LinkedIn Match

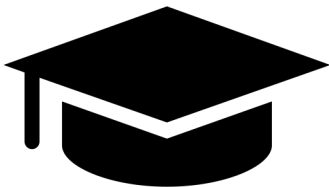**Matching talent with opportunity.**

Product Owner : Kamal

Background

- Job recommendation app geared towards recent graduates.
- Talent meets opportunity, match made in heaven.

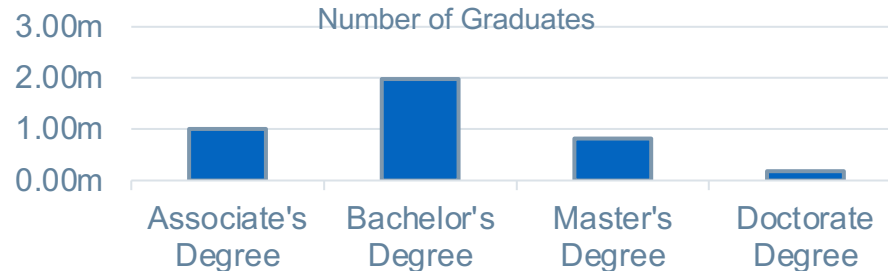**Dream job - only a click away!**

Business Case

Initial Focus

- Business goal is to tap into the early career opportunities for new graduates.

- Graduates feel discouraged as they browse through irrelevant job postings requiring years of experience.

- Rather than graduates going through a ton of applications, our application will match right job with the right candidate.

- This product will provide another revenue stream when bundled together with LinkedIn learning. Size of market in USA is 4 million graduates per year.

- Seems like a great product? Let's make it happen!

Opportunity

- There are a lot of job portals geared towards professional networking and job hunting. However, a recent graduate with minimal or no experience always find it hard to blend in and find the right opportunity.

- Matching graduates to early career opportunities based on their skillset and preferences is the key driver for this product. We will target the market in USA as our pilot project before heading out to other markets.

- 4 million graduates in USA per year. Assuming half the users sign up and 40% users willing to pay for premium subscription. Potential revenue: 0.8 million (40% users) * $30 (premium subscription) = 24 million.

- Competitors revenue range from 6-7 million for this market.

Number of Graduates

Degree	Number of Graduates
Associate's Degree	~1.00m
Bachelor's Degree	~2.00m
Master's Degree	~0.85m
Doctorate Degree	~0.15m

Proposal

- A job recommendation application matching candidates with job opportunities based on skillset and preferences as customized by the user.

- One click easy apply, replacing dreaded and long job application forms.

- Bundle with LinkedIn learning, allowing the users to level up and stand out in the candidate pool.

- Allow for premium subscriptions , so candidates can gain valuable insights into the job posting and see their ranking among other applicants.

- Target audience is recent college graduates in USA.

Return On Investment

- Revenue/Impact $24 million. 1 year of development time, for a team of 8 developers , earning 100K each per year.

- ROI : (24000000 – 800000)/800000 = 2900%

Measurement

- Conversion from free user to paid subscription, for first year the target is 25% of total sign ups convert to a paid subscription.

- Measure the churn rate as an important KPI to track the success of the product.

- Measure the engagement by tracking the active number of users per week.

- Track how many users require help/support while using the product.

- Track outages – frequency and length.
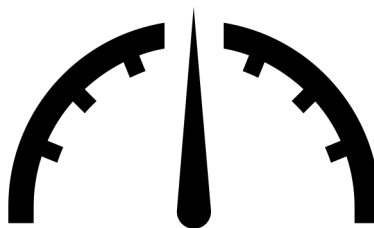
Competitors

College Recruiter

- Narrow your search by major.

- Jobs targeting college grads with minimal work experience.

- Postings cover internships, part-time jobs, seasonal work, and entry-level career opportunities.

- Fortune 1,000 companies, federal government agencies are some of the employers.

- Revenue : 6 million

College Grad

- Browse jobs by level, title, industry, location.
- Operate in multiple countries outside of USA as well.
- Offer mobile application for android and IOS.
- Salary calculator/insights and comparisons.
- Revenue : 7 million

Our Advantages

- Proven track record in professional networking.

- LinkedIn brand already have a global presence , word of mouth and an easy recommendation.

- Supplement job recommendation with LinkedIn learning.

- Offer easy to use mobile application on multiple platforms.

- Offer premium features as an add-on to provide extra value to users.

Roadmap and Vision

Roadmap Pillars

Dream job - only a click away. Kickstart your career with LinkedIn match.

We will start with the core features and boilerplate design of the app and then focus on following key strategic themes driving our roadmap.

- Ease of use – Frustration free job application process.

- Recommendation engine – Matching the talent with the right opportunity.

- Upskill users– Allow for candidates to upskill with LinkedIn learning, creating revenue stream.

| Q1	Q2	Q3	Q4
Core Features	Ease of Use	ML Recommendation Engine	Upskill Users
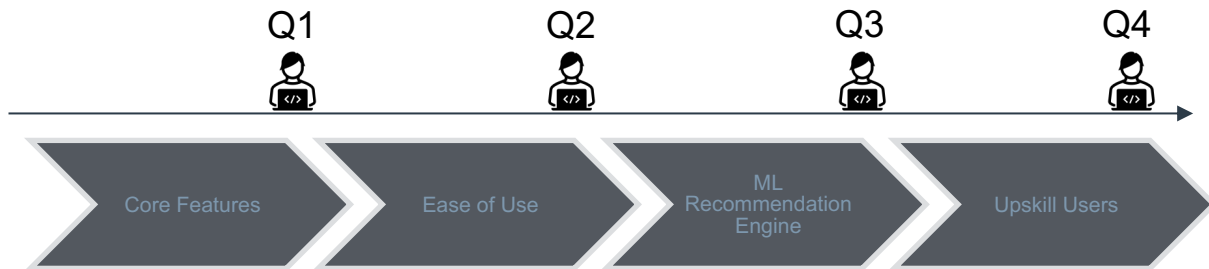
Ease of use

- One click job application – after the initial user sign up process, Job applications should have an easy apply button.
    - It should encourage the applicant to apply more often and increase the chance of landing a job.
- Should be available across different platforms – IOS, android or web.

Recommendation engine

- Use machine learning algorithm to match jobs with the right candidate, this will ensure a high success rate for the user to land their job.

- Provide a daily list of job matches via push notification or email notification, rank the job opportunities with the best fit at the top and least fit at the bottom.
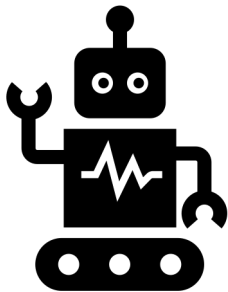
Upskill users

- Allow users to polish their skills by offering learning opportunities with LinkedIn learning.

- Revenue stream to allow business to grow and expand.

Where do we go from here?

- Launching the product in other countries starting with Canada and branching out to other high potential markets.

- Build relationship with key employers and grow the number of listings by 50% in the next 5 years.

- Look to add mentor support 1:1 interview preparation/coaching sessions as part of premium offerings.