

AI Resume Builder

An ATS-tuned, India-aware resume + cover-letter engine for the 14 million Indians who apply for a job each month.

Category	Set 1 · Global SaaS
Customer	Active job-seekers in India (entry-to-mid level) + Gulf/UK/Canada migrants
Monetisation	Freemium → ■299 one-time tailored resume / ■499/mo unlimited Pro
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

AI Resume Builder is a focused, ATS-tuned resume and cover-letter generator built specifically for the Indian job-seeker — the largest, fastest-growing, and most under-served resume-buyer market in the world. Unlike the dozens of generic global resume tools, this product is engineered around the structural realities of the Indian hiring funnel: ATS systems used by every IT services major and large BPO; the specific layout conventions of campus recruitment; the secondary market of mid-career Indians applying to Gulf, UK, Canada, and Australia jobs; and the cost sensitivity that has prevented Indian users from converting on \$10-15/month Western pricing.

The product takes a job description as input and produces a fully tailored resume in under sixty seconds, scoring it against the specific ATS the target employer is known to use, surfacing the missing keywords, and generating a matched cover letter in the same pass. A one-time tailored resume is priced at ■299; an unlimited Pro tier at ■499 per month addresses the active job-seeker who is applying to twenty-plus roles a week.

The business is targeted to reach 2,000 paying users by month 6 and 8,000 by month 12, yielding ARR of ■3.8–4.5 crore by the end of year one on an estimated all-in cost base of ■85 lakh. The wedge against incumbents like Zety, Enhancv, and Resume.io is twofold: half the price for the same or better output, and an India-aware product that doesn't assume the user is applying to a US tech company.

The Problem

An estimated 14 million Indians apply for a new role each month — through Naukri, LinkedIn, campus placement systems, agency intermediaries, and Telegram job groups. The single document that decides whether their application proceeds beyond the automated screen is their resume. The vast majority of these resumes are weak in three specific ways: they are generic across applications, they are formatted in ways that ATS systems cannot parse cleanly, and they do not address the keywords the recruiter has actually written into the job description.

The professional alternatives — a CV consultant on Justdial charging ₹2,500–8,000 per resume, a LinkedIn writer charging \$200, or a generalist Western SaaS like Zety at \$25/month — are all expensive or culturally mismatched. The free alternatives — Canva templates, Microsoft Word, ChatGPT — produce documents that either fail ATS parsing (heavy graphics, two-column layouts, embedded icons) or read as generic AI output.

The user is acutely aware that their resume is the bottleneck but has no good way to fix it at price points they will accept. The result is a market of tens of millions of buyers paying nothing today because the product priced for them does not yet exist.

The Solution

The product is a web application built on three input modes: paste a job description, upload an existing resume in any format (PDF, Word, image), and answer a structured five-minute interview about the user's most recent roles. The output, generated in under sixty seconds, is a parsed-and-rebuilt resume tuned to the specific job, an ATS-readiness score, the seven highest-impact missing keywords from the job description, and a matched cover letter.

Three structural differences from incumbents define the wedge. First, ATS-format fidelity: the resume is generated as a single-column, no-graphics, parseable PDF that scores 95+ on common ATS parsers (Workday, Taleo, iCIMS, Greenhouse) by default — most consumer tools produce visually attractive resumes that score 60–70. Second, India-aware content: the AI understands Indian degree conventions (BE/BTech vs Bachelor of Engineering, the difference between IITs and NITs and tier-2 colleges, the meaning of percentage versus GPA, the convention of including marital status for certain sectors). Third, price: ₹299 one-time matches the willingness-to-pay of the median Indian active job-seeker, and ₹499/month is a credible monthly spend for someone actively applying.

The Pro tier includes unlimited tailoring, application tracking across job boards, weekly check-in emails on application progress, and a 'rewrite for this specific company' feature that fetches the company's most recent job postings to identify language patterns.

Market Opportunity

The serviceable Indian market is approximately 50 million active job-seekers in any given year, of whom about 14 million are applying in any given month. Roughly 8 million of these are at the entry-to-mid career stage (0–10 years of experience) where resume quality is most decisive. Of these, a credible 5–8% are willing to spend on a paid resume tool — implying an addressable paying base of 400,000–650,000 Indian users.

The Gulf and Anglosphere migrant market adds a further 1.5 million Indians per year actively applying for overseas roles. These users have higher willingness to pay (■999–1,499 per resume), and require region-specific resume conventions (UK CVs are longer, US resumes are shorter and avoid personal details, Gulf resumes often include a photo).

At a blended ARPU of ■1,400 per paying user per year, an addressable revenue pool of ■560–910 crore exists. Capturing 1% of this pool over five years is a ■6–9 crore annual revenue business; capturing 5% would build a ■30–45 crore business. Comparable Western players (Zety, Enhancv, Resume.io) each generate \$20–50 million in annual revenue from smaller paying bases.

Target Customer

Primary persona: a 25-year-old engineering graduate from a tier-2 college in Pune, currently working at an IT services firm at ■6.5 LPA, applying for product-oriented roles at startups and product companies. She has applied to 47 jobs in the past six weeks and received 3 interview calls. She uses LinkedIn Easy Apply, Naukri, and one Telegram channel. She spent ■1,800 on a resume consultant last year and was disappointed. She would pay ■299 to tailor each application and ■499/month if she could prove return on investment within 60 days.

Secondary persona: a 34-year-old senior software engineer in Bengaluru with 11 years of experience, exploring opportunities in Dubai and London. He needs region-specific CV variants and is willing to pay ■2,000+ for a high-quality version. He values output quality over price.

Tertiary persona: a 22-year-old final-year B.Tech student at a tier-3 college, applying for campus placement and off-campus drives. Price-sensitive; will use the free tier exhaustively before upgrading. The conversion path is via mid-career adjacent referrals (alumni, seniors).

Product

The core flow is three steps: input (paste JD + upload existing resume or fill the 5-min interview), generation (AI processes for 45–60 seconds with a live progress indicator showing ATS scan, keyword match, content rewrite, format optimisation), and refinement (user reviews each rewritten section with a one-click 'rewrite this' button per bullet).

Output formats: single-column ATS-optimised PDF (primary), DOCX for further editing, plain text for copy-paste into LinkedIn or web forms, and a hosted public link for sharing with recruiters. A cover letter and a LinkedIn 'About' rewrite are bundled by default.

The Pro tier adds: application tracking (paste in the job board confirmation email, the app tracks status), weekly application diagnostic ('your application-to-interview rate is 4%; here's why'), interview prep (generates likely questions for the specific JD + STAR-format answer templates from your resume), and salary benchmarking from public data.

The product is built as a responsive web app first (desktop primary, mobile-functional). A native Android app follows in month 9–12 to address the meaningful share of Indian job-seekers who are mobile-only.

Technical Architecture

Frontend: Next.js 14 deployed on Vercel, with TipTap as the resume editor and React-PDF for live preview. Tailwind for design. Auth via Clerk (free tier covers first 10,000 MAU).

Backend: Python FastAPI on Hetzner cloud (€20/month box scales to ~5,000 MAU comfortably). Postgres on Neon (free tier sufficient initially). Job queue for the 45-60s generation flow on Inngest (free tier).

AI layer: GPT-4o-mini for the bulk of rewrite tasks (~\$0.40 per 1,000 generations), Claude Haiku for cover letter generation (better at tonal nuance), and an open-source spaCy + custom ATS-keyword model for the keyword-match engine (runs locally, no API cost). Multi-provider abstraction from day one so any single API can be swapped in 24 hours.

ATS scoring: in-house parser that simulates the major ATS systems' extraction logic (we have access to the public documentation for Workday, Taleo, Greenhouse, iCIMS; the open-source 'resume-parser' libraries are sufficient ground truth). Score is calibrated against 200+ real resumes we manually rate.

Payments: Razorpay for INR (one-time and subscription), Stripe for USD/GBP/AED for the migrant tier.

Business Model & Unit Economics

Two tiers. Free: one resume per month, watermarked, basic ATS score. ₹299 one-time: a single tailored resume + cover letter, full ATS score, no watermark, all formats. ₹499/month Pro: unlimited tailoring, application tracking, weekly diagnostics, interview prep, salary benchmarking. ₹1,499/month Pro+ (Gulf/UK/Canada users): everything plus region-specific CV variants, employer-research summaries, and unlimited LinkedIn rewrites.

Conversion economics are conservative: 3% of free users convert to ₹299 one-time within 30 days; 0.8% convert to Pro within 90 days. Average customer lifetime on Pro is 4.2 months (active during job search). Pro+ has lifetime of 2.8 months but higher ARPU.

Gross margin: ₹299 one-time at ₹8 of AI cost + ₹4 of payment processing = ₹287 contribution; ₹499 Pro at ~₹35/month of AI cost + ₹15 processing = ₹449 contribution. Blended ~94% gross margin.

Unit Economics (Year-1 base case)

Year-1 paying users (target)	8,000 (mix of one-time + Pro)
Blended ARPU	₹570
Year-1 revenue	₹4.5 crore
Gross margin	94%
Customer acquisition cost (CAC)	₹95 (mostly SEO + content)
Payback period	First transaction
Year-1 all-in costs	₹85 lakh (1 eng + 1 content + AI + ads)
Year-1 net contribution	~₹3.4 crore

Go-to-Market

Channel 1 — SEO (60% of acquisition target): publish 200 long-form articles in months 1-6 targeting specific high-intent queries ('resume for TCS off-campus 2026', 'how to write resume for product manager India', 'best resume format for Naukri'). Indian resume queries have low competition and high commercial intent. Expected: 50,000 organic monthly visits by month 9, ~1,500 monthly free signups, ~45 monthly conversions.

Channel 2 — College placement partnerships: free Pro accounts to placement cells of 50 tier-2/3 engineering colleges in exchange for being the recommended tool. Reaches 60,000 students directly. Expected: ~600 monthly free signups, ~25 monthly conversions, plus alumni referrals over time.

Channel 3 — Instagram/YouTube creator partnerships: 30 micro-influencers (10k-100k followers) in the career advice and job-prep niches paid ₹3,000-15,000 per post. Expected: ~3,000 monthly visits per campaign with high conversion intent.

Channel 4 — Outbound to NRI Facebook groups (Gulf jobs, UK jobs, Canada PR): community-first, helpful comments before any sell. Slow but produces high-ARPU Pro+ users at near-zero CAC.

Roadmap (first 12 months)

- Month 1-2: MVP build — input flow, single AI rewrite pipeline, basic ATS score, PDF output. Launch on Product Hunt and r/IndianTeenagers/r/developersIndia. Goal: 500 free signups.
- Month 3-4: Cover letter generator, ₹299 one-time payment integration, 50 SEO articles published. Goal: first ₹50k in paid revenue.

- Month 5-6: Pro subscription launched, application tracker built, college partnership programme begun. Goal: 100 active Pro subscribers.
- Month 7-9: Pro+ tier for migrants, region-specific resume variants (Gulf/UK/Canada/US), Android app development begun. Goal: ■15 lakh MRR.
- Month 10-12: Android app launched, salary benchmarking feature, interview prep module. Goal: ■35 lakh MRR (■4.2 crore ARR run-rate).

Key Risks

- ChatGPT and Claude commodifying resume generation — mitigated by ATS-format fidelity, India-aware content, and application-tracking features that go beyond what a chat interface offers.
- OpenAI/Anthropic API price increases or rate-limiting — mitigated by multi-provider abstraction and a roadmap to switch ~50% of load to open-source models (Llama 3.1 70B via Together AI) when economics warrant.
- Saturated competitive space — mitigated by ruthless India-first positioning and an SEO+college-partnership channel mix that Western players cannot easily replicate.
- Seasonal demand (Q1 and Q3 are peaks around campus placement and IT services hiring cycles) — mitigated by Pro+ tier targeting always-on migrant demand and by building retention features (application tracker) that maintain stickiness through off-season.
- ATS-parser standards changing — mitigated by manual recalibration every 90 days against fresh sample resumes; this is an ongoing operational cost, not a structural risk.