

# [JOBS]

[Job that seeks its employee]

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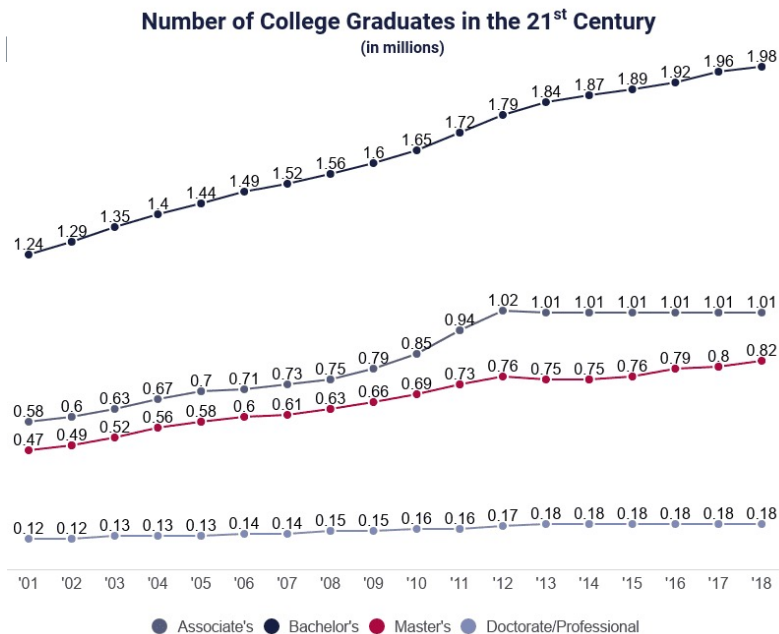


# Background

## Why Are We Here?

- [design app that would help graduates student to find best match jobs based on their education background & skills]
- [4 million student graduate in USA each year]

## [JOB THAT SEEKS ITS OCUPANT]



# Business Case

# Initial Focus

Where are we starting?

- The focus here will be to be able to match US graduate student with jobs that matches their skills and education.

# Opportunity

## What's the problem?

- Number of US graduates increase by 2% yearly<sup>2</sup>
- Researches in March 2021 shows unemployment rate reached to 5.9% for graduate students<sup>3</sup>.
- The goal of company, we would like to connect our young future professionals to the world.
- 14 million job listed in LinkedIn, over 756 million members<sup>4</sup>
- TAM= 4million student \* 30 \$ premium cost/month\*12 months =144 Billion\$

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

<sup>3</sup> <https://www.bls.gov/opub/ted/2021/unemployment-rate-3-7-percent-for-college-grads-6-7-percent-for-high-school-grads-in-march-2021.htm>

<sup>4</sup> <https://www.businessofapps.com/data/linkedin-statistics/>

# Proposal

## What's Our Solution?

- To develop an application that matches user skills and education with posted jobs.
- Allow user to navigate through posted jobs in selected fields
- Use algorithms (machine learning) to best match graduate with job

# Return On Investment

What can we do?

**First year Cost of project 3.5million\$**

	Q1	Q2	Q3	Q4
Desining & marketing	300K	200K	200K	200K
development	50K	50K	50K	50K
People	400K	400K	400K	400K
Legal team	100K	100K	100K	100K
Servers	100K	100K	100K	100K

# Return On Investment

- Annual revenue from premium subscriptions
- Annual revenue= 200,000 graduates \* 30\$/month\*12 months= 72million\$
- ROI= (72 million – 3.5 million) / 3.5 million = 1957%



# Measurement

How will we know if we're successful?

- **Success can be measured through**
- **Rate of subscription**
- **User feedback on app/Appstore**
- **Number of app downloads ( achieve over 1MM downloads in first year)**

# Competitors

# [Competitor 1]

## ZIP Recruiters

- Job searching engine using AI
- Over 110 million have used zip recruiters
- Earn revenue from subscriptions

# [Competitor 2]

Indeed

- Search engine for job searching and CV posting
- Earn revenue by pay per click, pay per applicant system and ads
- Over 250 million monthly visitors

# Our Advantages

Why are we better?

- Transparency: we ensure all details on job description are accurate (nothing hidden)
- AI and machine learning: we use latest developed algorithm that understands your needs and match the job that perfectly suits you.
- Allow users to connect socially and get updates on recent hires.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- **We seek future leaders to build better tomorrow**
- **Themes:**
  - AI algorithm
  - CV reviews and feedback

# [Theme 1]

## [AI algorithm]

- Match job with skill & education:
  - By using machine learning, we can classify and match jobs with graduate according to his skills, education, living area
- Rank graduate profiles:
  - Graduates profile can be ranked based on skills added and how much information in his profile.



# [Theme 2]

## [CV review and feedback]

- Virtual interview:
- We can provide virtual interview with graduate and experts to teach them how to act/answer to enhance their performance.
- Building professional CV:
- We can review graduate CV and provide feedback for enhancement.

# Where do we go from here?

## Widening the scope

- Target to be rated as top app in world
- Expand coverage to include other countries and different language