



Training and Placement

LinkedIn TnP

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STATUS: **DRAFT**

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Background

Over the years, we have seen a rise in the number of successful startups and also hearing about the increasing unemployment rate. This is because college students aren't learning or being taught soft and hard skills at the college level that make them unable to fit for the job. Lots of ed-tech startups and job listing platforms came into action regarding this problem statement. And some of them are well established.

Problem

According to the latest statistics, there are over 250 Million college students across the globe, over 40,000 well-established enterprises, and around 400 Million startups.

There isn't any platform that does both training and placement. By creating such a platform, we'll be able to nourish students throughout their journey with us to help them reach their dream job. There are some already well-established companies who are on the same track as we are, but partially, as through our platform training and placement will go hand in hand.

Goals

- Build an app that allows users to learn from anywhere.
- Increase the employment rate and at the same time ensuring the
- Right skilled person is served for the right job.
- Release the future-tension among students.
- Widen the opportunity for recruiters.

Success Metrics

- Reduce the amount of time the user takes to find a perfect course by 75%
- Increase the unemployment rate by 10%
- 7M+ downloads
- >4 ratings in the App store
- 5M+ subscribed students

Key Features & Scope

Priority	Feature	Description
P0	Auto recommend	<p>The user can enter his/her field of interest initially, and once the user enters the submit button, a homepage with unique content will be waiting for the user.</p> <p>Contents include the best course, podcast, upcoming conferences related to the user's field of interest.</p>
P0	Download	<p>To facilitate offline learning, students are often met with slow net connectivity.</p> <p>With this feature, students could download the desired course video and learn offline.</p>
P0	Live Mentoring	<p>Students can post doubts regarding the course in the Q&A and mentors will be reviewing the problem and response within 1 hour.</p>
P0	Search	<p>Users can search for other courses as well. The user should be responsible for search by course name and as well as the name of the mentor.</p>
P1	Reminder	<p>This feature will let students push beyond the limits.</p> <p>Notify users 20 minutes before the time set for the course to start and can calculate user efficiency and give reports weekly for students.</p>
P1	Connecting peers	<p>This feature will let users connect with other users in the same field of interest.</p> <p>Students will be able to form learning groups under this feature.</p>
P1	Gamification	<p>Weekly/Monthly learning challenges will be given to students to solve. This feature is to motivate the students to improve their skills.</p>

P2	Audio only	This feature lets users listen to the audio of the course even when the screen is off.
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Target Market

- Final year college students
- Pre-final year college students
- College universities
- Startups
- Enterprises

Core UX Flow

[Prototype](#)

Total Addressable Market

250 Million Students x \$319.99 per year = **\$79,997.5 Million**

(Source: <https://www.universityworldnews.com/post.php?story=20120216105739999>)

450 Million Startups x \$79.99 per month x 12 = **\$4,39,416 Million**

(Source: <https://get2growth.com/how-many-startups/>)

40,000 Enterprises x \$149.99 per month x 12 = **\$71.9952 Million**

(Source: <https://fortune.com/fortune500/>)

TAM = \$4339.5B

Competitors

Indeed

- A worldwide employment-related search engine for job listings.
- Target audience: Job seekers and employers
- Revenue generated = 2.3B
(Source: <https://www.owler.com/company/indeed>)
- Active users - 250M
(Source: <https://www.similarweb.com/ja/website/indeed.com>)
- Market share - 3.27%
(Source: <https://www.datanyze.com/market-share/job-boards--377/indeed-market-share>)

CareerBuilder

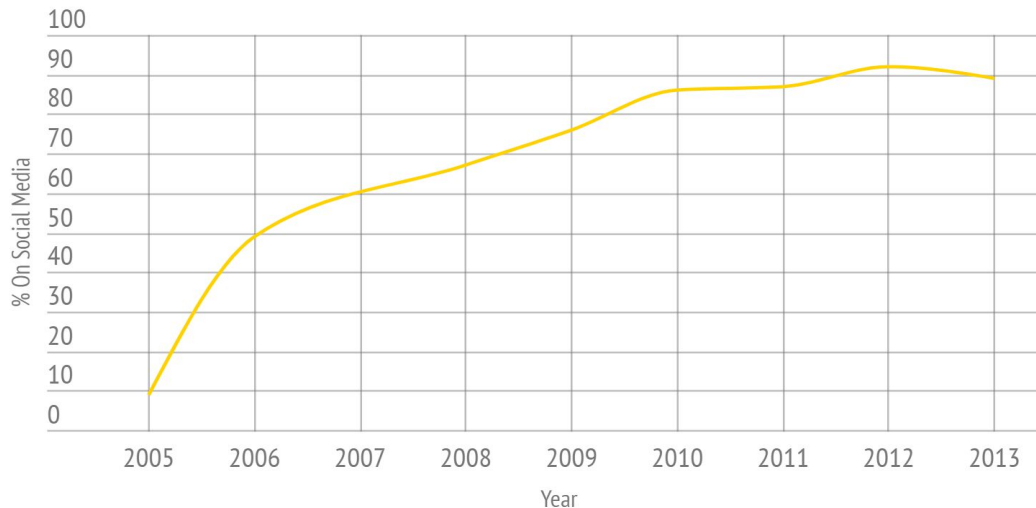
- An online job board and provide solutions to help employers recruit.
- Target audience: Job seekers and recruiters
- Revenue generated = 0.557B
(Source: <https://www.owler.com/company/careerbuilder>)
- Active users - 25M
(Source: <https://www.salesforce.com/customer-success-stories/career-builder/>)
- Market share: 2.07%
(Source: <https://www.datanyze.com/market-share/job-boards--377/careerbuilder>)

Acquisition Channel

Students

- Advertising on Social Media:

A social media customer acquisition strategy is a must when today's customers are going digital and social.



With nearly 98% of the college-aged students on social media, Social media has long been a game-changer for marketing for almost all businesses.

- App Store Optimization

App Store Optimization (ASO) is the process of improving the visibility of your app within an app store, the major ones being Apple App Store and Google Play Store.

The search ranking position of an app directly correlates with the number of downloads. The higher your app ranks in the search results, the more relevant it appears to users. Higher ranking apps also get more downloads since users usually don't scroll through every search result. The users usually look at the first 5 or so.

- Referral

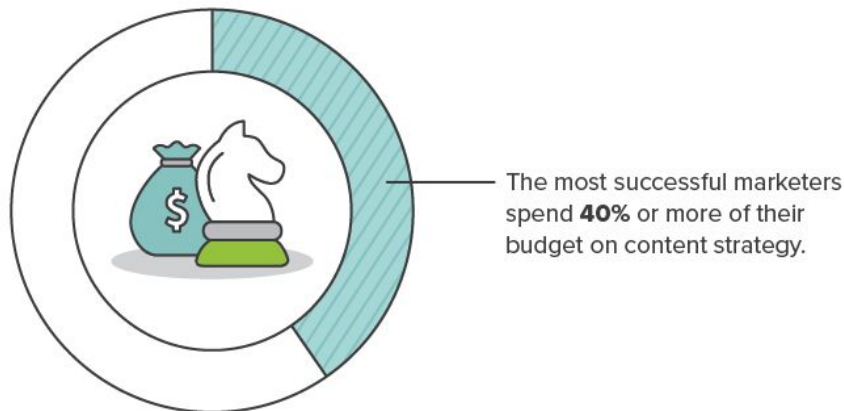
Referral programs help drive many new customers to the site and to a product page, getting them one step closer to becoming a paying customer.

Adopting this method typically experience between a 10 to 30% increase in customer acquisition. But these aren't just any old new customers. They are the best friends of our best customers.

Startups / Enterprises

- Content Marketing

Content marketing is an effective customer acquisition method for all types of businesses. Creating new, exciting, and relevant content is a highly effective way to snag your audience's attention and send them to your website.



The content marketing supports sales goals by bringing relevant users of the product to the website. This will not only improve brand awareness and recall but also increase customer engagement with the brand.

- SEO optimization

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

We will be adopting this method because:

- 81% of people use search engines to do their homework before committing to a big purchase.
- 64% of Internet users depend on search engines to decide whether to buy something or not

- LinkedIn advertisement

LinkedIn Ads have a strong reach and some powerful targeting options. 605.4 million people can be reached through LinkedIn advertisements in general.

Out of this, 92% of Fortune 500 companies and over 77% recruiters use LinkedIn.

Marketing Guide

[Marketing guide note](#)

Pricing Strategy

Revenue Goal

Free registrations for students and a free trial for 14 days:

The revenue objective is to become profitable, self-sustainable, and meet stakeholder's expectations by the first year of production. Following parameters are used to measure that we have reached the revenue goal:

- 7M+ downloads for the Mobile App
- 3M+ premium subscription users

The expenditure for the product to be up for a year is 5.23M dollars. Post the release of the product, the product marked with 15,000 downloads with around 3,000 active users. In order to meet the goal within a year, following price strategy has to be followed:

Revenue strategy

Subscription Freemium model:

- Students with a premium account will be eligible to write the test for placements and will have access to all of the expert lead courses.
- On the other hand, students using unpaid accounts will be eligible to experience premium membership for 14 days and even after that, they get access to some courses.

Pre-Launch Checklist

- Sales
 - Reach out to enterprises and startups to give a detailed explanation about the offering
- Customer Service
 - To help with student users questions and issues
 - To help with recruiter questions and issues
- Technical writers
 - To write release note for the App Store
 - To write blogs and content creation

Anticipate and Plan for Risks

Risk factor:

- Engineering - If the system could handle the extra pressure of the market expansion.
- Marketing - A global product launch will require a big-budget marketing campaign to be rolled out across different regions. One potential risk is our message coming across as insensitive to local cultures, often due to improper translation.
- Testing - Will the new language rightly align with the user interface?
- Sustainability - If the product launch exceeds expectations, the team should be able to handle it.

Mitigation Plan:

- Internal testing can be done with the QA team and the back-end engineers to make sure the developed system would be able to handle the market expansion.
- We can hire credible firms to ensure your promotional messages and branding appeal to the people in the region to deliver personalized fashion as they embrace our product.
- Testing the UI before launch and during development to make sure the new languages are rightly aligned with the UI.
- The team should be ready to accept success and failures, and most importantly, ready to expand as the product grows. The success of a product can be measured by taking the feedback after the initial week of release.

Training Guide for Sales and Customer Support

[Training guide](#)

User Guide

[User guide](#)

Launch Email

[Launch email](#)

Post-Launch

Solution

After launching our product, the adoption rate is lower than expected by about 35%. Following method can be introduced to increase the adoption rate:

- Refer a friend: Introducing refer a friend feature within the app. With this feature, users could share the referral code to a friend and can create a room to study together if both users have a TnP account.

This could improve the learning method and keep students motivated. Adopting this method would increase both retention and adoption rates.

- Hackathons: Mostly students participating in hackathons are college students. Therefore, associating/conducting a hackathon would increase the visibility of the product.
- Student Partner: We will be creating a Student Partner program under LinkedIn TnP. Mainly focussed on final year and pre-final year students, where the students work with us to improve our branding. Associated students will get all the materials to conduct tech events, tech talks, learning programs, etc including LinkedIn TnP goodies.

The student partner program will motivate the enrolled students themselves and his/her fellow college mates as well.

Key Metrics:

- Click through rate greater than or equal to 20%
- More than 15% sign ups during hackathon
- 1M+ unique monthly visitors

Control and Variant:

- Users in the control group will have the same features itself
- Users in the variant group will have the access to refer a friend feature and learning classrooms

The call for participants for the hackathon will be a general call and all the premium students can apply to the Student Partnering program.

Hypothesis:

Our users with the feature of referring a friend will increase the learning classrooms and hence increase the adoption rate. Reaching out to students via hackathons and student partner program will bring in new users to the platform.