MolaJob
PRD

PM: Duplex YOUNKAP
UX: Pat Pixels
EM: Casey Code
DS: Noel Numbers

STATUS: FINAL

Background

50% of the population is under 25 in Africa and there is an increasing number of fresh graduates every year from universities. Africa is also the continent with the highest rate of unemployment in the world. This situation is very alarming for young people who represent 60% of the unemployed.

Problem

During the last decade, Africa has surprisingly become one of the top destinations for seeking developer talent for companies from [Central and Eastern Europe (CEE)](). We need to develop a digital app which matches African recent graduates with open job positions around the world. We really need to make it easier for graduates to search for jobs based on their skills and for recruiters to search/discover talented graduates.

Goals

❖ To connect africa graduates with companies to find for job based on their skills and preferences

- ❖ To help companies around the world to discover talented graduates which match their needs
- ❖ To help recent graduates to grow in skills and build a strong portfolio through collaboration on real world projects.
- ❖ To assist graduates in their job search journey by providing templates (CV, cover letter, SoP, ..)

Key Features

Priority	Feature	Description
P0	Login	Allow user to login using user credentials: ● usr name ● pwd
P0	Talent Profile	Allow user to set up his profile by entering key elements like: ● Profile Picture * ● Job Focus * ● Countries I want to work in * ● Experience Level * ● Preferred Employment Types ● Preferred Ways of Working * ● Tagline - one-sentence overview of who you are * ● Preferred Start Date * ● Languages I can work in ● Country of Residence * ● City based in * ● LinkedIn URL * ● Send me jobs via email! ● I require a visa to work in ● Gender ● My CV ● Personal summary
P1	Job preference	Allow user to set his job preference by entering key elements like

		:
		• Job Focus * • Countries I want to work in * • Countries I want to work in * • Preferred Employment Types * • Preferred Ways of Working * • Preferred Start Date * • Send me jobs via email *
P2	Job board	Allow user to : • View all l jobs • View matching jobs • Search for a job by entering (role, country, company, sector , organization, seize, …)
P0	Job application	Allow user to : • View the job description • Apply for the job
P1	Job Submission	Allow user to get confirmation that his application is submitted

Success Metrics

❖ A minimum of 420k users in the first year which represent 1% of the unemployed in Africa.

❖ A minimum of 6750 new users every year which represent 1% African university STEM graduates who enter the job market each year.

❖ A minimum of 60k of job opportunities in the first year.

❖ A minimum of 120k of job opportunities in the first year.

❖ A minimum of 50% of users effectively apply for a job or internship.

❖ After launch, the app has a minimum of 4.0 starts (average rating) on Google Play Store and Apple App Store

❖ A minimum of 10% conversion from freemium to premium should be met one year after launch.

Target Market

French and/or English speaking recent African graduates looking for a job and/or internship .

Core UX Flow *(optional)*

[Prototype](#)
[Moc UI](#)

Total Addressable Market(TAM) :

❖ Around [42 million](#) people were unemployed in Africa as of 2022.

❖ [60%](#) of the unemployed are young people in Africa

❖ We estimated 5% of Africa unemployed as Linkedin users

❖ Potential users are : 42 000 000 *0.60*0.05 = 1 260 000

❖ Which represents 8% of [16 000 000](#) of linkedIn users in Africa IN 2022.

❖ We expect to charge 39$ for premium subscription

❖ TAM = 1260 000*39 = $49140k

Competitors

❖ [Indeed](#)

● **[Features](#)**

○ Jobs Board

○ Activity Dashboard

○ Applicant Tracking

○ Application Management

○ **Users** : 5 million times downloads

● [Revenue](#) : $3.8B per year

❖ [ZipRecruiter](#)

● **Key Features**

○ Access to millions of job

○ One click to apply

○ Alert when you resume is viewed

○ Alert to receive local job

- ○ **Users** : 5 million times downloads
- ● [Revenue](#) in 2023 (TTM): $0.79 B

Marketing Channels

- ❖ **LinkedIn** : we will leverage the LinkedIn reputation and market penetration to promote our app
- ❖ **Play Store   & Apple store** : our team will work to make our app available to download through those channels.
- ❖ **Referral** : users can referrer others graduates by sharing the app link to download via social media

Marketing Guide

[Marketing Guide Link](#)

Pricing

❖ **Cost Estimation**

Development	Operational	Promotion/Marketing	Total
$500k	$ 800k	$900k	**$2200k**

❖ **Revenue Goal Estimation**

TAM	Margin	Revenue goal
$49140k	10%TAM	$4914k

❖ **ROI Calculation**

Cost	Impact	ROI
$2200k	$4914k	123%

❖ **Pricing strategy**

Our pricing strategy will comply with LinkedIn pricing policy (basic services are free, we charge users for extended service)

➔ **Graduates**
  ◆ **Freemium**
    ● **Free subscription**
      ○ Create Talent Profile
      ○ Search Job search
      ○ Apply for a job (==only for users who accept to give 1% of their salary within 12 months after getting the job==)
      ○ Access to documents template
      ○ Access to Udacity free course
      ○ Participation to Omdena
      ○ Access to community
    ● **Conversion from free to paid subscription**
      ○ Receive jobs recommendation via email
      ○ Apply for a Job
      ○ Documents review.
➔ **Employer**
  ◆ **Freemium**
    ● **Free subscription**
      ○ Post Jobs
      ○ Search Gold Talent
    ● **Conversion from free to paid subscription**
      ○ Hire Gold Talent
➔ **Special discounts/offerings**
  ◆ 1 month trial for users
  ◆ Half price for the two first months for all users
  ◆ 30% discounts for 1 year subscription
➔ **Monthly subscription**
  ◆ Graduates : 39$
  ◆ Employer : 100$

Product Team

❖ **Product Manager** : manages the team and the whole product development
❖ **Business Analyst** :
❖ **Engineering & QA Team** : builds and test the application core component
❖ **Designe**r : designs the UI, mock
❖ **Data Analyst** : builds de AI model uses for job search recommendation

❖ **Finance Accounting** : makes sure that the financial business goal are met
❖ **Marketing Team** : promote and bring the product to market
❖ **Legal Team** : make sure that app meet all legal requirements before launch
❖ **Customer Support Team** : support customer and handle customer feedback after launch

Product Risk

❖ **Legal Compliance** : our app collects user personal data and we will organize meetings with the Legal Team to ensure that our app comply with national and international regulation for data privacy.
❖ **Testing & Engineering** : we will plan a meeting with the Engineering & QA Team to make sure that known bugs are captured, fixed and documented. We will also confirm that users' personal data storage in our database is encrypted and secured.
❖ **Promotion** : SInce our app is designed for African countries, we will organize meetings with Marketing Team and Customer Support Team to make sure that user guide and marketing material are made so that people with limited knowledge in English and/or French can feel confortable.

Training Guide for Sales and Customer Support Teams

Training Guide Link

User Guide

User Guide Link

Launch Email

Launch Email Link

A/B Test

❖ We use AB test to determine the operational feasibility of our proposal
❖ **Groups :**
  ● The **variant group** includes Special discounts/offerings
  ● The **Control group** not include Special discounts/offerings
❖ **Matrics** :

- We expect an increase of download rate by 20%.
- We expect an increase of adoption rate by 25%.

❖ **Our Hypothesis**: The result of A/B test shows that we have to include a Special discounts/offering in our proposition to graduates users to reach an adoption rate of 60% against 45% the previous month