



**Product Owner: Riya Tirole**





- **Surin** is a graduate college student
- She actively participates in different events
- She has taken multiple varied roles in these
- She has started thinking about jobs, but confused what she wants to pursue
- When she comes across a job profile she isn't sure if she'll be good
- She is also not very aware of depths of job market suitable for her

# Background

## Why Are We Here?

- Longing for a personalised job advisor per your interests, suggesting jobs that make you forget Monday blues? Meet...

**“Your all time companion to success”**

# Business Case

# Initial Focus

Where are we starting?

- We are looking to design a smart service that suggests job to users in their forte.



+

in JOBS

Analytics job1  
Data job1

=



+

in JOBS

Consultant job 1  
Strategy job 1

=



User (& strength)

Job suggestions

Results

# Opportunity

## What's the problem?

- Individuals are either confused or unaware of job market breadth & depth.
- Today's job searches list out jobs based only on keyword search & past experience.
- There is no product that assesses them or use any prior assessment data to identify individual's strengths, consider their ambitions and inclination to finally provide a job recommendation.

# Opportunity

## What do we already have?

- We already have existing initial resources, of user base & job listings.
- We leverage these resources along with added customizations to provide near real time recommendations.
- This product also doesn't have any direct competitors yet.



# Opportunity

Product Market Fit - LinkedIn has...

**24% from  
US**

**59.9% in  
25 - 34 age  
group**

**49% made  
dramatic  
career shift**

**55M  
orgs  
listed**

**40M job  
applications  
per week**



# Opportunity

## Total Addressable Market

The product initially focuses on US college students; expanding to broader age and geographies in future phases.

### US Statistics

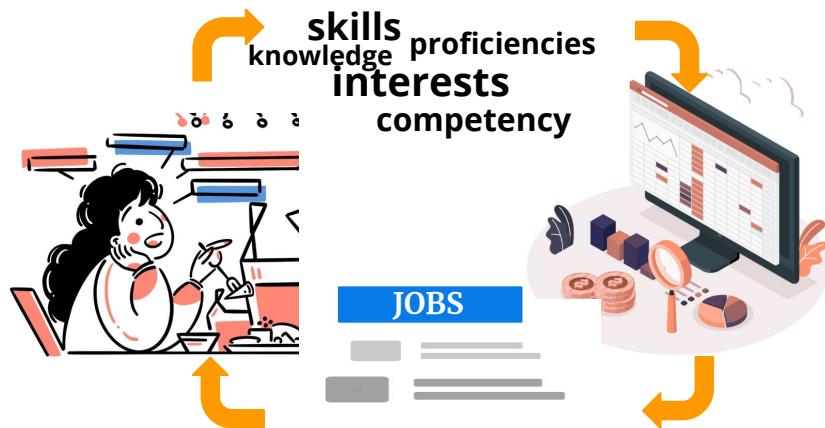
Graduating students - 4.5M<sup>1</sup>

Students actually needing this service - 40%<sup>2</sup>

$$\text{TAM} = 4.5\text{M} * (10/100) * \$149.99^{\text{'}} = \textbf{67.49M pa}$$

# Proposal

## What's Our Solution?



MVP - system understands user interests, abilities through user input as well as a devised assessment (Excellence Assessment/EA) to list all the relevant jobs (& description) and job openings.

# Expenses

MVP - First year 3M investment.

	Q1	Q2	Q3	Q4
Career expert	\$67500 <sup>2</sup>	\$67500	-	-
Design	\$35000	-	-	-
Dev team	\$400000 <sup>1</sup>	\$400000 <sup>1</sup>	\$400000 <sup>1</sup>	\$400000 <sup>1</sup>
Hardware	- <sup>3</sup>	\$15000 <sup>4</sup>	\$30000	\$60000
Marketing	\$300000	\$200000	\$200000	\$300000
Legal	\$32000	\$32000	\$32000	\$32000

# Return On Investment

Revenue Model - Subscription



**Individuals**



**Educational  
Institutions**



**Enterprises**



## Individuals

(One time - 5 months)

**\$149.99**

- Assessment
- 15k expert led courses
- 8 inmails
- LinkedIn premium

## Individuals

(Yearly)

**\$249.99**

- Assessment
- 15k expert led courses
- 5 inmails/month
- LinkedIn premium



## Educational Institutions (Monthly)

**\$89.99**

- Individual student account and assessment
- Assessment reports/Analytics per user
- 15k expert led courses
- 70 inmails/month
- LinkedIn premium

## Enterprises (Monthly)

**\$149.99**

- Individual user accounts and assessment
- Assessment reports/Analytics per user
- 15k expert led courses
- 100 inmails/month
- LinkedIn premium

# Return On Investment

## Revenue Model - Subscription



**\$7476M** :  $28\%^{1-1}$  (one time) of (50% of 178M) individuals \* \$149.99

**\$890M** :  $2\%^{1-2}$  (yearly) of (50% of 178M) individuals \* \$249.99 per year



**\$130M** :  $89.2\%^3$  of 0.135M institutions \* \$89.99 per month \* 12



**\$116M** :  $0.2\%^4$  of 32.5M companies \* \$149.99 per month \* 12

$$\text{ROI} = (\$8612 - \$3) / \$3 * 100\% = \mathbf{286966.6\%}$$

# Measurement

How will we know if we're successful?

- **16M** individual subscriptions
- **36k** educational institution subscriptions
- **19.5k** enterprises
- **4+** ratings
- **1.6M** daily active users
- Assessment Results - **2 mins.**
- Time to land job - **3 months**

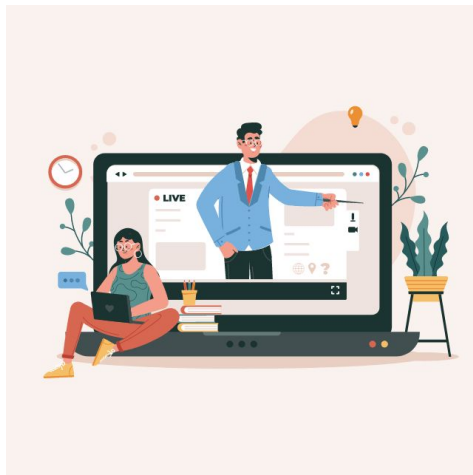


# Partnerships

Who can help deliver value to customers?



**Counsellors**



**MOOCs**



**Institutions**

# Competitors

# 123test

Free tests that take you further

- Takes **15 question assessment** showing specific work activities
- Revenue stream **pay-per-assessment** allowing individual/bulk buy
- **30M** visitors who take **18M tests** annually
- Tests in **5 languages** (English, Spanish, German, French and Dutch) and users originate from literally every country on the globe
- Offer over **100 diff** tests

# CareerOneStop

Your source for career exploration, training and jobs

- **30 question** polarity based assessment
- **Revenue streams** are majorly hiring, training solutions for business
- **Tie-ups** with job clubs, non-profit orgs, american job centres to assist in job search
- **Aggregates** and shows **job openings** from multiple sources like NLx, CareerBuilder, Indeed, etc.
- Competency model information for **28 industries**

# Our Advantages

## Why are we better?

- We **bridge the gap** between user interest & knowledge to most **apt job** in market.
- **Inbuilt learning content** along with subscription to fill in missing knowledge required for job.
- **40M** apply for job once a week on our platform
- Pre-existing user base of **178M**, company base of **55M**.
- **87%** of recruiters use LinkedIn daily

# Roadmap and Vision

# Roadmap Pillars

## Where do we start?

- Currently only 13% of employees are happy with their work, we want to take it to >50% in next 5 years
- Making people aware of the vivid, unexplored job market
- The initial focus will be on
  - Provide users with extensive AI powered assessment to understand their area of excellence; also optionally understand from them where their interest lies.
  - Use above assessment to show extensive list of job profiles in varied fields

# Pillar1 : Excellence Assessment (EA)

Let us pinpoint that field you would excel in

- Create an assessment
  - This is a generic test covering different aspects like analytical & logical skills, personality, etc
  - The assessment results aims to ultimately cover all the industries in market
- Mapping the assessment result
  - This stage would translate to particular fields of work
  - Create a parameter to hold these scores to calculate excellence strength (ES) for given job profile.



# Pillar2 : Job recommendations

Choose the job profiles most interested in

- Enlist all the job roles suitable
  - User gets to see all the possible fields and respective job titles
  - For each job title, show ES, basic requirements, expectations, future opportunities, etc
- Adapter to map assessment results to job postings
  - Using the job titles above, give user all current open job roles
  - Accessibility to apply to the job through portal (LinkedIn Jobs)

# Where do we go from here?

## Widening the scope

- Expand to geographies & demographics
- Ability of understand assessments user has taken outside LinkedIn
- Suggest courses depending on interested job field
- Using past data to provide unexplored, rewarding career paths.

# Thank you