

# LinkedIn PostGrads

Where you reach your first job

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# Background

## Why Are We Here?

- Add a new type of subscription in LinkedIn
- Help fresh graduates to land their first job
- The job must meet student preferences and skills
- Decrease the unemployment rate

## **LinkedIn PostGrads**

# Business Case

# Initial Focus

Where are we starting?

- Recent grads unemployment rate ranged from 4% to 13% in the past 5 years in the US only.<sup>[1]</sup>
- Meet LinkedIn vision by creating more opportunities.
- Increase revenue by exploiting this market

# Opportunity

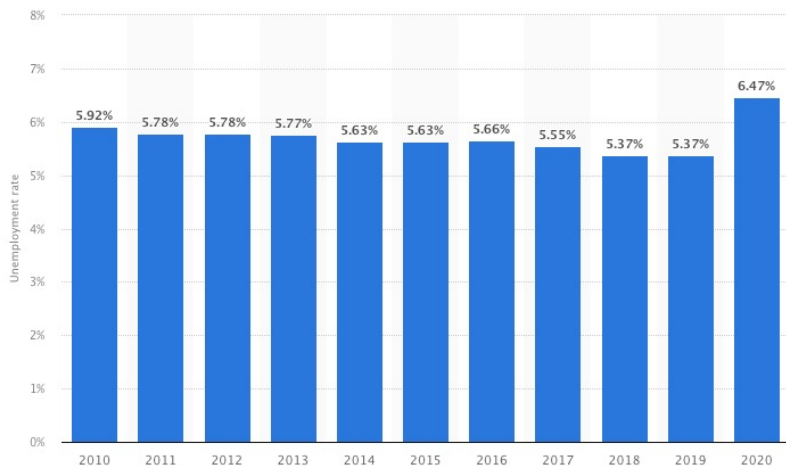
## What's the problem?

- Recent grads unemployment rate is still high, while the studies shows that the number of students will continue to raise [2]
- LinkedIn userbase have 150 million millennials who will search for jobs soon[3]
- The job satisfaction indicators could still be improved

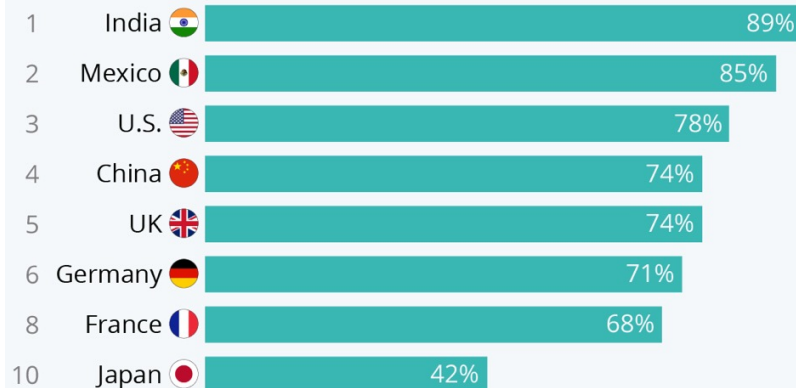
# Opportunity

## Some Backup Stats

Global Unemployment rate, 2010-2020<sup>[4]</sup>



Job Satisfaction rate<sup>[5]</sup>



Poll of 13,600+ employees in 34 countries in Q4 2019

Source: Randstad Workmonitor

# Opportunity

## TAM

- There exists 250 million students around the world, if 12\$/ month is the cost of the service, then  $TAM = (12 \times 12) \times 250M = 36B\$$
- Total number of jobs posted in LinkedIn exceeded 15 million

# Proposal

## What's Our Solution?

- Initiate a new product for postgrads or students that recommends them to the most-fit job offered in LinkedIn
- Give the user a dashboard of the skills that offers are demanding, average salaries, job titles and more.
- Propose the recommended nano-degree/ course that will enhance the student career according to his skills



# Return On Investment

What can we do?

- The main cost will be a well-executed market and user research to ensure the need for the product
- The product developments
- Operational costs

# Return On Investment

## Costs Breakdown

- Researches:
  - User Research: 12,000\$
- The product developments (3 months):
  - Salaries:  $300 \text{ Employee} * 4000\$ \text{ avg salary} * 90 \text{ days} = 108\text{M\$}$
- Other Operational costs
  - Servers: 20k\$

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# Return On Investment

## Impact

- Assuming only 10% of LinkedIn Students and Postgrads will subscribe we get 3 million user on 12\$/ month for one year
- Impact = 3,000,000\$\*12\*12\$

$$\therefore \frac{3,000,000 * 144 - 108,032,000}{108,032,000} = 300\%$$

# Payback Period

When will we retain our capital?

- Since the ROI is 300% for a year, we get our payback in 3 months

# Measurement

How will we know if we're successful?

- $\# \text{ of fresh grads} + \# \text{ of senior students subscribed} / \# \text{ of fresh grads} + \# \text{ of senior students LinkedIn}$
- app store reviews
- Internal surveys
- % of subscribers who lands their jobs

# Competitors

# GlassDoor

Helps people finds a job in a company they love

- Employer review site
- Insights about companies
- jobs

# LinkedIn vs GlassDoor

## Features

Feature	LinkedIn Talent	Glassdoor
Resume Search	Yes	No
Free Plan	No	Yes (employer profile)
Activity Dashboard	Yes	Yes
Customizable Branding	Yes	Yes



# LinkedIn vs GlassDoor

## Pricing

LinkedIn Talent	Glassdoor
Paid subscription plans or pay-per-click.	Jobs are posted through Indeed's paid job advertising products.
Minimum price depends on the daily pay-per-click budget that you set.	Indeed's <a href="#">pricing</a> starts at \$5.00 per day with a pay-per-click pricing model.
The full "Recruiter" package with advanced search tools starts at \$8,999.00 per year.	Pricing for Glassdoor's employer branding solutions is only available <a href="#">on request</a> .

# ZipRecruiter

Connecting people to their next opportunity

- It is like LinkedIn in the high-level goal
- Has a matching feature that matches the candidate to the jobs
- Recruiting oriented

# LinkedIn vs ZipRecruiter

## Pricing

LinkedIn	ZipRecruiter
Paid subscription plans or pay-per-click.	Pay per post.
Minimum price depends on the daily pay-per-click budget that you set.	From \$249.00 per month for one reusable slot.
The full "Recruiter" package with advanced search tools starts at \$8,999.00 per year.	Costs up to \$1,569.00 per month for 50 reusable slots.

# Our Advantages

Why are we better?

- LinkedIn is more like a network for connecting professionals rather than only getting a job
- Has a focus for fresh grads
- Bigger database and users

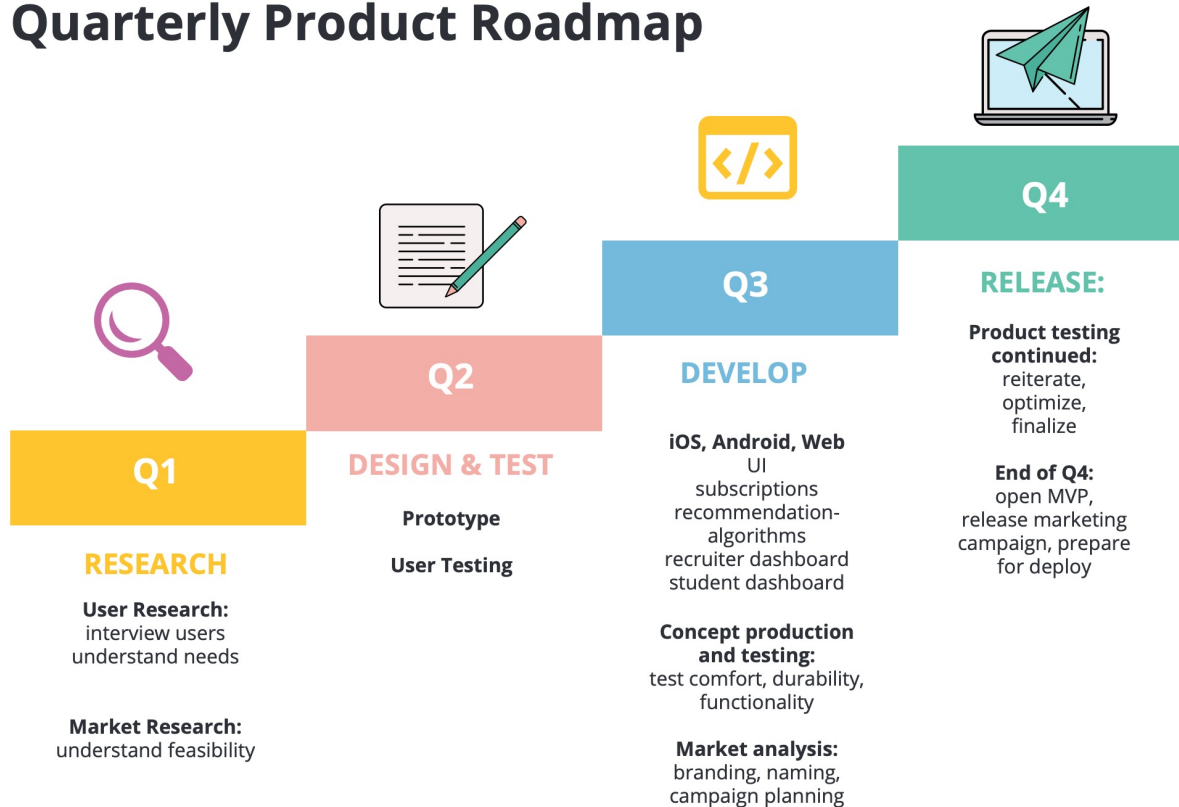
# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- Do a market and user research
- Design and Test
- Develop PostGrads bundle to LinkedIn bundles in both iOS, Android and Web
- Build the mvp
- Deploy

# Quarterly Product Roadmap



# Where do we go from here?

## Widening the scope

- Going Worldwide
- Using the huge amount of data obtained, increase the model accuracy and efficiency.
- Develop a recruiter bundle to allocate the best talents out there



# References

- [1] Statista, 2021, accessed 22 August 2021, [<https://cutt.ly/LQ7uoWE>]
- [2] ICEF Monitor, 2018, accessed 22 August 2021, [<https://cutt.ly/6Q7umjL>]
- [3] OMNICORE, 2021, accessed 17 August 2021, [<https://cutt.ly/4Q7pE1g>]
- [4] Statista, 2020, accessed 17 August 2021, [<https://cutt.ly/JQ7p2Hj>]
- [5] Statista, 2020, accessed 17 August 2021, [<https://cutt.ly/WQ7pNM7>]