

**Chris Harris**  
**Alicia Singletary**  
**Luis Seijo**

## EXP

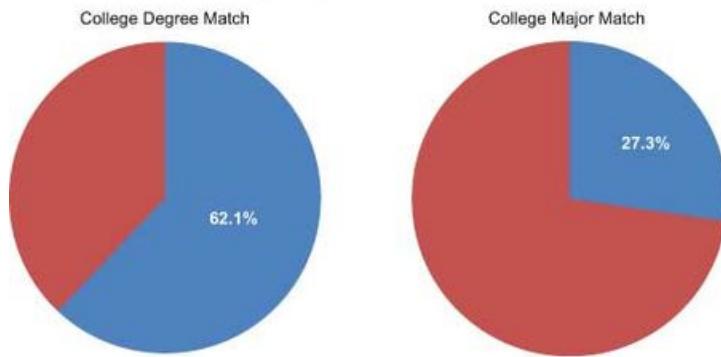
The RateMyProfessor of internships and jobs

**How might we help people find meaningful, honest, insightful, and reputable internships and jobs to better their future?**

**Problem Statement:**

Many students struggle to find quality internships and jobs in their career field, both prior to and after graduating. According to a Washington Post article titled [Only 27 percent of college grads have a job related to their major](#), a significant number of college graduates are underemployed and a lot of others are working in irrelevant fields.

Share of College Graduates Working in a Job Requiring a College Degree or Related to Their College Major



Source: U.S. Bureau of the Census, 2010 American Community Survey; authors' calculations.  
Note: Individuals with graduate degrees are not included in the calculation of college major matching because the information available on majors relates to the undergraduate degree.

An article by Forbes expands on [the unhappy rise of the millennial intern](#). "In recent years, internships remain as prevalent as ever—but their ability to confer a real career has faded along with the economy. In 2013, [NACE reported](#) that only 63 percent of graduating students who had held paid internships received a job offer by graduation. As for unpaid internships, students who

have them are today hardly more likely to get a job offer (37 percent) than those who have no internship at all (35 percent)."

Students will search for internships on sites like Indeed, Monster, LinkedIn, Glassdoor and many more. Students have little time as it is, and overcrowded job boards that are geared towards full-time careers with experience required don't make it any better. Even when students do find a potential entry-level job or internship, it's common that their dreams are crushed. Internship postings usually use enticing titles and descriptions to get you in the door. If a company can use a young person to do a full-time job for cheap, why wouldn't they? It's because nobody holds these companies accountable. And they think that they're doing you a favor by letting you work 30 hours for free doing a sales job when they told you it was strictly digital marketing.

### **Customer Segments and Early Adopters:**

This website and app is geared towards younger people searching for jobs or internships. We are also looking at targeting, nonstudents, along with traditional and nontraditional (transfer or remote) students. The biggest two age segments we will have are 20-25 and 25-30. This age range will include seniors nearing graduation, students who are looking for work, or graduates looking for their next career move.

When we talk about early adopters we are thinking about who will be the first few groups drawn to use our platform. The most important users will be the ones who feel lost in their career moves or others who feel intimidated by other job posting sites. These users don't know where to start, or maybe they thought they did but learned the hard way by landing themselves in a triangle scheme or some other undesirable job/internship. Often times other job sites claim to

keep the job searcher in mind but in reality they put the companies and their revenue first. Early adopters would be people who enjoy to use sites like [Glassdoor](#) or [Rate My Professor](#). These users trust what their peers say more than they trust organizations or businesses.

### **Pricing:**

In order to best serve our customers, we want the service to be free. Our source of revenue will come from the employers that are seeking employees or interns. By utilizing tools like Google AdSense, tag manager and analytics, we can figure out the best practices to improve our SEO to drive the most customers to our pages and get them to those advertisements. There will be quality control across the website, with all advertisements of internships and jobs being verified and reviewed by users and we will display the reviews first hand to put trust in the users minds. We will give the option to run “campaigns” on advertisements; how long they want their posting to out, how many different social media accounts they want it advertised on and click thru rates. Using the tools from Google, we can measure the effectiveness of our advertising using different criteria: Page Click Through Rate (if we get 100 page views with 5 total clicks on an ad, that's 5% of users), Develop a Cost Per Click, and also Cost per Impression, which can also be used on social platforms, (for every 1,000 impressions a post or page receives, we will charge \$1). \*\*If our site can generate 10,000 users,

### **Channels:**

We want this to be a meaningful and resourceful platform for people. Our aim is to work together with universities, employers and users to create the ultimate experience for all.

By allowing users to review their past experiences with certain employers, we help to create a network of trust, professionalism and reputation. Not all experiences can be the best, and there are stories out there where people just get lied to. (Insert Reddit story) We want to make a platform that connects experiences to those seeking opportunity to break through and find the career of their dreams.

When employers connect with us, we do not want them to seek unfair advantages. Our approach to allowing employers to utilize our product is so they can be aware of the environment that they're providing for interns/employees and to gauge the market of potential candidates available. It's only fair to allow these companies see what is going on within different departments to get a better understanding of they are coming off to employees.

The last way we want to connect with users is by implementing different programs with universities. By partnering with universities, we can help put together career fairs to bring in reputable employers with high-quality experiences. We want to get students as young as 18 to

### **Unfair Advantage:**

This site will have partnerships with universities and their internship departments, crowdsourced reviews to check that it companies aren't being misleading for job seekers. This serves as a check and balance to make sure it leads people in the right direction. Our site will have an algorithm that remembers the job titles you researched therefore, it will automatically alert registered job seekers of new, current, and relevant businesses hiring. There will also be an advanced search section where you will be able to choose a mile radius and city that you desire. Each job post will have information about the job, but also contact information to their HR department if you need to call for any questions regarding the position or to check the status of

your application. Our unique feature is the option to connect and chat or just see reviews of past employees with many different companies to get information about that job title and much more. Being able to have a community of young people to communicate and connect helps everyone that is looking for jobs or internships. Therefore, our competition like Indeed, ZipRecruiter, and Glassdoor do not interfere with our pathway. All of these job boards are to help employers find qualified applicant candidates for their company but often times they fail to put the job seeker first or even consider the job seeker. One company that comes close is Glassdoor but their site is still riddled with shady companies. Actual clients of ZipRecruiter have an average satisfaction

The weakness that these job boards have is their lack of ability to connect with people that already worked the internships or past jobs to ask question of what they did when they were there. Another unfair advantage is there isn't any phone number of contact information to check on the status of your application to talk with the HR department about it. Most of these job board sites don't have the time or funds to research if it is relevant to students with degrees in a certain criteria or industry. Most job boards like indeed, ZipRecruiter, and career builder do not have university connections to help them. By connecting with universities we won't mislead students and graduates to jobs or internships that are not relevant to the industry they want to get into with their degree. Also, these sites like indeed and careerbuilder have many random and unrelated job titles that pop up in the list of job title positions therefore ours won't. Another disadvantage is that most job board sites (indeed, careerbuilder, and ziprecruiter) don't have any alerts to inform you right away of new businesses coming out and hiring soon or current jobs that are posting. Most of the time you have to directly log in to search for the jobs to get that information. With ours we will alert you right away when we know about it to keep you up to date and connected with what is happening around your area.

The strengths that other job boards like careerbuilder, indeed and ZipRecruiter, have is that you can receive messages in your inbox if an employer emails you about the job. This is a good way to stay in contact with them. With the job titles that pop up, after searching, I like the job description of what is expected of you and what they are looking for in a candidate. The disadvantage is that some of them don't list out the benefit perks they offer when you work for the company. Everyone that is looking for a job wants to know that and if they have any. One job board that always makes sure that is on there is zipRecruiter, having these listed helps answer those questions that job seekers want to know and our site will have them also tied in the description. Also, another strength that some job board sites offer reviews about the company from current or past employees to get an idea if it is worthwhile working there.

### **Solution:**

This web and app will be crowdsourced just like Glassdoor and RateMyProfessor. People will be able to share their past experiences with companies. They can input comments about the interview, the interviewers, the boss, the job title, the pay, the actual job, the work environment and anything else related to the internship. When people search for internships/jobs on this platform. The biggest key to making this website do what it does is the attention to reporting misleading job titles. Reviewers will be able to report when they've experienced a company using false titles to get people in the door. Companies have 3 strikes to either change the title or they are banned from this platform. Along with crowdsourced company reviews, there will be a relevancy algorithm that actually alerts you to relevant jobs that you have a chance of landing.