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Problem statement

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User personas

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Goals/Metrics

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Features

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Market sizing & monetization

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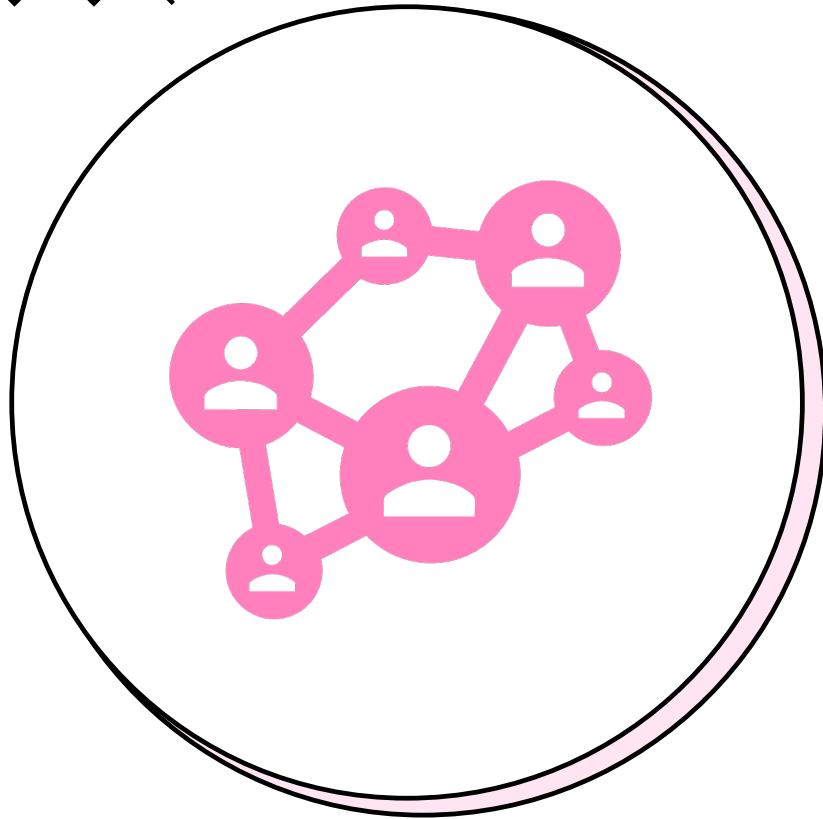
Prioritization

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Go to market

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Success metrics



## Problem statement

- Mentorship feature on LinkedIn!!
- What should be the features?
- What is the market size? (If any)
- Can this be monetized?





# User personas



<b>Mentee</b> <b>Mentee, Needs mentorship.</b>	<b>Mentor</b> <b>Mentor, Provides mentorship.</b>	<b>PM School</b> <b>Business, provide mentorship programs.</b>
<ul style="list-style-type: none"><li>• Is currently a student/working professional (early or experienced).</li><li>• Or wants to get mentored to explore new opportunities.</li></ul>	<ul style="list-style-type: none"><li>• Highly in varied disciplines.</li><li>• Wants to mentor people and help them grow.</li></ul>	<ul style="list-style-type: none"><li>• Provides tailor made, role specific, mentorship-based programs.</li></ul>
<b>Pains</b> <ul style="list-style-type: none"><li>• Cannot find the right mentor match.</li><li>• A lot of false positives whom he thought would be great mentors but did not work out well.</li><li>• No way to share/get public feedback about the mentorship.</li></ul>	<b>Pains</b> <ul style="list-style-type: none"><li>• Does not have a mentee audience.</li><li>• Difficult to build &amp; share credibility as a mentor to increase visibility.</li><li>• Cannot share tangible feedback about a mentee publicly.</li><li>• Monetize/Get incentives for mentoring.</li></ul>	<b>Pains</b> <ul style="list-style-type: none"><li>• Unlike regular learning programs, these are less popular.</li><li>• Outreach is generally based on post sharing/word of mouth.</li><li>• Programs are not shown to users compared to jobs listing.</li></ul>
<b>Needs</b> <ul style="list-style-type: none"><li>• Get requirement specific mentors even if they are not a part of the connections network.</li><li>• Ability to highlight mentorship outcomes and mentor feedback.</li></ul>	<b>Needs</b> <ul style="list-style-type: none"><li>• Get connected to a wider mentee base.</li><li>• Share &amp; receive feedback on mentorship.</li></ul>	<b>Needs</b> <ul style="list-style-type: none"><li>• Reach a wider audience directly via LinkedIN as a platform.</li><li>• Get direct course applications via LinkedIN.</li></ul>

## ○ Goals

- Create the complete mentorship feature roadmap.
  - What should be the features?
  - How should it be rolled out?
  - Strategy to go to market.

## Metrics

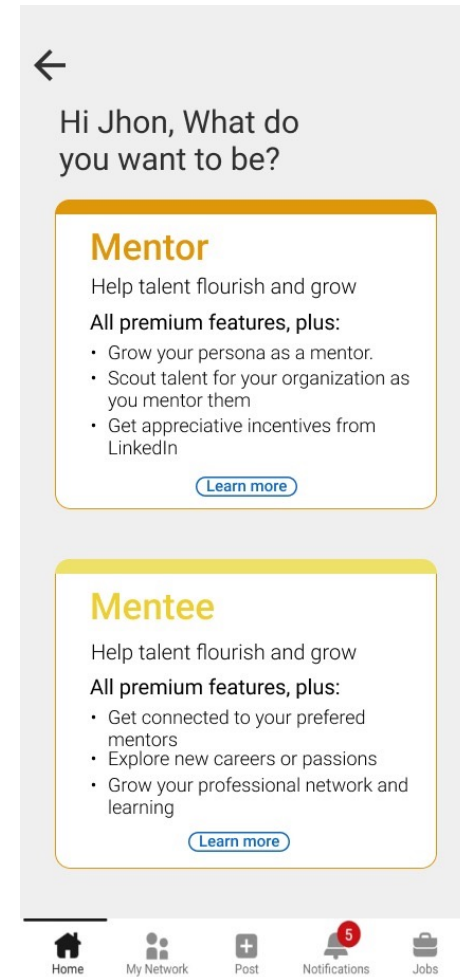
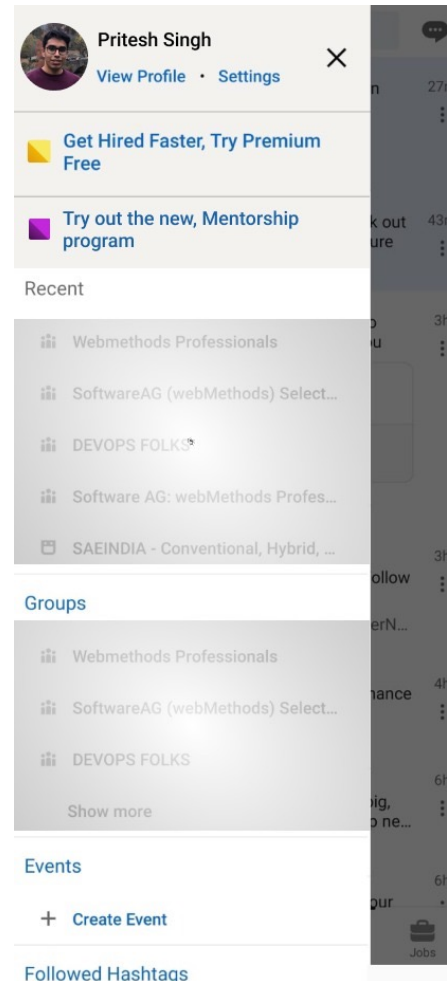
- Mentee/Mentor signups.
- Quotative mentor ratings.
- LinkedIn Easy apply to Mentorship cohort providers (businesses).

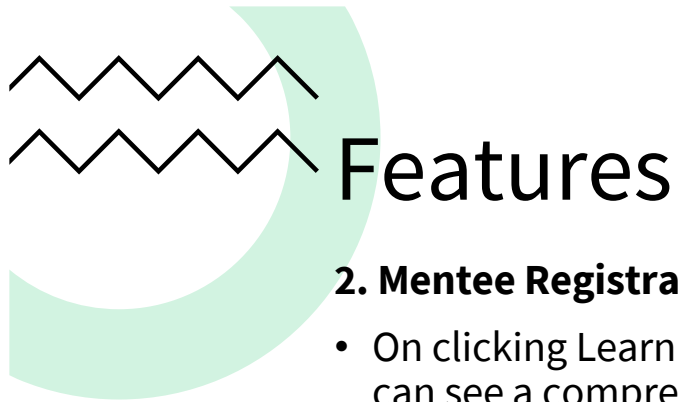


# ○ Features

## 1. Mentorship program Launchpad:

- Feature to be available to everyone to explore the program.
- They can choose to be a mentor or mentee.





# Features

## 2. Mentee Registration:

- On clicking Learn more for Mentee, user can see a comprehensive list of features and benefits.
- The benefits include mentorship specific features clubbed with premium features.

### Find and contact anyone

Find and contact the right people to grow your network and see who's viewed your profile

- ✓ 10 InMails per month
- ✓ See Who's Viewed Your Profile from the last 30 days
- ✓ Unlimited People Browsing
- ✓ Open Profile

### Exclusive insights to get ahead

Stay informed about mentors of interest, rate your experience with them, get access to LinkedIn's job tools, and more

- ✓ Connect with the top industry Mentors
- ✓ Find job specific cohort offering companies
- ✓ Company insights
- ✓ Salary insights

### Stay up-to-date on the latest skills

Grow and learn new skills to advance your career and professional brand

- ✓ 16,000+ LinkedIn Learning Courses
- ✓ Full access to Interview Preparation tools






# Features

## 2. Mentee Registration Cont.

- The pricing for registering as a **mentee + availing the premium features** together is at 1800INR/per month.
- The payment process is same as that of premium.

**Mentee features**  
Mentees are 3X more likely to be picked for a role



[Try Premium](#)

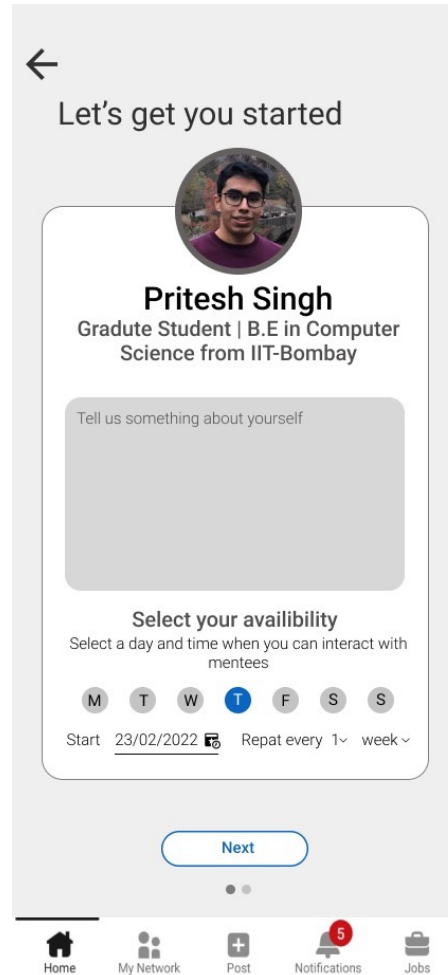
After your free month, pay as little as ₹1,800.39\* / month when billed annually  
Cancel anytime. We'll remind you 7 days before your trial ends.




# Features

## 2. Mentee Registration cont.:

- Post the Mentee registration, proceed to registration with a two quick steps.
- Write something about yourself that you would want your mentor to see.
- Select day or days of the week when you can have dedicated mentorship interactions.
- We consider that mentees may be looking for mentorship in their current areas of expertise, new areas. Hence, **while we populate some of their skills from the existing LinkedIn profile, they are free to add more!**
- **They may also have desired outcomes from being mentored like switch fields, just gain knowledge in a skill or simply to network better.**



Let's get you started





**Pritesh Singh**  
Graduate Student | B.E in Computer Science from IIT-Bombay

Tell us something about yourself

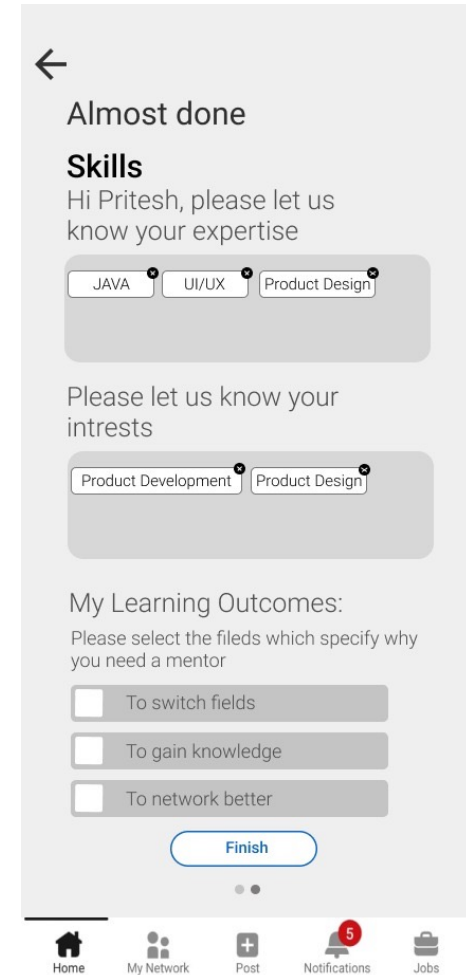
**Select your availability**  
Select a day and time when you can interact with mentees

M T W **T** F S S

Start 23/02/2022  Repat every 1 week 

**Next**

Home My Network Post Notifications Jobs



Almost done

**Skills**  
Hi Pritesh, please let us know your expertise

JAVA UI/UX Product Design

Please let us know your intrests

Product Development Product Design

**My Learning Outcomes:**  
Please select the fileds which specify why you need a mentor

☐ To switch fields

☐ To gain knowledge

☐ To network better

**Finish**

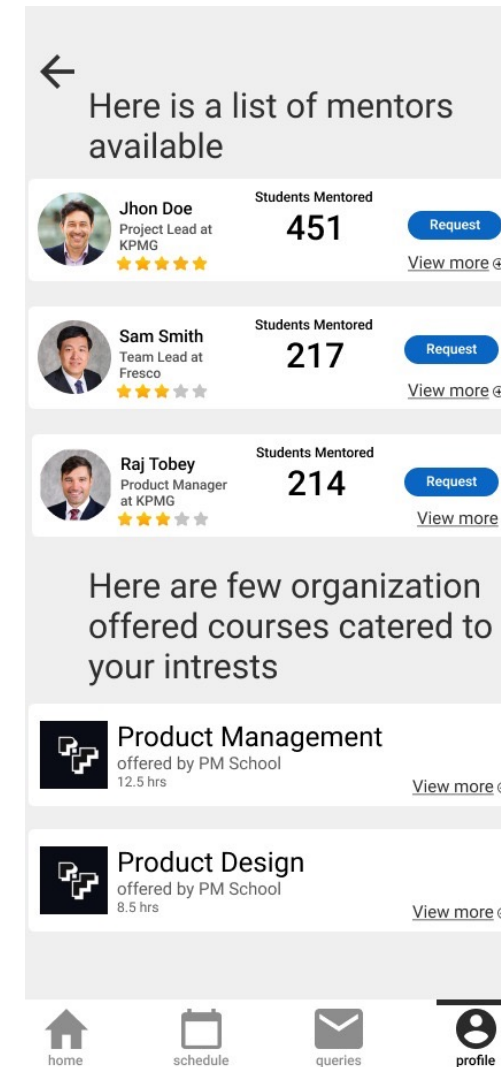
Home My Network Post Notifications Jobs

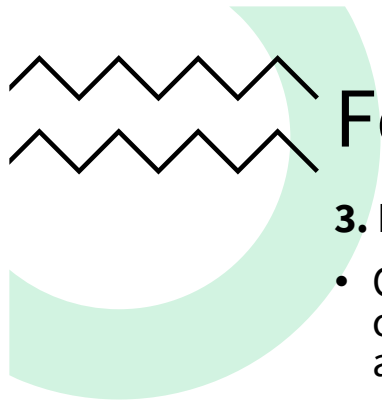


# ○ Features

## 3. Mentor selection dashboard for mentee:

- On completing the mentees registration, we show them the best suited Individual mentors as well as Organizations that provide mentorships powered programs/cohorts.
- **The Individual mentors have a rating by their previous mentees**, and you can choose to Request mentorship from them.
- One can also choose an Organization based mentorship programs. **These organizations provide skill/role-based programs which can have multiple mentors interacting with them and users can choose to apply to them.**





# Features

## 3. Mentor registration:

- On clicking Learn more for Mentor, user can see a comprehensive list of features and benefits.
- The benefits include mentor specific features clubbed with premium features.
- Mentors get exclusive mentorship dashboards to track and score their mentee dashboards.
- **On crossing Milestones such as being a top 1% mentor or mentoring 100+ people. They get LinkedIn swags or other incentives like free premium month.**
- **They also get to monetize via LinkedIn by sharing affiliate registration links on their existing social channels like LinkedIn feed, Youtube channel, Instagram etc.**

### Find and contact anyone

Find and contact the right people to grow your network and see who's viewed your profile

- ✓ 5 InMails per month
- ✓ See Who's Viewed Your Profile from the last 30 days
- ✓ Unlimited People Browsing
- ✓ Open Profile


### Exclusive insights to get ahead

Be a guide across disciplines, get rated by your mentees to be the top LinkedIn mentor, earn by referring the mentorship program, and much more

- ✓ Exclusive mentorship dashboard
- ✓ Get linkedIn incentives on being top Mentor
- ✓ Company insights
- ✓ Salary insights

### Stay up-to-date on the latest skills

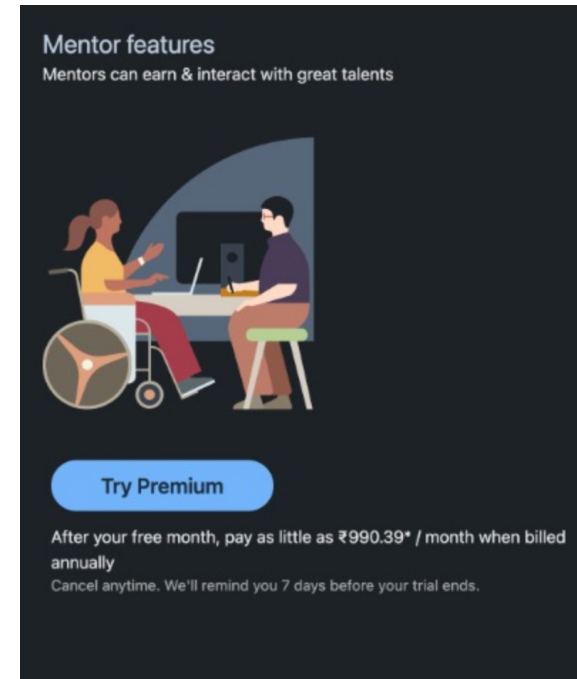
Grow and learn new skills to advance your career and professional brand

- ✓ 16,000+ LinkedIn Learning Courses
  - ✓ Full access to Interview Preparation tools
- 

# Features

## 3. Mentor Registration Cont.

- The pricing for registering as a mentor + availing some premium features together is at 990INR/per month.
- The payment process is same as that of premium.
- The intention to keep the Mentor registration at a minimal is that all mentors may not be established and with time would grow and encourage more mentees to join the mentorship program and increase monetization.
- As per consumer psychology they will also want to earn incentives via LinkedIn and affiliate link shares to increase their earnings.
- These in total help us pivot the monetization stream on Mentees indirectly.




# ○ Features

## 3. Mentor Registration Cont.

- Like the Mentee sign up we have a simple two step process to ask the mentors about themselves that they would want the mentees to see if they choose to open the profile.
- Timings when they are available and if they want to add any other skills or are willing to offer something out of the box.
- **LinkedIn has the intelligence already to match profiles based on an array of features and that is leveraged to map mentors and mentees.**

← Let's get you started



**Jhon Doe**  
Project Lead at KPMG | Product Manager | Ex-Amazons

Tell us something about yourself

Select your availability  
Select a day and time when you can interact with mentees

M T W **T** F S S

Start 23/02/2022 Repeat every 1 week

Next

← Almost done

**Skills**  
Hi Jhon, please let us know your expertise

JAVA UI/UX Product Design

Please let us know what you are willing to offer

eg: I can guide you solving business design and product design related problems

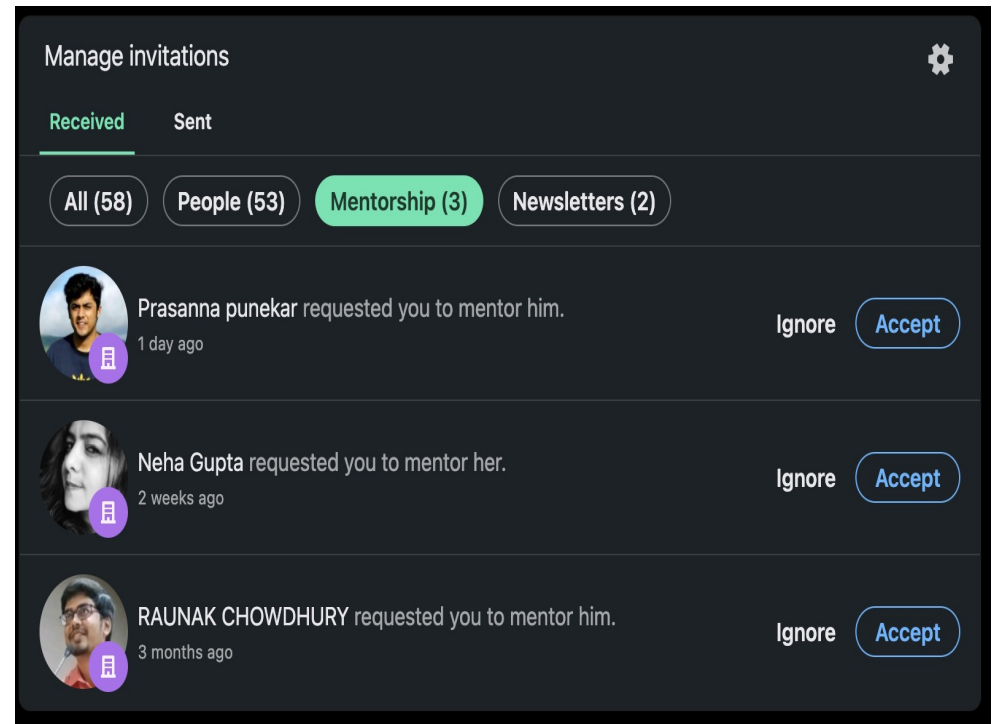
Finish

Home My Network Post Notifications Jobs

# ○ Features

## 4. Mentee selection for Mentors:

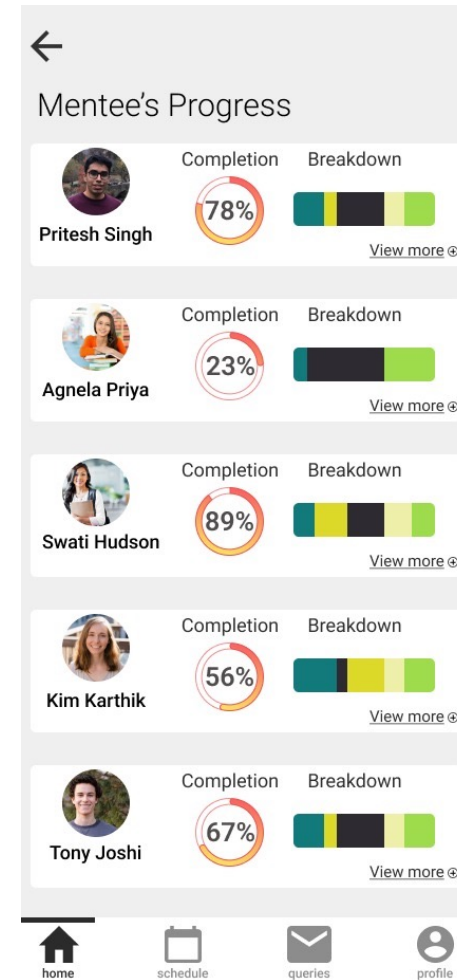
- On request from Mentees, Mentors get the requests under the My Network section where we today find all the other requests as well.
- The mentor can check their profiles and choose to Accept or ignore.
- On accepting, the mentor can continue to carry on interactions with their mentees as connections and track their progress.



# ○ Features:

## 5. Mentor's dashboard to track mentees:

- As per their interactions, mentors can grade their mentees by a breakdown scoring of their progress and a completion score to determine their mentorship journey progress.
- Mentees who have completed their mentorship program can rate the Mentors too.
- **This dashboard allows LinkedIn to ensure that the two-way process is maintained.**
- **Mentee's whose progress is not changed for a specific amount of time will receive LinkedIn notifications and can mention how or why the mentorship did not go ahead.**



## ○ Features:

### 6. List organization as a mentorship program provider:

- Organizations like Coding Coach, PM School, NextLeap, GrowthX, GrowthSchool etc. provide **mentorship-based learning programs for varied areas.**
- Presently these organizations are present as pages or profiles on LinkedIn and push their course enrollments through varied marketing strategies. **Their reach is dependent on how many users are sharing their presence.**
- Enrolling as a mentorship program provider and paying LinkedIn an upfront yearly minimal cost will allow them to be **directly a part of the suggestions and reach to a wider audience.** The amount paid to these organizations can be adjusted with the premium cost.
- It is **known consumer behavior that Users are more likely to choose Program based learning platforms over individual mentors**, due to a sense of trust on a brand over a person.



# Market sizing & monetization

- Estimated total users - **76 million**
- Target audience - minimum 20% i.e., **15 million users.**
- Average cost-plus pricing per user (Mentee + Mentor) - **Monthly 1395/- (\$19)**
- Estimated earnings from above cost model - **\$285 million (one month)**
- Deduction from above cost
- Mentor rewards
- Business/Organizational contracts.





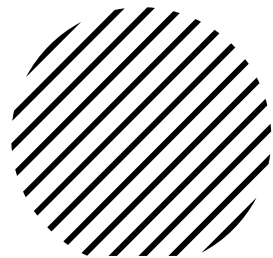
## ○ Prioritization

Feature	Value	Effort	User acceptance	Prioritization
Mentorship program launchpad	High	Low	High	1
Mentee registration	High	Medium	High	2
Mentor registration	High	Medium	High	2
Mentor selection dashboard for mentee	High	Medium	High	3
Mentor's dashboard to track mentees	High	Medium	High	4
Organization listing for mentorship	High	High	High	5





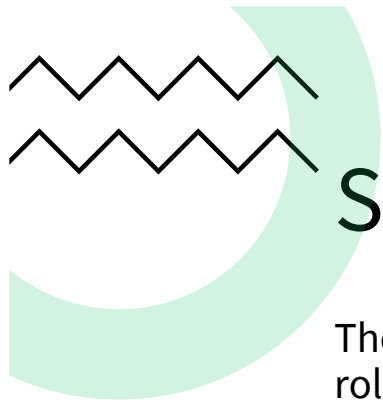
## Go to market



Go to market should be exactly as per the prioritizations.

The featuring of Organizations has multiple other angles to be investigated especially as per the pricing, hence taking the last spot.

The peer-to-peer mentorship feature has phases to it but should be of top priority to be implemented end to end as the First phase of the Mentorship program.

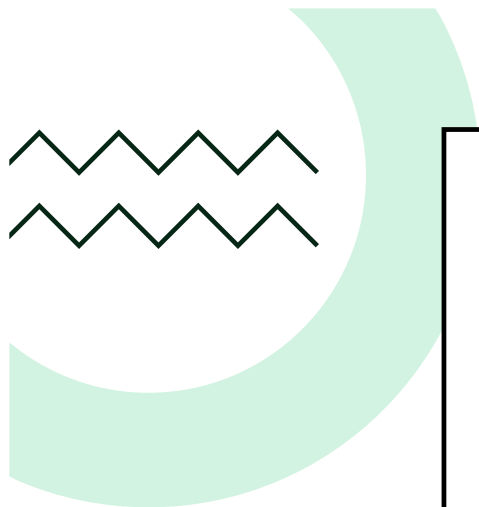


## Success metrics

The metrics to measure if the feature rollouts are successful would be:

- Mentor/Mentee Signups, which drives the **value & monetization of the feature.**
- Affiliate link sharing by star mentors as well as organizations that onboard, **measuring the reach of the features.**
- Ratings & milestones of Mentors to measure the **completeness of the intended mentorship program.**





**THANK YOU**

