

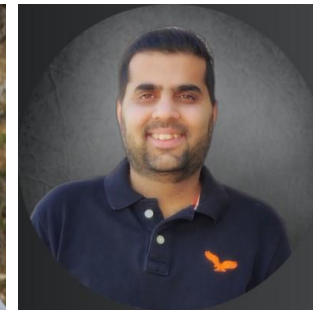
A series of thin, black, overlapping geometric lines forming various polygons and shapes, primarily located in the upper left quadrant of the image.

# 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.

### Needs

Easier way to connect with people and strengthen my industry connections

### Go to Job Search tools

Indeed  
LinkedIn  
Handshake



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

### Frustrations

Cold messaging people only to never hear back

### Most used Tool



# USER RESEARCH

## MARKET RESEARCH<sup>[1]</sup>

- 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

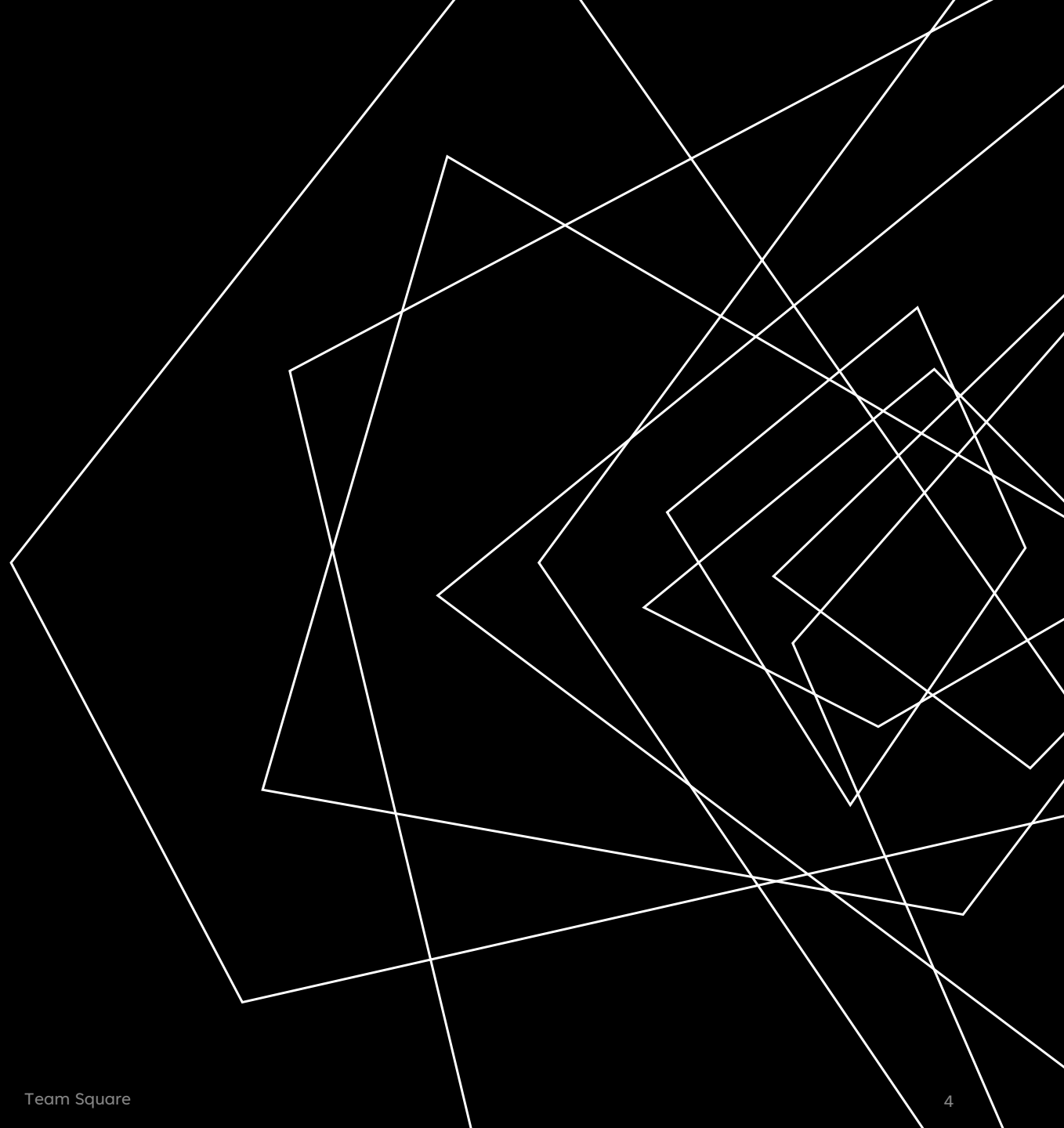
\*Based on 36 survey responses

[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

# ReferL

## ReferL

[Home](#) [About us](#) [Blogs](#) [Contact](#) [Try now](#)

# Find the shortest path to Job Referrals

We bring you a curated list of the most active and relevant LinkedIn profiles in your extended network, and also help you stay on top of your new connections for better referral conversion rates

[Sign-in with LinkedIn](#)



[Learn More](#)



### Tailored search

You can search for relevant profiles based on your search criteria.



### Find Active Profiles

We use AI to curate a list of professionals based on their and your linkedin activity.



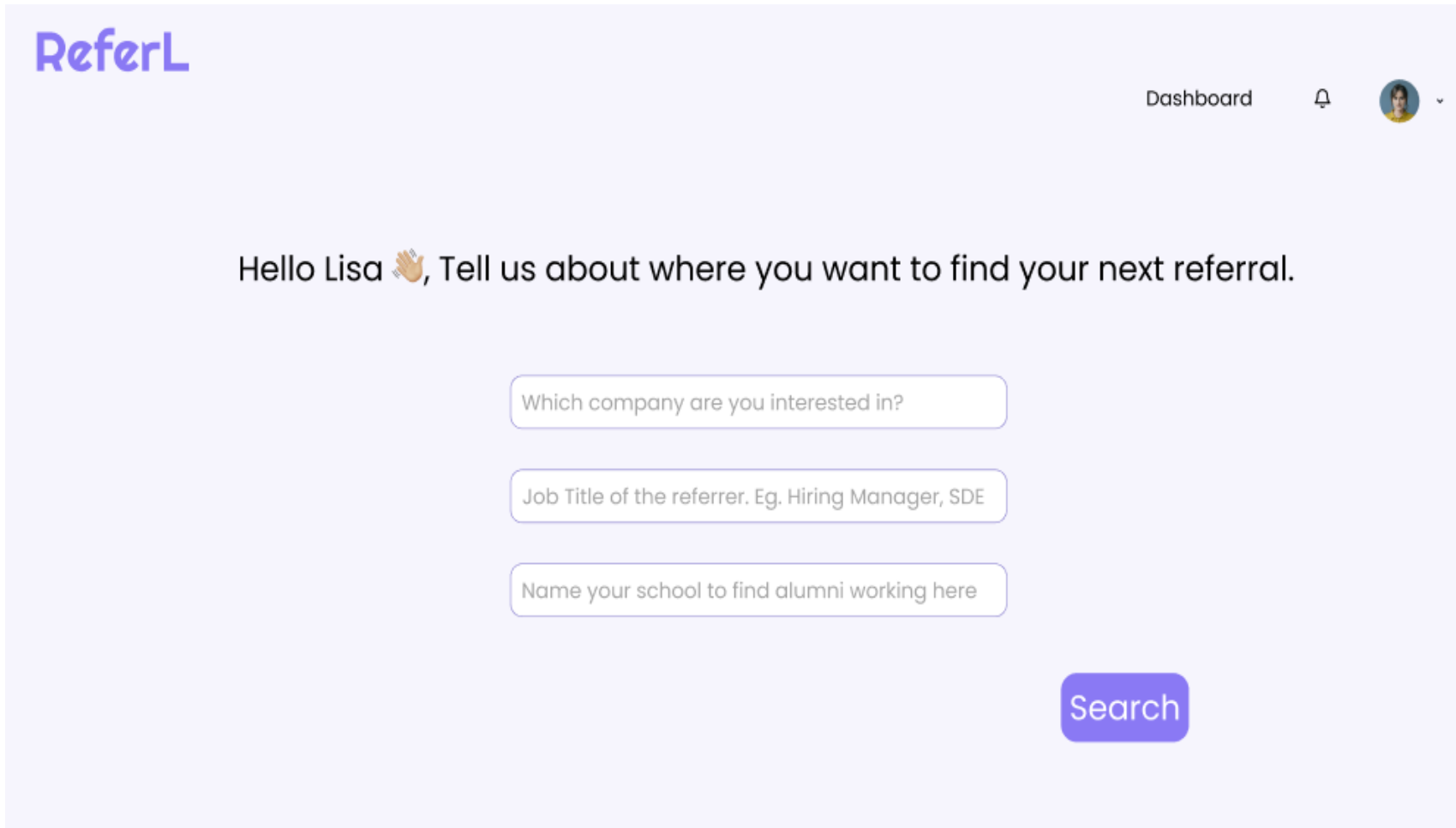
### Track your connections

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


# OUR SOLUTION - MVP

## STEP 1 – TAILORED SEARCH

Search for relevant profiles based on your search criteria

The image shows a web application interface for 'ReferL'. The header features the 'ReferL' logo in purple on the left, and 'Dashboard', a bell icon, and a user profile picture on the right. The main content area has a greeting 'Hello Lisa 🙋, Tell us about where you want to find your next referral.' followed by three stacked input fields with placeholder text: 'Which company are you interested in?', 'Job Title of the referrer. Eg. Hiring Manager, SDE', and 'Name your school to find alumni working here'. A purple 'Search' button is located at the bottom right of the form area.

ReferL

Dashboard 🔔 

Hello Lisa 🙋, Tell us about where you want to find your next referral.

Which company are you interested in?

Job Title of the referrer. Eg. Hiring Manager, SDE

Name your school to find alumni working here

Search

# OUR SOLUTION - MVP

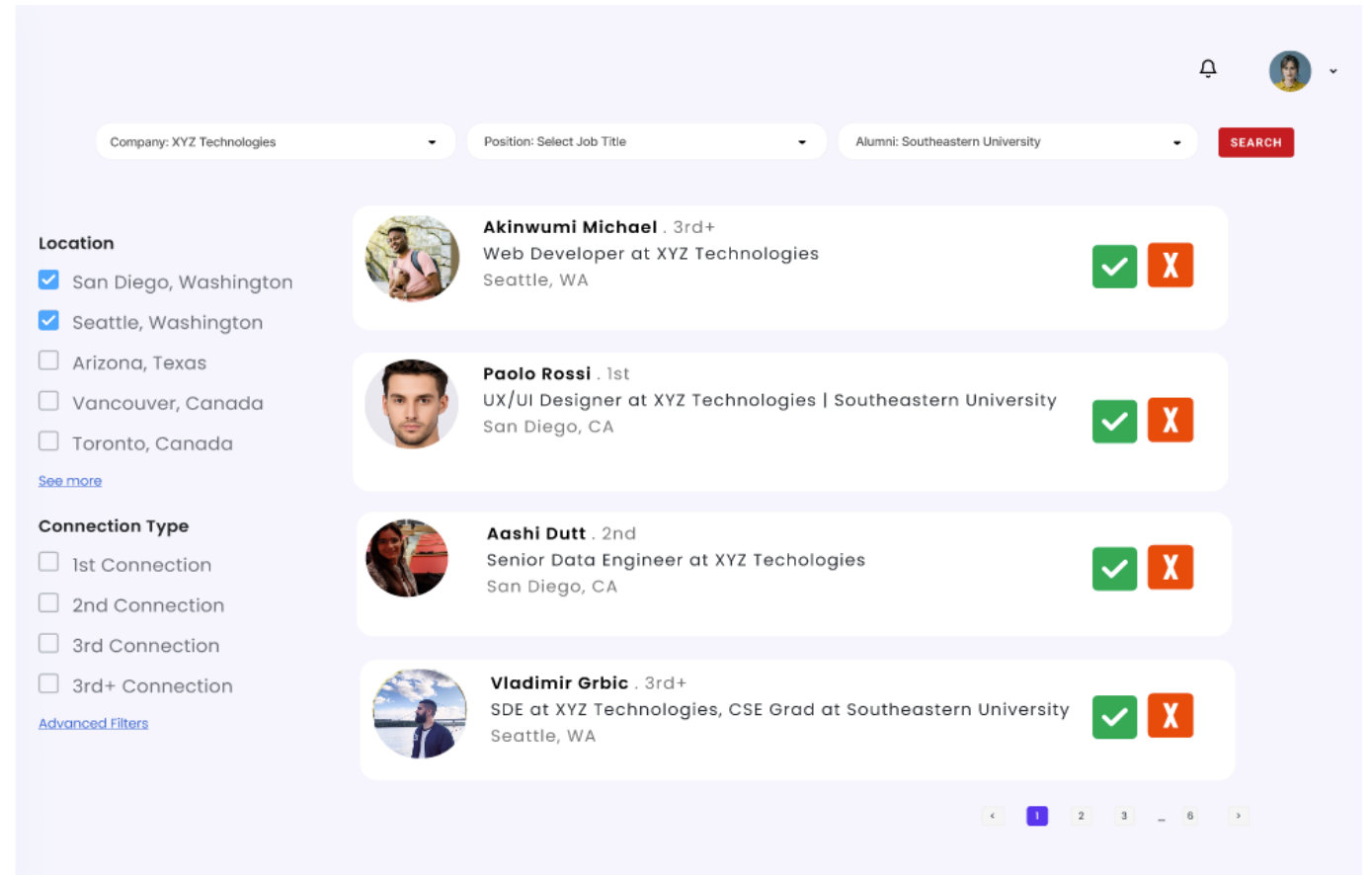
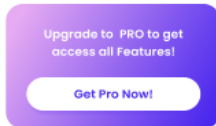
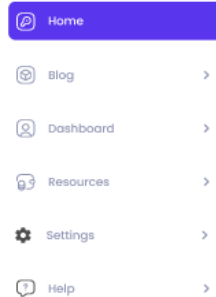
## STEP 2 – FIND ACTIVE PROFILES

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.

ReferL



# OUR SOLUTION - MVP

## STEP 3 – TRACK YOUR CONNECTIONS

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

ReferL

Home

Blog

Dashboard


Resources


Settings



Help

Upgrade to PRO to get access all Features!

Get Pro Now!

 Total Conversations  
**48**  
↑ this month

 Total Referrals  
**10**  
↓ this month

 Active Now  
**5**  


Search



### All Conversations

Search

Short by: Newest

Download

Name	Company	Title	Date of last Interaction	Notes	Next action item	Schedule follow-up	Status
<a href="#">Vladimir Grbic</a>	XYZ Technologies	SDE	10/20/2022	Responded well, shared resume.....	Ask about their experience	10/22/2022	Active
<a href="#">Floyd Miles</a>	Yahoo	IT Analyst	10/01/2022	No response	Type here	10/01/2022	Inactive
<a href="#">Ronald Richards</a>	Adobe	Staff Analyst	10/01/2022	Alumni, said he'll refer	Share Job ID for referral	10/02/2022	Active
<a href="#">Marvin McKinney</a>	ShadowAI	Recruiter	09/30/2022	Has openings, will share JDs	Ask for JDs	10/06/2022	Active
<a href="#">Park Young</a>	Google	Tech Consultant	09/25/2022	Alumni, discussed opportunities	Share Job ID for referral	09/27/2022	Active
<a href="#">Sujitha Singh</a>	Intel	Business Analyst	09/24/2022	Her team has openings	Request info interview	09/25/2022	Active
<a href="#">Farah Abdullah</a>	Yahoo	SDE I	09/20/2022	Referred, Alumni, very positive res....	Send Thank You note	09/21/2022	Referred
<a href="#">Kristin Watson</a>	Huawei	Data Analyst	09/12/2022	No response	Type here	09/12/2022	Inactive

Showing data 1 to 8 of 48 entries

< 1 2 3 ... 6 >

## STEP 4 – Receive notifications

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



### Notification

Mark all as read

It's time to follow-up with Vladimir Grbic

You messaged Vladimir two days ago on 10 Oct 2022



Did you follow-up?

Yes No





# 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

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## 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)

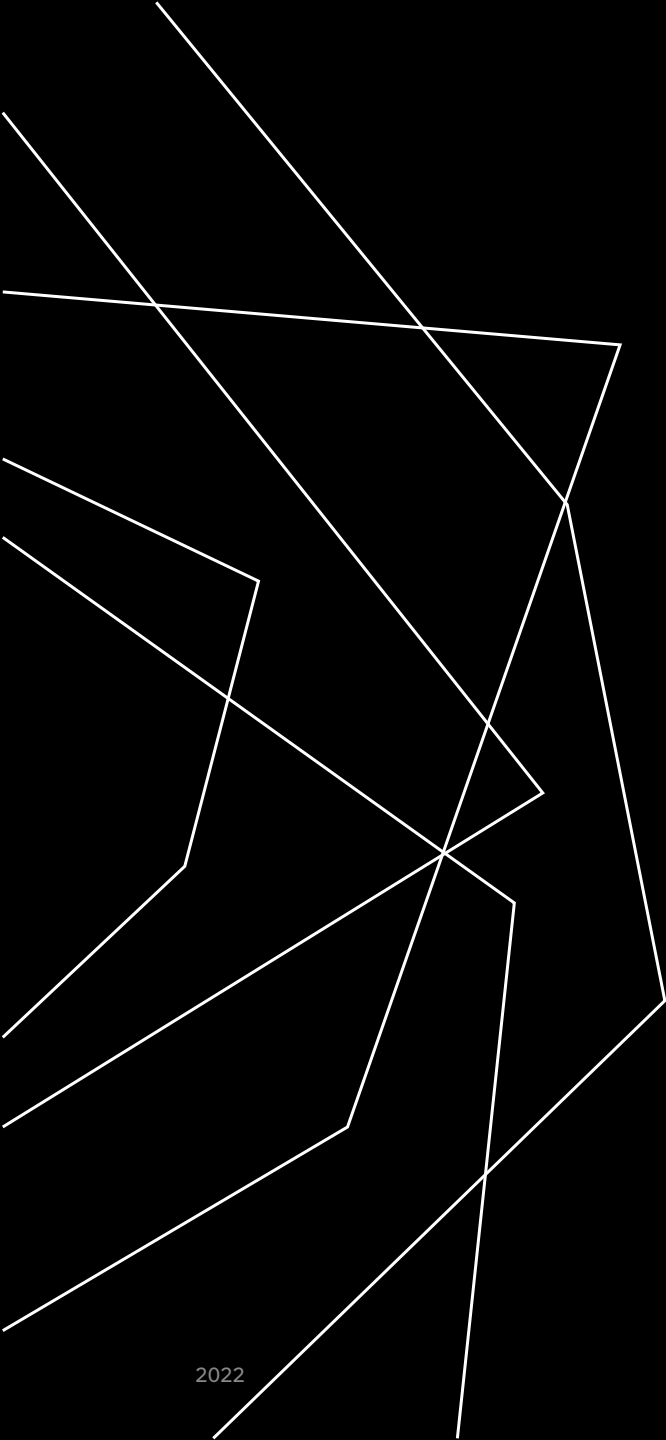
# BUSINESS PLANS

## 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