

# Linked-grads

Finding your interests.

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# Background

## Why Are We Here?

- Designing an app for recent college graduates.
- Linked-grads is a new version of linked-in that improves the graduates' chance of finding new jobs.
- Linked-grads will only recommend jobs that are relevant to the graduates' skills, experiences, and interests.



**Into your own path..**

# Business Case

# Initial Focus

Where are we starting?

- Fresh graduates might choose a path that is not suitable for their skills and interests. that would be due to the lack of experience in college. And, we can prevent that with the help of Linked-grads.

# Opportunity

## What's the problem?

- According to career vision, about 55% of workers across America are unsatisfied with their jobs.
- About 39 million students and graduates are members of LinkedIn and 45% of recent graduates use it as their primary job search platform.

<https://careervision.org/job-satisfaction-statistics/>  
<https://www.qs.com/college-recruiting-linkedin/>

# Opportunity

- **TAM**

- About 39M students and graduates use LinkedIn.
- \$25.99/month for LinkedIn premium subscription, \$311.88/year.

Total Adressable Market in first year = \$12,163,320,000 B.

- **Competitor revenue**

Indeed is a search engine, has estimated a revenue of \$3 Billion a year.

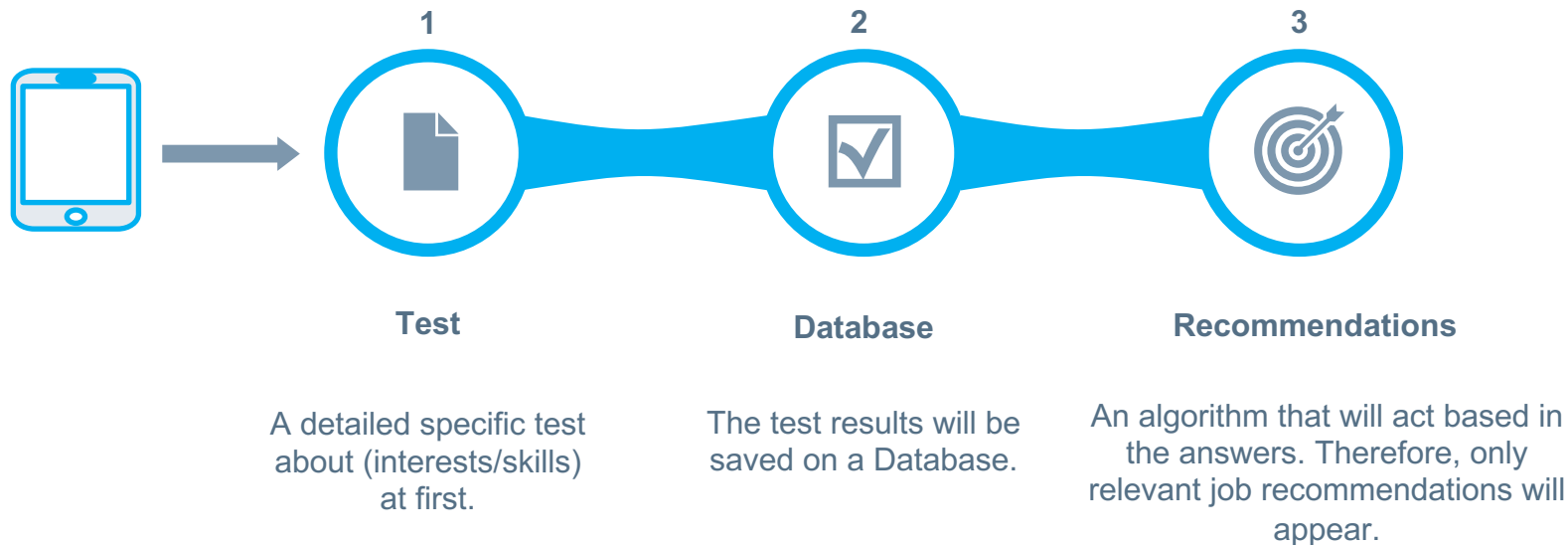
<https://www.owler.com/company/linkedin>

<https://www.indeed.com/about>

# Proposal

## What's Our Solution?

Designing an application for graduates/ students, throughout the following features:



# Return On Investment

What can we do?

## **Cost:**

We are looking for a budget of \$1,56M for the first year, which will be used in the following order:

- Developing a LinkedIn-like site will cost at least \$1M.
- 2 Application developers at \$160,000.
- 2 Application designers at \$160,000.
- Marketing team of 6 members at \$120,000.
- Support team of 5 members at \$50,000.
- 10 other members for other work at \$100,000.



# Return On Investment

What can we do?

## Gain:

39M students and graduates use LinkedIn, assuming forth of them will use our app in the first year, 9.75M.

- Impact = 9.75M students x \$311.88 = \$3,040,830,000 in the first year.
  - $ROI = (\text{impact} - \text{cost}) / \text{cost} \times 100\%$   
 $= (\$3,040,830,000 - \$1,590,000) / \$1,590,000 \times 100\%$

**ROI** of 191146.2% in the first year.

# Measurement

How will we know if we're successful?

- Our goal is to reduce the percentage of workers unsatisfied with their jobs.
- At least 4/5 on ratings and reviews on both apple and android devices.
- A noticeable increase in the ROI in the first year.
- Users' positive feedbacks and ratings.

# Competitors

# Naukri.com

- Indian employment website operating in India and The Middle East.
- Founded in March 1997 by Indian businessman Sanjeev Bikhchandani.
- Naukri.com had a database of about 49.5 million registered job seekers and an average of about 15,000 resumes were added daily.
- Estimated annual revenue of \$121.5 Million.

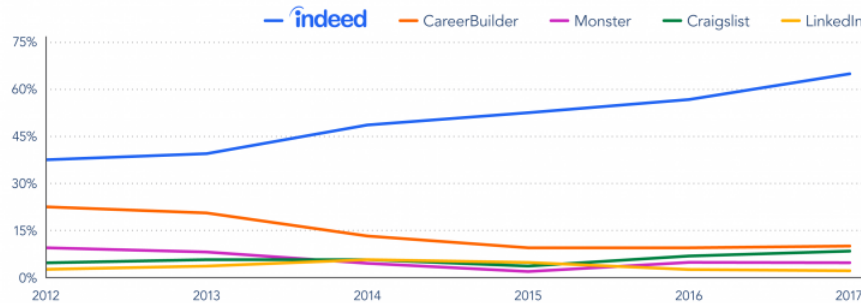


# Indeed

- American worldwide employment website for job listings launched in November 2004.
- Currently available in over 60 countries and 28 languages.
- In October 2010, Indeed became the highest-traffic job website in the United States
- Annual revenues of \$2.75 Billion.

Indeed continues to deliver more hires than any other job site

Share of external hires from online sources, % of total



Source: SilkRoad Source of Hire 2017

# Our Advantages

Why are we better?

- We will be offering tests for users to discover their interests and skills more.
- We will be matching relevant jobs to relevant users.
- We will make sure the right qualified user will be served for the right job.
- We will be offering internships/training programs too.
- Partnerships with companies to offer internships to students.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- Our vision is to build an application that inspires and helps fresh graduates find jobs of their true interests and skills.

Q1	Q2	Q4	Q4
Designing the application.	Building a database and algorithm.	Testing and checking the algorithms to ensure they are working correctly.	Testing the whole application before launching.
Developing the application.	Code generation.		Ensuring the support team does know the answers to the expecting questions.



# Matching Algorithms

## Skills test.

- The goal is to make sure the user gets job recommendations that match their interest.
- By providing a skills test right after registration, the app will be automatically personalized and the algorithm will show a recommendation of jobs based on the user's answers.

# Training Programs

## Internships.

- That goal is also to prepare students before graduating for what's coming in the future.
- The app will be linked to companies in need of interns. That will prepare students and give them a broader look.

# Where do we go from here?

## Widening the scope

- Add different languages to the app.
- Partnerships with universities around the world.
- Add more subscriptions with different features.
- Providing a support team that will listen to the users' feedbacks and learns from them. We will always make the user our number one priority.

# Thank You.

