



# LinkedIn for graduates

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Product Owner: Arub Almuhananna



# Agenda

- Background
- Personas
- Business Case
- Competitors
- Roadmap and Vision

# Background



- Develop an online service for recent graduates to help them find a job and start their career.

**Your Career Journey Starts Here**

# Personas

## Abeer Khaled



**Age** 26  
**Location** Riyadh, Saudi Arabia  
**Occupation** Recent graduate  
**Education** Masters Degree  
**Major** Computer Science

### Quote

"I want to find a suitable job that does not require experience"

### Description

Abeer has recently finished her master's degree in Computer Science. She is very excited to start her career. She has applied for many positions, but almost all of them require experience.

### Goals

- Find a job with no experience.
- Become financially independent.

### Frustrations

- Does not have a stable income.
- Worried she will not be able to pay her student loans.

### Motivations

- Getting invited to job interviews.
- Supported by her friends and families.

### Preferred Channels

- LinkedIn
- Indeed
- CollegeGrad

### Brands

Apple iPhone  
Uber



## Sara Nader



**Age** 21  
**Location** Dammam , Saudi Arabia  
**Occupation** Senior student  
**Education** Bachelor's Degree  
**Major** Digital Art

### Quote

"I want career advice from professional artists"

### Description

Sara is a talented student. She is doing her last semester of arts school. She wants to become a Storyboard Artist after she graduates. However, she is confused and doesn't know how to start her career.

### Goals

- Find a mentor who can help her plan her career.
- Start a career as Storyboard artist.

### Frustrations

- Feels anxious when thinking about her career plans.
- Does not have a role model in her field.

### Motivations

- Making connections with professional artists.
- Finding answers to her career related questions.

### Preferred Channels

- LinkedIn
- Reddit
- Behance

### Brands



 Lucidchart



# Nasser Salem



**Age** 25  
**Location** Khobar, Saudi Arabia  
**Occupation** Customer Service Representative  
**Education** Bachelor's Degree  
**Major** Architecture

## Quote

"I want to find a job in my field"

## Description

Nasser completed his bachelor's degree two years ago. During his studies, he completed several architecture project and was an honor student. After graduating, he worked in different jobs, none of them related to his major.

## Goals

- Find a job in his field.
- Share his portfolio with companies.

## Frustrations

- Feels stuck in his job.
- Worried he will not have a career in architecture.

## Motivations

- Getting recognized for his work.
- Networking with architects and alumnis.

## Preferred Channels

- LinkedIn
- Meetup
- Jobcase

## Brands

Zaha Hadid Architects

Superdry.

Ray-Ban®



# Business Case



# Initial Focus

Where are we starting?



- With over 4 million users in Saudi Arabia.\*
- 26 percentage of our users in Saudi Arabia are between the ages of 18-24 years old.
- Introducing [LinkedIn for graduates](#) will help us expand our target market and increase our revenue.

\*<https://napoleoncat.com/stats/linkedin-users-in-saudi-arabia/2019/10>

# Opportunity

Market Validation



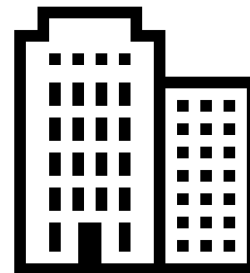
**1.7M**

higher education students



**43**

universities



**1M+**

enterprises

# Opportunity

Is the problem aligned with the government's vision?



- The **Saudization program** implemented by the Ministry of Human Resources and Social Development aims to increase the employment of Saudi nationals in the private sector.

On his official Twitter account, the minister stated:

*“We have issued a decision to nationalize engineering professions and set a minimum wage for them, as an extension of the Ministry's efforts to empower male and female graduates with qualifications to obtain decent job opportunities and provide an appropriate and stimulating work environment for national cadres in the private sector” (Alrajhi,2020)*

[https://twitter.com/Ahmed\\_S\\_Alrajhi/status/1297475856747638785](https://twitter.com/Ahmed_S_Alrajhi/status/1297475856747638785)

# Opportunity

Total Addressable Market



- 4,000,000 users x 39% premium users x SR 60 per month x 12 = **SR 1,1B**



- 1,130,000 company x SR 175 per month x 12 = **SR 2,3B**

**Total Addressable Market = SR 3,4B**

# Return on Investment

Revenue Model: Subscriptions



**Fresh Graduates**

**Yearly Price SR720** (SR60 a month)

- Access to LinkedIn Learning
- Access to LinkedIn Premium features
- AI-powered job recommendations system
- Advanced search filters
- Free career advice from professionals per month.
- Increased chance of getting noticed by recruiters.



**Enterprises**

**Yearly Price SR2100** (SR175 a month)

- Post unlimited number of jobs.
- Instant notification when candidates match your search criteria
- Find top graduates in less time with guided search
- Access and save users profiles and posts.
- Compare candidates based on specific metrics.

# Return on Investment



- **Net Profit** = 1,7M students x 25% of students x SR 600 per year = **SR 255M**
- **Return on Investment** =  $\text{SR 255M} - \text{SR 10M} / \text{SR 10M} \times 100 = \text{2550\%}$

**Return on Investment = 2550%**

# Expenditure



The total budget estimated to complete this product is 10 million Saudi Riyals over the period of 1 year. The breakdown of expenses is shown in the below table.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Research & Discovery	100,000	100,000	100,000	100,000
Design	200,000	200,000	200,000	200,000
Development	100,000	100,000	100,000	100,000
Deployment	200,000	200,000	200,000	200,000
Testing	200,000	150,000	150,000	150,000
Functional Costs	400,000	400,000	400,000	350,000
Administrative Costs	150,000	150,000	150,000	150,000
Infrastructure Costs	300,000	250,000	250,000	250,000
Storage Costs	300,000	150,000	150,000	250,000
Maintenance	100,000	100,000	100,000	100,00
Marketing	500,000	400,000	400,000	400,000
Legal	200,000	200,000	200,000	200,000

# Proposal

## What's Our Solution?



- A platform to assist fresh graduates find a job and start their career.
- Connecting fresh graduates to the best companies.
- Providing companies with access to find and recruit top graduates.





# Proposal

How does the solution work?



## **Fresh graduates can:**

- Sign up on the platform and add their details.
- Connect to industry mentors to get career advice.
- Access LinkedIn learning.
- Access LinkedIn premium features.
- Get job recommendations that match their profile and preferences.
- Apply to jobs.

# Proposal

How does the solution work?



## Employers can:

- Post unlimited number of jobs.
- Use advanced search to find the best candidates.
- Compare candidates profiles.
- Save users' profiles and posts.
- Receive alerts when candidates match a specific job description.

# Measurement

How will we know if we're successful?



- **Business KPI: 6%** monthly Churn Rate [ $\text{Churn Rate} = 80/1250 * 100 = 6.4\%$ ].
- **Product KPI: 1M+** daily active users.
- **Quality KPI: 98%** monthly uptime.
- **Development KPI: 25%** Team Velocity each sprint.

# Competitors

# College Grad

Top Entry Level Job Site



- College Grad is a platform for **entry level jobs** and **internships**.
- **7M\$** estimated annual revenue.\*
- **12** active countries.
- **Free** job search services.
- **Paid** job listing services.

\*<https://www.owler.com/company/collegegrad>

# After College

Career network for college students and recent grads



- **AfterCollege** is a platform that connects job-seeking college graduates with employers **through faculty and career networks**.
- **5.5M\$** estimated annual revenue.\*
- **5M** students from **2000** colleges and universities are reached yearly.
- **Free** job search services.
- **Paid** job listing services.

\*<https://www.zippia.com/aftercollege-careers-700120/>

# Our Advantages

Why are we better?



- AI-powered search engine.
- **26%** of our current users are either students or new graduates.
- Career advice and mentoring services.
- Access to LinkedIn premium and LinkedIn learning.

# Roadmap and Vision



# Roadmap Pillars

Where do we go from here?



- Providing new graduates with a career path not just a job.
- Connecting fresh graduates with industry mentors to help the accelerate their career.
- Assisting companies in meeting the required saudization rates by connecting them to top national graduates.
- Our two main goals are:
  - Helping fresh graduates start their career journey.
  - Increasing the fresh graduates chances of being noticed by recruiters.

# Roadmap Pillars

Where do we go from here?



- **LinkedIn Learning**
- **LinkedIn Mentoring**
- **AI-Powered Algorithm**

# LinkedIn Learning

Help fresh graduates expand their skills range



- Free access to LinkedIn Learning:
  - Offer fresh graduates with 16,000+ specialised courses.
  - Notify recruiters when relevant courses are completed.
  - List completed courses on personal profile.

# LinkedIn Mentoring

Offer interactive and social learning experience



- Pair fresh graduates with experienced industry mentors.
  - Help fresh graduates get insights on specific industry.
  - Offer fresh graduates the chance to network and establish professional relationships.

# AI-Powered Algorithm

The power of AI



- Improve our AI-powered job recommendations system.
- Reach 60% automation rate in the talent acquisition process.

# Where do we go from here?

## Widening the scope



- Establish connections with universities and colleges.
- Enhance our search algorithms.
- Add a feature for interview training services.
- Add a feature for CV review services.

Thank you