

Project: The App

JOPWELL

# 1 Problem



**Job seekers are sometimes passive.**

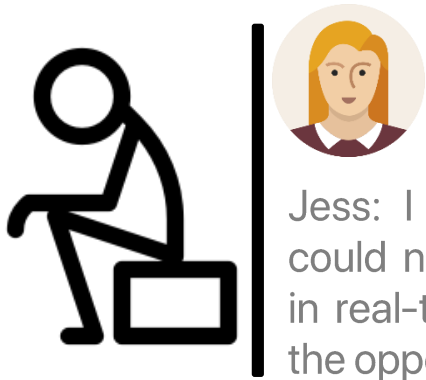
**Resume not up-to-date.**



**Fail to follow up with job applications in time.**

## 2 User Stories

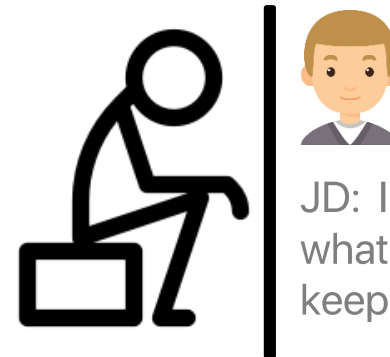
### Job seekers need assistants.



Jess: I wish there is an App that could notify me about job matches in real-time, so I wouldn't miss out the opportunities.

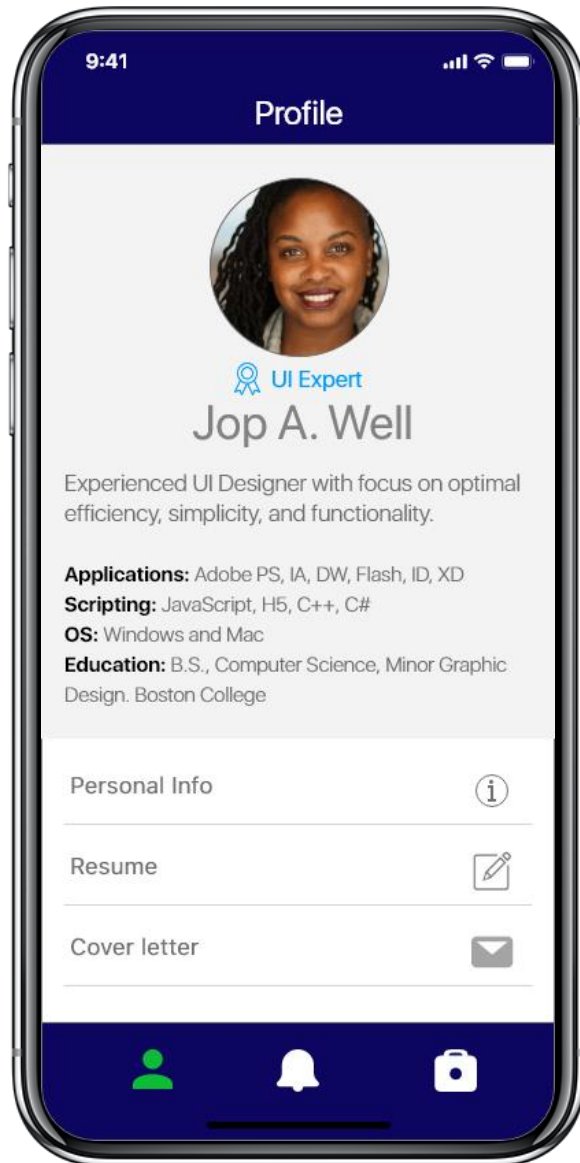


Avy: I wish I can know the status of my job application ASAP, instead of waiting for emails.....



JD: I wish my job App can tell me what companies I applied, so I won't keep reapplying on the same job.

### 3 Solution



**Jopwell App is your dedicated assistant.**

#### **Real-Time**

Send notifications with new job match.

#### **Quick Sync**

Edit resume and update it instantly.

#### **Proactive**

Jobs applied are organized in briefcase tab, with recommended actions for each listing.

## 4 Features



Nearby job listings in real-time.

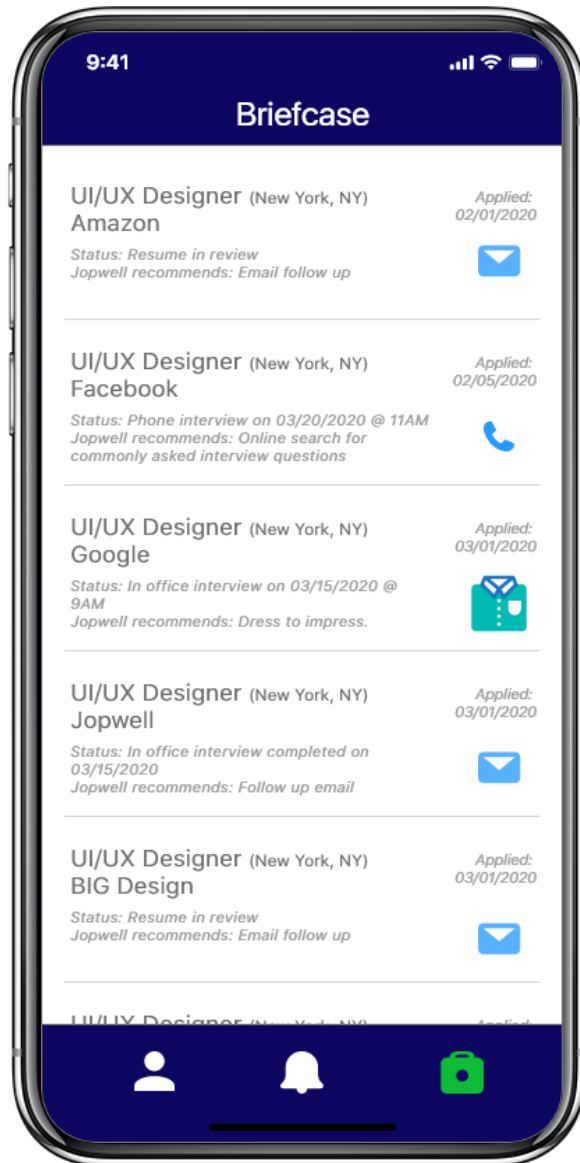
### AI Integrated

Jopwell AI technology finds you best match jobs.

### Clean UI

Each listing has its descriptive icons.

## 5 Features



**What should I do next? We got you.**

### Neat & Tidy

Lists jobs applied with updated status.

### The Finish Line

Each listing has corresponding Jopwell recommended action.

## 6 Acquisition Strategy

**By professionals, for professionals.**



### Where & How

1

#### **Job Fairs**

Thousands of potential job seekers.

2

#### **Companies**

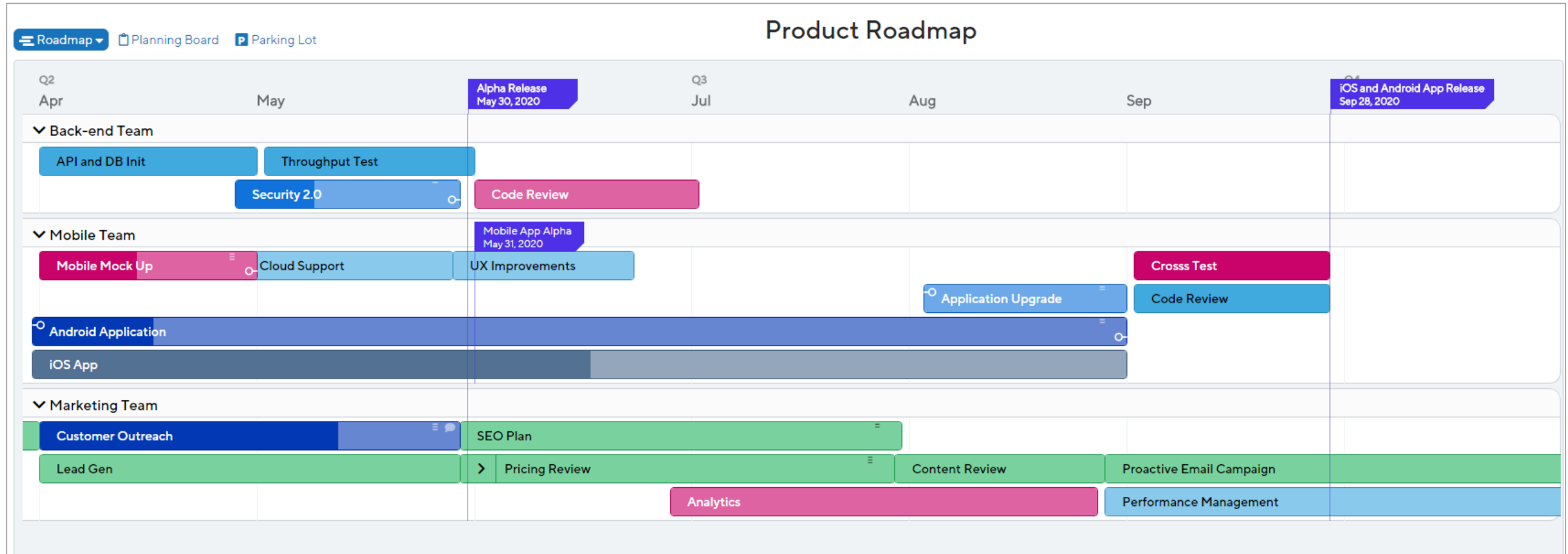
Schedule speeches to companies, show how work diversification can increase productivity.

3

#### **Social Media**

Post articles about job tips where companies and users can follow.

## 7 Product Roadmap







## 9 Abstract

### Overview

- A Jopwell App to organize job search related tasks.
- Project Duration: 4 months.
- Budget: \$400,000.
- Departments: Engineering, Design and Marketing.

### KPIs

- MRR: \$200,000.
- Additional 3 million users 6 months after launch.
- Initial CAC: \$1.43.
- NPS: 55+.
- 30%+ user retention 6 months after launch.

# Team



## Software

Graphic Designer x 1  
UI/UX x 1  
iOS Developer x 2  
Android Developer x 2  
Server-side Engineer x 2  
Database Engineer x 2

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## Management

Product Manager x 1  
Software PM x 2  
Marketing Manager x 1  
UA Manager x 1

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## Marketing

Content Writer x 1  
Content Designer x 1  
Account Manager x 2

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