First Linkedin

Since our founding in 2003, our mission has been to connect the world's professionals to make them more productive and successful. Close to 20 years later, Linkedin is the world's largest professional network on the Internet with more than 774 million members in over 200 countries and territories. Today, We have the most extensive, accurate and accessible network and database of information focused on professionals. We create value for professionals, enterprises and organizations worldwide by connecting talent with opportunity at a massive scale.

In 2020, when the pandemic hit us and seeing daily on the news and social media of testimonies from graduating students not being able to find meaningful work while sharing their uncertainty of the future, it broke our hearts. Deep down, we felt that as Linkedin, we could do more to stand by them. Today, we are proud to announce that after 1 year of development, we are launching First Linkedin.

First Linkedin is an app that is designed around graduates and their specific needs to help them find their best (first) work.

We are introducing curated graduated jobs that are personalized to our users and tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests. Along the way redefining how work is found in the first place.

Since launching across U.S. Colleges, we have seen strong adoption with more than 15,000 downloads in 5 weeks.
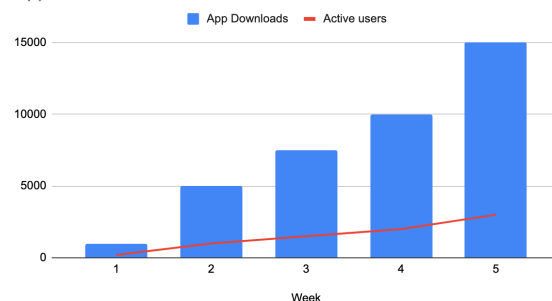

15,000
Downloads

4.6
Stars

3,000
Weekly
Active Users

App Downloads and Active users

The team is pleased to see these numbers. We are not resting our laurels, we have planned to introduce more features to refine the entire experience to make it even more seamless. First, by introducing automated resume parsing and next introducing Easy Apply directly for Job Posts. There are so many more directions we can go from here, from expanding our offerings to internships or even abroad in other countries.

We like to take this time to thank everyone who is involved in this project. This launch would not have been possible without you. <3
- Legal & Privacy
- Marketing
- Engineering
- Sales
- Customer Support
- Technical Writers

vince,
On behalf of Pat Pixels, Casey Code, Noel Numbers and our partner teams