HELLO PRODUCT BUDS!

WE ARE TEAM PRODUCT SQUARE
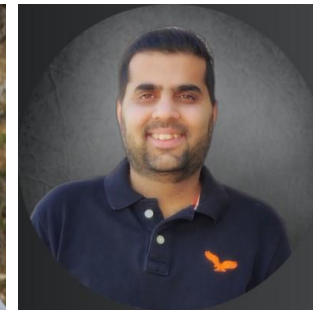
ANUSHA KONDLE   JATIN BURMAN   DANIEL WONG

USER PERSONA

Adam Rahmat Ilahi

About

Adam is a college senior graduating next Spring. He is looking for his first job as a UX/UI Designer. Apart from academic projects, and personal portfolio, he also has done two internships.

Age: 21
Location: Arizona, Texas
Education: Southeastern University
Title: Senior Design student

Needs

Easier way to connect with people and strengthen my industry connections

Frustrations

Cold messaging people only to never hear back

Go to Job Search tools

Indeed ●●●●●○
LinkedIn ●●●●●●
Handshake ●●●●○

Most used Tool

Linked in

USER RESEARCH

MARKET RESEARCH[1] ———————————
- Referrals are 4x more likely to be offered a job than website applicants
- Employee referrals account for 30-40% of all hires
- It takes an average of three to six months for college graduates to find a job after graduation

USER RESEARCH* ———————————
- 50% of the survey respondents are professionals with little (1-3yrs) to no experience
- 86% used job boards such as LinkedIn to find their next job
- 74% expressed that finding referrals is a biggest barrier for them

WHAT WE HEARD ———————————
- "I wish I could find close connections at the company I'm interested in"
- "I want to strengthen my industry connections"
- "There should be easier ways to connect with people"

COSTS ———————————
- Loss of productivity and time to find active profiles on LinkedIn
- A candidate must visit at least ten profiles and view their activity to identify at least one active LinkedIn user per company
- Users found it difficult to keep track of all their conversations when reaching out to new people
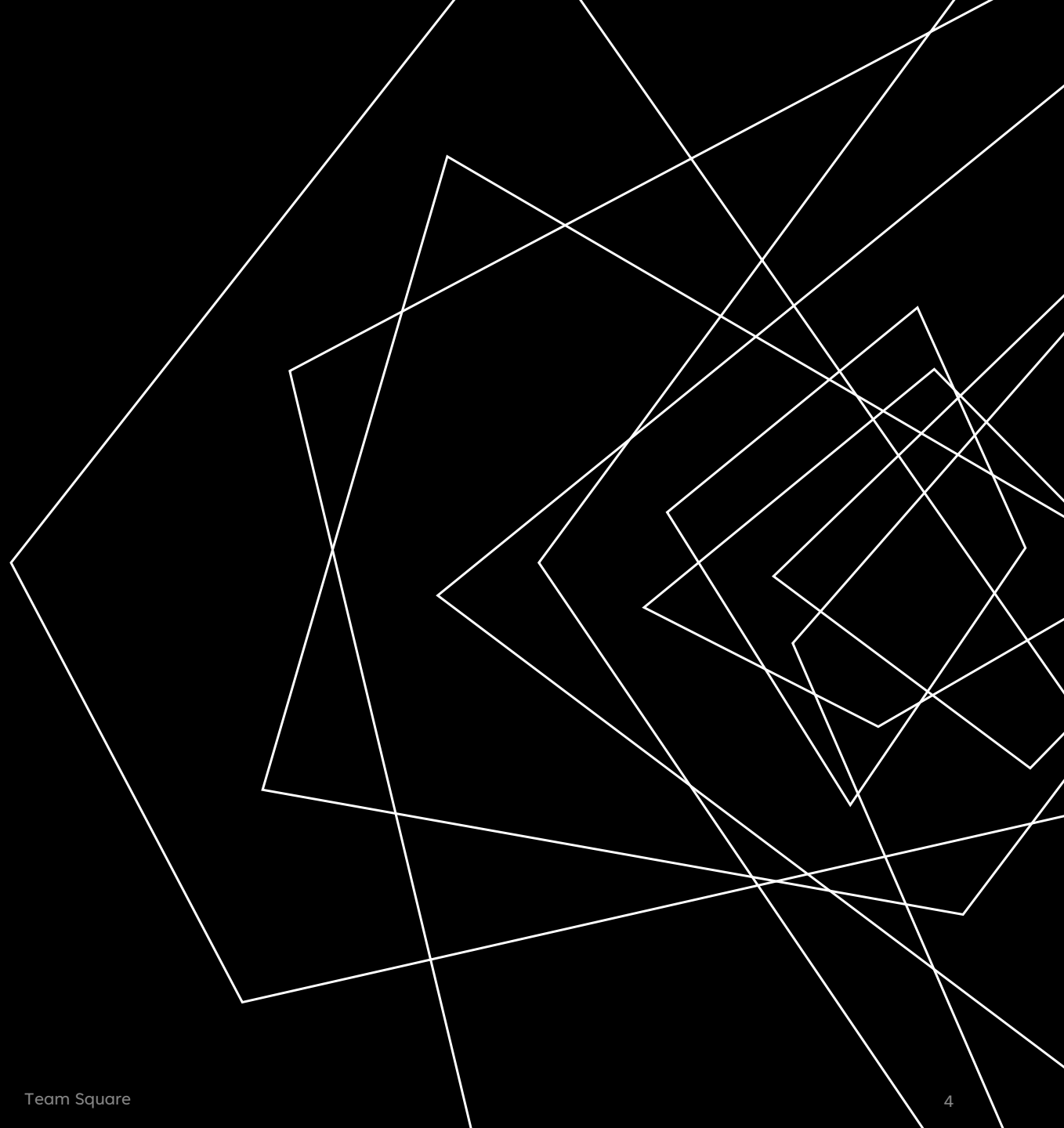
*Based on 36 survey responses

[1] https://www.zippia.com/advice/employee-referral-statistics/

THE PROBLEM

Job search becomes faster and easier when candidates can connect with the right people in the industry. However, young professionals such as new grads struggle to manage and find job referrals due to their limited network and industry experience.

While cold messaging is encouraged, most candidates are unsure about whom to talk to and lose time reaching out to people who may be inactive on social platforms such as LinkedIn.

OUR SOLUTION

OUR SOLUTION - MVP

STEP 1 — TAILORED SEARCH

Search for relevant profiles based on your search criteria
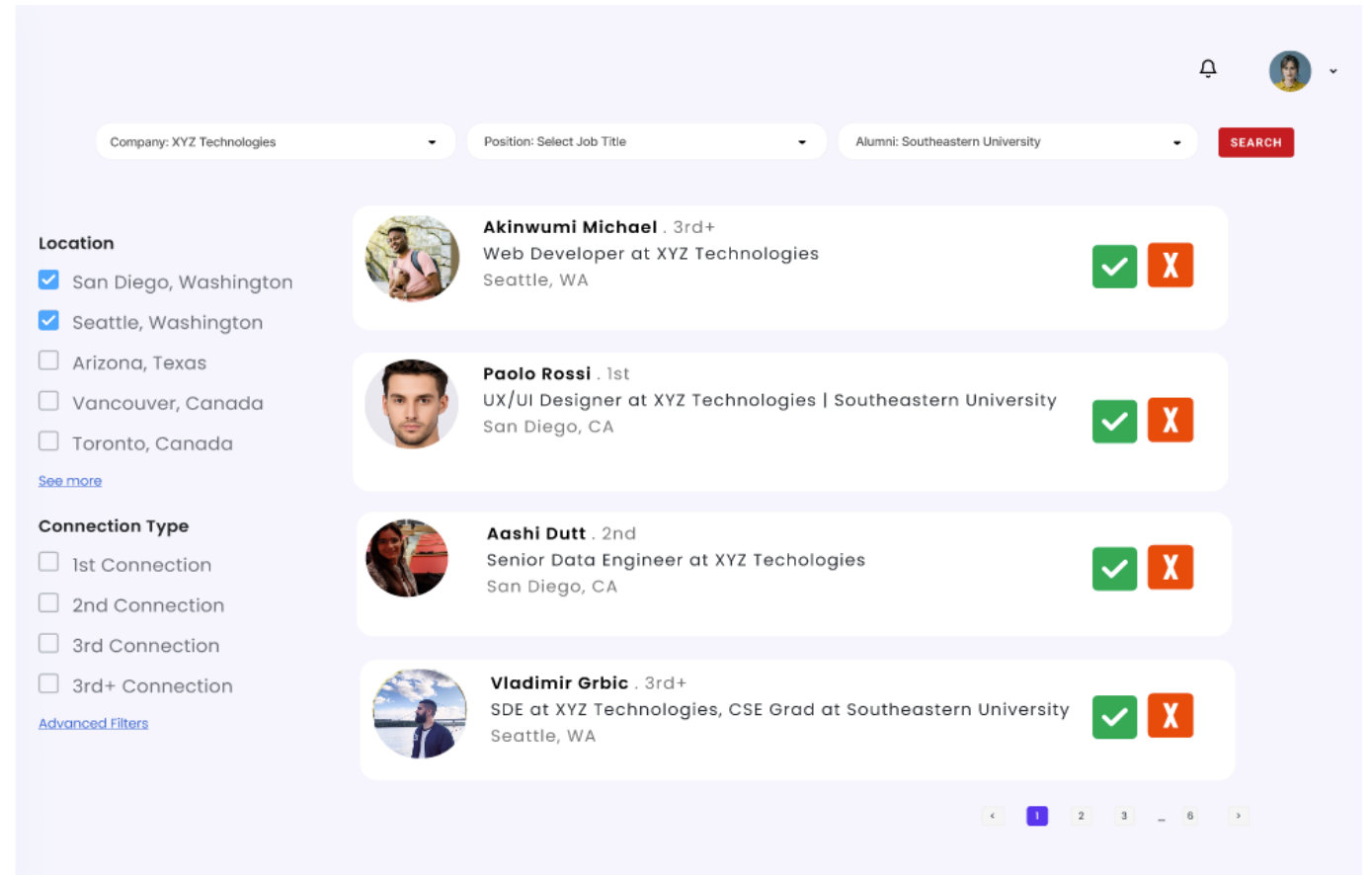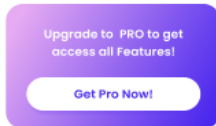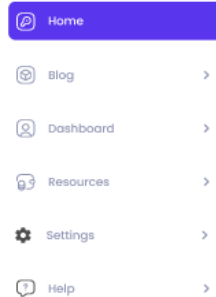
OUR SOLUTION - MVP

STEP 2 — FIND ACTIVE PROFILES

We use AI to curate a list of professionals from your extended network who are relevant by looking at both of your LinkedIn activities.

✅ allows for an easy way to select and track connections of interest.

Users can click on the profile name, which will redirect them straight to the LinkedIn profile where they can connect with them.

OUR SOLUTION - MVP
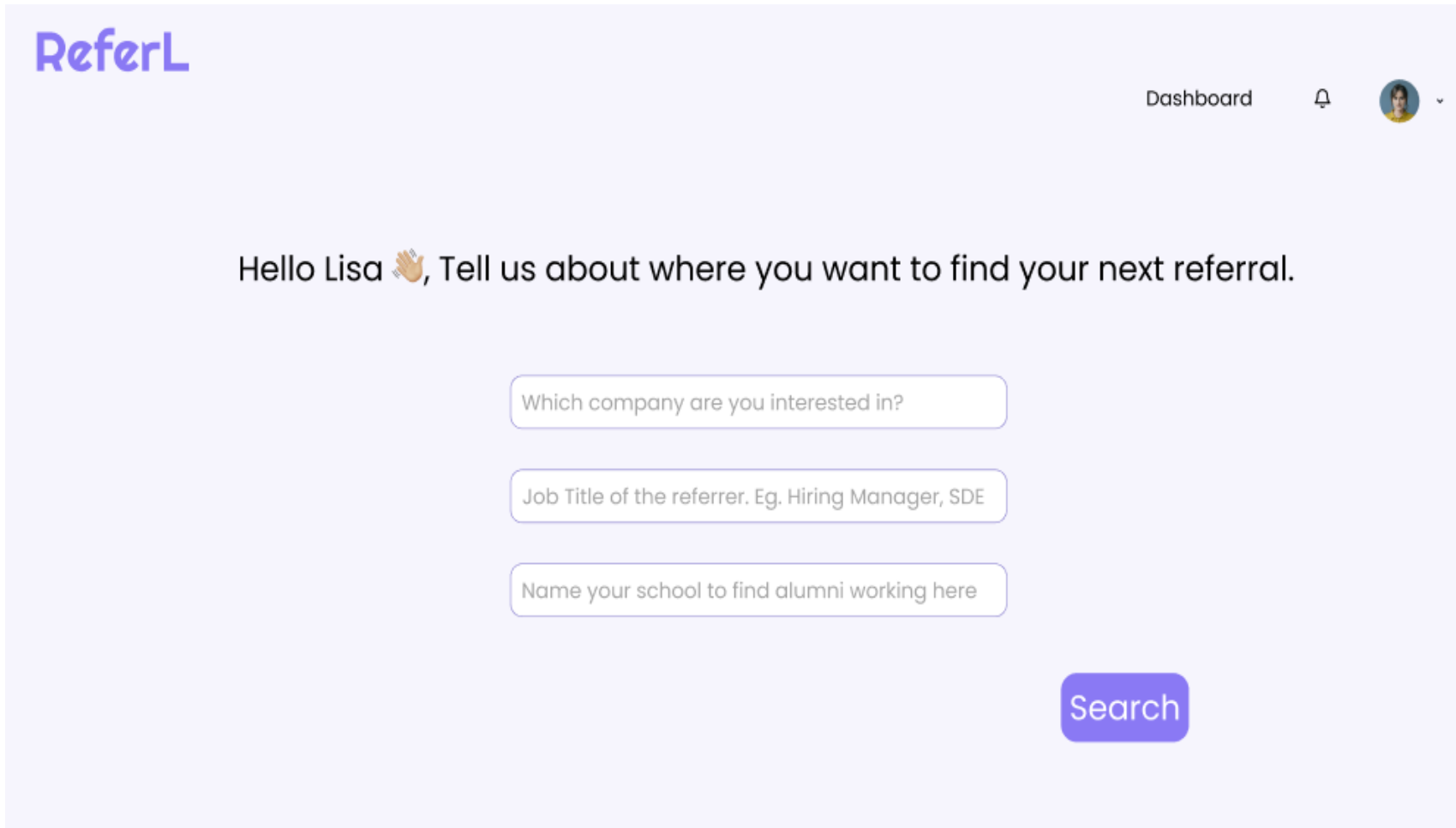
STEP 3 — TRACK YOUR CONNECTIONS

Schedule your next follow-ups to actively stay on top of your conversations

STEP 4 — Receive notifications

Register for timely notifications on your account, email, and SMS, so you can always touch base with them on time.

VALUE PROPOSITION

NO MORE DEAD CONNECTION

Since it searches for active and relevant LinkedIn profiles for companies of interest, candidates are more likely to knock on the right door. Active users have a higher chance of seeing and responding to messages than inactive users.

EFFICIENT INMAIL USE

In-mails are limited by free LinkedIn profile plans and should be used wisely. The ability to filter for active LinkedIn profiles will help candidates target their InMail to these profiles saving additional costs they may be spending to send more.

AUTO TRACK PROSPECTIVE REFERRER

First impressions are very important when making connections, and ReferL will help users stay on top of their new connections. Users will be notified by real-time follow-up reminders and pop-up notifications when they schedule a date on their dashboard. Users can view summary statistics to understand their referral conversion rates.

NO NEED TO BE A WRITER

Our networking messaging templates will be available for users in the resources section so that they don't have to worry about that one great message; We will take that burden. You just put your heart into it.

OUR COMPETITION

ReferL

Our product is priced below that of other companies on the market

Design is simple and easy to use, compared to the complex designs of the competitors

Faster search results and efficient tracking are the main draws for our consumers to our product

COMPETITORS

LinkedIn
Filtering capabilities are available but you have to continually visit every profile until you find one that is active. There are no AI algorithms that give search results based on common relevance between candidates and the referrer (For e.g., you and your referrer might be interested in a common topic that can be used as a key to driving your initial conversation.) LinkedIn is also expensive for students.

ReferMarket
Product is expensive for new grads, and referrals are anonymous. This makes it impossible to make a meaningful connection with your referrer.

Handshake
Shows Alumni and recruiter info for some job postings. However, the response rate is super low since most alumni do not use Handshake actively after graduation. ReferL on the other hand is third party website that will redirect you to the LinkedIn profiles of interest. Candidates can message referrers directly on LinkedIn.

SUCCESS METRICS

CUSTOMER ACQUISITION

- Month on Month increase in the number of new sign-ups

- % increase in the number of users registering for follow-up service (email/SMS follow-up reminders)

USER ENGAGEMENT

- DAU, WAU, MAU

- % increase in the number of active conversations in a day/week/month

- % increase in the number of Referrals in a month

USER RETENTION

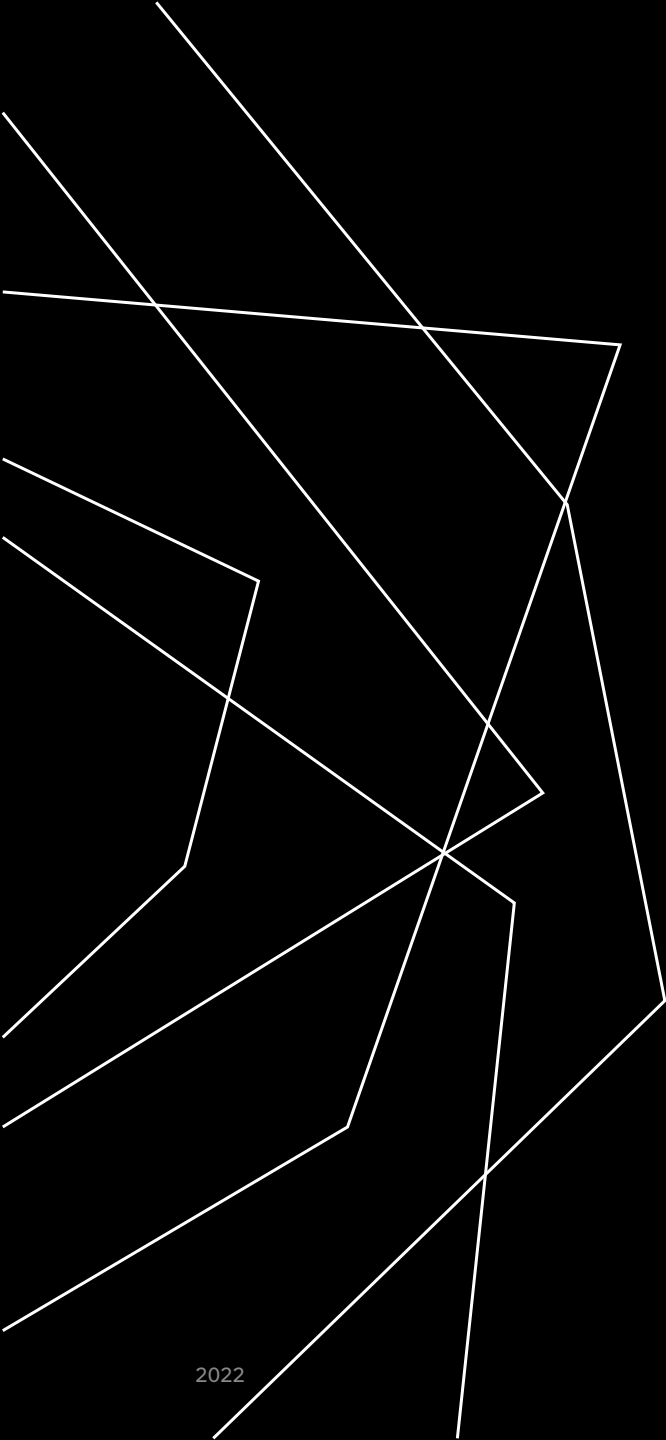- Weekly/Monthly user return rate (How many users return to the product on a weekly/monthly basis)

BUSINESS PLANS

BASIC PLAN

- Unlimited Search Results

- Networking Templates

- Personal Dashboard- A list view of your selected referrals

PREMIUM

- SMS/Email reminder service for timely follow-up

- Coffee Chat (Coming Soon)

- Unlimited access to our Networking Learning Academy(Coming Soon)

THANK YOU

Team Square