

[Graduates Linkedin]

[Pitch Deck]

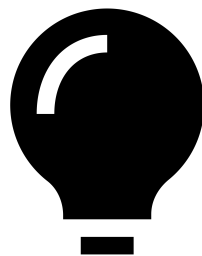
Product Owner: [Ahmed Abdelhady]



Background

Why Are We Here?

[Create an opportunity for fresh grads to start their career]



Business Case

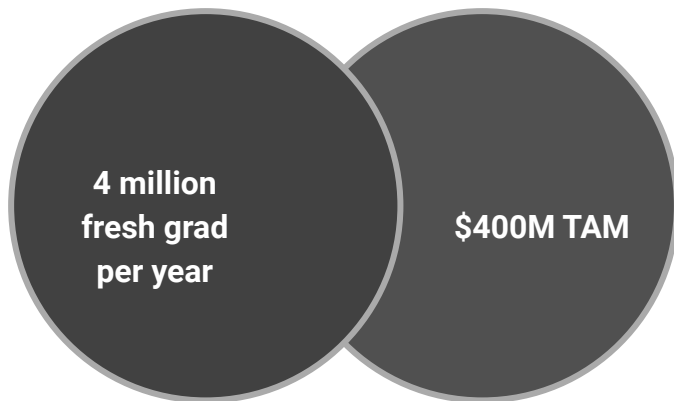
Initial Focus

Where are we starting?

- In December 2021, about 4.8 percent of recent college graduates were unemployed in the United States. This was a large decrease from June 2020, when the unemployment rate among recent college graduates was at a high of 13.3 percent (statista.com).

Opportunity

What's the problem?

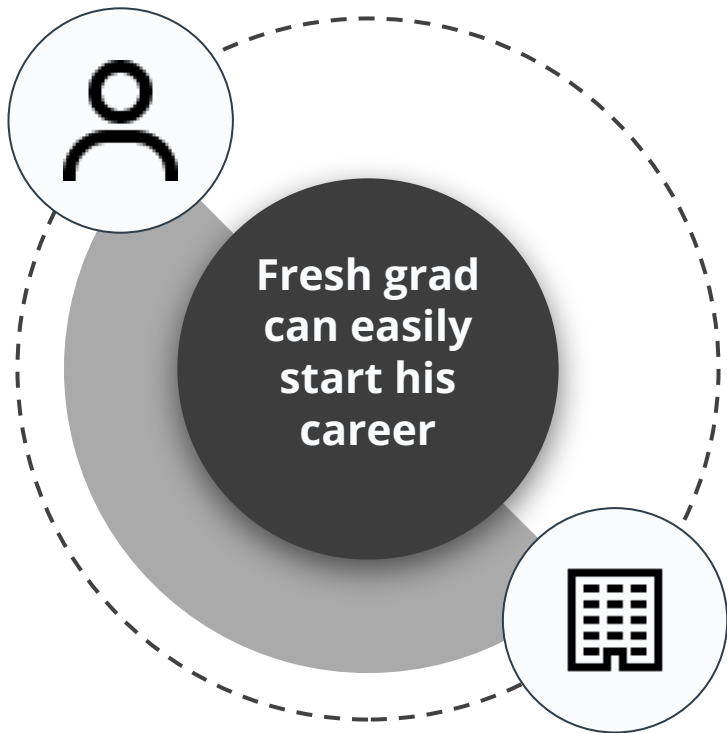


- There are 4 million fresh grads per year in the US, and too many graduates are mismatched to their jobs. (statista.com)
- Assumed ARPU is \$100 per year.
- $TAM = 4M * \$100 = \$400M$.

Proposal

What's Our Solution?

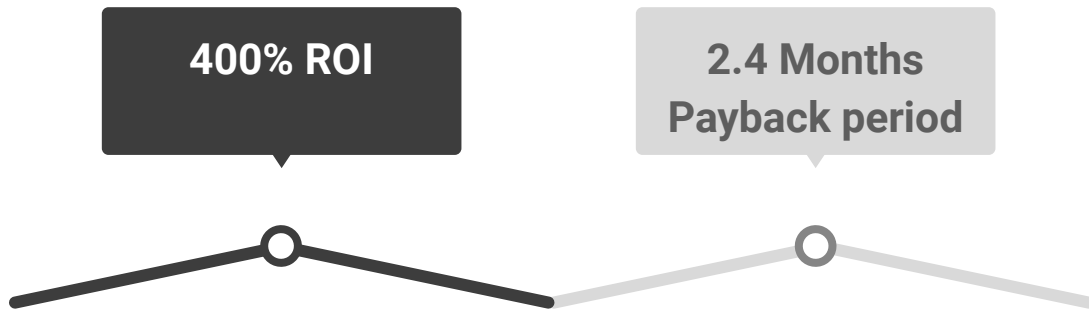
Fresh grads find entry-level opportunities



Companies find talent fresh grads

Return On Investment

What can we do?



- Impact is \$60M over first year.
- Cost of development time is 12 months * \$1M equal \$12M.

Measurement

How will we know if we're successful?

- Success Metric

Business KPIS

- Avg revenue per user ARPU.
- Conversion from free to paid subscription.
- No. of job offers that done.

Product KPIS

- Weekly Active users.
- Avg no. of jobs advertisements.
- Avg time between sign up to first job.

Quality KPIS

- App rating.
- Companies rating.
- Support Contact.

Dev KPIS

- On time delivery of new features that are being developed.
- Test coverage.

Competitors

[Competitor 1]

E.G. [Indeed]



Secondary (Indirect) Competitor	<ul style="list-style-type: none">• Indeed is US-based employment website is founded in 2004.
Key Features	<ul style="list-style-type: none">• Job posing, searchable jobs, Company page, and candidate matching.
Market Penetration	<ul style="list-style-type: none">• 250M MAU, 3M companies, and 60M stored resumes.
Revenue	<ul style="list-style-type: none">• Annual revenue is currently \$1.8B per year.

[Competitor 2]

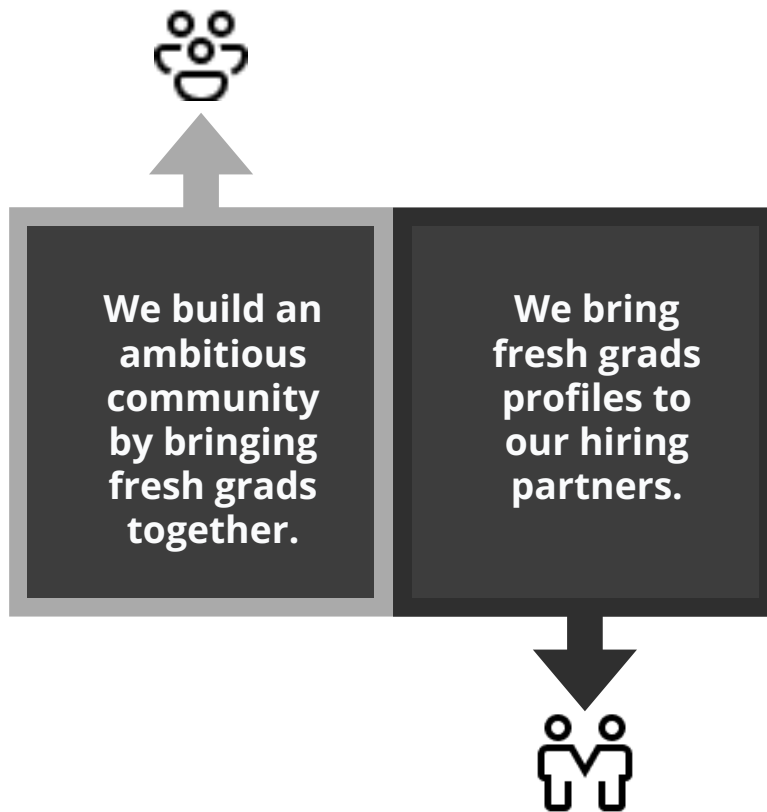
E.G. [WayUp]



Primary (Direct) Competitor	<ul style="list-style-type: none">WayUp is US-based job site for college students and recent graduates is founded 2014.
Key Features	<ul style="list-style-type: none">Employees are applying for jobs & career advice, employers are hiring candidates & plans.
Market Penetration	<ul style="list-style-type: none">6.3M users, 4.7M users are sourceable.
Revenue	<ul style="list-style-type: none">\$37M total funding, and \$13.3M revenue.

Our Advantages

Why are we better?



Roadmap and Vision

Roadmap Pillars

Where do we go from here?

Our Vision

An employment platform that fresh grads need.

Themes	Q1	Q2	Q3	Q4
Profile/Page building				
Job matching/Search				
Interview scheduling/Decision				
Widening the scope				

[Theme 1]

[Profile/Page building]

Profile registration

- Completion profile with identification, education, side projects, and interest.

Set up company page

- Completion page with its services, market valuation, and team size.

[Theme 2]

[Job match/search]

Searchable jobs

- Fresh grads search for suitable vacancies from available jobs.

Searchable talent

- Companies search for candidates from talent database.

[Theme 3]

[Interview/decision]

Interview scheduling

- Appointment video conferencing between hiring team and candidate.

Decision

- Candidates receive the feedback or the offer.

Where do we go from here?

Widening the scope



Internationalization

UI translations, and Regional specific features.



Data Science

AI, and Analytics.

Partnerships and Go-To-Market

Partnerships

Who are our partners?



**Educational Institutions
Partnership**



Companies Partnership



Go-To-Market

How to penetrate the market?

Validation

Conduct with our initial users from fresh grads

Target users

Go to the partners after getting the feedback.

Marketing

Partnerships, social media, and word of mouth