[LinkedIn]

[recommend the best jobs to recent college graduates based on their skills and preference]

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Background

Why Are We Here?

- Recent graduates may not be fully professionals yet, but we want to recommend the best jobs to recent college graduates based on their skills and preferences to:

1- increase chances to recent graduate to get a great hire.

2- Expand the network to create professional community.

3- Discover emerging talent early.

Business Case

Initial Focus

Where are we starting?

- This was assigned to me as a project to encance and build the professional community to the recent graduation because There is a problem for a recent graduate to communicate with some talent acquisition employee if they don't have a subscription and have a narrow network communication.

Opportunity

What's the problem?

- There is a problem for a recent graduate to find the appropriate job.

- In Saudi Arabia it is not the easiest country for recent graduate to find work in, there are plenty of opportunities for working in Saudi Arabia if you can offer a high level of expertise and experience.

- TAM: The global social media analytics market size is expected to grow from USD 3.6 billion in 2020 to USD 15.6 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 34.1%.

- There were 5453000 LinkedIn users in Saudi Arabia in May 2021, which accounted for 15.3% of its entire population.

- In 2020, Saudi Arabia's estimated unemployment rate amounted to approximately 13% which compare to 4.4M of the total population.

- So, we strive to expand the network communication for recent graduates to create a professional community and get hired fast.

Statistic source:

https://napoleoncat.com/stats/linkedin-users-in-saudi_arabia/2021/05

http://www.theglobalstatistics.com/saudi-arabia-social-media-users/

Proposal

What's Our Solution?

Our solution are:

- We will add some tip in the application to expand their network communication.

- We will corroborate with the college to enhance the self learning concept to their students by join into our application.

- We will add some courses and small project to help them to find and enhance their career.

- We will add the director feature with minimum price subscription to help them use the application and help them to develop their personal account and find some hiring opportunity or internship.

- If they had a job, we would get a feedback from their supervisor or HR.

- We will add a virtual interview for HR and candidates.

Return On Investment

What can we do?

➢ Return on investment (ROI) is a performance measure used to evaluate the efficiency or profitability of an investment.

➢ LinkedIn has 960 million members, LinkedIn generated $8 billion revenue in 2020, an increase of 19 percent per year.

➢ The total cost to built this application will be 850,000 because:

- The cost of integration = 250,000

- The cost of development = 400,000

- The cost of marketing = 50,000

- The cost of operation staff = 150,000

➢ Time to install or lunch the application will be after 9 months.

➢ ROI = (1,000,000) - (850,000) / (850,000) = 17%

Statistic source:

https://www.businessofapps.com/data/linkedin-statistics/

Measurement

How will we know if we're successful?

- In the first year we will focus to have 400,000 users in our application which equal 9% from the total of unemployment or recent graduation.

- We will be focused to build a partnership with a famous companies.

- We will be focused to build a partnership with at least 3 universities.

- There will be above 1500 company join in our application.

- There will be above 18K job opportunity.

- There will be above 25K internship opportunity.

Competitors

[indeed]

E.G. []

➢ Indeed, is an efficient job search engine for both job seekers and employers around the world. It is accessible in more than sixty countries and twenty-eight languages. The website is built with Google-like search engine algorithms, allowing job seekers to seamlessly and easily search for jobs and apply to positions that match their skills, experience, expertise, and career path.

➢ Revenue:

• $3B

➢ They have a lot of features like for example:

• Aggregate job listing, you can build your resume there and they have an Email job alert.

[ZipRecruiter]

E.G. []

- ➤ ZipRecruiter is used by as many as 100,000 companies. It allows you to post vacancies on over 50 platforms and social networks to help you gather candidates from all places in one system. This way, you can screen, discuss, share, and evaluate their resumes with team. They have a huge database already has 2 million resumes and the information of about a thousand of candidates.

- ➤ Revenue:

- • $430M

- ➤ They have a lot of features like for example:

- • Social Network Integration, Embedded Resume Viewer, Candidate screening interviews, Shareable resumes and New Candidate Alerts.

Our Advantages

Why are we better?

- As you know as LinkedIn its scope global.

- LinkedIn has approximately 7 million members.

- LinkedIn generated $8B revenue in 2020 where indeed is $3B and ZipRecruiter $430M.

- Our app is focused on recent graduates.

- There will be a collaboration with the universities to invite recent graduates to join our application and share the data between us.

- There will be a collaboration with the companies to build an opportunity for some recent graduates and share the data between us.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- App for recent graduates related to LinkedIn.

- Company job adv. to recent graduates.

- Fast relationship for the talent acquisition team to arrive to recent graduates.

- Courses and Projects to recent graduates.

[Feature 1]

- Director feature with minimum price subscription to help recent graduates by giving them career advice.
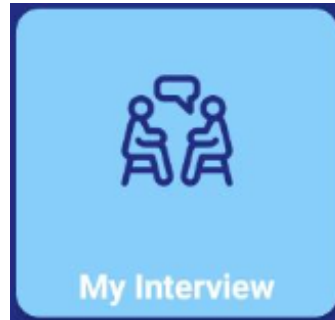
[Feature 2]

- HR feature to help recent graduates by giving them Hiring advice.

[Feature 3]

- There will be an interview track for candidates.

Where do we go from here?

Widening the scope

- Application for recent graduates.

- Profit form job adv. And subscribtion.

- Decrease the unemployment percentage.

- Expand the network communication for recent graduates to create a professional community.