

# MolaJob:

Skills based tailored job recommendation  
app power by LinkedIn

**Product Owner: [YOUNKAP N. Duplex]**



# Background

## Why Are We Here?

- ❖ Support recent graduates in their transition from academia to industry
- ❖ Provided skills based tailored jobs recommendation to recent graduates

**[MolaJob : Let move from university to industry]**

# Business Case

# Initial Focus

## Where are we starting?

- ❖ The alarming numbers of fresh graduates every year from universities in [Africa](#)
- ❖ Winning the battle for youth [employment](#)
- ❖ This is assigned to me by the LinkedIn's management board
- ❖ Africa young graduates struggle to get their first job due to :
  - Lack of experiences and references from industries
  - Lack of relevant job advertisement channel
- ❖ Reduce unemployment rate for recent graduates in Africa by :
  - Connecting skilled graduates with relevant companies
  - Facilitating the talent discovery and acquisition process to employer

# Opportunity

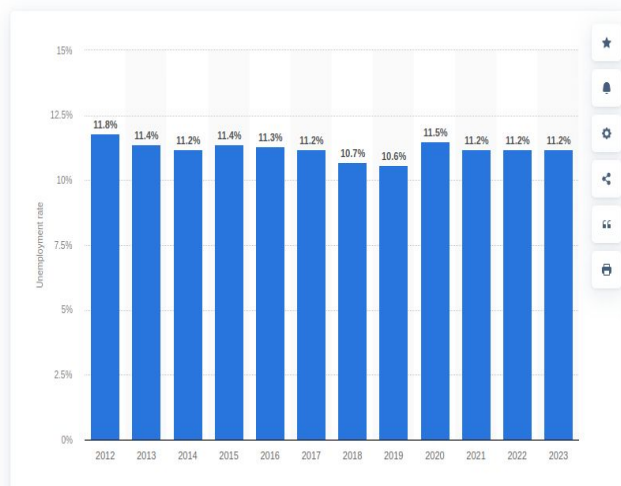
## What's the problem?

- ❖ By 2030, about 100 million young will have entered the [job market](#) in Africa
- ❖ 675,000 African university STEM graduates enter the [job market](#) each year
- ❖ 60% of the unemployed are young people in Africa
- ❖ Youth unemployment rate in Africa in 2023 is [about 11.2%](#)
- ❖ 50% of the population is under 25 in Africa
- ❖ Total Addressable Market(TAM) : \$5.24

*(100 million young graduate) \* (11.2% unemployment rate)\*(\$39 premium souscription fee per month)\*(12 month per year) = \$5.24*

Economy & Politics > Economy

Youth unemployment rate in Africa from 2012 to 2023



[Source](#)

# Proposal

## What's Our Solution?

### **MolaJob : frustration free job search app for recent graduate**

- ❖ Match recent graduates to open job position in the industries through data and artificial intelligence (AI)
- ❖ Partnership with Udacity keep update in skills and technologies trend
- ❖ Partnership with Omdena to build strong portfolio when collaborating in a real world project
- ❖ Virtual career fair to connect graduate and recruiter through virtual submit
- ❖ Free subscription options

#### **Key Features :**

- Power By AI
- Talent profile (resume builder)
- Find talent(search by area)
- One click Job Application
- Alert when application is review
- Tailored job recommendation

# Return On Investment

What can we do?

## ❖ Cost Estimation

- Development : \$500k
- Operational : \$ 800k
- Promotion/Marketing : \$900k

❖ **Revenue** : \$5000k (10% TAM)

❖ **ROI** : 127%

Cost	Impact	ROI
\$2200k	\$5000k	127%

$$\text{ROI} = (5000000 - 2200000) / 2200000$$

# Measurement

How will we know if we're successful?

Product	Business/Financial	Quality/Customer	Development
<ul style="list-style-type: none"><li>- Avg monthly checking by users</li><li>- Nb of new jobs posting each month</li><li>- Nb of users getting job each month</li></ul>	<ul style="list-style-type: none"><li>- Nb of new users per years</li><li>- Conversion from freemium to premium</li><li>- Customer churn rate</li></ul>	<ul style="list-style-type: none"><li>- Graduates satisfaction score</li><li>- Recruiters satisfaction score</li></ul>	<ul style="list-style-type: none"><li>- Load time</li><li>- AI/ML accuracy</li></ul>



# Competitors

# [Competitor 1]

[ZipRecruiter](#)

- **Key Features**

- Access to millions of job
- One click to apply
- Alert when your resume is viewed
- Alert to receive local job

- **Users** : 5 million times downloads

- [Revenue](#) in 2023 (TTM): \$0.79 B



# [Competitor 2]

## Indeed

- **Key Features**
  - Jobs Board
  - Activity Dashboard
  - Applicant Tracking
  - Application Management
- **Users** : 5 million times downloads
- Revenue : \$3.8B per year



# Our Advantages

## Why are we better?

- AI and data driven approach
- Focus on Africa Market (675,000 STEM graduates each years)
- 50% of STEM graduates are LinkedIn users (100% for [ALX](#) Graduates)
- LinkedIn has already good market penetration and reputation
- Collaboration with [Omdena](#)/[Udacity](#) for career growing opportunity
- Collaboration with university and companies
- 3 three months free access to premium after graduation

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

## VISION

To win the battle for graduate employment in Africa, **Molajob** is a job search app that ensure the frustration free transition from university to industries

## ROADMAP

- ❖ Build app core functionalities
- ❖ Set the strategic partnership
- ❖ Onboarding/Launch the MVP

# [DevOps]

Build up the MVP with core functionalities

- ❖ **Talent Profile** (basic info, skills, resume, job preferences)
- ❖ **Job board** (Companies, Jobs, internship)
- ❖ **AI/ML model** (search/recommend job based on skills and preferences)
- ❖ **Talent discovery** (search talented graduates)
- ❖ **Career Services** (Learning & grant opportunities, challenge, coaching)
- ❖ **Application documents sample** (CVs, SoP, cover letter, etc.)

# [PARTNERSHIP]

Sign the Memorandum of Understanding (MoU) with strategic partners

- ❖ **Omdena** (Build teamwork & collaboration skills through real world project, get support & coaching from seniors)
- ❖ **Udacity** ( Learning opportunities through grants, reduced prices)
- ❖ **Companies** (Access jobs, internship, challenges (open source project), Promote talented/outstanding graduates)
- ❖ **University** (Access to graduates, set local chapter at college)



# [ONBOARDING/MVP LAUNCH]

Launch the MVP of the App and onboard users

- ❖ **Promotion** ( marketing campaign social media, Tv, Radio, webinaire)
- ❖ **Onboarding** ( onboard new users in a freemium plan)

# Where do we go from here?

## Widening the scope

- ❖ **Improve the App** ( use users feedback to correct fault, improve the AI model)
- ❖ **Create a users community** (Facilitates connections among graduate who share the same interests)
- ❖ **Low the graduate unemployment rate in Africa**