

Marketing Guide

Background

Today, finding your first job can be a very difficult problem to solve. In theory, we are observing the labour market all the time, but in practice it looks completely different. These are the statistics for people who want to find their first job.

- Just 27 percent of college grads had a job that was closely related to their major
- 45% of employers are concerned about finding employees with the necessary talents
- 6.6 million job openings earlier this year, an all-time high affecting 50% of U.S. employers
- 73% of job seekers say the process of looking for a job is one of the most stressful events in life

All these components form a single unit that creates a niche for our new product. Imagine you are a final year student or have just graduated from university and it is time to take the first step on your professional path. Looking for your first job can be quite difficult because you don't have a lot of experience, you are not well known in the industry and you don't have an extensive network of contacts. We will turn this unpleasant experience into the opposite with our product. Our platform, using artificial intelligence, will interactively suggest and recommend to users new job offers adapted to their individual needs, to which they will be able to apply. All the information contained in this guide can be used in promotional materials, online campaigns, newsletters, blogs.

Market background

Target Group

Our main audience will be two target groups. The first are people, young people who are in their final year of university or have already graduated. These are people in the 25-30 age range. Often located in large cities. However, we want our target group to be generally students who, as you know, at a certain stage have to start looking for a job, which is why we want our brand to be well recognised in this group.

A second target group will be companies that are looking for people to work with. People who have finished studies, usually large companies, corporations offer positions such as - New Graduates.

Competitors

- [Dice](#)

Dice is the leading database for technology professionals, managing over 9 million profiles in the United States. The platform helps technology professionals manage their careers and employers connect with highly skilled tech talent. The approximate revenue of the company calculated for last year is [\\$39.7 million](#). The website claims to have 3 million registered technology professionals and approximately [2.4 million](#) unique visitors each month.

- [Glassdoor](#)

Built on the foundation of increasing workplace transparency, Glassdoor offers millions of the latest job listings, combined with a growing database of company reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more. Glassdoor has [67 million](#) unique monthly visitors to its website and mobile applications. Glassdoor's estimated annual revenue is currently [\\$175.9 million](#) per year.

Product Background and Positioning

Product Value Proposition

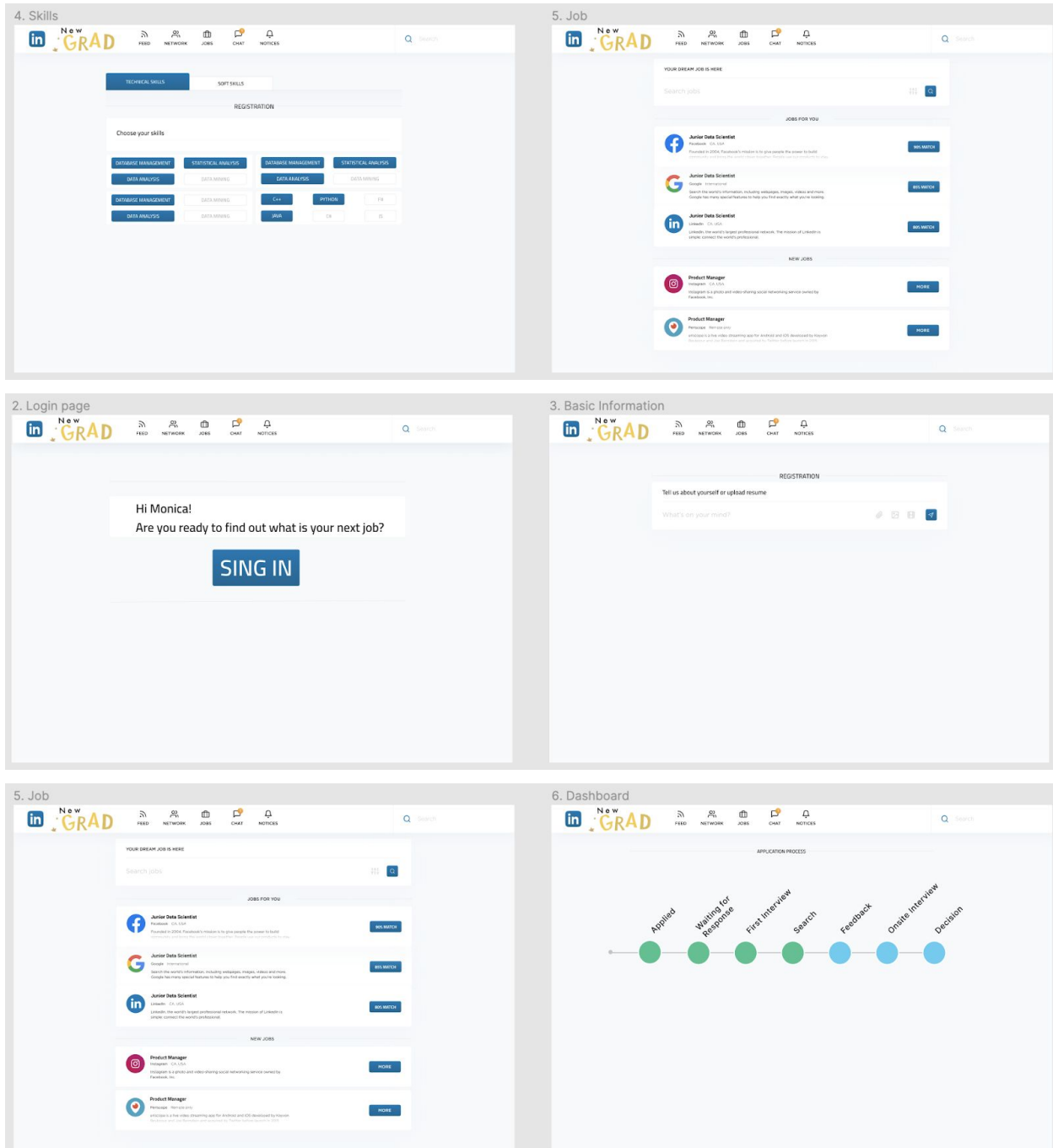
Our platform value proposition will not only provide value to a highly qualified professional but also meeting the requirement of people who are just starting their path to the desired dream profession. We do this through artificial intelligence so that we do not flood our users with tons of unnecessary emails with job offers that are not intended for them. Users will be provided with a work proposal tailored to their individual needs.

Main Features

- Job Recommendation - With the help of machine learning algorithms, our users will have access to the most suitable job offers on the market, tailored to their preferences.
- Learning resources - Users of our platform will have access to learning materials. They will be able to use them without restrictions. These materials will include how to prepare for a job interview, what to repeat before the interview, what to pay attention to, how to deal with stress during the interview.
- Community - We will create a super user community around the recruitment process. Groups, rooms, forums where users can share their experiences, speculations and additional information that may be useful in their future work. In addition, these forums will include the possibility of using expert advice.

How to use the product

Using our platform should not be a problem for our users. As a whole, the interface is designed in a very simple, intuitive, self explanatory way. Below are the views that you will use to register your account.



Once you have completed the registration process, you will be able to view your profile where you can find a wealth of information. The user profile view is shown below. The most important information you can see on your profile is the current individual job recommendations and the

New

GRAD

FEED

NETWORK

JOB

CHAT

NOTICES

Search

EDIT PROFILE

Monica Algorithm
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam venenatis est non ante aliquam, vitae ultrices odio variis. I
[CONTACT INFO](#)

PROFILE

REVIEW APPLICATION

LEARNING MATERIALS

About

In ornare vehicula augue, ultrices vestibulum ipsum blandit scelerisque. Cras sem lorem, tempor eget egestas quis, fringilla nec est. Praesent elit nulla, aliquam in imperdiet id, tristique non augue. Sed non orci nec libero rutrum dignissim at ac ante.

[SEE MORE](#)

Projects

Fake News Detection
A king of yellow journalism, fake ...

Sentiment analysis is the act of analyzing words to determine ...

Speech Emotion Recognition.
This data science project uses ...

[SHOW ALL \(12\)](#)

Skills & Endorsements

Data Analysis

 6

Big Data

 7

Mathematics

 5

[SHOW ALL \(17\)](#)

YOUR DREAM JOB IS HERE

Search jobs

JOB FOR YOU

Junior Data Scientist
 Facebook CA, USA
 Founded in 2004, Facebook's mission is to give people the power to build communities and bring the world closer together. Please use our products to stay...
90% MATCH

Junior Data Scientist
 Google INTERNATIONAL
 Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking.
85% MATCH

Junior Data Scientist
 LinkedIn CA, USA
 LinkedIn, the world's largest professional network. The mission of LinkedIn is simpler: connect the world's professionals.
80% MATCH

Education

Stanford University
 Bachelor's degree Field Of StudyComputer and Information Systems Security/Information Assurance
 2013 - 2017
 Additional English classes and UX profile courses.

YOUR DASHBOARD

367

views today

15

job applications

9

new offers

YOU MAY LIKE THESE COURSES

Learning Python for Data Analysis and Visualization
21,990 viewers

SQL for Data Analysis
8,922 viewers

Data Analysts Toolbox for Engineers
13,850 viewers

[SEE ALL RECOMMENDATIONS](#)

TRACKED JOBS

Junior Data Scientist
 Upwork

Junior Data Scientist
 Facebook

MY SEARCHES

Data Scientist
 Remote

Frontend Developer
 Los Angeles, CA

Product Manager
 Malaysia, Kuala Lumpur

HY GROUPS

Python3 Learning Group

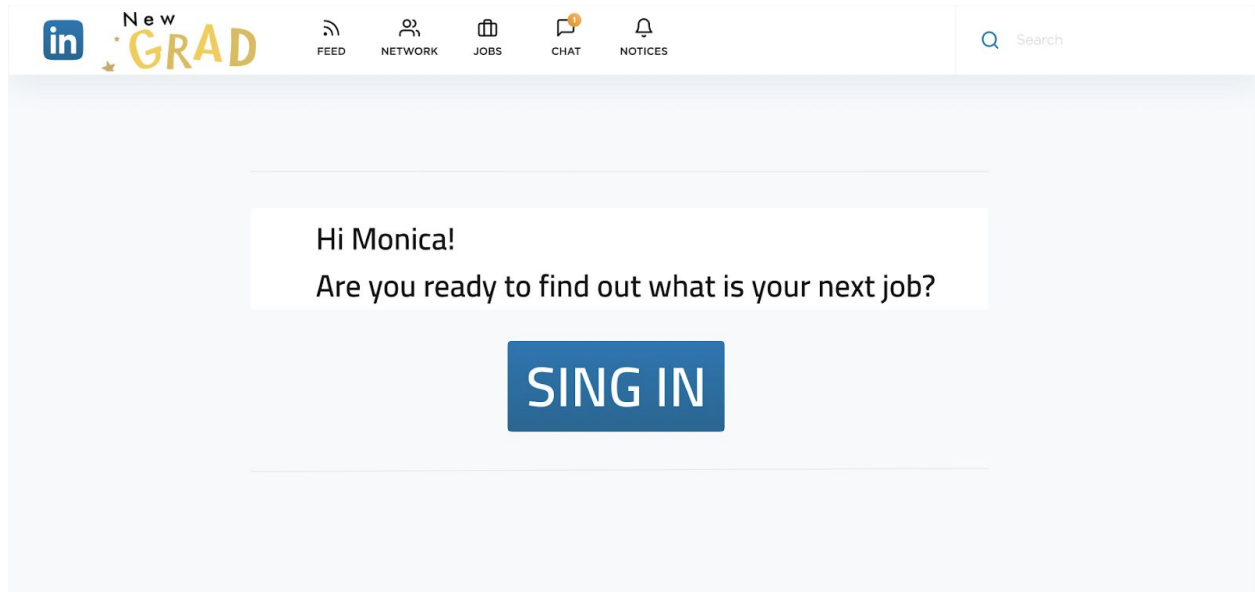
Big Data Analysis Group

Data Visualization Group

[SHOW ALL \(8\)](#)

Where users can find the product

Our product can be found when registering a new user by selecting the “New Graduate” option. This will redirect us to our completely new registration with a completely new welcome screen.



The new registration welcome screen can also be accessed via a referral link from a person who has already registered with us. Our new product will be available on all devices in a mobile application and in a browser version on personal computers