RESUMEX

Business Proposal Guide — Part 3

Product overview, target user, current alternatives, revenue idea, first users, risks and future upgrades.

Project owner: Oguaka Dalu
Product: RESUMEX CV / Resume Builder
Team: Dalufx Company

1. Product overview

Name: RESUMEX combines “resume” with a modern digital product name. It is short, memorable and connected to the service.

What it does: RESUMEX is a browser-based CV builder. Users enter personal information, education, work experience and skills. The site displays a live preview, offers different layouts, saves a draft in the current browser and allows the user to print or save the CV as PDF.

Problem solved in one sentence: RESUMEX helps job seekers turn scattered career information into a clear CV without designing the document from scratch.

2. Your target user

Example user: Ada, 24, is a fresh graduate and NYSC corps member living in Asaba, Delta State. She is applying for entry-level office and customer-support jobs. She has her education and skills details but is unsure how to arrange them into a professional CV.

Current struggle: She may not know which sections to include or how to format a CV neatly, especially when working mainly from a phone.

Why she chooses RESUMEX: It guides her through labelled sections, shows an immediate preview, offers layouts and supports a phone-friendly workflow.

3. How people solve this problem today

Word processors (Microsoft Word/Google Docs): Good: familiar and flexible. Weakness: users must arrange headings, spacing and page layout themselves.

Design tools (such as Canva): Good: attractive ready-made designs. Weakness: customising a design can take time, and some layouts may be less suitable for simple text-focused CVs.

Asking a friend or CV writer: Good: personal help. Weakness: may cost money, take time or depend on another person’s availability.

4. How your tool makes money

Chosen model: Freemium. Keep the core CV builder free; offer an optional one-time premium template pack in a future version.

Proposed price: ■1,500 for the future premium pack. This is a business proposal only; payment is not integrated into the current website.

Simple maths: 100 customers × ■1,500 = ■150,000 gross revenue from one-time purchases. This is before hosting, payment charges and other costs. It is an illustration, not guaranteed income.

5. Getting your first users

Reach potential users through NYSC and graduate communities, campus WhatsApp groups, student associations, career clubs, community learning centres and social media pages where job seekers discuss CVs.

First ten users: Invite ten students or recent graduates to try the builder free. Demonstrate entering details, changing templates and saving a PDF. Ask them what was confusing and what failed on their phones. Use their feedback to improve the product before wider promotion.

6. Three risks and responses

Risk 1 — Privacy/data loss: CVs contain personal information and local drafts may disappear if browser data is cleared. **Response:** explain local storage, encourage private backups, collect no unnecessary data and warn users not to share CVs publicly.

Risk 2 — Device, browser, power or internet limitations: Some users have older phones or interrupted access. **Response:** keep the site lightweight, make it responsive, explain PWA requirements and test on common phones.

Risk 3 — Low trust or unwillingness to pay: Users may hesitate to pay for an unfamiliar product. **Response:** keep the basic tool free, show a sample CV, explain features honestly and introduce optional paid extras only after feedback.

7. Future upgrades — Version 2

• Add more CV guidance and optional section controls based on employer requirements.

• Add Nigerian education/work-history guidance, including WAEC, OND, HND, B.Sc. and NYSC where relevant.

• Add accessible templates and a plain ATS-friendly layout.

• Improve PDF export with page-break controls and a dedicated PDF library.

• Consider secure cloud accounts only if privacy and security can be properly supported.

• Add a CV quality checklist and downloadable sample CV.

Closing statement

RESUMEX aims to make CV creation easier for Nigerian students, fresh graduates and job seekers. The first version includes personal details, education, experience, skills and referees, with a live preview and printable CV. Future improvements should follow user feedback and protect user privacy.