

**JapanOffer AI**

**An AI Career Entry OS for Cross-Border Job Seekers**

**Version 0.1**

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**From Job Search to career entry**

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## **1. Founder Story: Why I Started This**

My cross-border journey did not begin as a simple academic choice. It began with competition.

Like many Chinese students, I grew up in an education system where the pressure was very high. Many people may already know that, China has a huge population, and every year millions of young people compete for university places, internships and graduate jobs. For many students, including myself, the question was not only know how to study hard. It was also how to find another path when everyone around you is also working hard.

This was the first reason why I first went to Japan.

At the beginning, Japan was a different world to me. It had a different language, a different education system and a different way of thinking. I wanted to understand that world more deeply. Later, I studied law in Japan for two years. That experience helped me see that law is not only about rules. It is also connected to culture, history, institutions, trust and way people do business. Studying law in Japan was my first real experience of thinking across borders.

After that, I decided to continue my legal education in the United Kingdom. I came to the University of Birmingham to study LLB law because I wanted to understand another major legal system, the common law system. Moving from Japan to the UK was not just about changing countries. It was also about building a more insertional legal and career perspectives. I wanted to understand how different legal system work, how businesses operate across countries, and how young people like me can find a place in a more global job market.

At first, my career plan seemed quite clear. I thought that after finishing my LLB in the UK, I could try to become a lawyer in Hong Kong. This looked like a logical route. Hong Kong is an international legal and financial centre. It uses the common law system, and successful lawyers there can earn a high income. To be honest, this was not only an ideal plan. It was also a very realistic career choice.

But when I looked deeper into this path, I realised how difficult it really was.

To enter the legal profession in Hong Kong, I would need to deal with conversion requirements, academic results, PCLL admission and then the further challenge of finding a training contract or pupillage. Every step is competitive. The exams are difficult. Getting into the PCLL is difficult. Completing the PCLL is also difficult. Even after that, finding a firm or chambers willing to train you can be even harder than the exams themselves.

This made me realise something important. Even if someone studies law abroad, speaks several languages and works very hard, entering another country or region's professional market is still very complicated. Hong Kong has the PCLL and training requirements. Japan has its own legal qualification route. China has the national legal professional qualification examination. The UK also has its own qualification routes. Every market has its own gates.

In theory, globalisation gives young people more choices. But in reality, these choices are often hidden behind complicated systems: exams, visas, local qualifications, employer sponsorship, internships, language requirements, professional networks and timing. The problem is not only that competition in China is intense. The problem is that competition is intense everywhere, but every market has different rules.

This is important because many young people no longer want to be limited to one domestic career path. In China, many students now complete undergraduate education. After studying for so many years, they naturally want better jobs and better opportunities. But the domestic job market is very crowded. Because of this, many graduates start to look outside China. Japan, the UK, Singapore, Hong Kong, Europe and other overseas markets are attractive not only because wages may be higher, but also because they offer international experience, career mobility and a chance to build a stronger professional identity.

I felt this problem myself.

On paper, my background should be useful. I am a native Chinese speaker. I have Japanese language ability. I studied law in Japan for two years. I am now studying LLB Law in the UK. I am interested in legal work, compliance, fintech and international business.

But when I started looking for Japan-related internships and junior roles, I found that the process was extremely inefficient and fragmented.

I had to search different keywords on LinkedIn, CFN, Daijob, CareerCross and company websites. I had to guess whether a role would consider overseas students. I had to judge whether my graduation date matched the requirement, whether Japanese was required, whether English was useful, whether the company might accept foreign candidates, whether visa support could be possible, and whether the application was worth my time.

The problem was not that there were no job postings. There were many job postings.

The real problem was that I did not know which opportunities were actually realistic for someone with my background.

That was when I realised this was not just my personal problem. It was a structural problem in cross-border career entry.

For international candidates, job search is not only about finding vacancies. It is about understanding the route. A candidate needs to know whether their nationality, degree, language ability, graduation time, visa situation, qualification path and career direction make a role realistic. Current job platforms can show job listings, but they do not explain whether those roles are actually worth applying to for a foreign candidate.

JapanOffer AI was born from this problem.

It begins with my own experience, but the problem is much bigger than one person. Many Chinese students, overseas Chinese graduates and international candidates are trying to find better opportunities outside their home market. They are not lacking ambition. They are not unwilling to work hard. Many of them have already spent years learning languages, studying abroad and building professional interests. What they lack is a clearer and more efficient route into another country's job market.

JapanOffer AI aims to build that route.

It is not another job board. It is an AI Career Entry OS for cross-border job seekers. It starts with Chinese and overseas Chinese students who want to find internships and junior roles in Japan. In the long term, it aims to help international candidates understand which overseas opportunities are truly realistic, which applications are worth their time, and how to enter a foreign job market with a clearer strategy.

## **2. The problem: Cross-Border Job Search Is Broken**

Cross-border job search is very different from ordinary job search.

For a local candidate, the main question is usually simple: do I have the right skills and experience for this role? But for an international candidate, the question is much more complicated.

They need to ask:

Can this company hire foreigners?

Does this role accept overseas graduates?

Is my graduate date suitable?

Will the company consider some who needs visa support?

Is this role really open to international candidates, or is it only open in theory?

Is it worth spending time on this application?

Current job platforms do not answer these questions well.

Platforms such as LinkedIn, company career pages and local job boards can show job postings. They can tell candidates the job title, company name, location and basic requirements. But they usually do not explain whether the role is realistic for a foreign candidate with a specific nationality, degree, language level, visa situation and career background.

This creates a serious information gap.

An international candidate may spend hours searching for jobs, changing keywords, reading job descriptions, checking company pages, looking for recruiters and rewriting their CV. But after all of that work, they may still not know whether the application has any real chance.

This process is not only inefficient. It is also extremely costly in time.

Many candidates are told that finding a job abroad requires sending out dozens or even hundreds of applications. In reality, many applications receive no response at all. Some candidates may spend weeks preparing applications that disappear into silence. When interviews do happen, the process can involve several rounds, including HR screening, technical or case interviews, team interviews, final interviews, language tests or written tasks. Each round takes time to prepare for, schedule and attend.

For a student or fresh graduate, this is a serious burden.

If someone wants to work abroad after graduation, they often need to start preparing six months, one year or even longer in advance. But this raises a difficult question: what happens during that year? Should the candidate spend a whole year searching, applying, waiting and interviewing without knowing whether any route is realistic? Should they treat job search almost like a full-time job before they even have a job?

This is a huge waste of human time.

A student could spend that time improving skills, gaining experience, building a project, studying a language, preparing for exams or working. Instead, many international candidates spend months navigating unclear systems, applying to roles that may never have been realistic for them in the first place.

This is especially painful for students and fresh graduates. They often do not have strong professional networks. They may not understand the local hiring culture. They may not know which companies are foreigner-friendly. They may not know how visa sponsorship works. They may also not know how to explain their international background in a way that local employers understand.

As a result, cross-border job search becomes a guessing game.

Some candidates apply to roles that were never realistic for them. Some give up too early because they do not know which routes are possible. Some spend too much time on low-probability applications. Others rely on family, agents or informal connections because the official job search process feels too unclear

and inefficient.

The real problem is not a lack of job postings.

The real problem is a lack of guidance.

International candidates do not only need more jobs. They need a system that helps them decide which jobs are worth applying to, which companies are likely to consider them, what risks they face, how much time an application may cost, and how they should present themselves.

In other words, cross-border job search is not just a search problem. It is a route-finding problem, a time-management problem and an eligibility problem at the same time.

JapanOffer AI is built around this idea. It aims to help international candidates move from blind searching to informed decision-making.

Instead of asking candidates to search endlessly across different platforms, JapanOffer AI asks a more useful question:

**Should I apply?**

Behind that question, the system considers the factors that matter most in cross-border job search: skills, language, graduation timing, visa feasibility, employer foreigner-friendliness, application priority and expected application effort.

The goal is simple: help candidates spend less time on applications that were never realistic, and more time on opportunities that actually match their background.

### **3. Market Evidence: Why Cross-Border Career Entry Needs a New System**

The opportunity behind JapanOffer AI is not only that many people want to work abroad. The deeper problem is that overseas job search is not an open and simple market. It is a filtered market.

A candidate does not only compete with other candidates. They also face local employment rules, visa requirements, employer sponsorship costs, salary thresholds, language barriers, qualification systems and hidden hiring preferences. For a foreign candidate, the question is not only “am I good enough?” The real question is often: “am I legally, practically and commercially realistic for this role?”

This is why cross-border job search needs a different kind of system.

#### **3.1 China creates one of the largest graduate pressure pools in the world**

China produces one of the largest graduate cohorts in the world. The number of college graduates reached 12.22 million in 2025 and is expected to reach 12.70 million in 2026. Ordinary undergraduate graduates alone reached 5.12 million in 2024.<sup>123</sup>

This matters because the user base is not small. Millions of young people enter the job market every year after spending more than a decade in education. Many of them do not simply want “a job”. They want a good job, a better salary, a stronger professional identity and a route that justifies the years they have spent studying.

In this context, overseas work naturally becomes attractive to some Chinese graduates and overseas Chinese students. Japan, the UK, Singapore, Hong Kong, Europe and North America are not attractive only because they may offer higher wages. They also represent a possible escape from a single overcrowded domestic labour market.

But wanting to work abroad is very different from knowing how to enter a foreign labour market.

### **3.2 Overseas education does not automatically become overseas employment**

The UK shows this problem clearly. In 2023/24, there were 732,285 overseas students studying at UK higher education providers, making up 23% of the

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<sup>1</sup> State Council of China, ‘China to see an increase of 430,000 college graduates in 2025’ (14 November 2024), available at: [https://english.www.gov.cn/archive/statistics/202411/14/content\\_WS67358fe7c6d0868f4e8ecee6.html](https://english.www.gov.cn/archive/statistics/202411/14/content_WS67358fe7c6d0868f4e8ecee6.html), accessed 15 May 2026.

<sup>2</sup> Xinhua News Agency, ‘China expects 12.7 mln college graduates in 2026’ (20 November 2025), available at: <https://english.news.cn/20251120/d6656fc3d3a94b228af28217ea379feb/c.html>, accessed 15 May 2026.

<sup>3</sup> China Higher Education Student Information / Ministry of Education related statistics, ‘2024 年全国教育事业发展统计公报’ (2025), available at: <https://gaokao.chsi.com.cn/gkxx/gzdt/202506/20250612/2293391718.html>, accessed 15 May 2026.

total student population.<sup>4</sup>

Many international students enter the UK believing that an overseas degree will create better career opportunities. But the transition from study to local employment is not automatic. Time is limited. The UK Graduate visa lasts two years if the application is made on or before 31 December 2026, but for non-doctoral graduates it will last only 18 months if the application is made on or after 1 January 2027.<sup>5</sup>

This creates pressure. International graduates cannot spend unlimited time trying random applications. They need to know quickly which roles are realistic, which employers are likely to consider them, and which applications are not worth the effort.

The problem is not only the candidate's ability. It is also the employer's willingness and legal ability to hire them.

### **3.3 Local labour protection creates hidden barriers**

Most developed labour markets are not designed as fully open markets for foreign graduates. They often protect local workers through salary thresholds, sponsorship rules, wage protections, labour market checks, employer costs or administrative approval.

In the UK, a Skilled Worker visa usually requires a Home Office-approved sponsor and a salary of at least £41,700 per year, or the going rate for the occupation, whichever is higher.<sup>6</sup> This means that many junior roles may look attractive to an international graduate, but they may not be realistic if the salary, employer sponsorship status or job category does not fit the visa route.

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<sup>4</sup> UK House of Commons Library, 'International students in UK higher education' (27 June 2025), available at: <https://commonslibrary.parliament.uk/research-briefings/cbp-7976/>, accessed 15 May 2026.

<sup>5</sup> UK Government, 'Graduate visa: Overview', available at: <https://www.gov.uk/graduate-visa>, accessed 15 May 2026.

<sup>6</sup> UK Government, 'Skilled Worker visa: Your job', available at: <https://www.gov.uk/skilled-worker-visa/your-job>, accessed 15 May 2026.

Even where post-study work routes exist, many employers may not fully understand them. A HEPI and Kaplan report found that only 3% of surveyed employers had knowingly used the UK Graduate Route, while 27% were not familiar with it and a further 20% had not used it and had no plan to do so.<sup>7</sup> This shows that even when a legal route exists, employer awareness and behaviour can still become a barrier.

The same pattern exists in other markets. In the United States, H-1B employers must make wage and working-condition commitments, including paying at least the required wage and ensuring that hiring the foreign worker does not adversely affect similarly employed workers.<sup>8</sup> In Germany, approval from the Federal Employment Agency often involves checking whether there is a concrete job offer and whether working conditions are comparable with those of domestic employees.<sup>9</sup> In Switzerland, non-EU/EFTA nationals may work only under strict conditions, generally if they are highly qualified, such as managers, specialists or other skilled professionals. Swiss admission rules also consider whether the employment is in the interest of Switzerland and its economy.<sup>1011</sup>

This does not mean these countries are closed. It means they are selective.

For a Chinese or international candidate, this changes the nature of job search. A role may appear online, but the real question is whether the candidate can pass the hidden filters behind that role: visa, salary, employer willingness, local priority rules, language, timing and qualification requirements.

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<sup>7</sup> Higher Education Policy Institute and Kaplan, 'Not heard of this: Just 3% of employers have knowingly used the Graduate Route visa to tackle their skills shortages' (5 January 2023), available at: <https://www.hepi.ac.uk/2023/01/05/not-heard-of-this-just-3-of-employers-have-knowingly-used-the-graduate-route-visa-to-tackle-their-skills-shortages/>, accessed 15 May 2026.

<sup>8</sup> United States Department of Labor, 'H-1B Program', available at: <https://www.dol.gov/agencies/whd/immigration/h1b>, accessed 15 May 2026.

<sup>9</sup> Make it in Germany, 'Approval of the Federal Employment Agency', available at: <https://www.make-it-in-germany.com/en/looking-for-foreign-professionals/entering/federal-employment-agency>, accessed 15 May 2026.

<sup>10</sup> State Secretariat for Migration, Switzerland, 'Non-EU/EFTA nationals', available at: [https://www.sem.admin.ch/sem/en/home/themen/arbeit/nicht-eu\\_efta-angehoerige.html](https://www.sem.admin.ch/sem/en/home/themen/arbeit/nicht-eu_efta-angehoerige.html), accessed 15 May 2026.

<sup>11</sup> State Secretariat for Migration, Switzerland, 'Basis for admission to the Swiss employment market', available at: [https://www.sem.admin.ch/sem/en/home/themen/arbeit/nicht-eu\\_efta-angehoerige/grundlagen\\_zur\\_arbeitsmarktzulassung.html](https://www.sem.admin.ch/sem/en/home/themen/arbeit/nicht-eu_efta-angehoerige/grundlagen_zur_arbeitsmarktzulassung.html), accessed 15 May 2026.

Current job platforms do not explain these filters clearly.

### **3.4 Japan is a strong first market, but not an easy market**

Japan is a strong first market for JapanOffer AI because its demand for foreign workers is becoming structural.

Japan is one of the world's most aged societies. In 2025, people aged 65 and above accounted for 29.4% of Japan's population, a record high.<sup>12</sup> At the same time, Japan's foreign worker population reached 2,571,037 as of the end of October 2025.<sup>13</sup>

This creates a clear tension. Japan needs more foreign workers, but the route into the Japanese labour market is still difficult for many overseas candidates.

The hiring system is fragmented. Job information is spread across LinkedIn, CFN, Daijob, CareerCross, Wantedly, company websites and recruitment agencies. Language expectations are often unclear. Some companies are open to foreign candidates, while others are not. Some roles require Japanese business-level communication. Some may accept English. Some may be realistic for overseas students; others may not be.

This is exactly the kind of market where JapanOffer AI can begin.

Japan has demand. Chinese and overseas Chinese candidates have interest. But between the two sides, there is no clear decision system that tells candidates which roles are realistic and which applications are likely to waste their time.

### **3.5 The real opportunity is eligibility-aware job matching**

The market opportunity is not simply “helping people find more jobs”.

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<sup>12</sup> Xinhua News Agency, ‘Elderly account for record 29.4 pct of Japan's population’ (14 September 2025), available at: <https://english.news.cn/20250914/55c74a45465042d8affadaa5317f24c2/c.html>, accessed 15 May 2026.

<sup>13</sup> Ministry of Health, Labour and Welfare, Japan, ‘「外国人雇用状況」の届出状況まとめ（令和7年10月末時点）」 (30 January 2026), available at: [https://www.mhlw.go.jp/stf/newpage\\_68794.html](https://www.mhlw.go.jp/stf/newpage_68794.html), accessed 15 May 2026.

There are already many job boards.

The real opportunity is helping international candidates understand which jobs are actually worth applying to.

For cross-border candidates, every wrong application has a cost. It costs time to search, read job descriptions, rewrite CVs, write cover letters, contact recruiters, prepare for interviews and wait for replies. If a candidate applies blindly to dozens or hundreds of roles, the cost is not only emotional. It is also strategic. That time could have been used to build skills, gain experience, prepare for exams, improve language ability, build projects or apply to better-matched roles.

This is why JapanOffer AI is not designed as another job board.

It is designed as an eligibility-aware Career Entry OS.

The first MVP asks one simple question:

### **Should I apply?**

Behind that question, the system considers the factors that matter most in cross-border job search:

- skills fit;
- language fit;
- graduation timing;
- visa feasibility;
- employer foreigner-friendliness;
- salary and sponsorship risk;
- qualification requirements;
- application effort;
- expected interview friction.

The goal is simple: help candidates spend less time on applications that were never realistic, and more time on opportunities that actually match their background.

#### **4. Target User: Chinese and Overseas Chinese Graduates Entering Japan**

JapanOffer AI will not start by serving every job seeker in every country.

The first target user is more specific:

Chinese students and overseas Chinese graduates who want to enter the Japanese job market through internships, junior roles or cross-border business opportunities.

This group does not only include people who already speak Japanese. Japanese ability is valuable, and in many roles it can be a strong advantage. But it should not be treated as the only route into Japan.

The future of work is becoming more international. China and Japan are geographically close, economically connected and deeply important to each other in Asia. Both countries also face different forms of structural pressure. China's rapid growth has been strongly supported by infrastructure, manufacturing capacity and a huge domestic market, but many young people now feel that domestic competition is becoming more intense and growth opportunities are becoming harder to access. Japan, on the other hand, has faced long-term economic stagnation since the end of its bubble economy, often described as the "lost decades".

This does not mean that either country lacks opportunity. It means that both sides need new forms of cooperation, talent mobility and cross-border connection.

For this reason, Japan should not only be seen as a market for people who already fit the traditional Japanese employment model. It should also be seen as a market where internationally educated Chinese graduates can bring value through English ability, global education, China market understanding, legal awareness, business skills, technology skills and cross-cultural communication.

Many Chinese students today complete undergraduate education with at least some level of English ability. Many overseas Chinese students have studied in English-speaking countries such as the UK, the US, Canada or Australia. Their strength is not only that they may speak Japanese. Their strength is that they can operate between China, Japan and the wider international market.

This matters because Japan's future workforce needs are not limited to purely

domestic roles. Japanese companies, foreign companies in Japan and China-related business teams all need people who can work across markets. Some roles may require strong Japanese. But other roles, especially in international business, fintech, technology, consulting, market research, business development, global operations, legal support and compliance support, may value English ability and international background as much as, or sometimes more than, traditional local experience.

The problem is that candidates often do not know which type of role fits them.

A Chinese graduate with strong English but limited Japanese may wrongly assume that Japan is impossible. A student with Japanese N1 may still not know whether they should apply for domestic Japanese roles or international-facing roles. A UK-educated Chinese student may not know whether their background fits legal assistant, compliance, fintech business development, market research or global operations. A candidate may see a role online, but still not know whether the company is genuinely open to foreign or internationally educated applicants.

This is exactly why JapanOffer AI is needed.

This target user does not need another simple job list. They can already search on LinkedIn, CFN, Daijob, CareerCross, Wantedly and company websites. What they need is a decision system that understands different routes into Japan.

They need to know:

- which roles match their background;
- whether Japanese is required, preferred or not essential;
- whether English ability can be a real advantage;
- whether their China background is useful for the role;
- whether the company is international or domestic-facing;
- whether the role is realistic for an overseas graduate;
- whether visa or sponsorship issues may appear;
- whether the application is worth their time;
- how to explain their background to employers.

JapanOffer AI starts with this group because the pain is clear and the opportunity is real. Many Chinese and overseas Chinese graduates are not lacking ability. What they lack is a clear route into the right market, the right role and the right type of company.

The first version will focus on helping these candidates answer one practical question:

**Should I apply to this role?**

By starting with Chinese and overseas Chinese graduates entering Japan, JapanOffer AI can build a focused product, collect clearer data and understand one market deeply before expanding to other countries.

In the long term, the same problem exists in many other cross-border job routes: Chinese graduates looking at Singapore, Hong Kong, the UK, Germany, Canada or the Middle East; international students trying to stay in the country where they studied; and foreign candidates trying to enter labour markets where visa, language and employer rules are unclear.

But the first step must be focused.

**JapanOffer AI begins with Japan.**

## 5. The Solution: An Eligibility-Aware Career Entry OS

JapanOffer AI is not another job board.

There are already many platforms where candidates can search for jobs. The problem is not that job postings do not exist. The problem is that international candidates do not know which postings are actually realistic for them.

JapanOffer AI is designed to solve this problem.

It is an AI Career Entry OS for cross-border job seekers. Instead of only showing more job listings, it helps candidates understand whether a role matches their background, whether the company is likely to consider them, and whether the application is worth their time.

The core idea is simple:

**Do not make candidates search blindly. Help them decide intelligently.**

For a local candidate, ordinary job matching may be enough. But for an international candidate, a good match depends on more than skills. It also depends on language ability, graduation timing, visa feasibility, employer foreigner-friendliness, salary level, sponsorship risk, qualification requirements and the type of company.

JapanOffer AI brings these factors together into one decision system.

### 5.1 Candidate Passport

The first part of the system is the Candidate Passport.

When a user uploads their CV or fills in their background, JapanOffer AI creates a structured career profile. This profile does not only record basic information. It focuses on the factors that matter most in cross-border job search.

It may include:

- nationality;
- current location;
- university and degree;
- graduation date;
- language ability;
- professional interests;
- work experience;
- target country;
- target role;
- visa situation;
- preferred industry;
- willingness to relocate;
- ability to work in English, Japanese or other languages.

For example, a user may be:

A Chinese student studying law in the UK, graduating in 2027, with English and Japanese ability, interested in legal, compliance, fintech and international business roles in Japan.

Another user may be:

A Chinese engineering student with strong English but limited Japanese, interested in technology or business development roles in Japan.

These two candidates should not receive the same advice. Their routes into Japan may be completely different.

This is why the Candidate Passport is important. It turns a messy CV into a clear cross-border career profile.

## 5.2 Job Link Analysis

The second part is Job Link Analysis.

Instead of asking users to browse hundreds of job postings, JapanOffer AI allows them to paste a job link or upload a job description.

The system then analyses the role and identifies key information:

- job title;
- company;
- location;
- role type;
- required skills;
- language requirements;
- graduation year requirement;
- internship or full-time status;
- whether overseas candidates are mentioned;
- whether visa or work eligibility is mentioned;
- whether the role is domestic-facing or international-facing;
- expected application effort.

This is important because job descriptions are often long, unclear or written for local candidates. International candidates may not know which details matter most.

JapanOffer AI reads the job description through the lens of a foreign candidate.

## 5.3 Match Score and VisaFit Score

After analysing both the candidate and the role, JapanOffer AI gives the user a structured result.

This may include:

- Skills Fit;
- Language Fit;
- Graduation Fit;

- VisaFit;
- Employer Foreigner-Friendliness;
- Sponsorship Risk;
- Application Effort;
- Interview Friction;
- Overall Application Priority.

The goal is not to give users a false guarantee. The system will not say, “You will get this job.” That would be unrealistic.

Instead, it gives a practical judgment:

### **Is this application worth your time?**

For example:

Match Score: 82%

Language Fit: High

Graduation Fit: Medium

Visa Risk: Medium

Application Effort: High

Application Priority: B

Verdict:

You can apply, but only if you are willing to work on-site in Tokyo and customise your CV carefully. Do not treat this as a high-probability application.

This kind of result is more useful than a normal job list because it helps the candidate manage time and expectations.

## **5.4 Should I Apply?**

The first MVP of JapanOffer AI will focus on one question:

### **Should I apply?**

This question is simple, but it is exactly what many international candidates

struggle with.

When a candidate sees a role online, they often do not know whether to spend time applying. The role may look attractive, but the visa risk may be high. The company may look international, but the language requirement may be unrealistic. The job title may sound suitable, but the graduation date may not match. The salary may be too low for future sponsorship. The interview process may be too long for a low-probability application.

JapanOffer AI helps users make a better decision before they spend hours preparing an application.

**The system can give three types of verdict:**

**Apply**

**The role is reasonably realistic and worth serious effort.**

**Maybe**

**The role has potential, but there are clear risks. Apply only if the user has time or can address the weak points.**

**Do Not Waste Time**

**The role is unlikely to be realistic because of visa, language, graduation timing, qualification or employer-related issues.**

This does not replace human judgment. It improves it.

## **5.5 Application Assistant**

Once the user decides to apply, JapanOffer AI helps them prepare a better application.

It can generate:

- CV improvement suggestions;
- role-specific CV bullet points;
- cover letter structure;
- LinkedIn recruiter messages;
- email outreach templates;
- Japanese self-introduction;

- 志望動機 draft;
- interview preparation questions;
- follow-up messages.

This is important because many international candidates do not know how to explain their background in a way that local employers understand.

A candidate may have strong cross-border value, but if they present themselves in the wrong way, employers may not see it.

JapanOffer AI helps candidates translate their background into a clearer employer-facing story.

## **5.6 Why this is different from a normal job board**

A normal job board starts with jobs.

**JapanOffer AI starts with the candidate's route.**

A normal job board asks:

What jobs are available?

**JapanOffer AI asks:**

**Which jobs are realistic for this candidate?**

A normal job board gives users more options.

**JapanOffer AI helps users reduce noise.**

A normal job board focuses on search.

**JapanOffer AI focuses on decision-making.**

This difference matters because cross-border job search is not just about access to information. It is about interpreting that information correctly.

The long-term goal is to build a system that can guide international candidates through the full career entry process: from understanding their route, to

choosing roles, to preparing applications, to contacting recruiters, to tracking outcomes.

The first step is simple.

Help them answer:

**Should I apply?**

## **5.7 Future Employer Side: Reducing Hiring Friction**

The first version of JapanOffer AI will focus on candidates. This is the most natural starting point because international candidates feel the pain immediately. They do not know which roles are realistic, which applications are worth their time, or how to present their background.

However, the long-term opportunity is not limited to candidates.

Employers also face a serious problem when hiring international talent. They may receive many applications, but it is difficult to know which candidates are genuinely suitable. A candidate may look strong on paper, but later turn out to have visa issues, language gaps, wrong graduation timing, unclear qualification routes or weak long-term fit. This creates unnecessary screening work and can lead to multiple rounds of interviews that waste time for both sides.

JapanOffer AI can eventually reduce this friction.

As the platform develops, each candidate can have a structured Candidate Passport. This would show not only their CV, but also their language ability, graduation timing, target roles, visa situation, qualification route, international experience and fit for specific markets.

For employers, this could create a more efficient way to identify international candidates who are already aligned with the role. Instead of spending several interview rounds discovering basic eligibility issues, employers could use JapanOffer AI to understand earlier:

- whether the candidate matches the role;
- whether their language ability is suitable;

- whether their visa or work eligibility is realistic;
- whether their background fits the company's international needs;
- whether they are suitable for local-facing or global-facing work;
- whether they are worth moving to interview.

JapanOffer AI would not replace human hiring decisions. Companies would still need to interview candidates, assess personality, test skills and judge cultural fit. But the platform could reduce unnecessary early-stage friction by filtering for realism before the interview process begins.

This creates a long-term two-sided opportunity.

On one side, JapanOffer AI helps candidates avoid wasting time on roles that were never realistic. On the other side, it can help employers find international candidates who are more likely to fit the role, the market and the work eligibility requirements.

In the long term, JapanOffer AI can become more than a candidate tool. It can become a trusted matching layer between international talent and employers who want to hire across borders.

## **6. Why JapanOffer AI Is Hard to Copy**

The idea of using AI for job search can be copied.

A large platform can build another CV parser, another job matching tool, or another application assistant. That is not the real defensibility of JapanOffer AI.

JapanOffer AI is different because it is not built as a normal job search tool. It is built as a career route and eligibility decision system for cross-border candidates.

The core question is not simply:

What jobs match this CV?

The real question is:

Which overseas career routes are actually open to this candidate, based on their nationality, education, language ability, graduation timing, visa situation,

qualification path, target country and employer reality?

This is a much harder question.

## **6.1 The legal background is part of the product logic**

JapanOffer AI is not only a technology idea. It is also shaped by legal thinking.

My legal background helps me see cross-border job search differently. I do not see it only as a matching problem. I see it as a problem of rules, routes, eligibility, thresholds and practical access.

For example, if someone wants to become a lawyer in Hong Kong, the issue is not just whether they can find a legal job. They need to think about conversion requirements, academic results, PCLL admission, training contract or pupillage opportunities, and whether a particular role actually helps that route.

If someone wants to work in the UK, they need to think about Graduate visa timing, Skilled Worker sponsorship, salary thresholds and employer willingness.

If someone wants to enter Japan, they need to think about language expectations, visa status, whether the role is domestic-facing or international-facing, and whether their background makes sense to a Japanese employer.

A normal job platform may show a candidate a list of jobs. JapanOffer AI aims to explain whether those jobs form a realistic route.

This is where my legal training matters. Law trains people to think in terms of systems, conditions, exceptions, risks and consequences. Cross-border career entry needs exactly this type of thinking.

## **6.2 JapanOffer AI is not only matching jobs, but judging routes**

Most AI job tools focus on skill matching.

They ask:

Does this candidate's CV match this job description?

**JapanOffer AI asks a deeper question:**

## **Does this role make sense within this candidate's cross-border career route?**

For example, a job may match the candidate's skills but still be a poor application because:

- the visa risk is too high;
- the salary may not support future sponsorship;
- the language requirement is unrealistic;
- the company is not foreigner-friendly;
- the role does not help the candidate's long-term target;
- the qualification route is unclear;
- the interview process is too heavy for a low-probability application.

This is why JapanOffer AI is not only a job matching system. It is a route judgment system.

It helps candidates understand whether an opportunity is not just attractive, but actually useful and realistic.

### **6.3 Big platforms can copy features, but not the route data quickly**

A large company can copy the surface features.

It can build:

- CV upload;
- job matching;
- cover letter generation;
- recruiter message generation;
- interview preparation.

But the real value of JapanOffer AI will come from the data underneath.

Over time, JapanOffer AI can collect and structure data such as:

- which companies are genuinely foreigner-friendly;
- which roles are realistic for overseas graduates;

- which employers reply to international candidates;
- which companies have long and difficult interview processes;
- which jobs often waste candidates' time;
- which routes work for English-speaking candidates;
- which routes require strong Japanese;
- which roles can support long-term career mobility;
- which candidate backgrounds receive interviews;
- which applications lead to real outcomes.

This is not normal job posting data.

This is route outcome data.

It cannot be bought instantly. It has to be built through user behaviour, application results, candidate feedback, employer interaction and market learning.

That is why the interface can be copied, but the judgment layer is much harder to copy.

#### **6.4 JapanOffer AI can say “do not apply”**

Most job platforms want users to apply more.

They show more jobs, more recommendations and more alerts. Their logic is built around volume.

JapanOffer AI has a different philosophy.

For cross-border candidates, more applications are not always better. A candidate may apply to 100 roles and still receive no meaningful result because many of those roles were never realistic in the first place.

JapanOffer AI is designed to help users apply less blindly.

It can tell a candidate:

This role looks attractive, but it is probably not worth your time.

This negative judgment is important.

A normal platform may not want to reduce applications. But JapanOffer AI is built to improve the quality of decisions, not the quantity of applications.

That difference matters.

### **6.5 Compliance-by-design can become a strength**

Because JapanOffer AI deals with visas, work eligibility, qualification routes and employer requirements, it must be careful.

It should not pretend to give formal legal advice. It should not guarantee jobs or visas. It should not make careless claims about immigration or professional qualification.

This is another reason why legal thinking matters.

The system should be built with a clear boundary:

- source-based guidance;
- risk indicators;
- disclaimers;
- official references where necessary;
- recommendation to seek qualified legal or immigration advice where needed.

This makes the product safer and more credible.

A purely technical team may treat job matching as only a data problem. JapanOffer AI treats it as a decision problem with legal, professional and practical consequences.

That is a different foundation.

### **6.6 The future employer side creates another moat**

JapanOffer AI starts from the candidate side. But in the long term, the employer side can become just as important.

Companies also waste time when hiring international candidates. They may receive many CVs but still struggle to know who is actually realistic. A candidate may look strong on paper, but later the company may discover visa problems, language gaps, wrong graduation timing, unclear qualification routes or weak long-term fit.

This creates unnecessary screening and interview friction.

In the future, JapanOffer AI can help employers by providing structured Candidate Passports. These would show not only a candidate's CV, but also their language ability, graduation timing, target roles, visa situation, qualification route, international experience and market fit.

This would help employers understand earlier:

- whether the candidate matches the role;
- whether their language ability is suitable;
- whether their visa or work eligibility is realistic;
- whether they are better for local-facing or global-facing work;
- whether they are worth moving to interview.

JapanOffer AI would not replace human hiring decisions. Companies would still need interviews, skill tests and cultural fit assessment.

But it could reduce wasted early-stage screening.

This creates a long-term two-sided opportunity: candidates get better application decisions, and employers get better international candidate filtering.

## **6.7 Founder-market fit is not just a personal story**

My background is not only a story for the introduction. It is part of why this product can be built differently.

I grew up in China's highly competitive education environment. I studied law in Japan. I then moved to the UK to study LLB Law. I have personally thought about routes such as Hong Kong legal qualification, Japanese career entry, UK work routes and international compliance roles.

This means I understand the problem from inside.

I understand why Chinese students want to look abroad. I understand why Japan is attractive but difficult. I understand why overseas education does not automatically become overseas employment. I understand that a role may look good on paper but still be useless for a person's actual career route.

That lived understanding is hard to fake.

JapanOffer AI is not being built by someone who only sees job search as a software problem. It is being built from the perspective of someone who has personally moved between China, Japan and the UK, and who has seen how unclear cross-border career routes can be.

## **6.8 What makes JapanOffer AI defensible**

The idea can be copied.

But the full system is harder to copy.

JapanOffer AI can become defensible through five layers:

- legal and eligibility-aware product logic;
- founder-market fit across China, Japan and the UK;
- foreigner-friendly employer and route outcome data;
- a trusted community of cross-border job seekers;
- a future two-sided platform between international candidates and employers.

This is why JapanOffer AI does not need to become another LinkedIn.

It needs to become the most useful decision layer for international candidates who are trying to answer one question:

**Which overseas opportunities are actually realistic for me?**

## **7. First MVP: Should I Apply? Application priority Dashboard**

The first MVP of JapanOffer AI will not try to solve the whole cross-border job search problem at once.

The first version will focus on one simple but painful question:

### **Where should I spend my limited application time?**

Many international candidates do not struggle because there are no jobs online. They struggle because there are too many unclear options. A role may look attractive, but the candidate may not know whether it is realistic. Another role may look ordinary, but it may actually be a better route into the target country.

This is why the first MVP is not just a one-job analysis tool. It is a Should I Apply? Application Priority Dashboard.

The goal is to help users upload their CV, paste several job links, and receive a structured ranking of which roles are worth applying to, which ones are only possible but risky, and which ones are likely to waste their time.

### **7.1 Why not just use ChatGPT?**

A natural question is: why would users not simply ask ChatGPT, Claude, Grok or another general AI tool whether they should apply to a job?

The answer is that JapanOffer AI is not designed as a one-time chatbot answer. It is designed as a structured cross-border career decision system.

A general AI chatbot can give advice based on the information a user provides in one conversation. But it does not normally maintain a long-term Candidate Passport. It does not compare multiple opportunities through the same scoring logic. It does not track application outcomes. It does not build employer foreigner-friendliness data. It does not understand the user's career route over time.

JapanOffer AI aims to combine AI reasoning with structured candidate profiles, route logic, job analysis, visa and eligibility risk indicators, application priority scoring and outcome data.

The first MVP is therefore not only asking:

Should I apply to this job?

It is also asking:

Which jobs deserve my time first?

This difference is important. Cross-border job search is not only a question-answer problem. It is a decision-management problem.

## **7.2 User Flow**

The first version will have a simple user journey.

### **Step 1: Upload CV**

The user uploads their CV or enters their basic background. The system reads information such as education, graduation date, nationality, language ability, work experience, target country and target role.

### **Step 2: Generate Candidate Passport**

JapanOffer AI creates a structured profile of the user. This is not just a normal CV summary. It focuses on the details that matter for cross-border job search, such as visa situation, language ability, graduation timing, qualification route, international background and long-term career direction.

### **Step 3: Paste several job links**

The user pastes several job links or uploads several job descriptions. In the first stage, these can come from LinkedIn, CFN, Daijob, CareerCross, Wantedly or company websites.

### **Step 4: Analyse each role**

The system reads each job description and extracts the key factors: role type, location, language requirement, graduation requirement, work eligibility, company type, role direction, visa signals and application effort.

### **Step 5: Rank application priority**

The system compares the roles and gives the user a clear dashboard showing which roles are high priority, which are medium priority, and which are not worth serious effort.

### 7.3 What the MVP will output

#### A typical output may look like this:

Candidate: Chinese student studying LLB Law in the UK

Target: Japan internships or junior roles

Languages: Chinese, English, Japanese

Main interests: legal, compliance, fintech, international business

#### Then the system may show:

Role	Match Score	Visa Risk	Route Value	Effort	Verdict
WeChat Pay Japan BD Intern	84%	Medium	High	Medium	Apply
Fintech Compliance Intern Tokyo	78%	Medium	High	Medium	Apply
Blackstone Tokyo Summer Analyst	62%	Low	Medium	Very High	Maybe
Domestic Legal Intern Tokyo	45%	High	Low	Medium	Do Not Waste Time

The Report would then explain the reasoning.

For example:

Priority 1: WeChat Pay Japan BD Intern

This role is worth applying to because it connects with your Chinese background, Japanese experience, interest in fintech/payment services, and international business direction. The main risk is whether the company can consider overseas students and whether on-site work in Tokyo is required.

Suggested action:

Apply, but also contact the recruiter directly to confirm whether overseas students available during summer can be considered.

Another example:

Low Priority: Domestic Legal Intern Tokyo

This role looks legally relevant, but it appears to be mainly domestic-facing and may require strong local Japanese legal knowledge or existing work eligibility in Japan. It is not a strong route for your current background. Do not spend significant time customising this application unless you confirm the company is open to overseas candidates.

This is more useful than a generic AI response because it helps the user compare several opportunities and decide where to focus.

#### **7.4 Scoring Logic**

The MVP will not only give a general opinion. It will use a structured scoring system.

The first version may include:

- skills fit;
- language fit;
- graduation timing;
- visa feasibility;
- employer foreigner-friendliness;
- salary and sponsorship risk;
- qualification requirements;
- career route value;
- application effort;
- expected interview friction.

The goal is not to guarantee an offer. The goal is to help the candidate understand risk, priority and route value before spending time on an application.

#### **7.5 Application support**

After the system ranks the opportunities, it can help the user prepare for the roles that are actually worth applying to.

For high-priority roles, JapanOffer AI can generate:

- CV improvement suggestions;
- role-specific CV bullet points;
- a short cover letter structure;
- LinkedIn recruiter messages;
- email outreach templates;
- Japanese self-introduction if needed;
- 志望動機 draft if relevant;
- interview preparation questions;
- a short explanation of how to present the candidate's background.

This matters because many international candidates do not know how to explain their background in a way that local employers understand.

A candidate may have real cross-border value, but if they present themselves in the wrong way, the employer may not see it.

JapanOffer AI helps turn a candidate's background into a clearer employer-facing story.

## **7.6 Why this MVP is focused**

JapanOffer AI could eventually become a much larger platform. It could include job aggregation, employer dashboards, recruiter tools, application tracking, interview data, community feedback, country-specific career route maps and employer-side candidate filtering.

But the first version should be narrow.

A startup should not try to build the full vision on day one. The first MVP must test the most important assumption:

Will international candidates use a structured decision system to decide where

to spend their application time?

If the answer is yes, JapanOffer AI can expand from there.

The MVP is focused because it directly solves a real pain. It saves time before the application begins. It helps candidates avoid low-probability roles. It gives them clearer reasoning. It also creates the first layer of useful data: which roles candidates analyse, which roles they apply to, and what outcomes they later receive.

## **7.7 The first product goal**

The first MVP does not need to be perfect. It needs to be useful enough that users feel:

- This helped me save time.
- This helped me avoid weak applications.
- This helped me understand my route better.
- This helped me decide which roles to apply to first.

That is the first product goal.

JapanOffer AI starts with one decision:

Should I apply?

But the deeper question is:

Where should I spend my limited time if I want to enter another country's job market?

That is where JapanOffer AI begins.

## **8. Long-Term Version: From Japan to Global Career Entry**

JapanOffer AI starts with Japan, but it is not only a Japan job search tool.

Japan is the first market because the problem is clear. Chinese and overseas Chinese candidates are interested in Japan, Japan needs more international talent, and the current route into the Japanese job market is fragmented and difficult to understand.

But the deeper problem is not limited to Japan.

Across the world, international candidates face the same type of uncertainty when they try to enter another country's job market. They do not only need to know where the jobs are. They need to know whether those jobs are realistic for their background, language ability, visa situation, qualification route and long-term career plan.

JapanOffer AI begins with one route:

**Chinese and overseas Chinese candidates entering Japan.**

But the long-term vision is much bigger:

**to become the career entry layer for cross-border job seekers.**

### **8.1 Phase One: Japan Internship and Junior Role Entry**

The first phase will focus on Chinese students and overseas Chinese graduates who want to find internships and junior roles in Japan.

This is the most focused starting point.

The first product will help users upload their CV, paste several job links, and receive an Application Priority Dashboard. The system will show which roles are worth applying to, which roles are risky, and which roles are likely to waste their time.

At this stage, the goal is not to build a full global platform. The goal is to understand one route deeply.

JapanOffer AI will learn:

- what kinds of Chinese and overseas Chinese candidates are interested in Japan;
- which industries are most realistic for them;
- which roles value English, Chinese, Japanese or international education;
- which companies are genuinely foreigner-friendly;
- which applications lead to replies, interviews or offers;
- which applications usually waste time.

This phase will create the first layer of route outcome data.

## **8.2 Phase Two: Japan Career Entry OS**

After the first MVP is tested, JapanOffer AI can expand from internships and junior roles into a broader Japan Career Entry OS.

This means covering more role types, such as:

- compliance;
- fintech;
- business development;
- international operations;
- market research;
- legal support;
- consulting;
- technology and product roles;
- China-facing roles in Japanese companies;

- global-facing roles in foreign companies in Japan.

At this stage, JapanOffer AI can also improve its Candidate Passport and Route Logic.

The system can begin to understand different candidate routes:

- English-educated Chinese candidates entering Japan-facing roles;
- Japanese-speaking Chinese candidates entering Japanese companies;
- overseas students trying to convert international education into Japan employment;
- candidates with legal, business, finance, engineering or technology backgrounds;
- candidates who want Japan as a long-term destination;
- candidates who want Japan as a stepping stone to wider Asia.

This is where JapanOffer AI becomes more than a job analysis tool. It becomes a structured career route system for Japan.

### **8.3 Phase Three: Employer and Recruiter Layer**

Once enough candidates use the platform, JapanOffer AI can also begin to serve employers and recruiters.

At the beginning, the product helps candidates decide where to apply. But over time, the same structured data can help employers understand which international candidates are worth interviewing.

Employers do not only need more CVs. They need better signals.

They need to know:

- whether a candidate's language ability is suitable;
- whether their graduation timing fits the role;
- whether their visa or work eligibility is realistic;
- whether their background fits local-facing or global-facing work;
- whether their experience is relevant to the company's cross-border needs;
- whether they are worth moving into the interview stage.

JapanOffer AI can eventually provide a trusted matching layer between international candidates and employers who want to hire across borders.

This would create a two-sided platform:

Candidate side: better application decisions.

Employer side: better international candidate filtering.

This is important because the long-term value of JapanOffer AI is not only in helping candidates apply. It is also in helping employers reduce hiring friction.

#### **8.4 Phase Four: Expanding Beyond Japan**

After Japan, the same problem can be expanded to other cross-border career routes.

For Chinese and overseas Chinese candidates, possible next markets include:

- Singapore;
- Hong Kong;
- the United Kingdom;
- the United States;
- Germany;
- Canada;
- Australia;
- the Middle East;
- other Asian and European markets.

Each market has different rules. Singapore is not Japan. Hong Kong is not the UK. Germany is not Canada. Each country has its own visa system, employer behaviour, language expectations, salary thresholds, professional qualification routes and hiring culture.

This is why JapanOffer AI should not become a generic job board.

It should become a country-by-country career entry system.

Each market can have its own route logic, employer data, visa risk indicators

and application strategy.

The product can expand from:

JapanOffer AI

to:

Asia Career Entry OS

and eventually:

Global Career Entry OS

The long-term goal is not to show every job in every country. The goal is to help international candidates understand which career routes are truly open to them.

## **8.5 The Final Vision**

In the future, JapanOffer AI can become the first place an international candidate goes before applying abroad.

Before searching blindly, they build their Candidate Passport.

Before applying to a role, they check the Application Priority Dashboard.

Before spending hours on a cover letter, they understand whether the role is realistic.

Before choosing a country, they compare possible routes.

Before entering interviews, they understand the risks and expectations.

This is the long-term vision:

**JapanOffer AI becomes the decision layer between international candidates and overseas career opportunities.**

It starts with one question:

**Should I apply?**

But the final goal is much larger:

**Which country, which role, which company and which career route are**

**actually realistic for me?**

That is the future JapanOffer AI wants to build.

## **9. Business Model: How JapanOffer AI Can Make Money**

JapanOffer AI should not depend only on accelerator funding or venture capital.

Accelerators and investors can help the company grow faster, but they are not the business model. The real business model must come from users, institutions and employers who are willing to pay because the product saves time, reduces uncertainty and improves cross-border hiring decisions.

The business model can develop in three stages.

### **9.1 Candidate-side revenue**

The first paying users are likely to be candidates.

This is the most direct starting point because candidates feel the pain

immediately. They are the ones spending hours searching for jobs, rewriting CVs, contacting recruiters, preparing for interviews and waiting for replies. If JapanOffer AI can help them avoid weak applications and focus on better opportunities, some users may be willing to pay.

The first paid product can be the Application Priority Dashboard.

A candidate uploads their CV, pastes several job links, and receives a structured report showing:

- which roles are worth applying to;
- which roles are risky but possible;
- which roles are likely to waste time;
- visa and eligibility risks;
- language fit;
- career route value;
- application effort;
- suggested CV changes;
- recruiter message templates.

Possible pricing could include:

- single job analysis;
- five-job Application Priority Dashboard;
- monthly subscription for active job seekers;
- premium application package with CV suggestions, recruiter messages and interview preparation.

For example, an early version could charge a small amount for analysing several job links. The goal at this stage is not to make large revenue immediately. The goal is to prove that users are willing to pay for better application decisions.

If candidates are willing to pay even a small amount, it shows that the pain is real.

## **9.2 Replacing expensive information-based agencies**

Another important market signal is the existence of expensive overseas job-search agencies.

Many Chinese candidates who want to work in Japan already pay agencies or consultants for help. These services can be expensive, often charging thousands or even tens of thousands of RMB. This shows that the demand is real: candidates are willing to pay for guidance because the Japanese job market feels difficult, unclear and hard to enter from outside.

However, not all of this value comes from exclusive access.

In many cases, the service provided by agencies is based on information and process support: CV review, job search advice, Japanese self-introduction, 志望

動機 writing, interview preparation, company recommendations and basic guidance on which roles may fit the candidate.

Some of this work can be made more transparent, affordable and scalable through software.

JapanOffer AI does not need to replace every human recruiter or consultant. Some agencies may have real employer relationships, internal referrals and market access. These services can still be valuable. But JapanOffer AI can replace the expensive information-gap layer of the market.

Instead of paying a large upfront fee just to understand where to apply, candidates can use JapanOffer AI to:

- build a structured Candidate Passport;
- compare several Japan-related roles;
- understand whether Japanese is required, preferred or not essential;
- identify visa and eligibility risks;
- see which applications are worth their time;
- generate CV suggestions, recruiter messages and interview preparation;
- understand their realistic career route before paying for any human service.

This creates a more accessible model.

Candidates who cannot afford expensive agencies can still receive structured guidance. Candidates who may later use a recruiter can do so with better preparation. Institutions can use JapanOffer AI to support many students at a lower cost. Employers can also benefit from better-prepared candidates.

The goal is not simply to make job search cheaper. The goal is to make cross-border career guidance more transparent, data-driven and fair.

### **9.3 Institution-side revenue**

The second layer is institutions.

Many schools, language schools, overseas education agencies, career coaching services and student organisations already help students with career planning. But many of them still rely on general advice, manual CV review and simple job search guidance.

JapanOffer AI can become a tool for these institutions.

Instead of giving students only broad advice such as “apply more” or “improve your CV”, institutions can offer a structured AI tool that helps students decide which overseas roles are actually worth applying to.

Possible institution customers include:

- universities;
- international student career services;
- overseas education agencies;
- Japanese language schools;
- career coaching companies;
- student societies;
- domestic universities with international employment programmes.

JapanOffer AI can charge institutions through:

- bulk student accounts;
- annual software licences;
- dashboard access for career advisers;
- white-label versions for agencies;

- country-specific career route packages.

This model is more stable than only charging individual candidates. One institution may bring hundreds of users at once.

For example, a Japanese language school in China may have many students who want to work in Japan. JapanOffer AI could offer the school a student dashboard to help learners understand which Japan roles fit their background and whether Japanese is required, preferred or not essential.

This turns JapanOffer AI from a single-user product into an institutional career tool.

#### **9.4 Employer and recruiter-side revenue**

The third and largest long-term revenue layer is the employer and recruiter side.

Once JapanOffer AI has enough candidates and enough route outcome data, it can help employers identify better international candidates.

Employers do not only need more CVs. They need better signals.

They need to know whether a candidate has the right language ability, whether the candidate's graduation timing fits the role, whether visa or work eligibility is realistic, and whether the candidate is suitable for local-facing or global-facing work.

JapanOffer AI can eventually offer employers and recruiters:

- access to structured Candidate Passports;
- filtered international candidate pools;
- foreigner-friendly job posting tools;
- candidate matching for international roles;
- visa and eligibility risk indicators;
- hiring dashboards;
- referral or success-based placement fees.

This model can create much larger revenue than individual candidate payments.

For example, a Japanese company looking for China-facing business development talent may not want to search through hundreds of unrelated CVs. It may prefer to see candidates who already match the role in language, background, graduation timing, international experience and work eligibility.

JapanOffer AI can become the layer that filters this before the interview process begins.

### **9.5 Why the business model can expand**

The business model works because the same core data can serve different users.

For candidates, the data helps them decide where to apply.

For institutions, the data helps them support students more effectively.

For employers, the data helps them find more suitable international candidates.

The product therefore begins as a candidate decision tool, but can grow into a cross-border talent matching platform.

The early candidate-side product creates usage data.

Usage data improves route logic.

Better route logic improves candidate outcomes.

Better outcomes build trust.

More trust attracts institutions and employers.

This creates a growth loop.

### **9.6 The first revenue goal**

The first revenue goal should be simple.

JapanOffer AI does not need to make large revenue immediately. The first goal is to prove willingness to pay.

The first commercial test could be:

Will a candidate pay for an Application Priority Dashboard that helps them decide which overseas jobs to apply to first?

If the answer is yes, the product has a starting point.

From there, JapanOffer AI can move from individual users to institutions, and later to employers and recruiters.

The long-term business model is not just selling information. It is selling better decisions.

JapanOffer AI helps candidates make better application decisions, helps institutions provide better career support, and helps employers make better international hiring decisions.

That is where the business value comes from.

## **10. Go-To-Market Strategy: How JapanOffer AI Gets Its First Users**

JapanOffer AI should not start by trying to reach every international job seeker.

The first go-to-market strategy should be focused, low-cost and community-driven.

The first users are likely to come from communities where the pain already exists: Chinese students, overseas Chinese graduates, Japanese learners, international students in the UK, and people who are actively thinking about working in Japan or other overseas markets.

The goal of the first stage is not mass marketing. The goal is to find users who feel the problem strongly enough to try the product, give feedback and possibly pay for it later.

### **10.1 Starting with a clear niche**

The first niche should be:

Chinese and overseas Chinese students who are considering Japan-related internships or junior roles.

This group is specific enough to reach, but large enough to matter.

They can be found in:

- UK Chinese student communities;
- Japanese language learning groups;
- overseas job-seeking groups;
- Xiaohongshu;
- WeChat groups;
- LinkedIn;
- university student societies;
- law, business, finance and technology student groups;
- Japan study or Japan work communities.

This is important because JapanOffer AI does not need to convince everyone at the beginning. It only needs to convince a small group of users who already have the problem.

## **10.2 Content-led user acquisition**

The first growth channel should be content.

The product solves a confusing problem, so education itself can become marketing.

JapanOffer AI can publish short, practical content around questions that target users are already asking:

- Can Chinese students work in Japan without native-level Japanese?
- Is English enough for some Japan-related roles?
- How do I know if a Japanese company is foreigner-friendly?
- Which Japan internships are worth applying to?
- How should a UK-educated Chinese student present their background to Japanese employers?
- Should I apply to this Japan job if I need visa support?
- What is the difference between a domestic Japanese role and an international-facing role?
- Why do so many overseas applications get no reply?

Each piece of content can lead users to the same action:

Upload your CV and paste several job links to receive your Application Priority Dashboard.

The content should not only promote the product. It should help users understand their route better. If the content is useful, trust will build naturally.

## **10.3 Founder-led distribution**

At the beginning, distribution should be founder-led.

This means the founder personally talks about the problem, shares the story, posts examples and reaches out to early users.

This is suitable for JapanOffer AI because the founder story is part of the

product. The project comes from a real cross-border experience: China, Japan and the UK. This makes the early brand more human and more believable.

Founder-led distribution can include:

- LinkedIn posts about cross-border job search;
- Xiaohongshu posts about Japan-related career routes;
- WeChat group sharing;
- short case studies of job analysis;
- posts comparing different Japan roles;
- discussions with Chinese students and overseas graduates;
- direct messages to early users who are already looking for Japan opportunities.

At this stage, the goal is not to look like a big company. The goal is to look useful, specific and trustworthy.

#### **10.4 The first beta users**

The first beta should be small.

JapanOffer AI can start with 20 to 50 users. These users do not need to represent the whole market. They only need to represent the first target group.

The beta users should include:

- Chinese students in the UK;
- Chinese students with Japanese language ability;
- Chinese students without strong Japanese but with English education;
- law, business, finance, technology and international relations students;
- students who are already searching for Japan internships;
- graduates considering Japan, Singapore, Hong Kong or other overseas routes.

During the beta, the product should test several questions:

- Are users willing to upload their CV?
- Are they willing to paste multiple job links?

- Do they understand the Application Priority Dashboard?
- Do they trust the scoring logic?
- Do they find Visa Risk and Route Value useful?
- Do they feel the product is more useful than asking a general AI chatbot?
- Would they pay for this if it saved them time?
- Would they recommend it to a friend?

The beta stage is not only about product testing. It is also about learning how users think.

### **10.5 Turning use cases into proof**

Every early user can create useful learning.

JapanOffer AI should turn the first users into structured case studies.

For example:

Case 1:

A UK LLB Chinese student applying to Japan legal, compliance and fintech roles.

Case 2:

A Chinese student with strong English but limited Japanese looking for international-facing roles in Japan.

Case 3:

A Japanese-speaking Chinese graduate deciding between Japanese company roles and foreign company roles in Japan.

Case 4:

A business student comparing Japan, Singapore and Hong Kong routes.

These cases can show:

- what the candidate originally wanted;
- what roles they considered;
- which roles JapanOffer AI ranked as high priority;

- which roles were not worth serious effort;
- what application strategy was recommended;
- what feedback or outcome came later.

This creates early proof that the product is not only an idea. It is helping real users make better decisions.

## **10.6 Partnerships as a second growth channel**

After the first users, JapanOffer AI can look for small partnerships.

The first partners do not need to be large companies. They can be small but relevant communities and institutions.

Possible partners include:

- Japanese language schools;
- overseas education agencies;
- student societies;
- university career groups;
- law and business student groups;
- international student communities;
- career coaching services;
- Japan-related professional communities.

The partnership offer can be simple:

JapanOffer AI helps your students or members understand which Japan-related opportunities are actually worth applying to.

This is easier to understand than selling a broad AI career platform.

At the beginning, partnerships can be free or low-cost. The goal is to get users, feedback and credibility. Later, these partnerships can become paid institution accounts.

## **10.7 Why this go-to-market strategy fits the product**

JapanOffer AI is not a mass-market consumer app at the beginning.

It is a trust-based product for a high-friction decision. Users are sharing CVs, career goals, visa concerns and job links. They need to feel that the product understands them.

That is why the first go-to-market strategy should be built on:

- founder story;
- useful content;
- specific communities;
- small beta groups;
- case studies;
- institutional partnerships.

This strategy is realistic because it does not require large advertising budgets. It uses the fact that the target users already gather in student communities, language groups and overseas job-search spaces.

JapanOffer AI can grow first by being very useful to a small group, before trying to become useful to a larger market.

## **10.8 The first go-to-market goal**

The first go-to-market goal should be simple:

Get the first 50 users to test the Application Priority Dashboard.

The second goal should be:

Convert the first 50 users into 5 to 10 strong case studies and clear product feedback.

The third goal should be:

Use this evidence to improve the MVP, approach institutions and apply to incubators with real user proof.

The first stage is not about becoming famous.

It is about proving that the product solves a real problem for a clear group of users.

JapanOffer AI should start with a focused market, a clear message and a practical offer:

**Upload your CV. Paste your job links. Find out which opportunities are actually worth your time.**

## **11. Roadmap: From Whitepaper to MVP**

JapanOffer AI will not try to build the full platform from day one. The first goal is to prove that international candidates need structured help deciding which overseas opportunities are actually worth their time.

### **Phase 1: Foundation**

The first step is to complete the core startup materials: the whitepaper, one-page memo, product prototype screens, MVP definition and a simple waitlist page. This turns JapanOffer AI from an idea into a project that can be shown to users, technical partners, universities and incubators.

### **Phase 2: MVP Development**

The first MVP will focus on the Should I Apply? Application Priority Dashboard. Users will upload their CV, paste several job links, and receive a structured ranking of which roles are worth applying to, which are risky, and which are likely to waste time.

The MVP does not need to be a full platform. It only needs to demonstrate the core experience:

CV upload → Candidate Passport → Job analysis → Application Priority

Dashboard.

### **Phase 3: Beta Testing**

JapanOffer AI will then be tested with 20 to 50 early users from the first target group: Chinese students and overseas Chinese graduates interested in Japan-related roles.

The beta will test whether users are willing to upload CVs, paste multiple job links, trust the scoring logic, understand Visa Risk and Career Route Value, and find the product more useful than asking a general AI chatbot.

### **Phase 4: Data and Improvement**

After early users begin testing the product, JapanOffer AI will improve the scoring logic and begin collecting route outcome data. This includes which roles users analyse, which roles they apply to, which employers reply, which applications lead to interviews, and which roles turn out to be unrealistic.

This data will gradually strengthen the system and create a long-term advantage.

### **Phase 5: Partnerships and Incubators**

Once the MVP has early users and feedback, JapanOffer AI can approach student societies, Japanese language schools, overseas education agencies and university career groups for small pilot partnerships.

At the same time, the project can apply to suitable incubators and accelerators, including University of Birmingham B-Enterprising / UoB Elevate, Entrepreneur First London, Antler London, Japan-related startup programmes and selected China-based overseas founder competitions.

The roadmap follows one principle:

## **Build only what is needed to prove the next step.**

The first milestone is not to build the final platform. It is to prove that international candidates want a structured decision system that helps them decide where to spend their application time.

## **12. Risks and Responsible Design**

JapanOffer AI deals with sensitive decisions.

It may help users think about jobs, visas, work eligibility, professional routes and career choices. It may also process CVs, education history, language ability, nationality, location and career goals. Because of this, the product must be designed responsibly from the beginning.

The goal is not only to build a useful product. The goal is to build a product that users can trust.

### **12.1 Decision support, not legal advice**

JapanOffer AI should not present itself as a law firm, immigration adviser or official career authority.

The platform can help users understand possible risks. It can explain that a job may have visa uncertainty, language risk, qualification issues or low career route value. But it should not promise that a user will qualify for a visa, receive

sponsorship, enter a regulated profession or obtain a job offer.

The correct role of JapanOffer AI is:

decision support, not formal legal or immigration advice.

This boundary is important. Cross-border career decisions often involve legal and immigration rules. These rules can change, and individual circumstances matter. When necessary, the platform should encourage users to check official sources or speak to qualified professionals.

JapanOffer AI should help users ask better questions before they apply. It should not pretend to give final legal answers.

## **12.2 No guarantee of jobs, visas or sponsorship**

JapanOffer AI should also be clear that it does not guarantee outcomes.

The platform may help a user decide whether a role is worth applying to. It may improve how they present their background. It may reduce wasted applications. But it cannot guarantee interviews, job offers, visas, sponsorship or long-term immigration outcomes.

This should be made clear in the product.

For example, if the system gives a role an “Apply” verdict, this does not mean the user will get the job. It means the role appears more realistic compared with other options, based on the information available.

A responsible product should avoid false hope. It should give useful guidance while being honest about uncertainty.

## **12.3 Explainable AI decisions**

JapanOffer AI should not only give scores. It should explain them.

A simple score such as “Visa Risk: High” is not enough. Users need to understand why the risk is high.

For example, the system should explain:

The job description does not mention visa sponsorship. The role appears to require existing work eligibility in Japan. The company's foreigner-friendly status is unknown. You should confirm these points before spending significant time on the application.

This type of explanation is important because users should not blindly trust an AI score. They should understand the reasoning behind it.

Explainability also helps JapanOffer AI become an educational tool. Over time, users can learn how to judge overseas jobs more carefully by themselves.

## **12.4 Data privacy and user control**

JapanOffer AI will process sensitive personal information.

A CV may include a user's name, education, work experience, language ability, nationality, location, contact details and career goals. Some users may also share visa concerns or personal circumstances.

This data must be handled carefully.

The platform should follow several principles:

- collect only the information needed for the product;
- explain clearly how user data will be used;
- avoid sharing CVs with employers without user consent;
- allow users to delete or update their information;
- protect stored data with appropriate security measures;
- be especially careful when dealing with nationality, visa status and personal career information.

If JapanOffer AI later develops an employer side, user consent becomes even more important. A candidate's profile should not be shown to companies or recruiters unless the candidate clearly agrees.

Trust will be one of the most important assets of the platform. Without trust, users will not upload their CVs or rely on the system.

## **12.5 Avoiding bias and unfair judgement**

JapanOffer AI must be careful not to turn practical risk analysis into unfair judgement.

The system may need to consider factors such as language ability, work eligibility, graduation timing and visa risk. These factors are relevant to whether a role is realistic. But the system should not judge a person's value or potential based on nationality, background or identity.

The platform should make this distinction clear:

JapanOffer AI does not judge a candidate's worth. It assesses practical fit for a specific role, market and career route.

This matters because cross-border job search already contains many barriers. The product should not make those barriers worse. Its purpose is to make hidden rules more transparent, not to exclude people unfairly.

The system should help users understand risks and possible routes. It should also show alternative paths where possible.

For example, if a candidate is not suitable for a traditional Japanese domestic-facing role, the system may suggest international-facing roles, China-related business roles, English-speaking roles or compliance and operations roles instead.

Responsible design should not only say "no". It should help users find a better route.

## **12.6 Keeping information updated**

Cross-border career rules can change.

Visa rules, salary thresholds, professional qualification routes, employer policies and hiring conditions may change over time. JapanOffer AI should not rely on outdated information.

The platform should aim to use official or reliable sources when discussing

visa and eligibility risks. It should also show when information may need to be checked again.

For example, if a role involves work eligibility or sponsorship, the system should not make a final claim based only on old data. It should tell the user to verify the current rule or contact the employer directly.

This is especially important because JapanOffer AI's value depends on trust. If the platform gives outdated or overconfident advice, users may make poor decisions.

A responsible system should be honest about uncertainty.

### **12.7 Human judgment remains important**

JapanOffer AI should not replace human judgment.

The product can help users compare roles, identify risks and prepare applications. But users still need to make their own decisions. Employers still need to interview candidates. Qualified professionals are still needed for formal legal, immigration or regulated professional advice.

The best role for JapanOffer AI is to support better decision-making.

It should help users see the risks earlier, compare options more clearly and avoid wasting time on unrealistic applications. But it should not remove the need for personal judgment, human advice or professional review when necessary.

This balance is important for long-term credibility.

### **12.8 Responsible design as a competitive advantage**

Responsible design is not only a risk-control issue. It can become a competitive advantage.

Many AI products focus on speed and automation. JapanOffer AI should focus on trust, clarity and careful decision support.

This fits the nature of the product. Cross-border career entry is not a casual decision. It can affect a person's time, money, confidence, visa planning and long-term future. A product in this space should be useful, but also careful.

JapanOffer AI's legal and eligibility-aware approach can help it build this trust.

The platform should be built around clear boundaries:

- it supports decisions, but does not guarantee outcomes;
- it explains risks, but does not give formal legal advice;
- it uses AI, but keeps decisions explainable;
- it processes CV data, but protects user control and privacy;
- it identifies barriers, but also helps users find alternative routes.

This is the responsible foundation for JapanOffer AI.

The aim is not only to help users apply faster. The aim is to help them apply more wisely.

### **13. Closing Statement**

JapanOffer AI starts with a simple question:

Should I apply?

But behind this question is a much larger problem.

For international candidates, overseas job search is not only about finding vacancies. It is about understanding whether a role is realistic, whether the employer may consider them, whether their language ability fits, whether visa

or qualification barriers exist, and whether the role has value for their long-term career route.

Current job platforms show opportunities, but they do not always explain whether those opportunities are truly open to a specific candidate.

JapanOffer AI aims to fill this gap.

It begins with Chinese and overseas Chinese candidates entering the Japanese job market because this route is clear, painful and commercially meaningful. But the long-term vision is broader. The same problem exists wherever people try to move across borders for work: Japan, Singapore, Hong Kong, the UK, Germany, Canada, the Middle East and beyond.

The goal is not to help users apply to more jobs blindly.

The goal is to help them make better decisions.

JapanOffer AI combines Candidate Passport, route logic, visa and eligibility risk, employer foreigner-friendliness, application priority and outcome data into one structured decision system.

It helps candidates understand:

- which opportunities are realistic;
- which applications are worth their time;
- which roles are risky;
- which routes fit their background;
- how to present themselves more clearly.

In the long term, JapanOffer AI can also help institutions support students more effectively, and help employers identify international candidates who are genuinely aligned with their roles.

This is why JapanOffer AI is more than a job search tool.

It is a career entry system for a world where education, work and talent are becoming increasingly cross-border.

The first product is focused:

### **Should I Apply? Application Priority Dashboard**

The long-term mission is larger:

**to help international candidates understand which overseas career routes are truly open to them.**

**JapanOffer AI begins with Japan.**

**But the problem is global.**

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