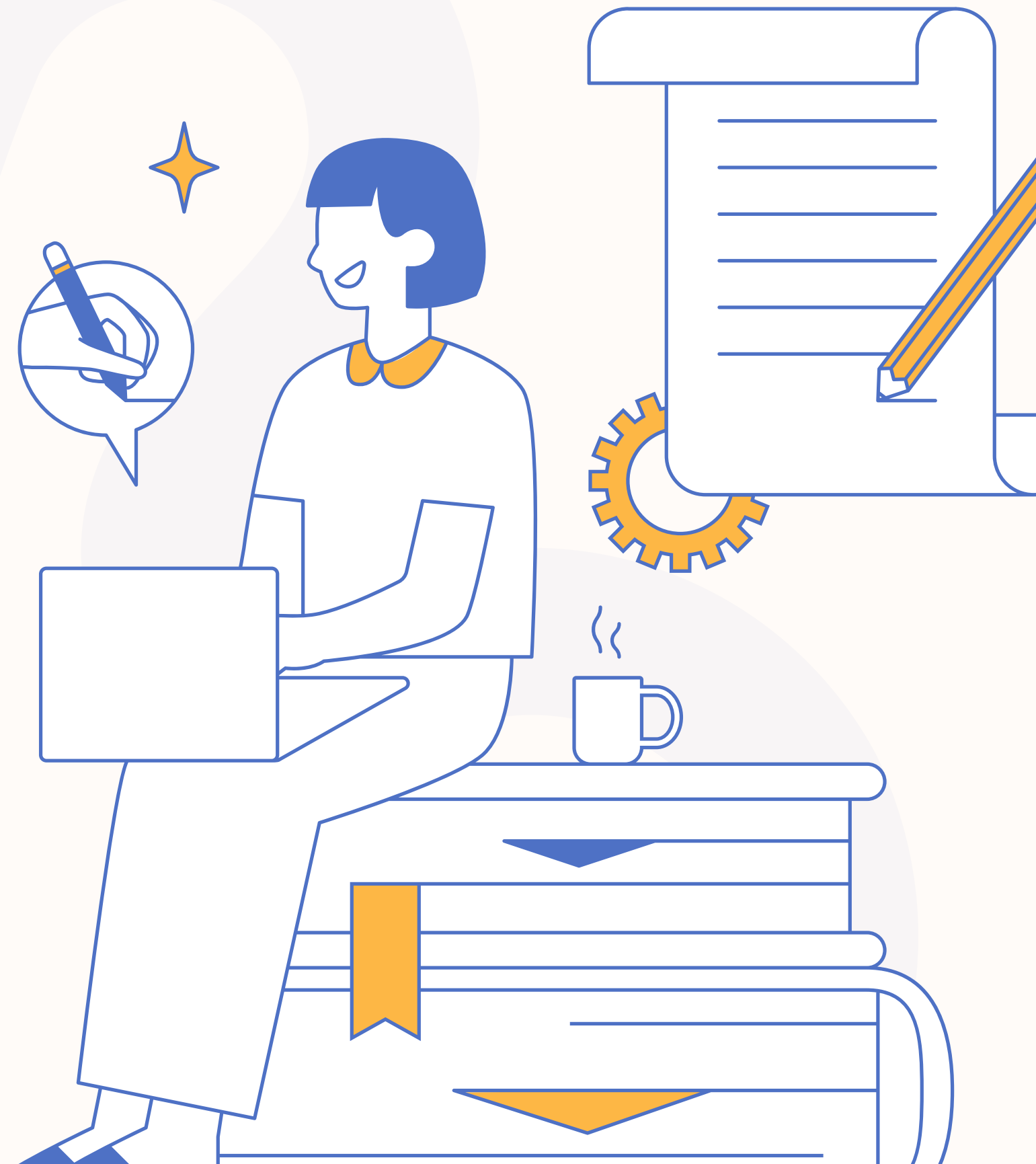


# Skynet - Growth Strategy

 Growing 10X in three years & Features for the placement CRM

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# Vision & Mission



**Vision** - To empower educational institutes and students with innovative and efficient placement automation tech, offering seamless services.

## Mission

### Revolutionise placement management

Create an AI-powered product that handles resume creation, job posting, scheduling placements, and streamlining the onboarding process for your company.

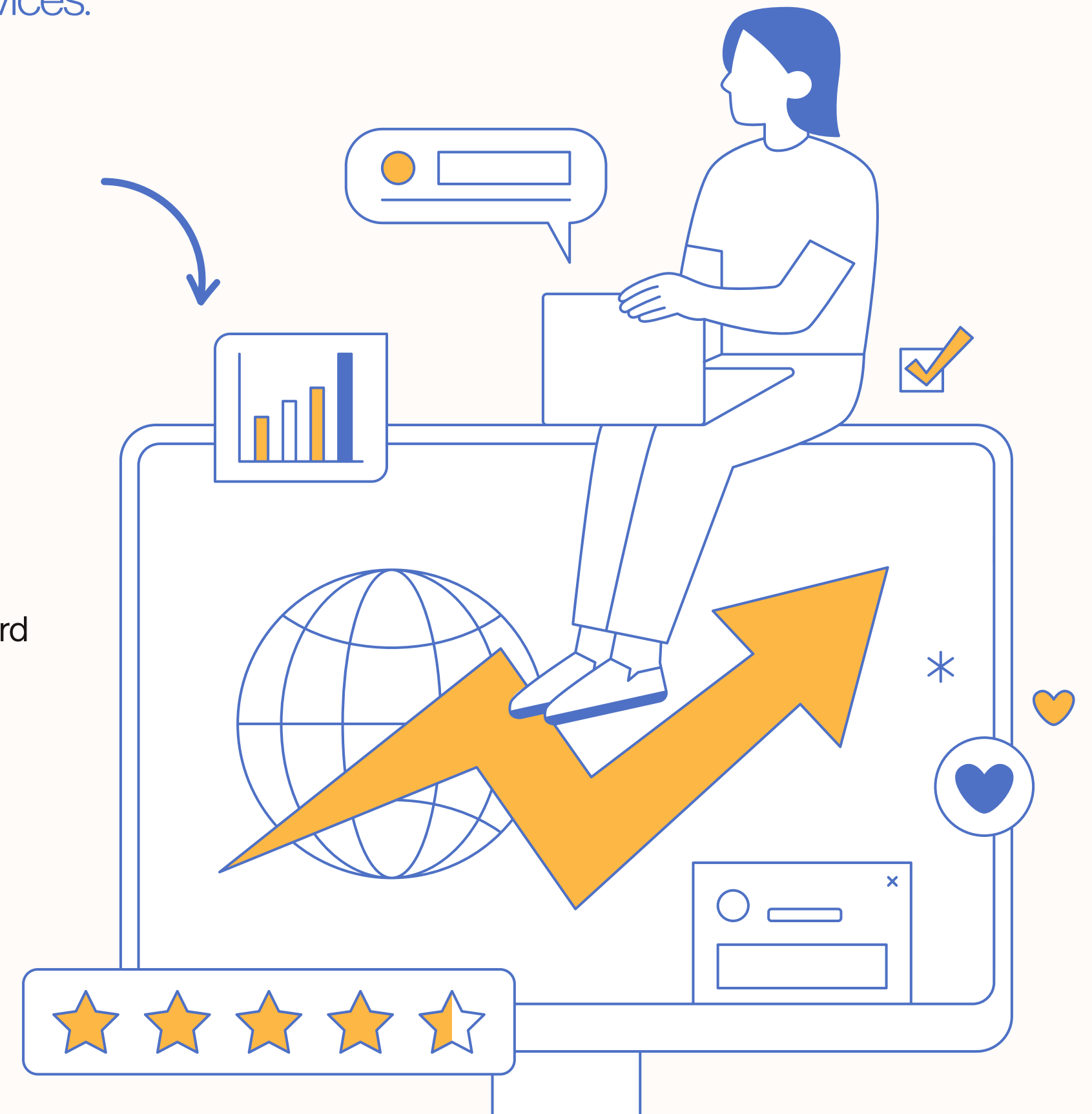


### User Friendly Platform

Emphasize being a valuable product for customers by providing an analytics dashboard for role-based insights and a mobile application for on-the-go access.

### Accessibility

Provide a versatile product that is robust, scalable, and flexible to meet the needs of colleges of all sizes and budget constraints.



# Market Analysis

The placement automation software industry is highly competitive because of low entry barriers. To stand out in this field, cutting-edge innovation and addressing the needs of students, placement cells, and companies can give a competitive edge.



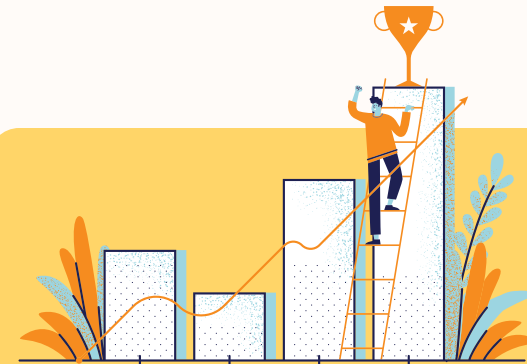
## Threat of new entrant (Moderate)

- Not too technologically heavy products
- Scaling the product is difficult
- Initial Investment is low
- Brand recognition & loyal customer base takes time



## Threat of substitution (Moderate)

- Products can be replaced after a placement cycle is complete
- In house products can be made by universities



## Competitive Rivalry (High)

- Competitive market includes established players like EDTEX, RECURTA, SUPERSET, and potential new entrants
- Differentiation possible through AI integration, customization options, or end-to-end solutions



## Supplier power (Low)

- The Industry relies on the CSPs, which placement automation software companies leverage
- Switching CSP is low-cost activity and thus further reduces the supplier power



## Buyer power (Moderate)

- A plethora of products are available
- Little to no vendor lock-in
- Universities the primary buyer group have low bargaining power as compared to corporates who have huge bargaining power

The placement automation software industry has moderate attractiveness with low threats from new entrants and substitutes. Success depends on providing a feature-rich, customizable, and secure solution.

## Understanding Audience



The customers of the placement automation software are mostly Universities and Corporates recruiting the graduating students.. The placement automation software creates a smoother experience for both universities and companies, ultimately benefiting graduating students in their job search.



### Customer Segmentation

**Primary target** - Premier Institutions (*Carve a niche market and create a brand name*)

**Secondary Target** - Companies recruiting from these colleges



### Customer Acquisition & Retention

**New Customer** - College visits, current customer referrals, and word-of-mouth. Enhance conversion rates with targeted demos and address sales concerns.

**Customer retention** - Regularly survey Skynet customers to measure satisfaction with features, usability, and support. Use feedback to improve and address concerns promptly.



### Customer Churn Analysis

Identify the pattern and reasons behind customer churn or lack of onboarding on our platform.

**Some Common Causes:** Lack of features, Pricing issues, Lethargic service  
Each feedback should be read and analysed to develop a better product



### Customer Lifetime Value Analysis

To estimate customer lifetime value (CLTV) for prioritizing service requests, tailoring products, and identifying up-selling opportunities. Focus on retaining institutions with high CLTV.

# Objectives & Key Results



## Grow and expand market

- **Grow Skynet's customer base by 10 times** within three years
- Attract new customers from **private business schools and engineering colleges**
- Extend Skynet's presence to **International universities** within two years



## Product Innovation & Differentiation

- Create a virtual placement management feature and **incorporate well-known video conferencing platforms** for online interviews exclusively on Skynet **within six months**.
- Implement an **AI-powered resume bullet point enhancer and ATS score generator** for submitted resumes.
- Introduce a **Job board feature** to share off-campus opportunities by the **third quarter of 2025**.



## Increase customer satisfaction & adoption

- Half-yearly, administer a **feedback survey** to various college stakeholders. Reward colleges achieving over a 95% feedback rate with complimentary trials of different products.
- Foster a strong client relationship by **resolving all reported incidents** within the specified SLA.
- Host **resume-building workshops** in 4-5 B-schools annually
- Recruit **interns from B-schools**, particularly from the placement committee, to conduct market research and develop proposals for new features.





# Roadmap - Plan to the goal

The roadmap lays out key product development plans for Skynet over three years, in line with the 10X growth strategy. Regular feedback surveys and analysis will be conducted to optimize the product.

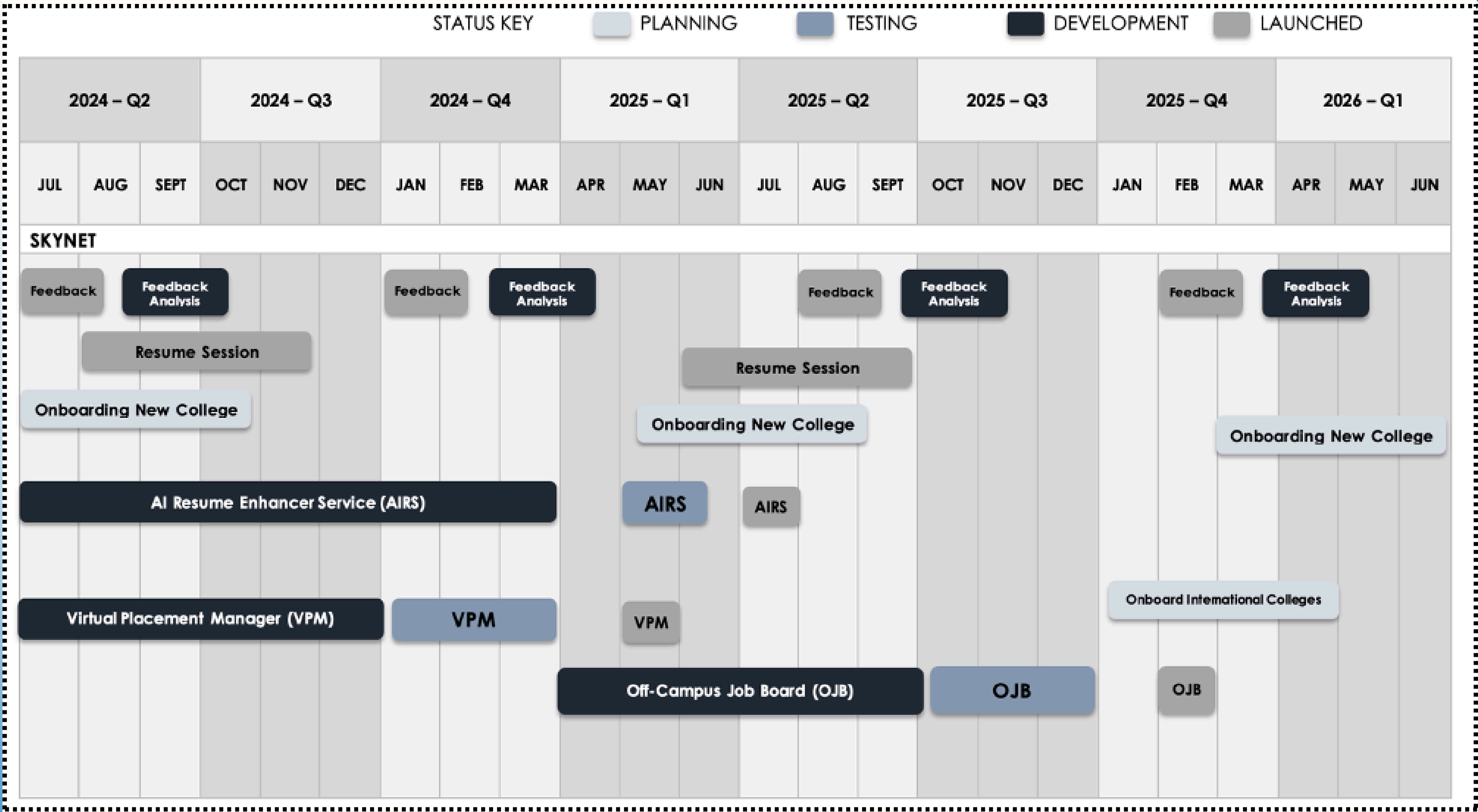


## Growth Campaigns:

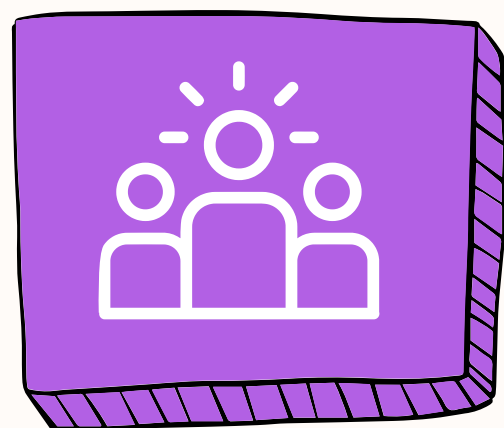
- Resume building sessions
- Onboarding new colleges

## Product Development:

- AI-based resume enhancement service
- Virtual placement manger
- Off-campus Job Board

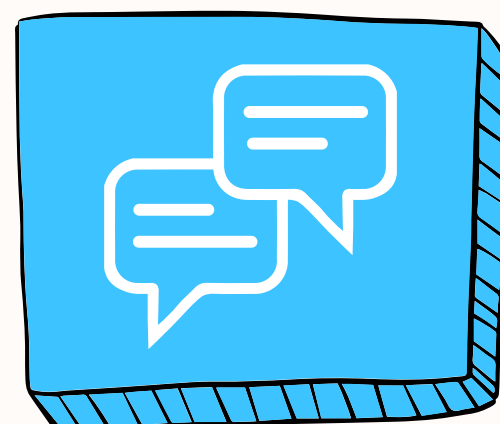


# MARKET EXPANSION



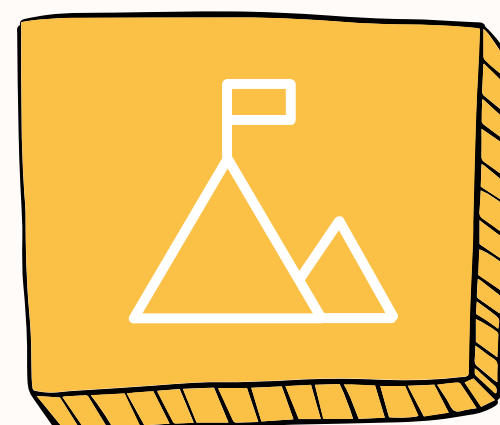
## 01. Rolling Placement

Adjust our application to cater to the requirements of business schools with ongoing rolling placement processes.



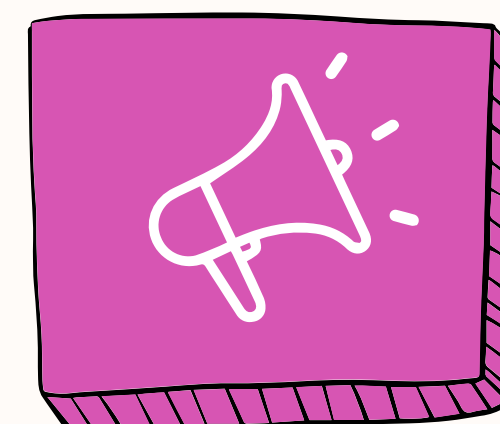
## 02. Contact Book\*

We can obtain the contact information of the Talent Acquisition partners at companies by collecting it through the placement teams of different B-schools.



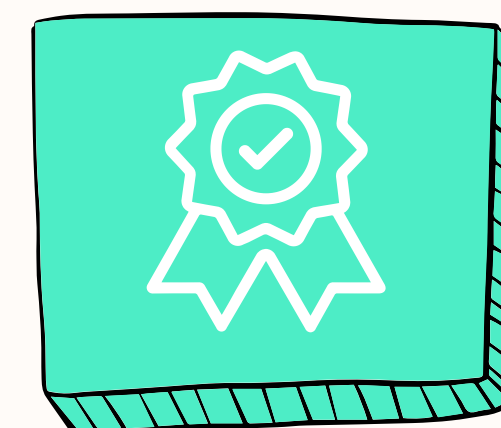
## 03. Corporate App

Create a platform that supports the entire process from launching the company to welcoming new hires.



## 04. CRM

Create a CRM system to connect with companies via the platform.



## 05. Contact Book

Once we have a sufficient number of TA contacts, we can create a product for cross-selling alongside Skynet.

# Picking the Best Features

To prioritize the new features of the product, focusing on the requirements of B-schools, students, and companies, I employed the MoSCoW model.





# Go-To-Market Strategy

## Market Penetration Strategy

Expand adoption within current IIMs for new programs (e.g., one-year programs). We can add residual IIMs (New & Baby) to our customer base once we have planned the adoption of the Online placement management and CRM

## Market Development Strategy

- Attract new customers from the private B-school and university segment.
- Oversee the placement needs of the IIT/IIIT/NIT
- Expand our footprint to the global markets

## Product Development Strategy

- Virtual Placement Manager & CRM
- Integration with the assessment and coding practices platform

➤ Targeted Advertisements

➤ Live Projects

➤ Success Case Study

➤ Partnerships



# Placement CRM features



*Customer relationship management is crucial for organizations, enabling efficient and instant responses. It helps institutes connect with companies for placements, automating the process to minimize errors and ensure timely communication.*



## Contact Management

Create a profile of the students, talent acquisition partners and alumni and store the contact details.



## Placement Insights

Draft placement reports with insights and improvement suggestions.



## Enhanced Job Postings

Companies can post job opportunities on the platform for students to apply directly and find suitable roles.



## Lead Management

Tracking the company's conversion progress from lead to job offer for students.



## Company Management

Streamline communication for placement events through email, SMS, notifications & features like email templates and task management.



## Document Management

A hub for accessing job descriptions, case studies, presentation templates, and student documents like resumes and certificates.



Real-time visual pipeline.



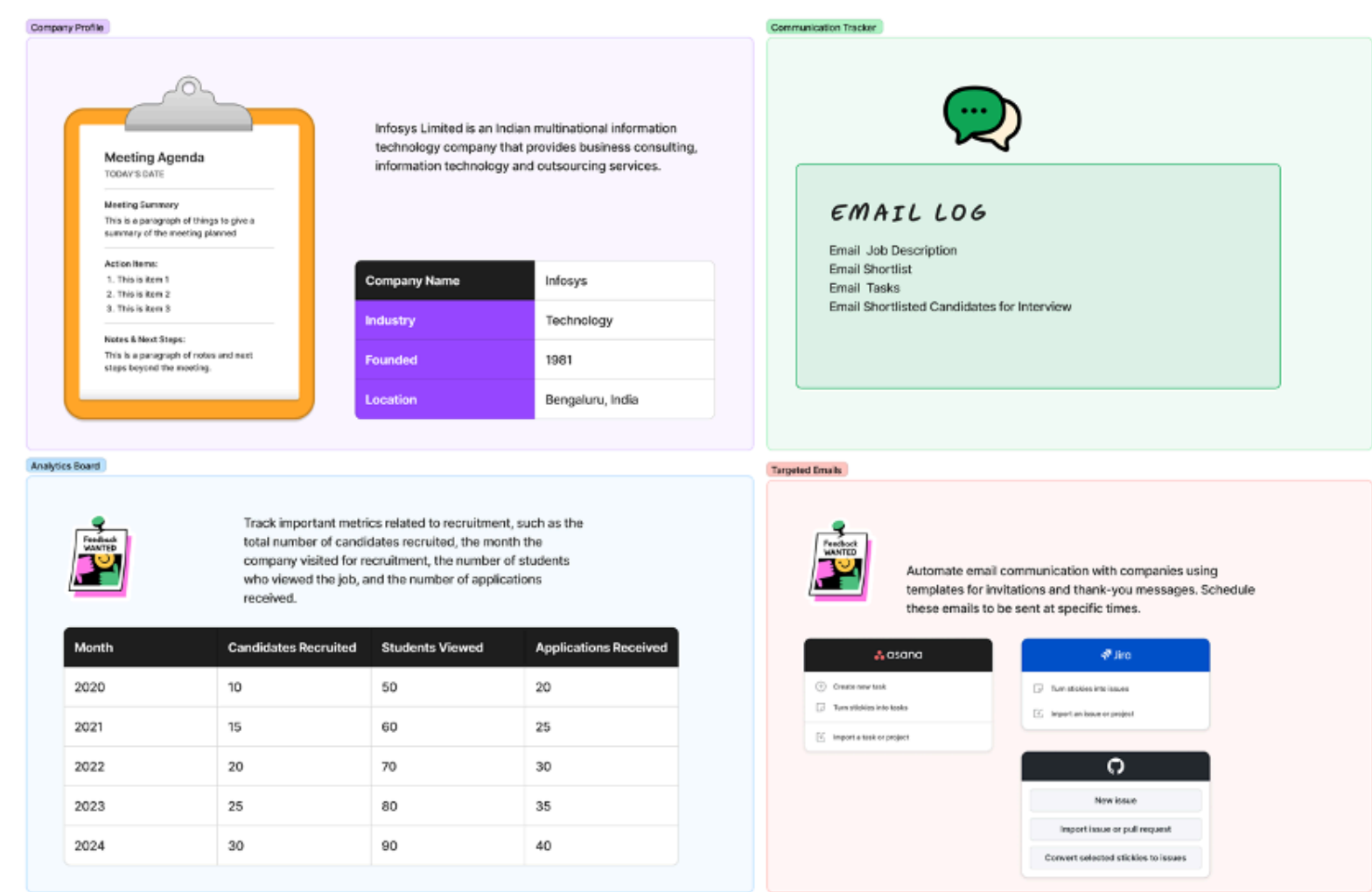
Role Base Access to the CRM

# Company Management Dashboard

This feature of the CRM effectively manages and communicates with company relationships.



## COMPANY MANAGEMENT DASHBOARD



### Company Profile

Details about the company, Contact person in the past and their contact details. The trend of the past roles and CTC offered by the company at the campus and placement experience of the candidates



### Analytics Board

Track the metrics like the total number of candidates recruited, the month the company visited for the recruitment, the number of students who viewed the job and the number of applications received.



### Communication Tracker

Follow all the emails the company recruiter and the college placement team sent



### Targeted Emails

Automate email with the template (Invitation for the placement season, Thank you mail at the end of the season) to companies and schedule

### Benefits

- Attract and retain top companies for placement
- Build a strong relationship with no gap in communication

# Enhanced Job Posting & Application

This feature will benefit both recruiters and students by aiding in the discovery of top talent and ideal roles.



## Job/Candidate match meter

Show matching scores between candidates and job roles based on resume skills, job descriptions, and preferences provided by recruiters/candidates.



## Resume Mentor

This will improve the bullet points on the resume, indicating the ATS score of the candidate's finalized resume.



## Shortlisting & Task Floating

Companies have the option to select candidates based on the Candidate Match Meter and the ATS score from resumes, announce the shortlist (prompting notifications to stakeholders), and assign tasks.



## Interview Scheduling

Companies visiting the campus can utilize the existing job scheduling and automation feature. For online interviews that need to be arranged, they can schedule and conduct them on our platform.

### Benefits

- Data-based perfect role/candidate information
- Hassle-free placement process due to one-stop solution

# Thank You So Much

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