktor CV" resume.io	google search "poszukiwanie pracy w Polsce" pracuj.pl			
					linkedin.com			rezi.ai	resumai.com	
for job seekers	multiple templates	+	-	-	-	+	-	+	+	+
	vacancy search fits	-	simple	simple	simple	-	simple	-	-	implemented in matching
	unparsing and improving	-	-	-	-	-	-	+	+	+
	cover letter for vacancy	-	-	-	-	+	-	+	+	+
for outstaff companies, recruiting agencies	candidate search filters	-	10	-	simple	-	simple	-	-	implemented in matching
	job posting	-	limited by tarif	limited by tarif	+	-		-	-	unlimited
	change pdf into company standart	-	-	-	-	-	-	-	-	+
	contact open	-	limited by tarif	+	+	-	limited by tarif	-	-	limited by tarif
	test for candidates	-	-	-	simple	-	-	-	-	into 4 years
common	translate pdf	-	-	-	-	-	-	-	-	+
	match	-	database selection	-	database selection	-	database selection	+	+	+
	multilevel filter hard skill	-	-	-	simple	-	-	?	?	implemented in matching
	% match	-	-	-	+	-	-	-	-	+

Traction and progress

	Start	Year 1	Year 2	Year 3	Year 4	Year 5
Total new job seeker user		2 200	25 410	97 829	197 028	281 357
Total retain job seeker user		0	374	5 244	27 479	76 616
Total job seeker user	80 testing	2 200	25 784	103 072	224 507	357 973
Total new Enterprise users		336	571	1 142	2 285	4 570
Total retain Enterprise user		0	150	382	838	1 743
Total Enterprise users	27 testing	336	721	1 524	3 123	6 312
Countries	Ukraine	Ukraine, Poland	Ukraine, Poland, UK, Germany, Spain	Ukraine, Poland, UK, Germany, Spain	Ukraine, Poland, UK, Germany, Spain, France	Ukraine, Poland, UK, Germany, Spain, France, Italy
Project staff quantity	7	17	29	31	31	31

Roadmap

PHASE	DETAILS	2023			2024					
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
	Months of project	1	2	3	4	5	6	7	8	9
1	MVP	Testing of 7 partners, bug fixing								
		Connect the front, develop job parsing								
		Functionality of matching testing								
		Testing + 20 partners, bug fixes								
		Setting up payment systems, testing								
2	Sales for companies	Creating a scheme of work and tariff plans								
		Preparing a list of partner								
		Sequences on attraction to the system, set up reporting								
		Sales start								
3	Ready-made product for job seekers	Functional improvement								
		Finalization of the job seeker's office								
		Testing, bug fixing								
		Attracting first applicants - 80 - testing, bug fixing								
4	Sales for Job seekers	Creation of a scheme of work and tariff plans								
		Sequences to attract specialists to the system								
		Setting up digital company and reporting								
		Start of sales								
5	Firsts Fundraising	\$200 000								
		\$7000 000								

Key metrics

	Year 1	Year 2	Year 3	Year 4	Year 5
REVENUES					
Total revenue Job seeker	\$19 724,32	\$152 518,47	\$918 178,14	\$1 178 515,32	\$3 180 986,57
Total revenue Enterprise users	\$191 636,59	\$465 065,38	\$1 019 861,91	\$2 120 481,85	\$4 313 645,94
TOTAL Revenues	\$211 360,91	\$617 583,84	\$1 938 040,04	\$3 298 997,18	\$7 494 632,51
EXPENSES					
General and Administrative expenses	\$191 242,49	\$353 086,71	\$472 659,22	\$509 844,48	\$532 920,48
R&D and Operations expenses	\$568 507,50	\$948 035,00	\$1 205 600,00	\$1 312 960,00	\$1 518 000,00
TOTAL Sales and Marketing expenses	\$138 600	\$636 751	\$1 188 826	\$1 496 905	\$1 685 042
TOTAL COSTS / EXPENSES	\$898 350	\$1 937 873	\$2 867 086	\$3 319 709	\$3 735 962
TOTAL Profit (before taxes)	-\$686 989	-\$1 320 289	-\$929 046	-\$20 712	\$3 758 670
CAC & LTV					
CAC Customer Acquisition Cost job seekers	\$8,40	\$6,21	\$4,76	\$3,00	\$2,25
LTV Customer Lifetime Value job seekers	\$0,57	-\$0,29	\$4,14	\$2,25	\$6,64
CAC Customer Acquisition Cost Enterprise	\$128,33	\$119,59	\$107,39	\$92,50	\$54,71
LTV Customer Lifetime Value Enterprise	\$442,01	\$525,69	\$561,62	\$586,51	\$628,68

Fundraising needs

1st month	5th month	12th month	24th month
\$200 000	\$700 000	\$1 200 000	\$900 000

**Thank you
for attention !**

**? Do you have any
questions**

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