

# LinkedIn Student

Soon-To-Be-Graduates

**Product Owner: Kartik Soni**



# Background

## Why Are We Here?

- This brand new app helps you discover jobs that are a best fit for graduates with your major, companies that tend to hire from your school and the careers paths of recent alumni with similar degrees.

**“College To Career”**

# Business Case

# Initial Focus

Where are we starting?

- This matches the company goals as LinkedIn is one such platform which focuses on making your social network bigger in accordance with your online resume.



# Opportunity

## What's the problem?

- 86% of students choose to go to college to get better jobs, but 44% of graduates are underemployed.
- Let LinkedIn Students help those navigate through all these obstacles of finding their first job out of school.
- <https://www.businesstoday.in/current/economy-politics/unemployment-rate-among-graduates-touched-13pct-during-sep-dec-2018-cmie/story/329572.html>
- The total addressable market for hiring knowledge workers is \$400 billion and segment of that -- paying agencies to hire engineers, project managers, data scientists, etc. -- is \$80 billion to \$100 billion.

# Proposal

## What's Our Solution?

- For those about to enter the workforce joining LinkedIn can be pretty daunting, so the company has simplified the process for those at a much earlier stage in their professional lives.
- Students complete the authentication process using their existing LinkedIn account or by entering their name, university, major, and anticipated graduation date.
- From there, LinkedIn Students provides tailored job-related recommendations.

# Return On Investment

What can we do?

- Cost = 8 Months of Development \* 10k each → 80k
- Generating revenue from colleges and enterprises looking to recruit students on the platform.

# Measurement

How will we know if we're successful?

- Success of the app will purely be based on increasing the number of users by a specific amount let's say 10 everyday after launch in a particular area and getting the positive feedback from current users.
- Goals - To land students in the job position of their interest and showing them the opportunities for the same.



# Competitors

# Glassdoor

## For Employees

- Glassdoor is a job search app that has built its business on anonymous company reviews written by actual employees, giving outsiders an inside look at the company.
- Usually includes culture, salary, working conditions, and what it's like to work there.
- Though not designed with the purpose of being a teen job app, Glassdoor can easily be configured for teen jobseekers.
- According to Recruit, Glassdoor had revenues of \$170 million and a net loss of \$22.2 million for the year ended March, and currently employs 750 people.

# Snagajob

[Especially for teenagers]

- A long-established go-to app for employers hiring for hourly and part-time roles, Snag also has a job board module built especially for teen jobseekers.
- Both local businesses and national chains regularly use Snag to hire teens, especially in hospitality, food service, recreation, and retail.
- In addition to the one-click apply feature, which allows you to easily apply to jobs, Snagajob also lets you show off your personality to employers with a personality quiz.

# Our Advantages

Why are we better?

- LinkedIn Student excels as a job search and networking tool and contains a stunning number of features that keep you informed and connected.
- There's a lot of great advice out there on how to get started. Even while in school, it's important that you be visible to employers and recruiters in a way that shows you've been investing in yourself.
- Also defining learning paths to land in the job of one's choice.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- An app that gives you a starting point for exploring the first stage of your professional career.
- Themes which will be followed for Roadmap are Onboarding for students, Interested or Relevant jobs availability , Networking with alumnis.

# On-boarding process

[Students sign-ups]

- Sign up with multiple options available i.e. Google sign-in, Facebook sign-in, Sign up with unique mobile number and Email-id.
- Get to know about their school, what major they are pursuing, when they will graduate , all these answers must be aligned in a way to present them with the aligned job opportunities.

# Interested Jobs Availability

[Based on one's profile]

- Jobs availability in a specific region as per the information provided by the user with all specific details such as salary, avg. hours at work etc.
- Tapping on one of the jobs, one will be directed on the application form for the same or on the address link provided by the company.



# Networking with Alumnis

[To connect]

- Students want to begin building their network, connecting with people by means they can best relate to: the school they attended and major they pursued.
- Connecting with the alumni from the university who have gone the same route as yours.
- Guide the peers with specific articles or blogs written on the training one have gone through in a particular field.

# Where do we go from here?

## Widening the scope

- Launching “Learning paths” feature.
- As students are shown job titles and companies that they may be interested in, it would make sense to give them information about what courses they should take to prepare for those opportunities.

