

Career+

The AI companion that guides graduates from job discovery to successful application.

Product Owner: Chikamso Nwani



Background

Why Are We Here?

- Initial Focus
- Business opportunity
- Proposal
- ROI
- Measure of success
- Competitors
- Our Advantages
- Roadmap and Vision

The AI companion that guides graduates from job discovery to successful application.

Business Case

Initial Focus

Where are we starting?

Graduate students in the US.

- **10.2%** Unemployment rate
- **31% of 2020 college grads** were still unemployed, a number up significantly from 22% in 2019.
- We owe it as part of our mission to support graduates starting their professional careers

Opportunity

What's the problem?

- 320 million people in the US
- 10.4% of the adult population is in college
- **6 million (18%)** students eventually graduate from college.
- \$29.99 per month

$$\begin{aligned}\text{TAM} &= (6 \text{ million graduates}) \times (\$29.99 \text{ per month}) \times (12 \text{ months per year}) \times (5\% \text{ growth rate}) \\ &= \mathbf{\$2.2 \text{ Billion (approx.)}}\end{aligned}$$

Assumptions

- Graduation growth rate - 5%
- All US graduates will use LinkedIn premium service

Proposal

An AI companion that guides graduates through their application journey to get started on their career.

Career+ aims to take away the stress out of job applications.

- 1. Ability to manage pre-application process**
 - a. Profile optimisation
 - b. Early access to jobs
- 2. Manage current applications**
 - a. Reminders
 - b. Discovery
 - c. Easy Apply+
- 3. Stand out and stay updated after applying**
 - a. Interview preparation
 - b. Reports and application analytics

Return On Investment

Potential 131% in returns is expected

Revenue

- **Price** - \$29.99 per month
- **Users**- 90k users*

Total revenue = #users x price
= **\$32.4million**

Costs

- **Development** - \$7.5 million
- **Marketing** - \$6 million
- **Maintenance** - \$200k
- **Overhead** - \$300k

Total costs - **\$14 million**

ROI = \$(32.4 - 14) million ÷ \$14 million

ROI = 131%

Measurement

How will we know if we're successful?

Goal- Get and convert 10% of US college graduates to use Career+

1. Business KPI

- a. MRR
- b. Churn
- c. # premium users

2. Product KPI

- a. % profile upgrades to jobs
- b. Reminders to completed applications

3. Development KPIs

- a. On-time delivery of features

4. Quality KPIs

- a. Support contact rate
- b. App store ratings and reviews

Competitors

Job Matching Platforms

[Indeed](#)

Key features	Pricing	Valuation & Revenue	Distribution channels
<ol style="list-style-type: none">1. Job recommendations2. Indeed resumes3. Advanced search features4. Job alerts	Free to users.	\$ 2.75 billion <u>(2018)</u>	Web, App and play store

Job Matching Platforms

[Ziprecruiter](#)

Key features	Pricing	Valuation & Revenue	Distribution channels
<ol style="list-style-type: none">1. Job recommendations2. Very popular with job seekers3. >7.5 million jobs and 35,000 different job titles4. Job seeker testimonials	Free to users.	<u>\$3.28B</u> market cap	Web, App and play store

Our Advantages

Why are we better?

The following competitive advantages puts us in the right position to compete:

- The largest network of members
- Robust and trusted source of verified jobs
- Proprietary tech

Roadmap and Vision

Roadmap Pillars

Connecting graduates to jobs with ease

Our ability to execute and deliver this product depends on these:

1. Improve existing technical feature
2. Career management
3. Partnerships

Improve existing technical features

Having the best in class AI is critical.

1. **Discovery.**

- Optimise keyword search to get the most in-demand jobs by connections, skills and interests

2. **Easy Apply+**

- Take Easy Apply a step further with automatic job completions.

Career Management

Let Career+ be your guide for job applications

1. Profile optimisation

- Get profile optimised to be seen as a top applicant and have an edge over other candidates

2. Application reminders

- Get notifications on your application status and their deadlines

3. Interview preparation

- Prepare for job/company specific interview questions with answers from professionals and recruiters.

Go-To-Market

Getting the product to users

Based on our [2021 guide to getting hired](#), we intend to introduce the product by focusing on the following:

1. Target industries with the most job openings.
2. Target most in demand entry level jobs.

Where do we go from here?

Widening the scope

We intend to use the success of Career+ to grow our existing business lines through:

1. Expansion to new markets
2. Partnerships with universities and organisations such Coursera, London Business school etc