High Potential Initiatives Profiles

1   Accelerator

CEED TECH

2   Project and Organization

Kickresume
Kickresume s.r.o

2.1   Country

Slovakia

2.2   Project Abstract

Pretty simple tool which helps people to create resume and cover letter in minutes. Also we are going to launch ''job-match'' feature in 2015. Simply we will analyse data from resume and suggest opened job positions to our users.

Kickresume is a professional and career tool trusted by 400 000 job seekers. We help people through the whole process of resume and cover letter creation with many templates that are approved by recruiters and features that make us competitive in this market.

Kickresume is one of the top 5 resume builders from user base and user experience perspective. We are a team full of engineers and currently looking for a strong partner in the US that will be helpful in achieving partnerships with universities.

2.3   Sector

Consumer, other

2.4   Target Market

B2C, B2B2C

2.5   Business Model

Freemium model; Usage fees model

Kickresume's B2C model works well based on a Freemium model starting at $4/month billed annually or $15/month billed monthly. Free accounts contains a few simple resume templates, basic sections, prewritten phrases (help center) and limited customisation. The premium model contain all templates, documents import, all sections, graphs, icons, shapes, full customisation (fonts, colours,

heights, formats), prewritten phrases, professional support, all cover letters, personal website, personal domain.

Kickresume has started validation of a B2B model based on increasing demand from universities for its Software as a Service white label platform.

Customers acquisition is mostly focused on content and inbound marketing strategy. Kickresume publish a lot of articles, created a career blog, help center and communicate on social networks as well as on other students networks.

To date there have been 1500 paying subscribers, of which 900 are curently active.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	Preparing for big data
IOT	NO

2.6 Website

https://www.kickresume.com/