Linkedin Fresh

Graduates guide to be hired

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Why Are We Here?

Ahmed, the Graduate

> " I had no preference. I was applying everywhere, I applied to over 100 places and interviewed with 3 which never got back to me. "
>
> Ahmed, who graduated this year, said.

FULL OF HOPE

Ahmed Graduated from Computer Science last year.

DEMOTIVATED

Ahmed is starting to get disappointed due to the **lack of guidance.**

SUFFERING

Ahmed is suffering at his early stages of life to get hired due to the pandemic.

FRUSTRATIONS

- ❖ Unemployed.
- ❖ Lack of Direction.
- ❖ Doesn't know the reason why employers are not answering back.
- ❖ Not sure if his skills match the market need or not.

GOALS

- ❖ Guidance from experienced people.
- ❖ Find his dream job.
- ❖ Better representation to himself (online & offline).

Business Case

Initial Focus

Where are we starting?

To Align with our company 2021 goals to

① Reduce the gap of youth unemployment due to the pandemic

② Focus on recent graduates to avoid underemployment issues

Employer Optimism for College Labor Market

According to **Michigan State's Collegiate Employment Research Institute** survey → **25%** of responders are not planning to recruit from colleges, at least until 2021. → Average outlook on hiring graduates declined in **2020**
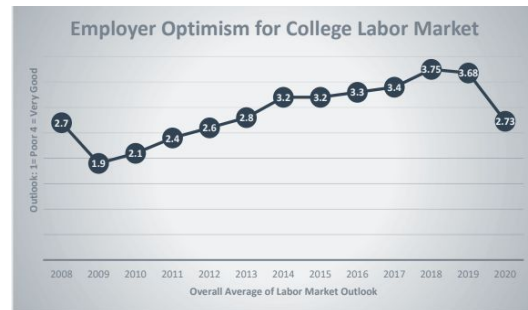
Graduates need to be well prepared to fit market needs

Survey Source: https://ceri.msu.edu/_assets/pdfs/Recruiting-Trends-2020-21-report.pdf

Opportunity

Problem Statement

College education doesn't prepare an individual for real life.

Young adults usually fail to launch their careers due to:

- **Lack of Direction**
- **Poor Self-Image**
- **Poor Interview Skills**

There are
1.98 million
US college graduates each year.

- **53%** are unemployed In US

- **43%** are underemployed in their first job.

Source: https://whattobecome.com/blog/college-graduates-unemployment-rate/

Opportunity

Total Addressable Market

1.98 Million college graduates each year in the US.

72% are internet users (1.43M users).

~119.99 dollars is our yearly subscription price.

Total Addressable Market = $172M per year

Introducing Linkedin Fresh

The First Interactive subscription program for hiring recent graduates.

> **Building a community for graduates to help them find their**

✔ Right mentor   ✔ Right Peer   ✔ Right Job

Return On Investment

Revenue Model: Subscription

Development Cost	• Team of 20 members - Engineering - Designers - Analysts • 38,400 hours per year, avg 80$ per hour • Total cost of $3 Million
Marketing Cost	• $2.5 Online marketing through different SM per year • $5 Million on users Acquisition & engagement • Total Cost of $7.5 Million
Impact	• 1M paid subscription with $119.99 per year • Total Revenues of $120 Million per year

Total Cost ~$10.5 Million
Impact ~$120 Million
Opportunity ROI of 1043%
Payback Period of 11 Months

Measurement

How will we know if we're successful?

Business Metrics

– Subscription rate

– Monthly Customer Retention Rate

– Successful Hiring Rate out of total users

Quality Metrics

– Support Contact Rate

– Average Rating on Subscripted program

– App Store Rating

Product Metrics

– Time from subscription to get Hired

– Average monthly active users

Development Metrics

– On time delivery

– Number of Outages

Competitors

Competitors

	MONSTER	**glassdoor**
Product offering	Online recruitment portal	Online recruitment portal
Differentiators	Salary Tool, Segmented career advice programs for Nurses, **Grads**, Part-time, Full-time	Huge Database for Company Reviews, Salaries and Interviews
Target customers	Job Seekers, Employers	Job Seekers, Employers and Reviewers
Distribution channels	Website, Mobile app	Website, Mobile app
Price Points	**Free for Job seekers, paid for Employers** Starter Subscription: $249/Month Standard Subscription:$449/Month Premium Subscription: $999/Month	**Free for job seekers, paid for job posting** Lite package: $219/Month Standard Package: $299/Month Pro Package: $599/Month

Why

Linked **in** *fresh*

Ideally linkedin fresh provides a unique experience for graduates to smooth the transition between college and work life.

HIRING

Connects graduates with Entry-level jobs along with Linkedin Premium features

MENTOR SUPPORT

Career Tips & support from professionals.

CAREER SERVICES

Resume support, Interview skills and LinkedIn profile.

FLEXIBLE LEARNING PROGRAM

Through Linkedin learning.

PRICE

Price in handy for graduates.

SHARING EXPERIENCES

Chat with peers for shared experiences.

Partnerships

3rd party partnerships to empower the platform

Tengai-unbiased

AI solution for Digital
Video Interview.

MentorCruise

connects aspiring tech
workers with industry
professionals for
long-term mentorship.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

" Connect graduates with a strong community that can help them begin their careers with passion. "

1 Secure work opportunities for millions of graduates.

2 Build reliable program to prepare graduates to work life.

Secure work opportunities for millions of graduates

NOW

- ❖ Integration with Linkedin.

- ❖ Recommendation system algorithm to match grads skillset with the right job.

- ❖ Interview Tips blog.

NEXT

- ❖ Building a community with Peers chat for shared experiences.

LATER

- ❖ Integration with "tengai-unbiased" for automated video interview practise .

Build reliable program to prepare graduates to work life

NOW

- ❖ Integration with Linkedin Learning.

- ❖ Assessment platform for grads.

- ❖ Resume Builder platform.

NEXT

- ❖ Ask a mentor Functionality.

Integration with mentor cruise to provide grads mentors

LATER

- ❖ Virtual workshops and events feature.

Where do we go from here?

Widening the scope

- Expansion globally to all regions all over the world
- Enhance functionalities and features based on grads feedback
- Partnership with colleges with tailored packages
- Global Events and workshops for career advices and tips

THANK YOU

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