Marketing Guide

Background

- **Background information about the industry or the problem**

  Many African countries have invested heavily in their education sectors over the past decades, leading to an unprecedented increase in the number of graduates. It signifies the challenge of creating employment opportunities that can absorb the growing pool of graduates and harness their skills and knowledge for economic development. According to the [Office for Africa International Institute for Educational Planning](#) about 100 million young people will have entered the labor market in Africa by 2030, representing more than 10 million young job-seekers each year. 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)](#).

- **Problem Statement**

  Recent graduates in Africa have a high potential to be hired by the biggest company in the world, especially STEM graduates. Job search is a very difficult journey for many of them due to many reason such as :

  - ❖ Lack of appropriate channels connecting graduates with open job positions in the industries.
  - ❖ Lack of appropriate channels promoting Africa Gold Talent to the Biggest Company in the world.

- **Product Goals**: how does your product solve the problem
  - ❖ Providing a platform where recent graduates search and apply for a job based on their skills and preferences.
  - ❖ Facilitating the discovery of Africa Gold Talent by the biggest company in the World.

❖ Provide support to graduate to growth in skills , build a portfolio through real world projects, prepare job application documents to stand out in the job market.

❖ To provide a platform where recent graduates , mentors and recruiters connect.

Market background

- **Target audience**
  - ❖ Recent Graduates
  - ❖ Unemployed peoples
  - ❖ High Tech Companies looking for Africa Gold Talents
- **Target market**

  Our initial focus is Africa countries which have a high potential market with :
  - ❖ The highest unemployment rate in the world (60% under 25 years old)
  - ❖ 100 million young people will have entered the labor market in Africa by 2030, by 2030
  - ❖ 675,000 of STEM graduates each year (potential Gold Talent for High Tech Company), most of them are already linkedIn users.
  - ❖ 80 000+ ALX Software Engineer graduates Since 2021, all are linkedIn users

  Our next focus will be the High Tech company and start up in the world looking for African Gold Talents
- **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

Product Background and Positioning

- ● **Describe your product value proposition**
  - ❖ MolaJob is a digital application which provides a frustrating free job search experience for African recent graduates.
  - ❖ It will leverage its data driven (AI/ML) job matching engine   to provide only relevant jobs recommendations to recent graduates.
  - ❖ It will connect and promote Africa Gold Talent (Outstanding graduates) to high tech companies and start-ups in the world.
  - ❖ It will help recent graduates to sharpen their skills to become competitive on the international job market by providing high quality free/low cost learning opportunities through our collaboration Udacity.
  - ❖ It will provide a working environment where recent graduates can improve their teamwork and collaboration skills through real work projects in a globally distributed team through our collaboration with Omdena.
  - ❖ It will provide a platform connecting fellow graduates, mentors and recruiters.

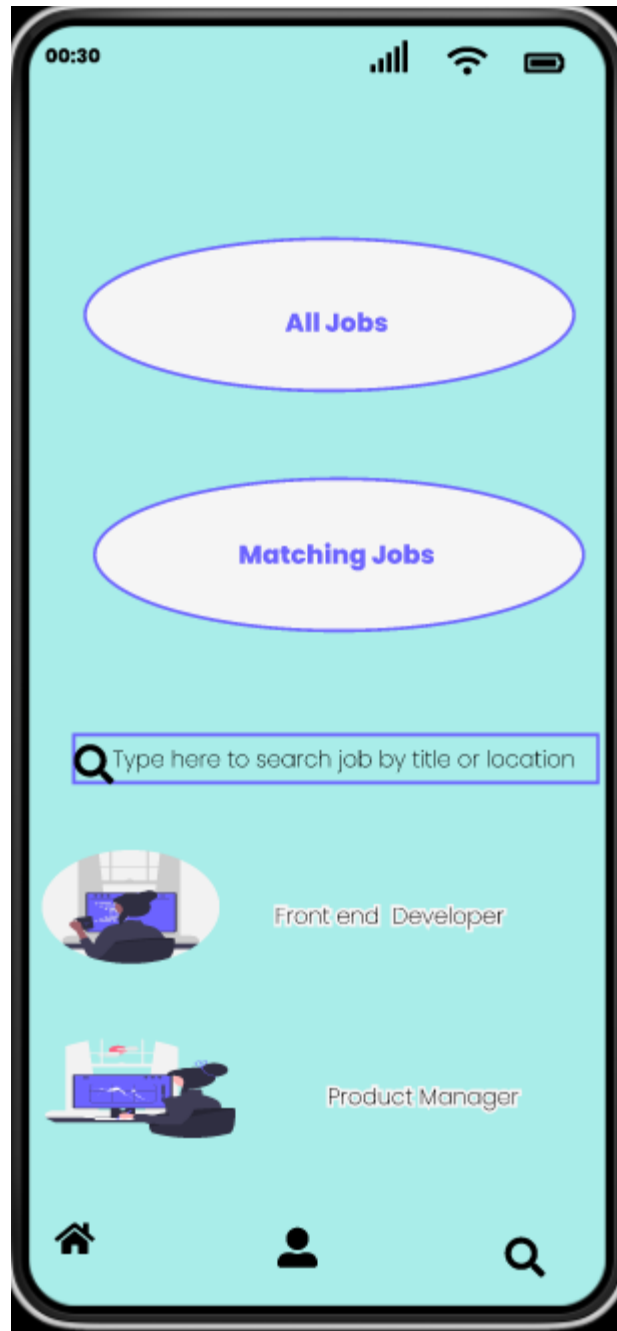- **Three of your main features**

    - ❖ **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

❖ **Job Board**

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Allow user to :

- Search for a job by entering (role, country, company, sector , organization, seize)
- View matching jobs
- View all jobs

❖ **Job Application**

Allow users to :
    ★ View job details
    ★ Apply for a job

Mooc UI

MolaJob

Let's move from college to industries

Email

Password

Login

00:30

My Job Preferences

Job Focus*

Software Engineer

Countries I want to work on*

All countries

Experience Level*

Junior

Prefered Employment Types*

Full time

Prefered Ways of Working*

Remote

Send me job via email*

Weekly

Update preferences

00:30

All Jobs

Matching Jobs

Type here to search job by title or location

Front end Developer

Product Manager

00:30

Front end Developer

Job Description

Apply

00:30

Talent Profile

Name

Surname

Skills

Gender

Personal summary*

Drag file here to upload or Browse

Update Profile