



LinkedInGrad

careers for freshers

Sales and Customer Support Training Guide

1.1 Background

Today we find lot of apps and platforms for job recommendations. However, very few can be used by recent college graduates with no or little experience.

Around 200 million students graduate every year all over the world and this number will reach 300 million by 2030.

In U.S 4 million students graduate every year, 43% of them are underemployed and 4% are unemployed.

More than 15% of world students graduate in India alone every year which is around and only 26% i.e 1 among 4 of these is hired by companies.70% of new graduates enrolled for reskilling.

1.2 Problem Statement

Recent college graduates face a challenge in finding their first job that best suits their skills and interests. Many lack practical skills and self- branding which is most needed for many jobs today.

Key problems faced by recent graduates:

- Lack work experience leading to gap between academic skills and practical job requirements
- Poor interview and negotiation skills.
- Lack of clear career direction
- Poor self-branding.

1.3 Product Goals

We created LinkedInGrad , a new feature for LinkedIn that helps recent college graduates provides best job recommendations based on their skills and preferences.

Users can also:

1. Enroll for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with mentors and professionals.
5. Explore best career roles based on your interests

1.4 Market background:

Target Market

LinkedInGrad feature will help expand LinkedIn's vision of creating economic opportunity for every member of the global workforce , by extending its job market offerings to recent college graduates.

Acquisition of user in this new market will be relatively easy leveraging LinkedIn's already well-established platform for job recommendation.

Total Addressable Market:

200 M graduates every year X \$ 96 (annually \$8 x 12) = \$19.2B.

Serviceable Addressable Market (India):

As more than 15% of world students graduate from India, this will be a good starting market and then we will expand worldwide.

SAM= 65 M X 96 (\$8 x 12) ~ \$ 6.2 B

Serviceable Obtainable Market:

Initial focus is at least 5% i.e 3.25 M graduates with at least 20% conversion rate.

SOM = 0.325M [0.325 M x \$ 8] ~ \$ 2.6 M for first year of launch.

Competitors

1. Freshersworld

It's primary focus is on college graduates. They offer their services using mobile app and webapp.

Features:

Job listing -MNC's and Govt Jobs, Online courses, interview and aptitude preparation test and other features like Mock interviews and expert resume building, abroad study services and Corporate Employability Assessment Test(CEAT)

Premium membership: Rs 699 (\$10) for 3 months or 999(\$14) for 6 months

2. XING

Primarily focus on German-speaking market but has worldwide presence.

Features:

Skill based job recommendation, personal and professional skill training, boost profile visibility
Students personality profile, strengths and premium customer service

Premium:

\$ 10.95 a month for 3 months

\$ 9.45 / month for annual subscription

1.5 Product Background:

LinkedInGrad, an additional feature within LinkedIn App that is targeted for recent graduates (age 20-30) to help them kick start their career by recommending the best jobs based on their skills and preferences.

Key Features:

1. Enroll for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with mentors and professionals.
5. Explore best career roles based on your interests

Premium features:

Online video courses

College2Campus online training

Direct messaging to recruiters

Instant access to salary insights
Who's Viewed Your Profile
Applicant Insights

1.6 Key Features

- College2Campus platform

Reduce skill gap by providing exclusive online training courses on soft skills , teamwork, work ethics, interview and negotiation skills

- Online learning courses

Exclusive courses for freshers to learn basic to intermediate skills to start or transition to their preferred job role.

- Build strong self-brand

Earn badges and stand out from crowd

- Curated Job

AI based proprietary algorithm for curated job recommendation exclusively for freshers

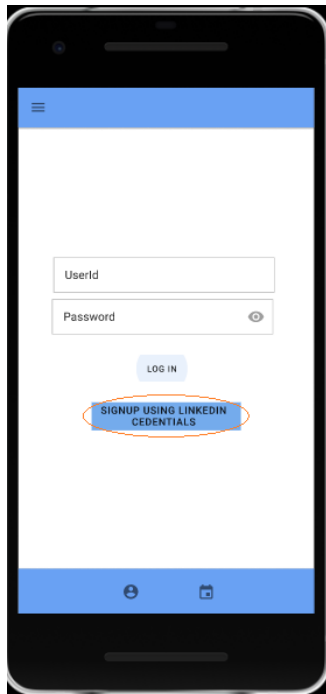
1.7 Benefits to user

1. Enrol for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with professionals, peers and find mentors.
5. Explore best career roles based on your interests
6. Get best job recommendations based on your skills and preferences.

Where users can find the product:

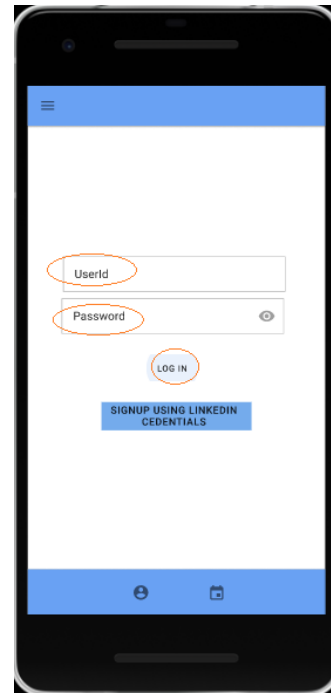
- Users can download the app using Play store (android users) or App store (iPhone users)

How to Sign Up for LinkedInGrad:



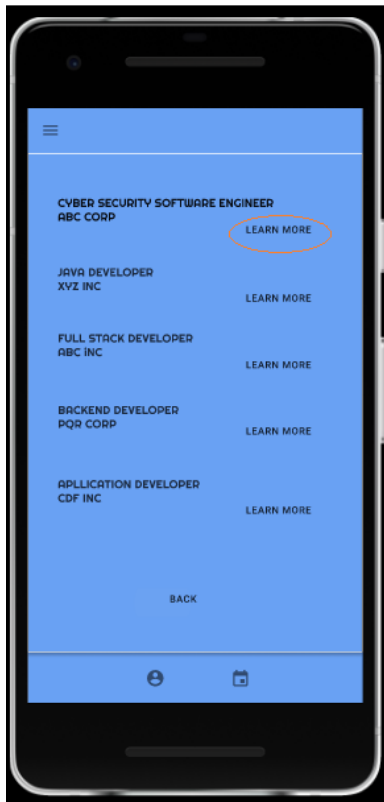
If you are first time user but already,
a LinkedIn account click on
“Signup using LinkedIn credentials”

OR

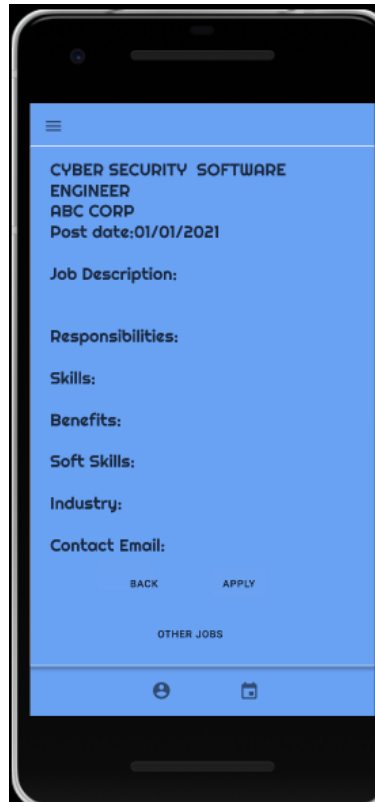


You can login by entering user id and
password

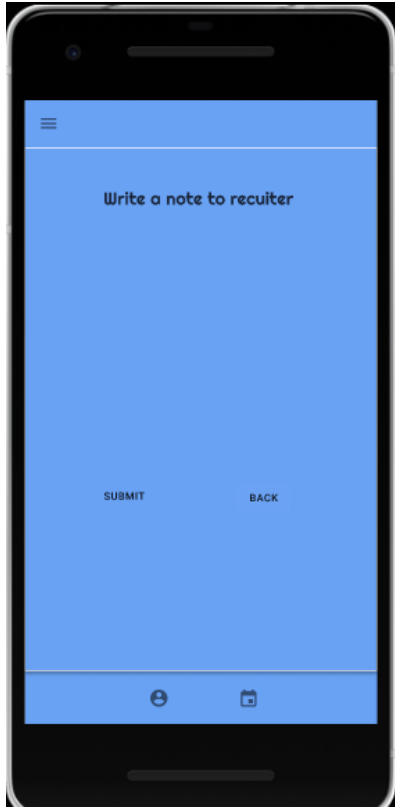
How to apply for your first job:



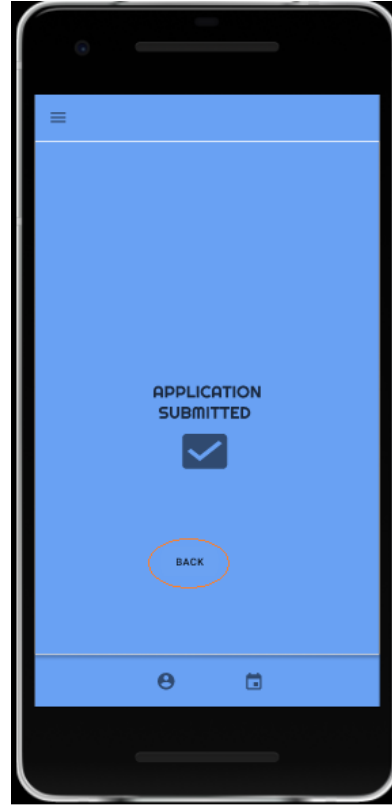
In “Jobs” section you can
View all job listings.
Click on “Learn more”
to explore about a job



You will find details of job here.
Click on “Apply” to submit
your application for a job



Add a note to recruiter



Your application is submitted

1.8 Current issues

Currently we are trying to improve our job and role recommendation algorithms to provide better match results.

Currently the skill match percentage shown for each jobs based on their skills and interest is not accurate, we are working on it to improve and users can use it in next update.

1.9 Pricing

Fermium model: Free to use basic features, but need membership to access premium features. This model works best because users can use LinkedInGrad for their job recommendations, role recommendation.

Users can signup for LinkedIn grad basic features for free.

They can also signup for LinkedInGrad free trial for 14 days.

Premium membership charges:

- 3 month package : \$ 10 / month
- 6 month package : \$ 8 / month
- Annual package : \$6 / month