

LinkedIn+

A efficient way to your future career

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Why Are We Here?

- The company goal is to bring jobs to graduates, instead of the other way round.
- Are you tired of trying to find the best job ?
- How to find and improve your skills ?
- Help you to find out what is your jobs title employee applying for?

“The future path ”

Business Case

Business Model

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Colleges Student Communities Clubs	Recommending job opportunities Placement	Easily access job offer Reduce need and tension of off campus recruiting	We can go with reviews from customer Word of mouth Calls	College final year Passouts Bachelors
	Key Resources Placement cells Apps Community		Channels App review on Play Store or App Store and other platform	

TAM and Competitor Revenue

TAM-

46 million students and college graduates use LinkedIn worldwide.

(<https://www.omnicoreagency.com/linkedin-statistics/>)

Premium membership at a rate of \$360 per annum(LinkedIn Premium student rates) would ensure a **TAM** of 165 billion dollars in the first year alone.

TAM and Competitor Revenue

Competitor Revenue- Indeed

In its **2018 annual report**, Indeed's Japanese parent, Recruit Holdings Co., LTD., reported 2017 revenues of \$1.976 billion attributed to Indeed.com. [Resources](#)

Indeed's revenue (millions of US dollars)



*1 This is the financial results of Indeed which differ from the IFRS-based consolidated financial results of Recruit Holdings Co., Ltd. due to differences in consolidation methodologies.

*2 Revenues for FY2015 and FY2016 on this page are based on the fiscal year of Recruit Holdings Co., Ltd. ending March, along with the adoption of IFRS in place of Japanese GAAP from the beginning of FY2017. This from the results presentation in May 2017 which was based on the fiscal year of Indeed ending December.

Opportunity

What's the problem?

- Many graduated find it's hard to find what they love or how to improve their career path.
- College graduates have to find job off campus and also through forums which might not be much helpful also they are finding hard to get job.
- 46 million students and college graduates use LinkedIn worldwide.

Proposal

What's Our Solution?

- Recommend the best jobs to recent college graduates based on their skills and preference.
- Professional courses to improve their skill.
- Provide Test to find what skills they have and what to should have.

Return On Investment

Subscription model

- It will cost around 1 million to build and maintain the app.
- Each year we have 4 Million graduated and 2 million of them will earn a bachelor degree.
 - $2M * 69\$ \text{ per month} * 12 = 1,656 \text{ million.}$
- while graduation rates increase at an annual rate of 2%.
 - **$1656 \text{ million} * 2\% = 1,987 \text{ million next year}$**

How will we know if we're successful?

- The company goal is to acquire 1% of the potential market
- Number of downloads and paid subscriptions
- Number of college placement cells and communities associated with us
- Reviews from users

Competitors

Indeed

How To Conduct a Job Search by Skills

- Indeed is the #1 job site in the world 1 with over 250 million unique visitors every month.
- Indeed strives to put job seekers first, giving them free access to search for jobs, post CVs, and research companies.
- Every day, indeed connect millions of people to new opportunities.

joboutlook

Job Outlook can help you make decisions about study and training, your first job, or the next step in your career.

- skill match: Get ideas for new jobs that use your skills.
- Career quiz: Discover careers that match your work style.

Our Advantages

Why are we better?

- We will offer users best match based on their education and their skills
- We will offer users best training to get their skills
- Partnering with placement cells and incentivizing them

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Connect professional employed to fresh graduated.
- Courses on what skills is important bases on their education.
- AI system that track what might be important skills for employee.

linkedIn mentor

Power mentor

- Mentor battren for fresh graduate
 - With more than 5 fresh graduate you will get a premium account
 - Mentor rating

LinkedIn academy

Path skills

- Based on users education will provide the most important skills they should have.
 - Track other employees skills and recommended it to users.
 - Integration with international certificate provider to provide a discount.

LinkedIn smart

Future job

- AI system that track what might be important skills for employee.
 - Work with researchers and academics to find what are most demand skills for future.
- Users are periodically asked if they are satisfied with the job matches being offered to them and asked for review

Where do we go from here?

Widening the scope

- Work with companies or individuals to provide
 - Mentors
 - Acadimedics
 - Researchers