Linkedin-Grad

Linkedin's subsidiary app for graduates

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Background

Why Are We Here?

New grads and college students don't know how to identify specific jobs and employers that fit their education, skills and career interests.

source

Business Case

Initial Focus

Where are we starting?

- As a leading platform to connect world's professionals, with a vision to **"create economic opportunities for every member of global workforce"**, it is eminent that we address recent graduate's issues to identify a workplace that suits their interests.

Opportunity

What's the problem?

- According to research by Grad Staff

    70% new grads don't know how to identify jobs that fits their interests.

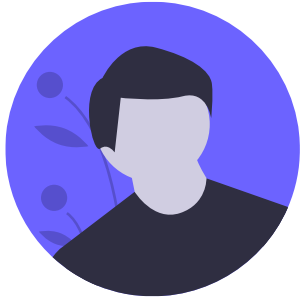   80% graduating seniors leave campus without a job.

Opportunity

What's the problem?

A platform that is specifically catered to the needs of graduating students can help them find their dream job all the while onboarding a large customer base into Linkedin ecosystem every year.

Target User

- Graduating or recently graduated
- Loves smart phone and social media
- Used to online assessments
- Wants to work at jobs that align with their life goals, career interests and personal values
- Does not know how to look for jobs and employer that fit their education, skills and career interest

Total Addressable Market(TAM)
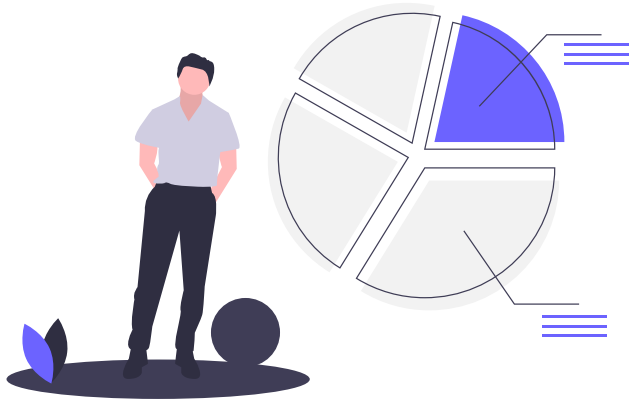
- [According to world bank](#), total higher education students in the world = approximately 200million

- Linkedin Grad subscription (linkedin premium, linkedin salary, linkedin learning included) = $29.99 (only or verified students and recent grads)

- Total Addressable market = total users*29.99 = 5.998B=~6 Billion dollars

Proposal

What's Our Solution?

- Job recommendation engine based on user interactions, skills, test scores, education and life goals.

- Online lessons, training material, Industry standard assessment tests and certifications.

- Interactive virtual career fares.

- facilitate alumni networking and referral requests.

Return On Investment

What can we do?

Total development time = 1 year (14 employees)

Total development cost (avg salary*14) = 112,000*14   **$1,920,000**

PR and marketing budget   **$1,000,000**

Expected fixed operational cost per year =   **$1,000,000**

Total cost = $3,420,000 =   **$0.00342Billion**

Expected users per year = 35 Million

Total revenue = 35 million*subscription price= 0.035*29.99 Billion = **$1.05 Billions**

ROI = (1.05B- 0.00342)/0.00342 = **30,601.7%**

Measurement

How will we know if we're successful?

- 35 million+ subscribed users

- 1 Billion dollars in revenue per year

- 20%+ students graduate with an employment offer.

- 50 million+ app downloads

- >3.8 rating in app stores

Competitors

aftercollege.com

discover entry level jobs and internships

- Patented AI powered job recommendation engine

- 400,000 entry-level jobs and internships from 25,000+ employers

- AfterCollege reaches more than 5,000,000 students each year

- Contacts at over 2,000 colleges and universities

Handshake

Committed to democratizing opportunity

- More than 500,000 employers

- Exclusive virtual career fairs and events

- Handshake partners with more than 1,000 colleges and universities.

- Involvement of school's career center for resume review and career support.

- Annual revenue 43.1 Million dollars

College recruiter

- Founded in 1996 before google, yahoo and linkedin

- Partnered with 7,400+ one, two- and four-year colleges and universities

- Customers are primarily Fortune 1,000 companies, government agencies, and other employers who are hiring at scale

- Special demographic targeted email campaigns

Our Advantages

Why are we better?

- Single platform for company profiling, online learning, assessments and job search

- 77% recruiters already use Linkedin

- Over 50 million companies have profiles on LinkedIn

- Already 46 million student users

- Global reach

[source](#)

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Empower every graduating student by providing access to available employment opportunities and training materials to embark on their professional journey.

Three important segments of the product

-Online learning and assessments

-Career support

-Job hunt

Online learning and assessment

- Provide information about what skills are valued in the industry and suggest courses and certificates.

- Host online assessments for large array of skills.

- Recruiters will have access to user scores and can reach out to qualifying students.

- Companies will be able to design assessments that fit their requirements.

Career Support

- Partner with school's career support organizations to help students with resume and interview preparation.

- Facilitate Alumni networking and referral request

- Host virtual school/organization wide career fairs.

Job Hunt

- Provide information about company demographics, salary and vision.

- Generate a user profile using assessment scores, school grades, alumni placement and user interaction to recommend jobs using machine learning models.

Where do we go from here?

Widening the scope

- Linkedin Grad can be the staple for every graduating student to look for opportunities that aligns with their career goals. These users that are onboarded can also be a revenue source down the line for Linkedin.