

Placement Assistant

LinkedIn Initiative for Recent College Graduates

Product Owner: Suraj Gurav



Background

Why Are We Here?

- Recent college graduates find it difficult to search job solely based on skills
- LinkedIn willing to expand its job market offerings to such recent graduates
- Development of an app to recommend best jobs for recent college graduates
- This app connects graduate's skills and preferences to the right job

Get Your Best Fit Job

Business Case

Initial Focus

Where are we starting?

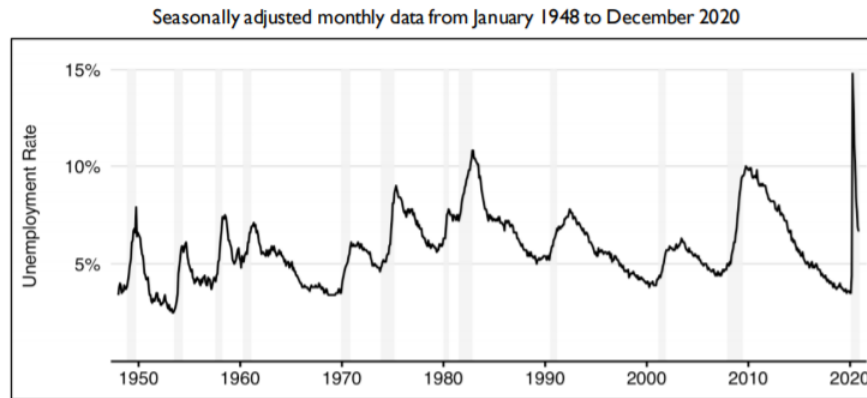
- LinkedIn already offers wide range of services in career building
- 740 million members from 200 countries & 40% members are students¹
- Over 30 million registered companies with 20 million open job listings²
- Popular among college students as “Professional Social Networking Site”¹
- Initial focus is on recent college graduates with no professional experience

1: <https://kinsta.com/blog/linkedin-statistics/>

2: <https://www.omnicoreagency.com/linkedin-statistics/>

Opportunity

What's the problem?



Source: Created by CRS using data from the Bureau of Labor Statistics (BLS).

- Increase in unemployment rate¹
- Recent college graduates rely completely on skills for getting job
- In 2019, 7 out of 10 employers reported talent shortage²
- In 2020, 77% of SMEs reported skill gap in job applicants³

1: <https://fas.org/sqp/crs/misc/R46554.pdf>

2: <https://www.cnbc.com/2020/02/19/its-never-been-this-hard-for-companies-to-find-qualified-workers.html>

3: https://www.kfw.de/KfW-Group/Newsroom/Latest-News/Pressemitteilungen-Details_494273.html

Opportunity

Total Addressable Market (TAM)

- 46 million students were LinkedIn users in 2016¹
- 4 million students graduate every year²

Type of User	Total number of users	ARPU	Total Market
Recent Graduates	66 million	\$29.99/month	\$1.979B
Company/Recruiter	30 million	\$195.99/month	\$5.879B

$$\text{TAM} = (\$1.979\text{B} + \$5.879\text{B}) * 12 = \textbf{\$94.296B}$$

1: <https://www.businessofapps.com/data/linkedin-statistics/#1>

2: <https://educationdata.org/number-of-college-graduates>

Proposal

What's Our Solution?

- Recommendation Service that suggests jobs matching with graduate's skill sets
- Chance to fill-up skill gap through LinkedIn Learning
- Compare graduate's skills with the skills mentioned in various jobs
- Apply this methodology to only entry level jobs or jobs solely based on skills

Cost of Development

Development cost in 1 year: **\$7.4M**



Product + Design + Engineers

\$ 1.2M

Marketing

\$ 2M

Researcher

\$ 1.5 M

Team



Computers, tab, mobiles

\$ 0.2M

Server

\$ 2M

Infrastructure



Accounting

\$ 1M

Legal

\$ 1M

Documentation

Return On Investment

What can we do?

Assuming only 60% of users avail this new service

Investment: \$7.4M in 1st year

Type of User	Total number of users	Proposed Cost per User	Amount gain per year
Recent Graduates	39.6 million	\$10/month	\$4.752B
Company / Recruiters	18 million	\$50/month	\$10.8B

$$\text{ROI} = (10.8 + 4.752 - 0.0074) / (10.8 + 4.752) = \mathbf{99.95\%}$$

1: <https://kinsta.com/blog/linkedin-statistics/>

Existing subscription option¹

Career
Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

\$29.99/month

Hiring
Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

\$119.95/month

Measurement

How will we know if we're successful?

In the 1st year we aim to achieve below goals:

- 70% of subscribers getting their first job offers
- 12 Million total subscribers
- 5 Million existing LinkedIn users subscribing to this service
- 1 Million new subscribers every month

Competitors

Xing

Ideas for new world of work

- Professional networking platform, more prominent in Europe than US¹
- 17 million members in DACH region (LinkedIn has only 14 million users)
- Xing targets local communities – keyword search primarily in German language²
- Revenue model: Subscription (Free basic and Paid Premium options)

1: <https://www.searchenginejournal.com/linkedin-alternatives/297409/#close>

2: <https://www.iamexpat.de/career/employment-news/linkedin-vs-xing-which-better-finding-job-germany>

Indeed

Job Search

- More than 200 million people search job every month on Indeed
- Contributes to 65% of the total hires from the job sites
- Huge database of over 90 million resumes for recruiters to find candidates¹
- Revenue Model: Pay-Per-Click and Ads²

1: www.indeed.com

2: www.investopedia.com

Our Advantages

Why are we better?

- 87% recruiters regularly use LinkedIn
- We are Placement Assistants and not the job search agents
- Global network – search job anywhere in the world
- We connect recent college graduates with company requirements
- We provide additional trainings to improve skill-set

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- To build an affordable platform to match skills with demand for recent graduates to get their best fit job
- Starting with –
 - Reducing the skill gap between graduates and industry
 - Assisting recent graduates in their job search

Reducing skill-gap

Improving job opportunities

- Industry - University Collaboration
 - Tie-ups with companies to train graduates with industry oriented skills
 - Recent graduates can directly step into industry without probation period
- Borderless Learning
 - Free access to selected courses on LinkedIn, Udacity, Udemy, Coursera and Edx
 - Learning on the go – develop skills online using laptops, tabs and mobile phones

Placement Assistance

Exclusively for recent graduates

- Automated Job Recommendation

- No need to set job alerts
- Update skills section in the profile and LinkedIn suggest best job for user based on skills only

- Skilled advantage for open jobs

- Mark user as featured candidate, if user passed LinkedIn skill assessment
- User gets early notification of job posting if user completes LinkedIn training

Where do we go from here?

Widening the scope

- Freemium revenue model can be implemented to attract more members
- Development of domain based co-op programs to gain practical experience
- Tie-ups with the schools and colleges to understand students' requirements
- Collaboration with the companies for industry oriented trainings

Partnership Opportunities

Internshala

India's No. 1 Internship and Training Platform

- Already registered company on LinkedIn with 705K+ followers
- Database of 4 Million+ students across 30K colleges in India¹
- Revenue generated through value added services such as resume writing and trainings

1: <https://internshala.com/>

MOOCs

Massive Open Online Courses

- 16K+ Online Courses offered by 950 Universities worldwide¹
- Revenue generated by sale of online courses and degree programs
- Can be collaborated with MOOCs to extend LinkedIn's learning offerings

1: <https://www.classcentral.com/report/mooc-stats-2020/>