

Link-U

“Carrier that stand for you!”

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Why are We Here?

- The Project aims to introduce jobs and opportunities to graduates, instead of having trouble to struggle and fail to find the right one.
- Job Finders will be shown those opportunities which are relevant to their Profiles.
- A total of 14.6 million college students graduate from the each year the world.

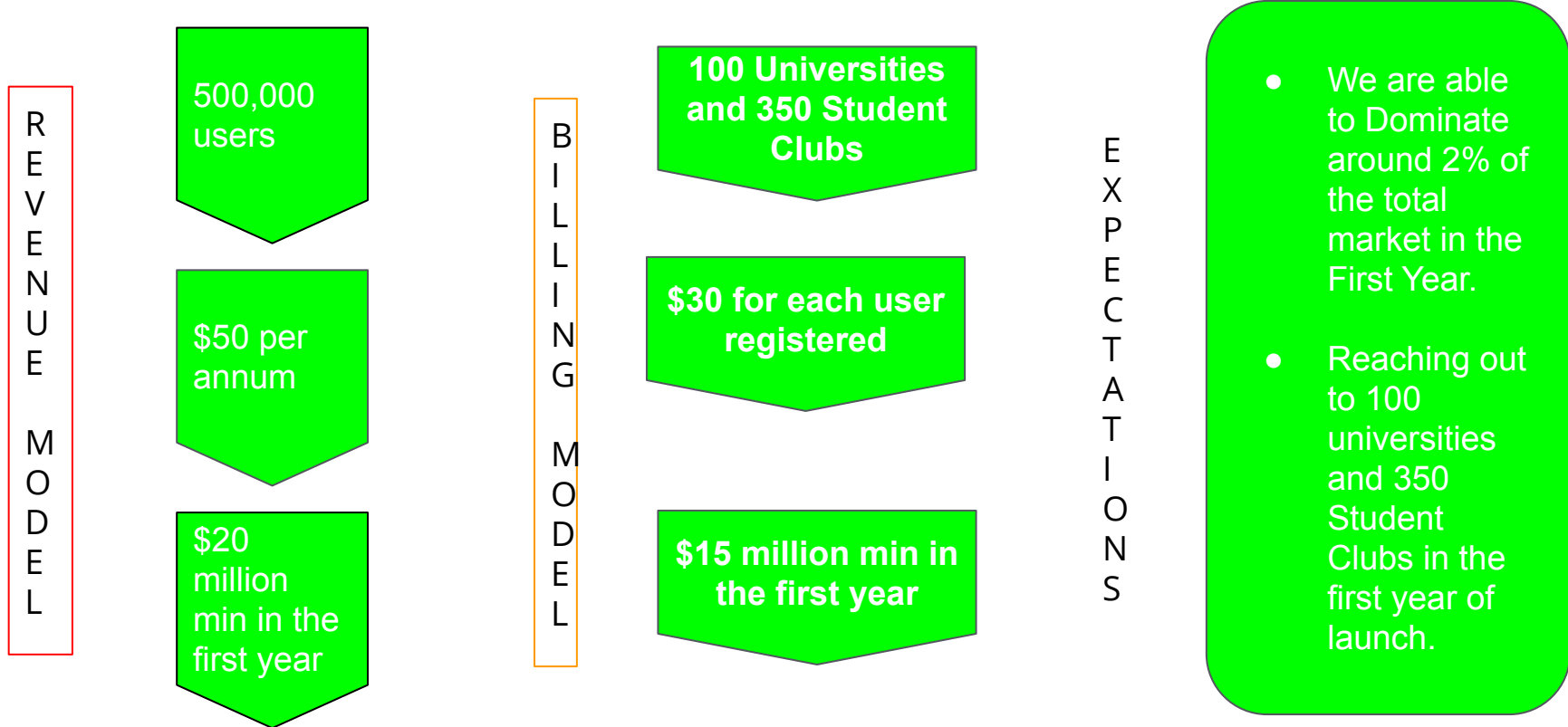
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Business Case

Business Model

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Under-Grads Post-Grads Student Communities	Presenting perfect Job opportunities to its users and result in carrier enhancement	Easily search job openings Reduce peer pressure from off campus recruitment	Reviews from users Calls with those who successfully apply to our carrier sites	Under-Grads & Post-Grads Students
	Key Resources Up-Skill Campus Teams, Ads & Student Clubs		Channels Reviews on Store and Social Media	

Revenue Model and Billing



Opportunities

How Big the problem really is?

- Graduates have to search for off campus opportunities and also through Social Media which isn't much helpful.
- These Undergrads specially from tier-3 college really needs this more than we can imagine.
- Students go off campus to look for different opportunities and openings for hope of getting a right job.
- 50 million graduates use LinkedIn worldwide for right opportunities.
- A employer take great actions to hire a perfect person and quitting make them difficult to trust the platform or way of hiring from a university or platform.
- Research Reference - <http://datatopics.worldbank.org/jobs/> & https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_615590/lang--en/index.htm

Total Addressable Market

TAM-

- 46 million Graduates use LinkedIn worldwide.
- Premium membership at a rate of \$360 per annum(LinkedIn Premium student rates).
- This makes a great deal for our platform in the market and TAM for our platform is increasing day by day as the Growth in job seeking market is increasing → <http://datatopics.worldbank.org/jobs/>

TAM IN NUMBERS [approx]

46 Million Graduates * \$300 per user on avg
= \$13800000000 Million of market -- \$13 Billion

Proposal [Features]

An Application that will have features like-

- Gather user's Skills and Interests in is their profile.
- Recommend jobs based on a user's profile through ML Algos.
- Feature for User to Connect with Professionals, Industry Experts & Fellow Graduates.

Return On Investment

Expenditure and Team Numbers[Initial Launch]-

- Server cost and maintenance- \$2 million
- 4 UI designers at each \$60,000 annually
- 4 app developers at each \$60,000 annually
- Technical Support team of 10 at each \$50,000 annually [Includes Testing and Security Team]

Investors ROI Points-

Assuming we'll be onboarding an investor of \$6 million and a return of at least \$50 Million in return after first year [we've a target of having min \$3 billion in first year]

ROI with 832% in the first year for this investor

How are we gonna Measure our Success?

How will we know if we're successful?

The company goal is to acquire approx 2% of the potential market i.e to acquire a certain hold of students and Companies on our platform.

Measure of Success-

- No of New Users Registered.
- No of Up-Skill Campus Teams and Student Clubs Collaborations Made.
- "App Store & Play Store Ratings" by users.
- No of Users applied for Paid Subscriptions.

Competitors

Competitor 1

indeed.com



- Indeed is an American worldwide employment-related search engine for job listings launched in November 2004.
- Users are consists of experienced professionals and Industry Experts and Students.
- They are actually a subsidiary of a larger company that is Japanese owned called Recruit Co. Ltd.
- The Indeed.com website obtains its job listings from a variety of different sources which include job boards, company career pages, staffing firms, and associations and from thousands of diverse websites.
 - <https://moneyinc.com/indeed/>

Competitor 2

Naukri.com



- A platform of job seekers and hiring managers to meet, the services went commercial
- It obtained some venture capital funding in the year 2000 and has been earning profits since 2002-03.
- The website follows Business-to-Business and Business-to-consumer models.
- Annual revenue of \$65 million dollars for 2017.

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

Our Advantages

Why are we better?

- Using best ML models to give best Job searches.
- A Special Communication Medium btw seekers and recruiters.
- Partnering with Up-skill Teams from Educational Institutes.

Roadmap and Vision

Roadmap and Milestones

Where do we go from here?

- 3 months - Collaborations to Up-Skill Teams and Student Clubs with MOU
- 2 months - Getting user reviews about the type of Interface they prefer. & Testing ML Algo to give best accuracy.
- 1 month - Validation and Alpha Testing of the Platform & Ensuring the support team is highly functioning.

Professional Networking

- Getting more student based user base-
 - a. MOUs and Successful Collaboration with Different Universities.
 - b. Interaction and Working with Student Clubs
- Get feedback from Industries about the platform.

Profile Match Algos

- Enhancing the Jobs match and search by increasing the accuracy of the ML Algorithms.
- Getting Monthly User reviews and feedbacks via polls, Ratings and Q&As for getting better results.

Project Team

- Professional support team which will be available full time for any user problems and queries.

Where do we go from here?

- Enhancing our market acquisition upto 12% for the next year.
- Getting More Student collaborations for the platform and user reviews.
- At least 70% acceptance in the total applied positions at a company.