



Product Owner: Vineeth Nair





John is a 4th year ECE Student.



John is a below average student but an advanced Web Developer.



He helped his classmates to complete their final year projects.



Placement cell of his college allows only students above 8 GPA to sit for placements.



Finally, his skill didn't paid his bills.

Background

Why Are We Here?

- Designing a native mobile and web application for the recent college graduates to improve their chance for getting placed in a company by the end of next academic year.

Where Skill and Opportunity Meet

Business Case

Initial Focus

Where are we starting?

- With over 610 million active users from 200 countries
- 40 percentage of them are College Students
- Our core value will be to treat our users the way they wanted to

Opportunity

What's the problem?

- Increasing steep in unemployment rate
- Only 20% are satisfied with their job
- Shortage of great talents

Opportunity

Is the problem real?

According to the latest survey made by The Economic Times in 2019:

Only 20 per cent employees satisfied with their jobs

Eight in 10 employees are dissatisfied with their jobs, and seven in 10 feel that the influx of technology is adding to job dissatisfaction.

<https://www.statista.com/statistics/279777/global-unemployment-rate/>

Opportunity

Market Validation



250 Million +
College students



1 Lakh +
Universities



100 Million
Startups per year

Opportunity

Total Addressable Market



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



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



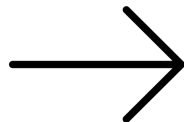
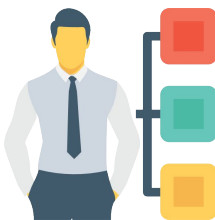
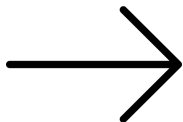
40,000 Enterprises x \$149.99 per month x 12 = **\$71.9952 Million**

Total Addressable Market = 4399.5 Billion

Proposal

What's Our Solution?

- A platform which acts as a next step to LinkedIn learning.
- Test will be conducted for college students on their field on interest.
- Automated approach for student ranking.
- Connecting students with best recruiting companies.



Proposal

How it works?

- Students will have the access to all courses on LinkedIn learning.
- 4th year Students should undergo through a LinkedIn General Test.
- LGT is unique for each field.
- Screening happens in different stages of LGT.
- Automated approach of ranking.
- Student skills and job demands are cross compared to find perfect match.

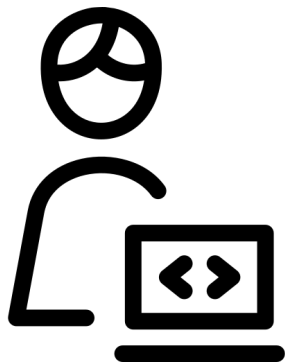
Expenditure

We are looking for investment of 5.23 million dollars which will be used in the following way for 1 year.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Payroll	\$400k	\$450k	\$450k	\$450k
Server charges	\$50k	\$60k	\$60k	\$60k
Accounting/ Legal	\$500	\$450	\$450	\$450
Designing	\$200k	N/A	N/A	N/A
Marketing	\$350k	\$250k	\$250k	\$250k
Equipments	\$100k	N/A	N/A	N/A

Return On Investment

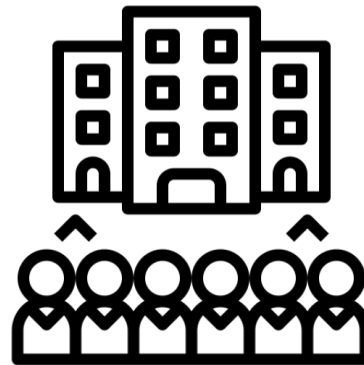
Revenue Model : Subscription



Students



Startups



Enterprises



\$ 319.99

Year

STUDENT

- ✓ Free access to LinkedIn Learning
- ✓ Eligible to write LinkedIn test
- ✓ Access 15,000+ expert-led courses
- ✓ Increase your chance for getting placed
- ✓ Access LinkedIn's premium career features



\$ 79.99

Month

STARTUP

- ✓ Right person for the right job
- ✓ 150 InMail
- ✓ Advanced search options
- ✓ Access to view profile
- ✓ Access LinkedIn's premium career features



\$ 149.99

Month

ENTERPRISES

- ✓ Right person for the right job
- ✓ 500 InMail
- ✓ Fully flexed advanced search options
- ✓ Full Access to view profile
- ✓ Access LinkedIn's premium career features

Return On Investment

Revenue Model : Subscription



10 Million Students x \$319.99 per year = **\$3199.99 Million**



2 Million Startups x \$79.99 per month x 12 = **\$1919.76 Million**



40 Enterprises x \$149.99 per month x 12 = **\$0.071 Million**

Return of Investment = $(5199.82 - 5.23 / 5.23) \times 100\% = 99322.94\%$

Measurement

How will we know if we're successful?

- **7M+** downloads for the app in the App Store
- **>3.5** rating in the App store
- **5M+** subscribed students
- **3M+** daily active users
- **1M+** adoption of the app every month

Competitors

Indeed

How the world works

- Indeed is a worldwide employment-related search engine for **job listings**.
- Revenue generated from CPC and Ad's
- 250 Million active users every month
- 60 Active countries

Glassdoor

Find a job that fits your life

- Glassdoor is an online job board as well as an employer review website.
- Ideal place to manage your employment brand.
- Provide solutions to help employers recruit.
- 64 Million active users every month
- 12 Million active jobs listed

Our Advantages

Why are we better?

- Fragmentation - We treat users the way they wanted to.
- Ensures right skilled person will be served for the right job.
- 92% of Fortune 500 companies and over 77% recruiters use LinkedIn.
- 97 Million student users as of now.
- Both training and placement will go hand in hand.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Connecting skills with world's professionals to build amazing things.
- Enlarging the opportunity for recruitment eliminating stereotype.
- We will be initially focusing on:
 - Training students to become productive
 - Improving chances of recent graduates for getting placed

LinkedIn Training

The goal of training is performance

- Free access to LinkedIn Learning
 - Students get access to 15,000+ experts led courses
 - Level upgradation after each course completion
- Enterprise training
 - Established companies can train enrolled students
 - This can eliminate recruited trainee training period

LinkedIn Placement

Skill pay the bills

- Next step to LinkedIn Training
 - Students should attempt a LinkedIn General Test
 - This test will happen in three stages prior to their academic year end
- Automated approach of ranking
 - Ranking in order of the mark each students got in the test
 - LinkedIn profile and their project will be valued in the second stage

Where do we go from here?

Widening the scope

- Partnering with College universities around the globe.
- More personalized training and placement.

Thank You