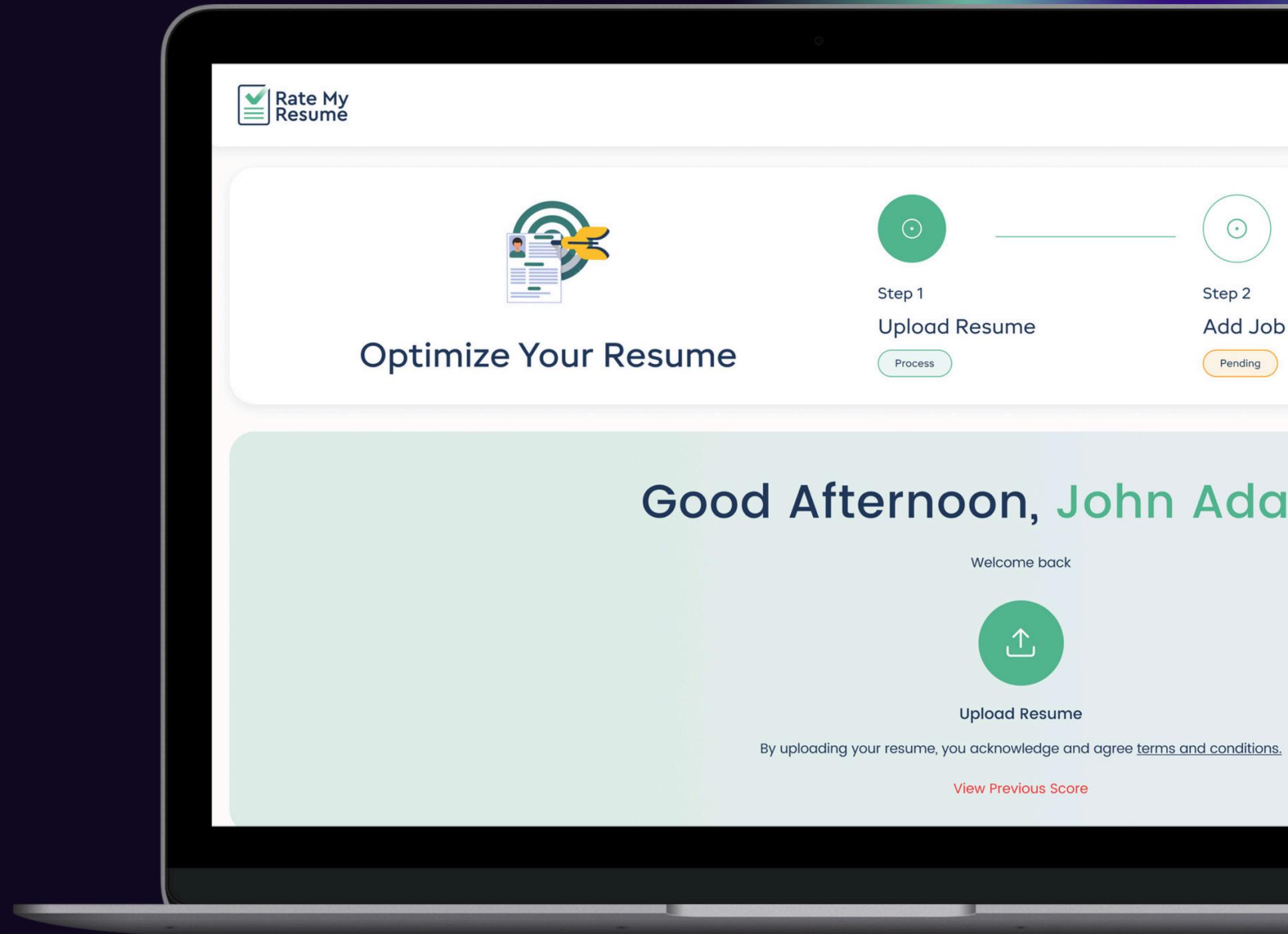




Resume's recruiters can't ignore.

info@ratemyresume.com



www.ratemyresume.com

Problem

01

Rejection

2%

of those applying to an
corporate job listing are
called for an interview

75%

of resumes are rejected
by applicant tracking
systems (ATS)

02

Wasted Time

2-4h

job seekers spend up to 4
hours tailoring their resume
to each job listing

36%

abandon job applications
because repeated resume
tailoring was too time-
consuming

Solution



01

Rate my Resume

Get your resume rated through AI driven software developed by a team of experienced recruiters.

02

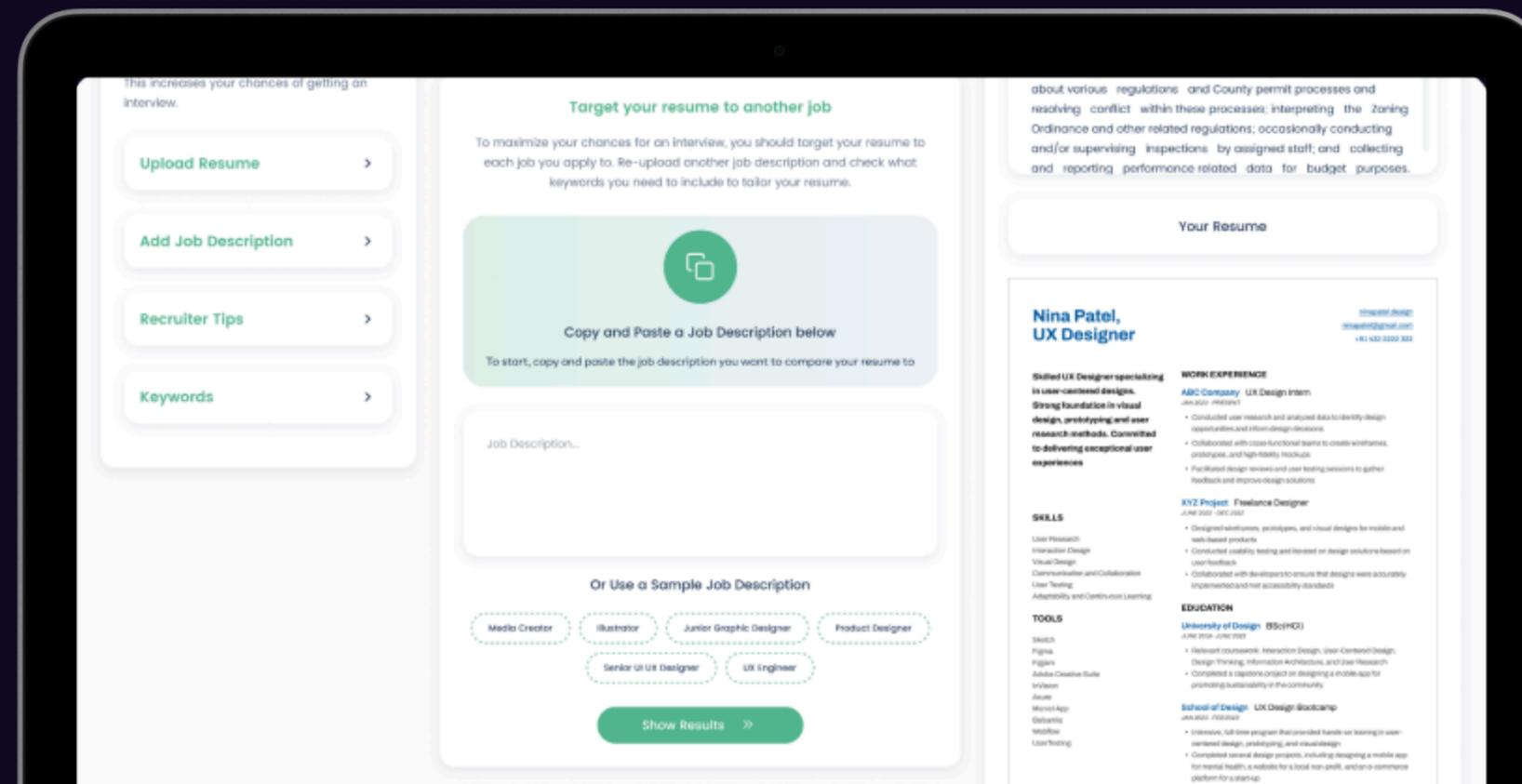
Match My Resume

Match your resume directly to a job description, decreasing time to apply from 3 hours to 3 minutes

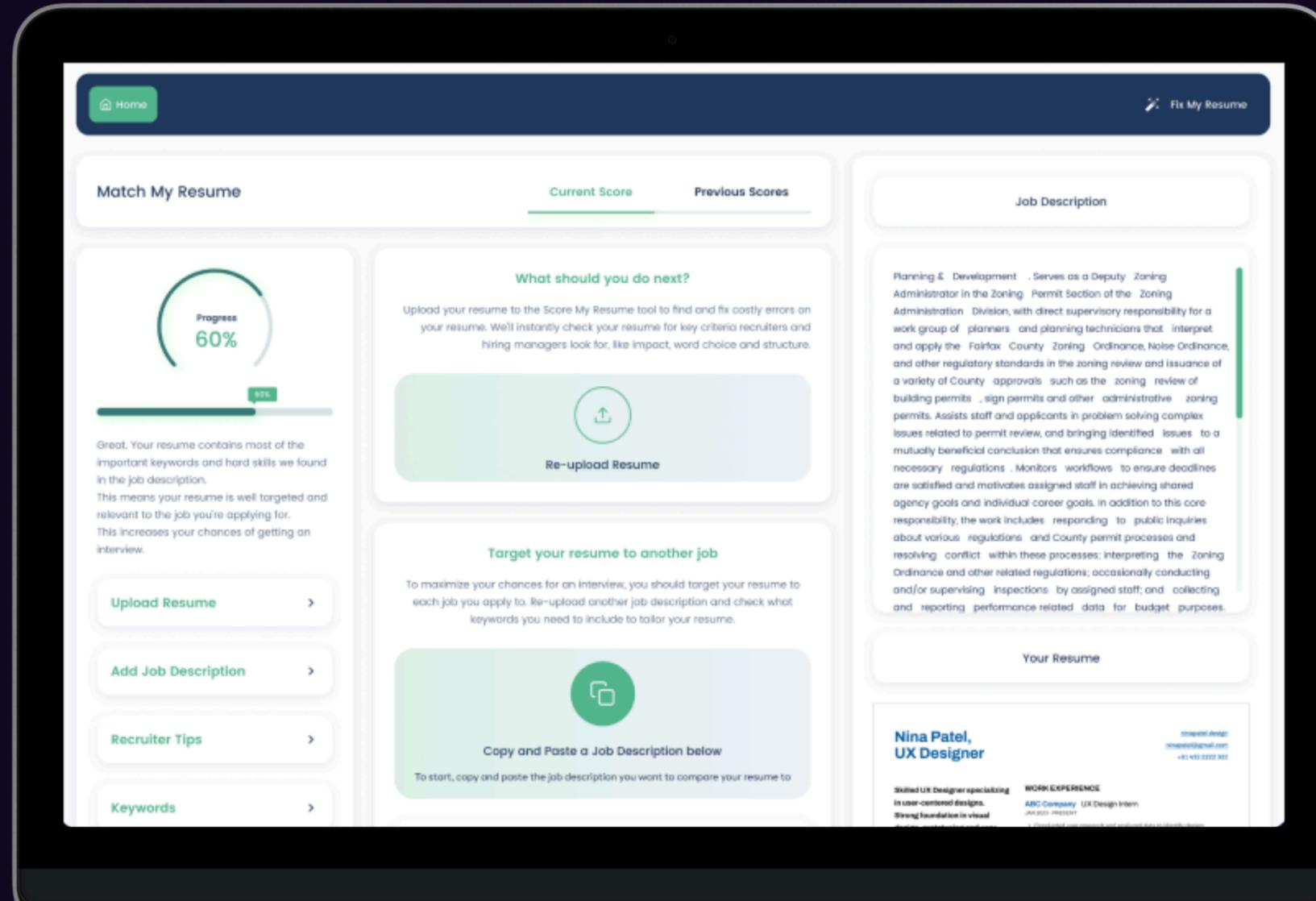
03

Fix My Resume

Fix your resume according to suggested changes and ATS standards with the click of a button.



The Demo: B2C

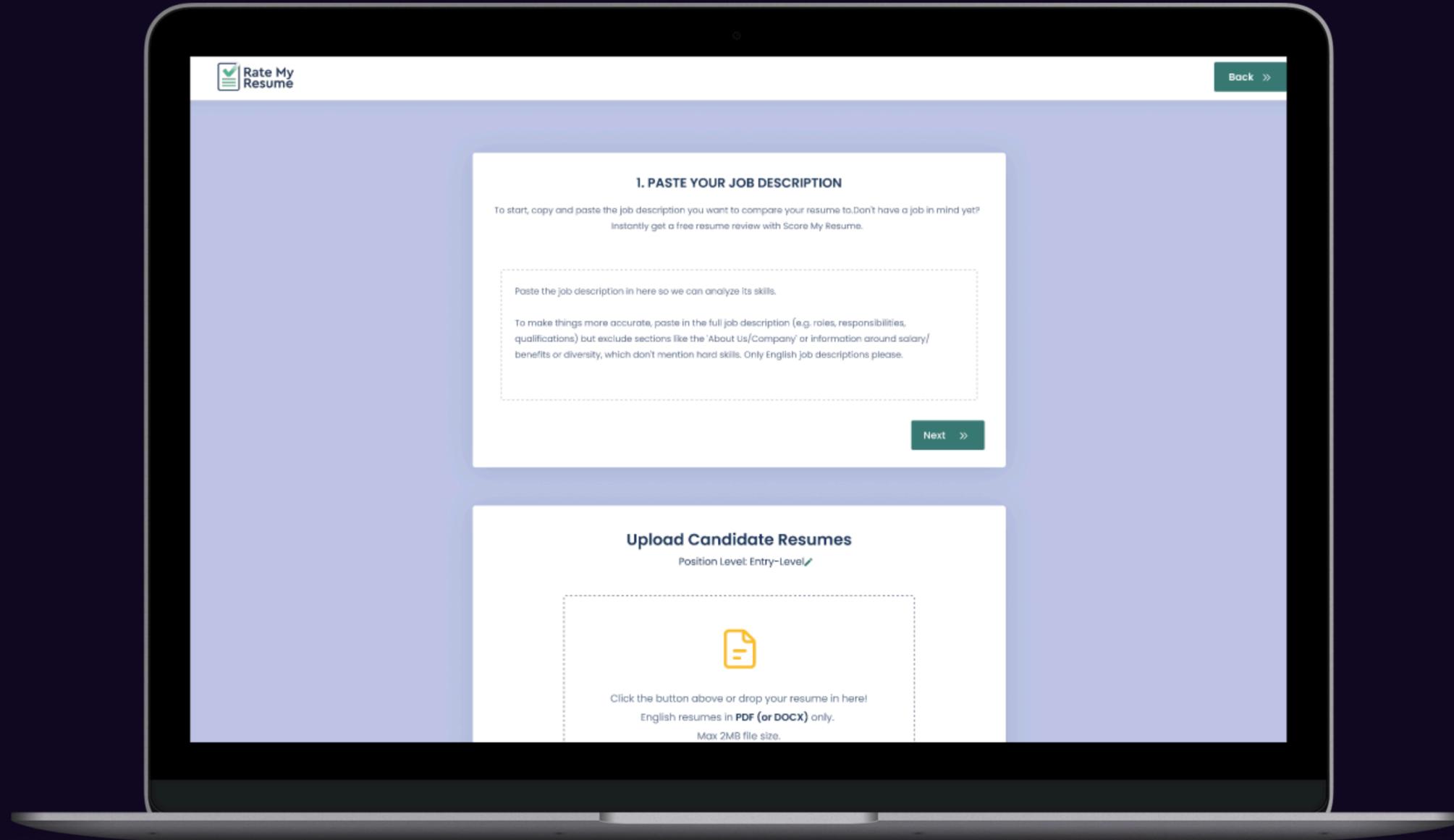


[CLICK FOR DEMO LINK](#)



The Demo: B2B

*In development



[CLICK FOR DEMO LINK](#)

Traction

Rate my Resume has achieved 1600+ sign ups within 2 months month of launch through paid and organic traffic.

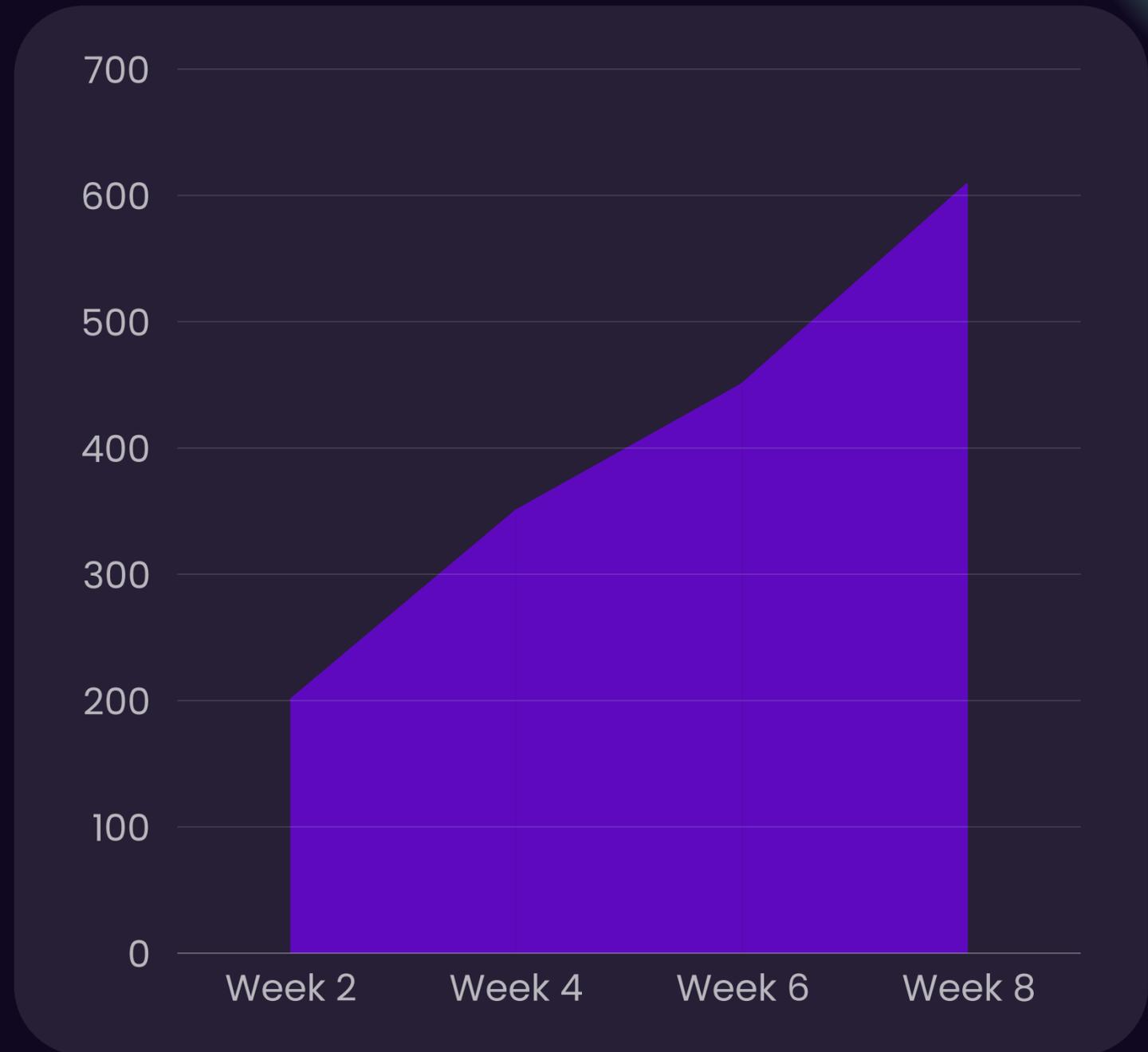
4.7*

rating from early customers.

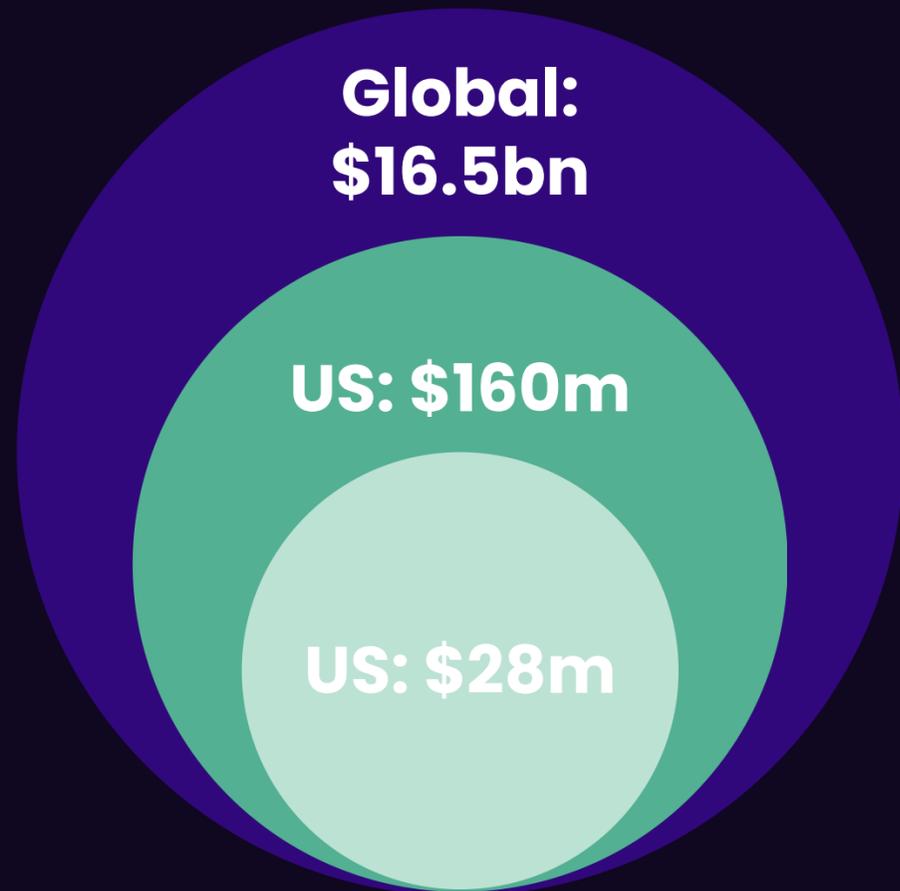
1729%

user increase within 1 month

NEW USERS

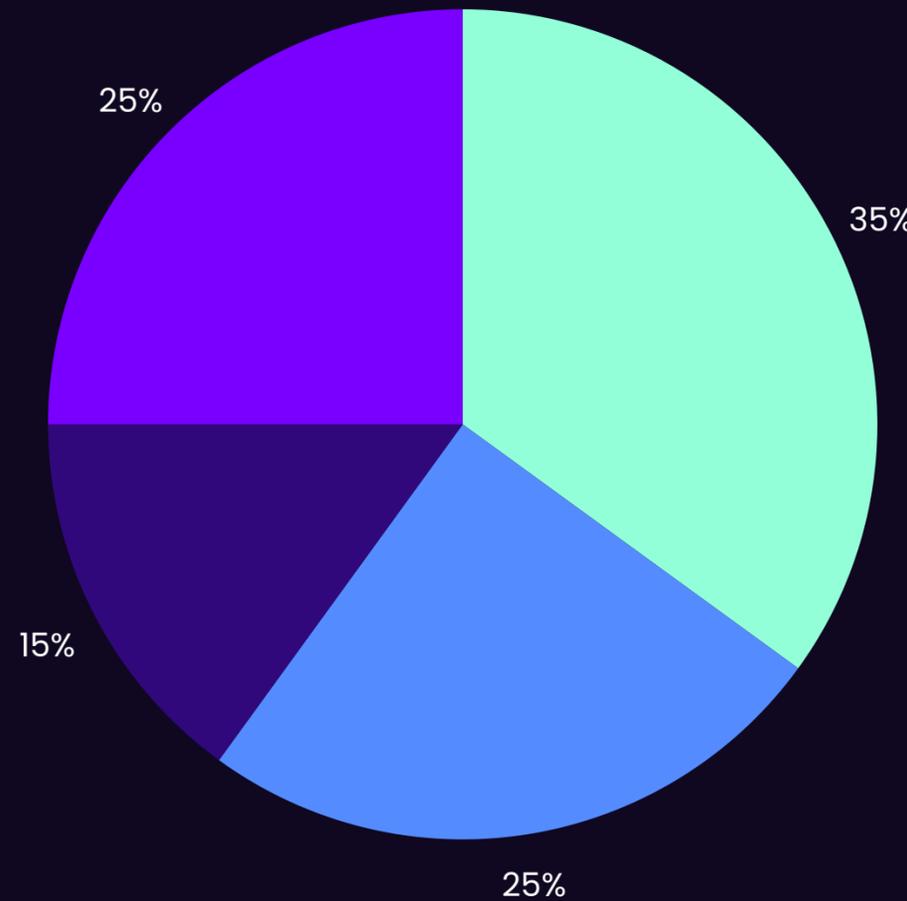


The Market



Market size

- TAM
- SAM
- SOM



Market segments

- Recent College Graduates
- Career Switchers
- Job Seekers
- Freelancers and Gig Workers

01

B2C

August 2024



02

B2B

February 2025



03

Expand

August 2025

Launched version 1 of Rate my Resume B2C version. This allowed us to validate product-market fit, revise and improve Rate my Resume

Launch of B2B Rate my Resume subscription, streamlining recruitment time and costs globally.

Establish Rate my Resume as a clear market leader in the HR tech space.

Roadmap

Go-To Market

Our go-to-market strategy relies on Google Ads, which drives 80% of our traffic. This allows us to efficiently reach job seekers and career switchers, optimizing ad spend for maximum user acquisition.

Online Traffic Sources

80%

Paid Traffic: Google Ads

20%

Organic Traffic

Competitors

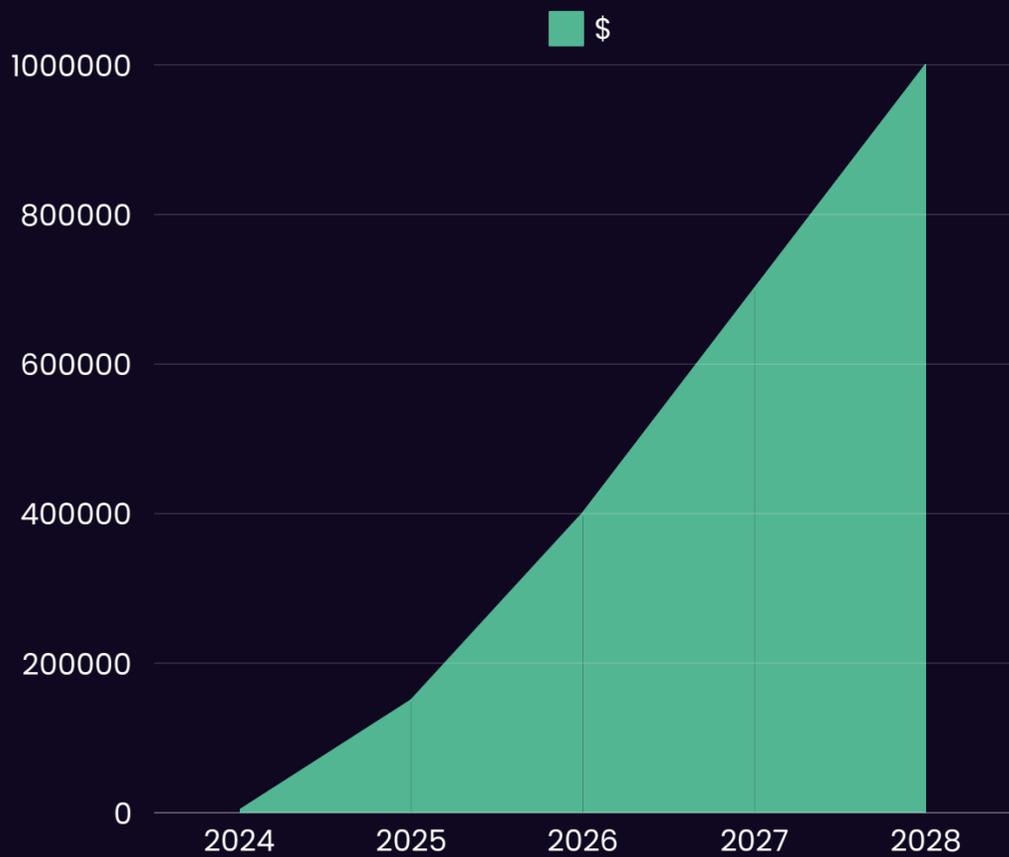
	 Rate My Resume	RESUME WORDED	Rezi	resuma.i.
B2C	✓	✓	✓	✓
B2B (Upcoming)	✓	x	x	x
Starting price (paid plans)	\$9.99	\$49.99	\$29.99	\$29.99
Rate Your Resume	✓	✓	✓	✓
Match Your Resume	✓	✓	x	x
Fix Your Resume	✓	x	✓	x
B2B Rank Our Applicants (coming soon)	✓	x	x	x



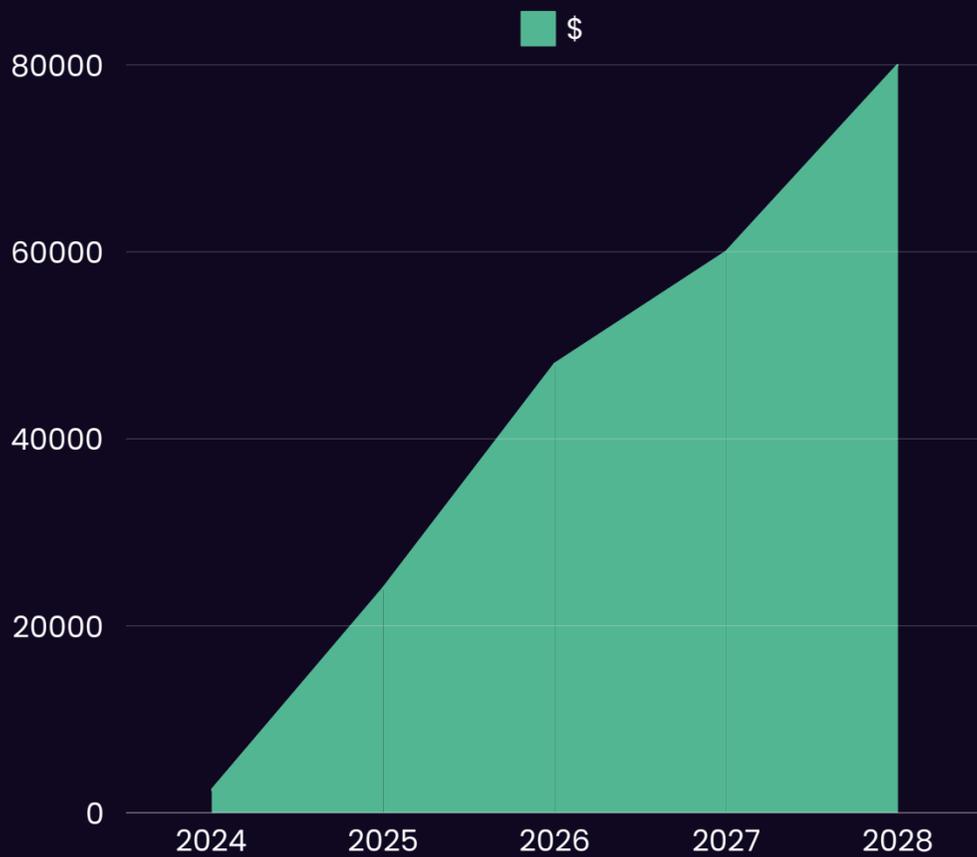
Business Model: B2C (Current)

	Starter	Pro
Price	\$9.99	\$29.99
Rate my resume	✓	✓
Match my resume	✗	✓
Fix my resume	✗	✓
Job description templates	✗	✓
Resume Templates	✓	✓
Support	✓	✓

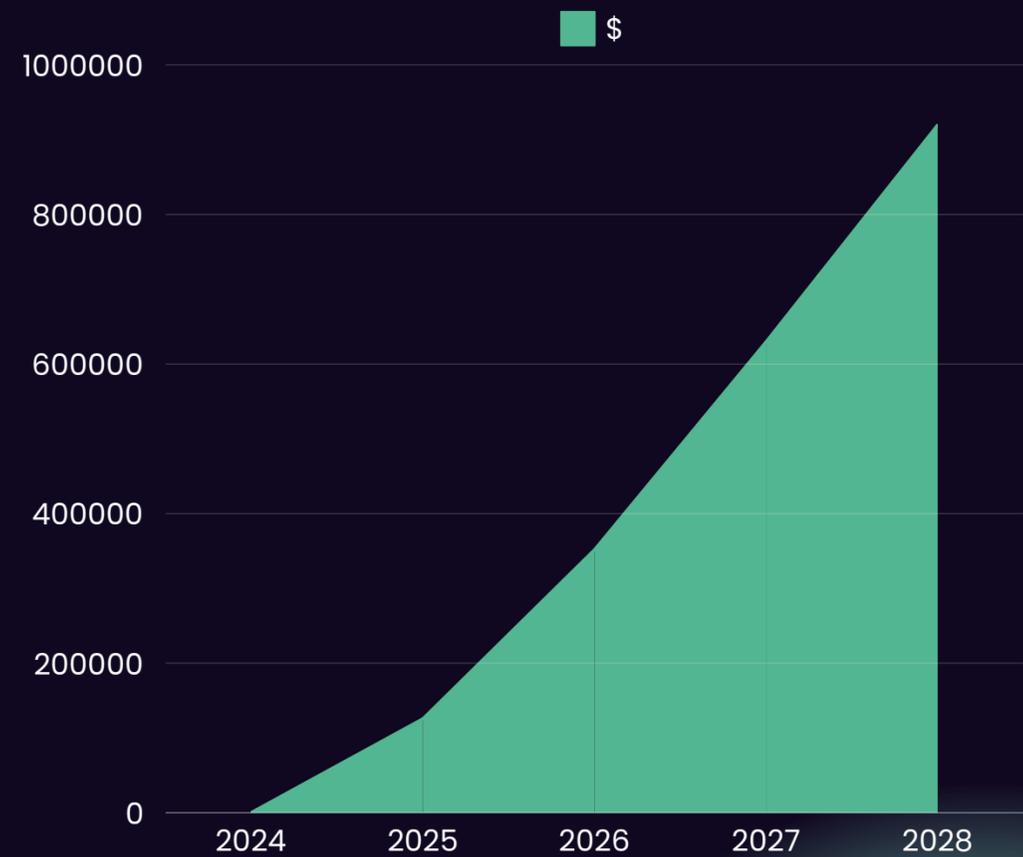
Financial Projections



Revenue



Expenses



Profit

Meet The Founder



Bradley
Johnson

- **Founder of Rate My Resume:** Established a platform leveraging AI to optimize resumes and match candidates with job opportunities.
- **Founder of Novul Solutions:** Leads a tech-driven company focused on cybersecurity, product development, and strategic growth.
- **Battalion Intelligence Officer, Army National Guard:** Oversees intelligence operations, manages security clearances for 500+ soldiers, and develops mission-critical intelligence products.
- **Principal Cyber Security Engineer, National Guard Bureau:** Built and led a Cyber Incident Response team, preventing 1,900+ malicious events and enhancing compliance across 54 states and territories.
- **State Classified Network Administrator:** Managed IT operations, optimized \$1M in assets, and improved network uptime to 90%+.
- **Executive Officer, Army National Guard:** Directed unit operations, streamlined processes, and managed resources worth \$100K under high-pressure environments.

Funding Requirements

Seeking: **\$350,000**

- Product Development: \$140,000
- Marketing and Customer Acquisition: \$87,500
- Operations and Infrastructure: \$52,500
- Team Expansion and Talent: \$35,000
- Legal and Administrative: \$35,000

