

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 your 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

Talent Profile




Name

Surname




Skills

Gender

Personal summary*

Drag file here to upload or Browse 

Update Profile

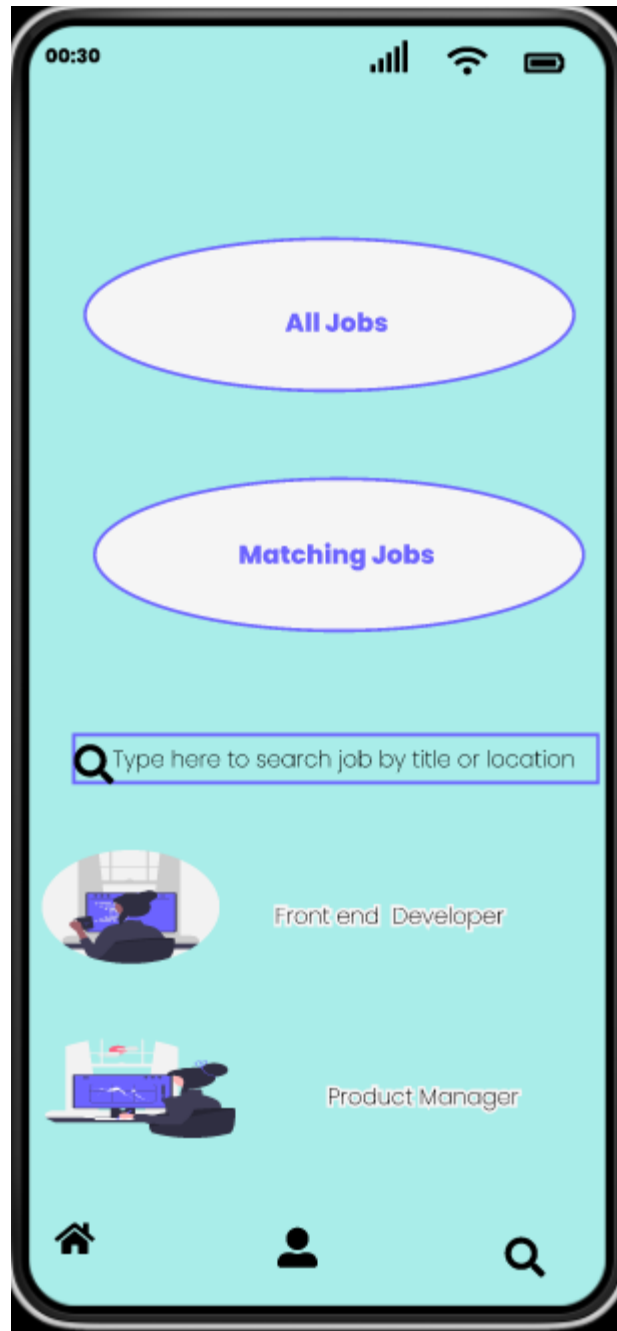
  

Allow user to set up his profile by entering key elements like:

- ★ 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**



Allow user to :

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

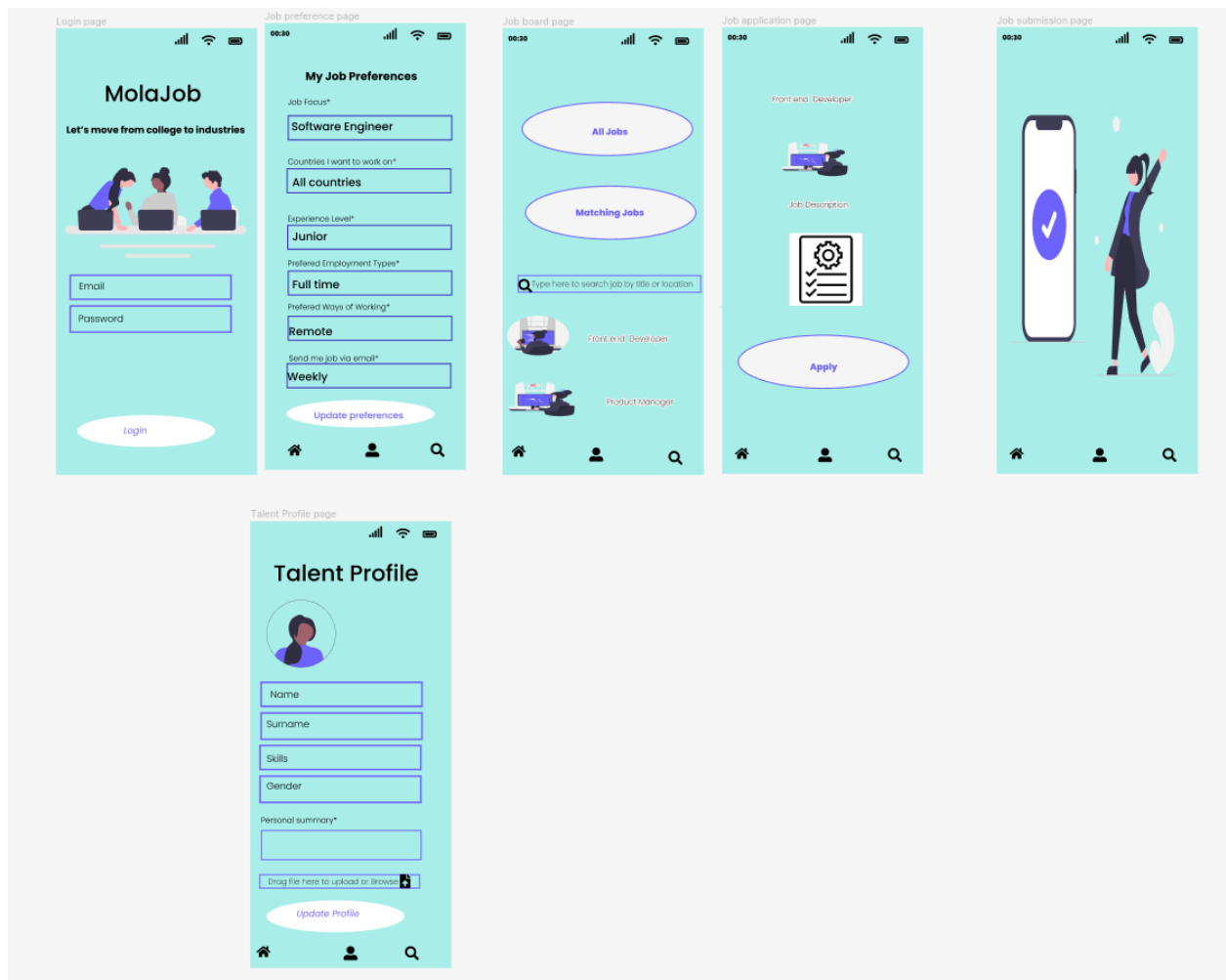
❖ Job Application



Allow users to :

- ★ View job details
- ★ Apply for a job

Mooc UI



Where to get the product

MolaJob is available to download on two majors platform

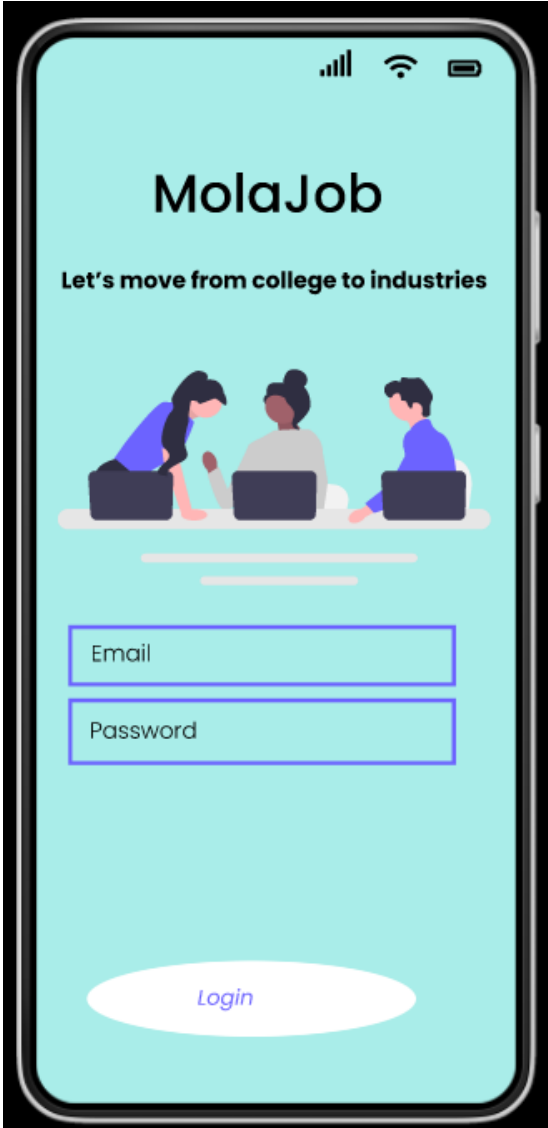
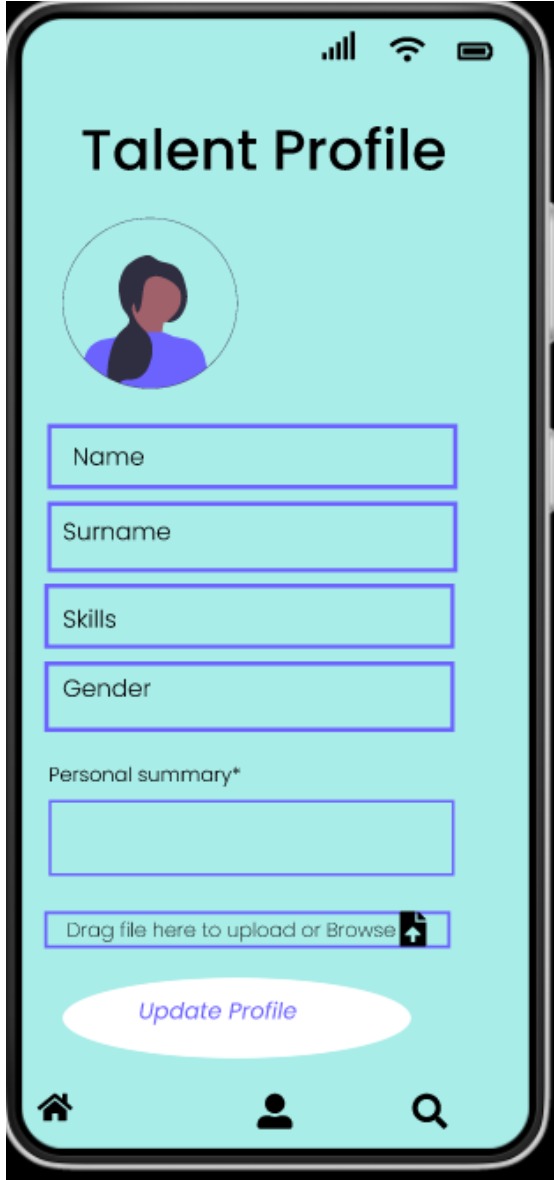
❖ AppStore



❖ Google Play

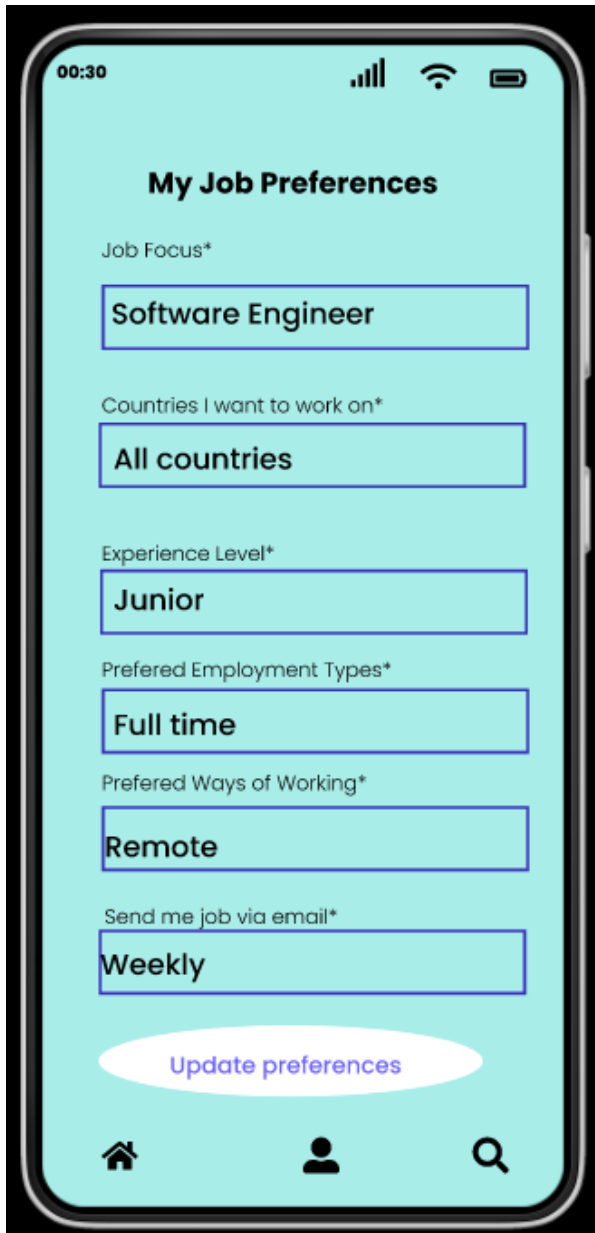


How to use

<p>How to Sign Up/login for the product ? Open the app and you will see the Sign-Up/login screen of the app:</p>	<p>How to create/update Talent ? After Login you land on this page</p>
 <p>The image shows the MolaJob app's Sign-Up/Login screen. At the top, the status bar shows signal, Wi-Fi, and battery icons. The app title 'MolaJob' is centered, followed by the tagline 'Let's move from college to industries'. Below this is an illustration of three people (two women and one man) sitting at a table with laptops. Under the illustration are two input fields labeled 'Email' and 'Password'. At the bottom is a large white oval button with the text 'Login' in blue.</p>	 <p>The image shows the 'Talent Profile' screen in the MolaJob app. At the top, the status bar shows signal, Wi-Fi, and battery icons. The title 'Talent Profile' is centered. Below it is a circular profile picture placeholder showing a person's silhouette. Underneath are four input fields labeled 'Name', 'Surname', 'Skills', and 'Gender'. Below these is a 'Personal summary*' section with a large text input area. At the bottom of this section is a button that says 'Drag file here to upload or Browse' with a file upload icon. At the very bottom is a large white oval button with the text 'Update Profile' in blue. The bottom navigation bar shows three icons: a home icon, a person icon, and a search icon.</p>
<p>Enter your credential "username & pwd" Click on the "Login" to land on "Talent Profile"</p>	<p>Enter your "profile information" then click "Update Profile"</p>

How to set job preference ?

When you click on “**search icon**” at the button right you land here



Enter your “**job information**” then click “**Update preferences**”

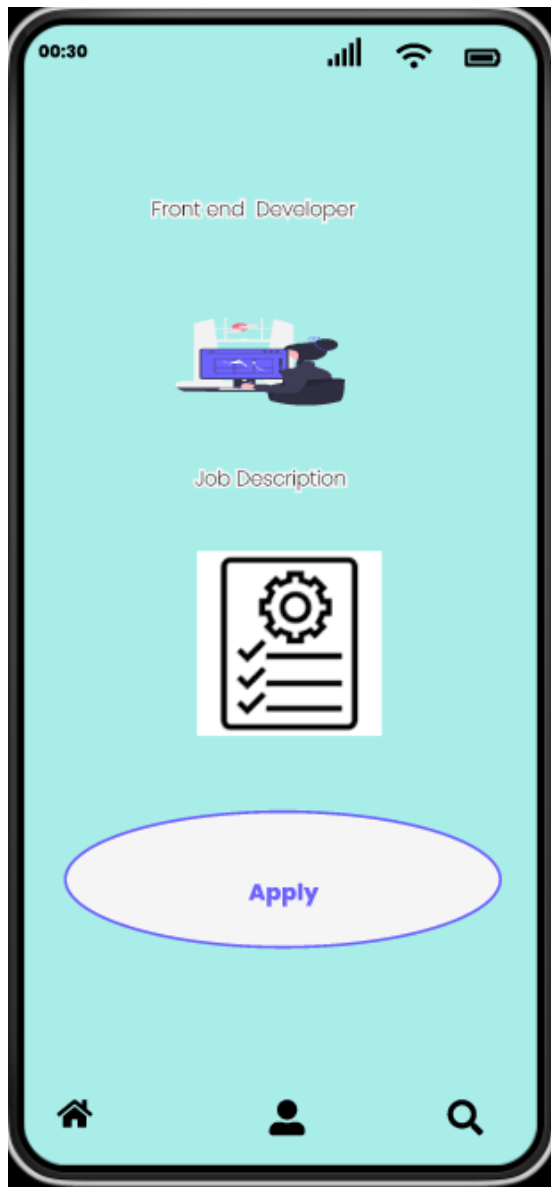
How to search for a job ?



Enter your “**job preference**” in the search area in the middle of the app. Then many job position appear

How to view job information ?

Click on **"front end Developer"** icon to land here



Click **"apply"** to apply for a job

You land here when your application is successful

