



**Product Owner: Jayamathan S**





John is a 4th year ECE Student.



John is a below average student but an advanced Web Developer.



He helped his classmates to complete their final year projects.



Placement cell of his college allows only students above 8 GPA to sit for placements.



Finally, his skill didn't paid his bills.

# Background

## Why Are We Here?

- Designing a native mobile and web application for the recent college graduates to improve their chance for getting placed in a company by the end of next academic year.

**Where Skill and Opportunity Meet**

# Business Case

# Initial Focus

Where are we starting?

- With over 610 million active users from 200 countries
- 40 percentage of them are College Students
- Our core value will be to treat our users the way they wanted to

# Opportunity

What's the problem?

- Increasing steep in unemployment rate
- Only 20% are satisfied with their job
- Shortage of great talents

# Opportunity

Is the problem real?

According to the latest survey made by The Economic Times in 2019:

## **Only 20 per cent employees satisfied with their jobs**

*Eight in 10 employees are dissatisfied with their jobs, and seven in 10 feel that the influx of technology is adding to job dissatisfaction.*

<https://www.statista.com/statistics/279777/global-unemployment-rate/>

# Opportunity

## Market Validation



250 Million +  
College students



1 Lakh +  
Universities



100 Million  
Startups per year



# Opportunity

## Total Addressable Market



250 Million Students x \$319.99 per year = **\$79,997.5 Million**



450 Million Startups x \$79.99 per month x 12 = **\$4,39,416 Million**



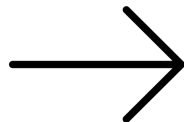
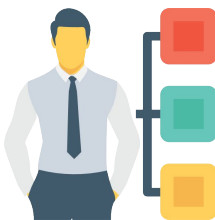
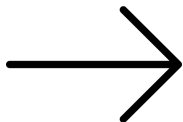
40,000 Enterprises x \$149.99 per month x 12 = **\$71.9952 Million**

**Total Addressable Market = 4399.5 Billion**

# Proposal

## What's Our Solution?

- A platform which acts as a next step to LinkedIn learning.
- Test will be conducted for college students on their field on interest.
- Automated approach for student ranking.
- Connecting students with best recruiting companies.



# Proposal

## How it works?

- Students will have the access to all courses on LinkedIn learning.
- 4th year Students should undergo through a LinkedIn General Test.
- LGT is unique for each field.
- Screening happens in different stages of LGT.
- Automated approach of ranking.
- Student skills and job demands are cross compared to find perfect match.

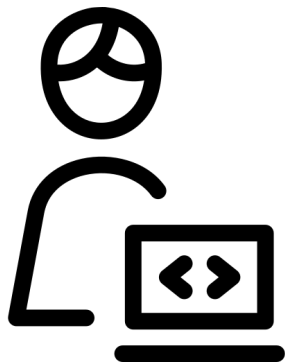
# Expenditure

We are looking for investment of 5.23 million dollars which will be used in the following way for 1 year.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Payroll	\$400k	\$450k	\$450k	\$450k
Server charges	\$50k	\$60k	\$60k	\$60k
Accounting/ Legal	\$500	\$450	\$450	\$450
Designing	\$200k	N/A	N/A	N/A
Marketing	\$350k	\$250k	\$250k	\$250k
Equipments	\$100k	N/A	N/A	N/A

# Return On Investment

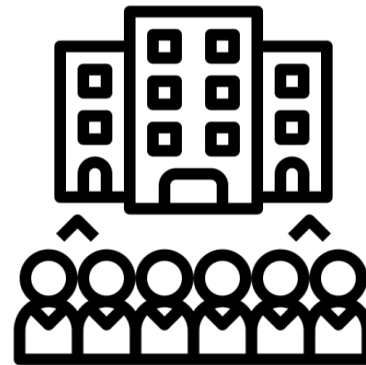
Revenue Model : Subscription



Students



Startups



Enterprises



\$ 319.99

Year

## STUDENT

- ✓ Free access to LinkedIn Learning
- ✓ Eligible to write LinkedIn test
- ✓ Access 15,000+ expert-led courses
- ✓ Increase your chance for getting placed
- ✓ Access LinkedIn's premium career features



\$ 79.99

Month

## STARTUP

- ✓ Right person for the right job
- ✓ 150 InMail
- ✓ Advanced search options
- ✓ Access to view profile
- ✓ Access LinkedIn's premium career features



\$ 149.99

Month

## ENTERPRISES

- ✓ Right person for the right job
- ✓ 500 InMail
- ✓ Fully flexed advanced search options
- ✓ Full Access to view profile
- ✓ Access LinkedIn's premium career features

# Return On Investment

## Revenue Model : Subscription



10 Million Students x \$319.99 per year = **\$3199.99 Million**



2 Million Startups x \$79.99 per month x 12 = **\$1919.76 Million**



40 Enterprises x \$149.99 per month x 12 = **\$0.071 Million**

**Return of Investment** =  $( 5199.82 - 5.23 / 5.23 ) \times 100\% = 99322.94\%$

# Measurement

How will we know if we're successful?

- **7M+** downloads for the app in the App Store
- **>3.5** rating in the App store
- **5M+** subscribed students
- **3M+** daily active users
- **1M+** adoption of the app every month



# Competitors

# Indeed

## How the world works

- Indeed is a worldwide employment-related search engine for **job listings**.
- Revenue generated from CPC and Ad's
- 250 Million active users every month
- 60 Active countries

# Glassdoor

Find a job that fits your life

- Glassdoor is an online job board as well as an employer review website.
- Ideal place to manage your employment brand.
- Provide solutions to help employers recruit.
- 64 Million active users every month
- 12 Million active jobs listed

# Our Advantages

## Why are we better?

- Fragmentation - We treat users the way they wanted to.
- Ensures right skilled person will be served for the right job.
- 92% of Fortune 500 companies and over 77% recruiters use LinkedIn.
- 97 Million student users as of now.
- Both training and placement will go hand in hand.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- Connecting skills with world's professionals to build amazing things.
- Enlarging the opportunity for recruitment eliminating stereotype.
- We will be initially focusing on:
  - Training students to become productive
  - Improving chances of recent graduates for getting placed

# LinkedIn Training

The goal of training is performance

- Free access to LinkedIn Learning
  - Students get access to 15,000+ experts led courses
  - Level upgradation after each course completion
- Enterprise training
  - Established companies can train enrolled students
  - This can eliminate recruited trainee training period

# LinkedIn Placement

Skill pay the bills

- Next step to LinkedIn Training

- Students should attempt a LinkedIn General Test
- This test will happen in three stages prior to their academic year end

- Automated approach of ranking

- Ranking in order of the mark each students got in the test
- LinkedIn profile and their project will be valued in the second stage



# Where do we go from here?

## Widening the scope

- Partnering with College universities around the globe.
- More personalized training and placement.

Thank You