# Training Guide for Sales and Customer Support

## Background:

There are some factors that make finding a job as a recent college graduate is challenging. In addition to reasons such as lack of experience, competition and low credibility in the market, the current pandemic effect can be shown as an example. Nearly one in 10 students goes to college to get better jobs, but 44% of graduates are underemployed, according to the New York Federal Reserve. The unemployment rate of college graduates in the U.S. is about 7%, according to the Economic Policy Institute. LinkedIn currently has more than 40 million college students and recent graduates, who have not yet started their first job, on its network.

Our goals;
- Build an app that allows college students and recent grads to discover jobs and internships that are a good fit.
- Provide suggestions for students based on the information they provide
- Serve up work-related content and videos.

## Market background:

According to the job site Glassdoor, postings in May 2020 calling for entry-level job seekers were down 68% compared to the year prior. In addition, according to a June poll from the National Association of Colleges and Employers 8% of companies were planning to or had already revoked job offers to class of 2020 graduates.

The graph below shows the Global Recruitment Software Market Size from 2015 and expected value of 2025.
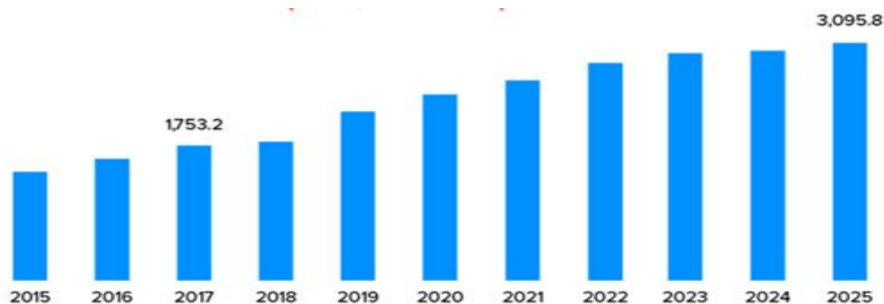
In conclusion, while students' need for a job increases, the software solutions market in this field is also growing.

Linkedin currently has 174M total users in the US and %28 of them are aged 18-29, which makes 48M users. We assumed %50 of them are recent graduates and it results in 24M users. Linkedin's total revenue per user is 11,08$.

$$Total\ Addressable\ Market = Number\ of\ Target\ User \times Revenue\ per\ user$$
$$= 24M \times 11.08\$$$
$$= \$283M$$

## Competitors

1) INDEED

Indeed is an online portal providing job opportunities for job seekers and employers alike. It was founded in November 2004 and is based in Austin, Texas. Chris Hyams is the current CEO of the private company. At the moment, its services are available in 60 countries and can be accessed in 28 different languages.[*]

Upon its creation, it started out as a job listing board but has added more features and services as it has grown. In 2010, it was the most visited jobs website in the USA and boasts up to 250 million unique monthly visitors as of 2019.[*]

*Indeed's estimated annual revenue is $3B.*[*]

2) COLLEGE GRAD

CollegeGrad was created in 1995 and is the only one of three original job sites for entry-level job seekers still operating. It is now the number-one entry-level job site for recent alumni according to Alexa rankings[*].

CollegeGrad is free to use and offers resources for finding jobs across dozens of different industries, including but not limited to architecture, education, engineering, finance, human resources, IT, marketing, and sales. Recent college graduates say they love how simple it is to use, and the quality of the opportunities presented is hard to beat.

*CollegeGrad's estimated annual revenue is $7M.*[*]

# Product Background:

LinkedIn Students app is a job exploration guide which helps college graduates search for jobs that could be a fit, network and relieve some of the major stress students can face hunting for their first job out of college. The app that gives students and recent graduates a starting point for exploring the first stage of their professional career.

Three Main features

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| Resume and Profile Management | With this feature, the job seekers can automatically create a resume and apply for jobs directly. |

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| Job Recommendation Cards | Each job opportunity is designed in a cart which includes a detail button to forward to user job details. Cards also include position name, company and summary about role. |

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| Push notifications for Job Alert | Users can set a custom job post alert based on their profile. It helps them to be updated whenever there is a job posted matching their experience and requirements and never miss the opportunity. |
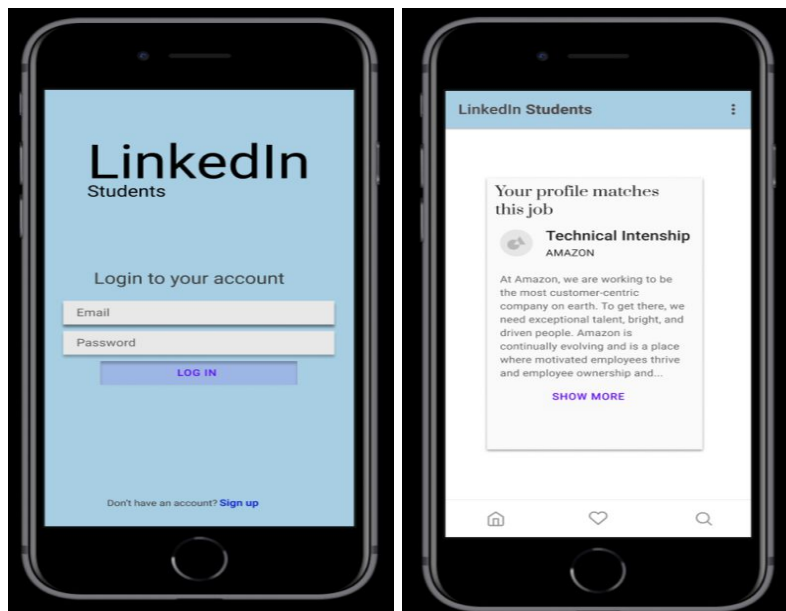


Go to app prototype

How to use the app?

- Users complete the login/signup process by entering their email and password.
- Then the user forwarded to the profile management page. Users complete this process by giving answers to some personal and professional questions.
- From there, LinkedIn Students provides tailored job-related recommendations. Instead of asking you to navigate multiple tabs, the app displays the information in a card-like format through a series of options.
- The user can examine these suggestions in detail with the show details button. Additionally, users can save the recommendation for later or complete the application quickly and easily with the apply button.

Product Availability

For customers, the application will be available on various platforms such as Apple Store and Google Play Store.

# Pricing:

## Pricing

Our main goal is expanding Linkedin's market offering.

What is the estimated cost of building Linkedin Students app?
Cost of;
●Developers: $120K/year x 5
●Business analyst:$70K/year
●Test engineer:$83K/year
●UI/UX Designer:$50K/year
●Avg. marketing: $10K
●Platform:$125

As a reference, Indeed currently generates $3B a year from 3B unique users(*). If %30 of the users are students and at the beginning we can draw %50 of that user, that would represent *$450M a year in revenue*.

$$ROI = \frac{\$450M(Gain) - \$813K(Cost)}{\$813K(Cost)} = 553\%$$

Pricing Strategy

- Free user registration for students/recent graduates

- Ad supported(to raise revenue)
- Freemium model (for example; paying a fee to direct message to recruiter)