

Training Guide for Sales and Customer Support

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. 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.

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.

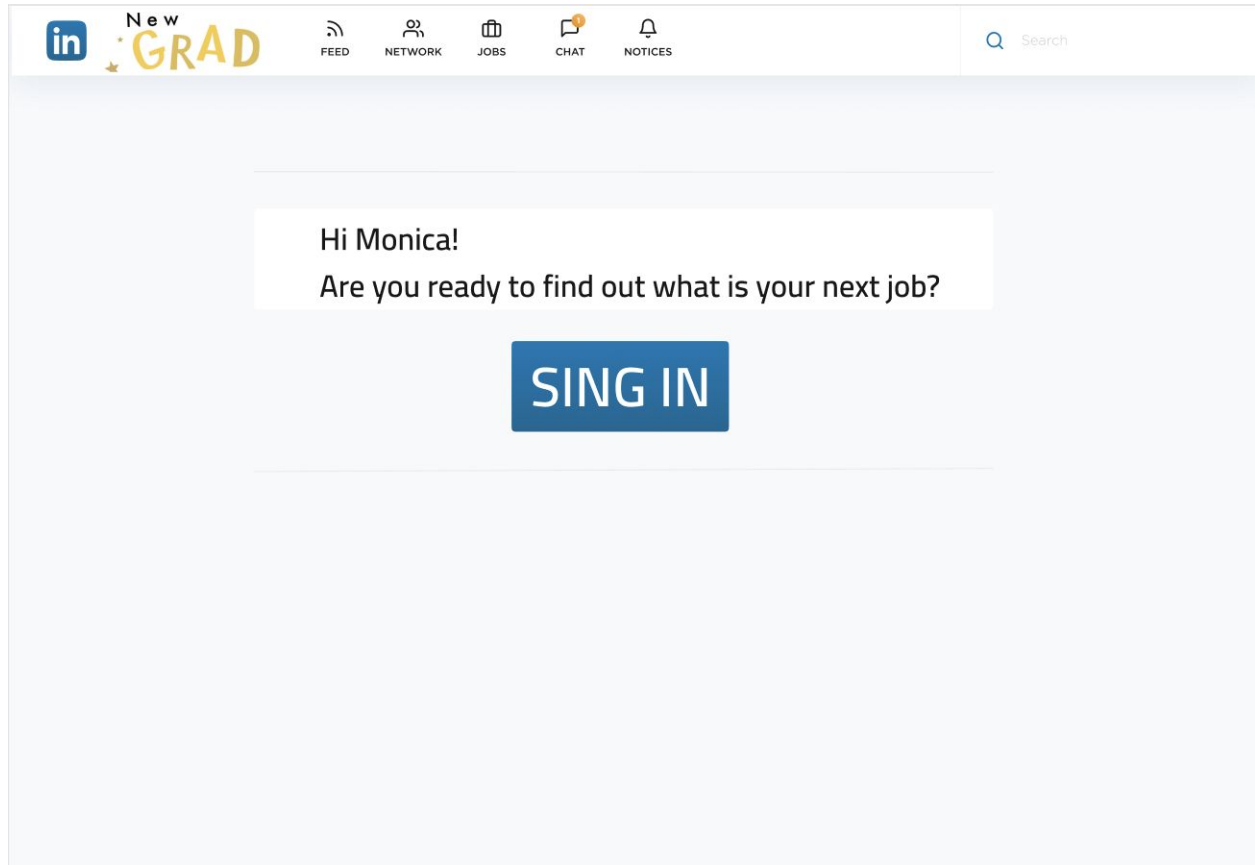
Main Features

- 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.

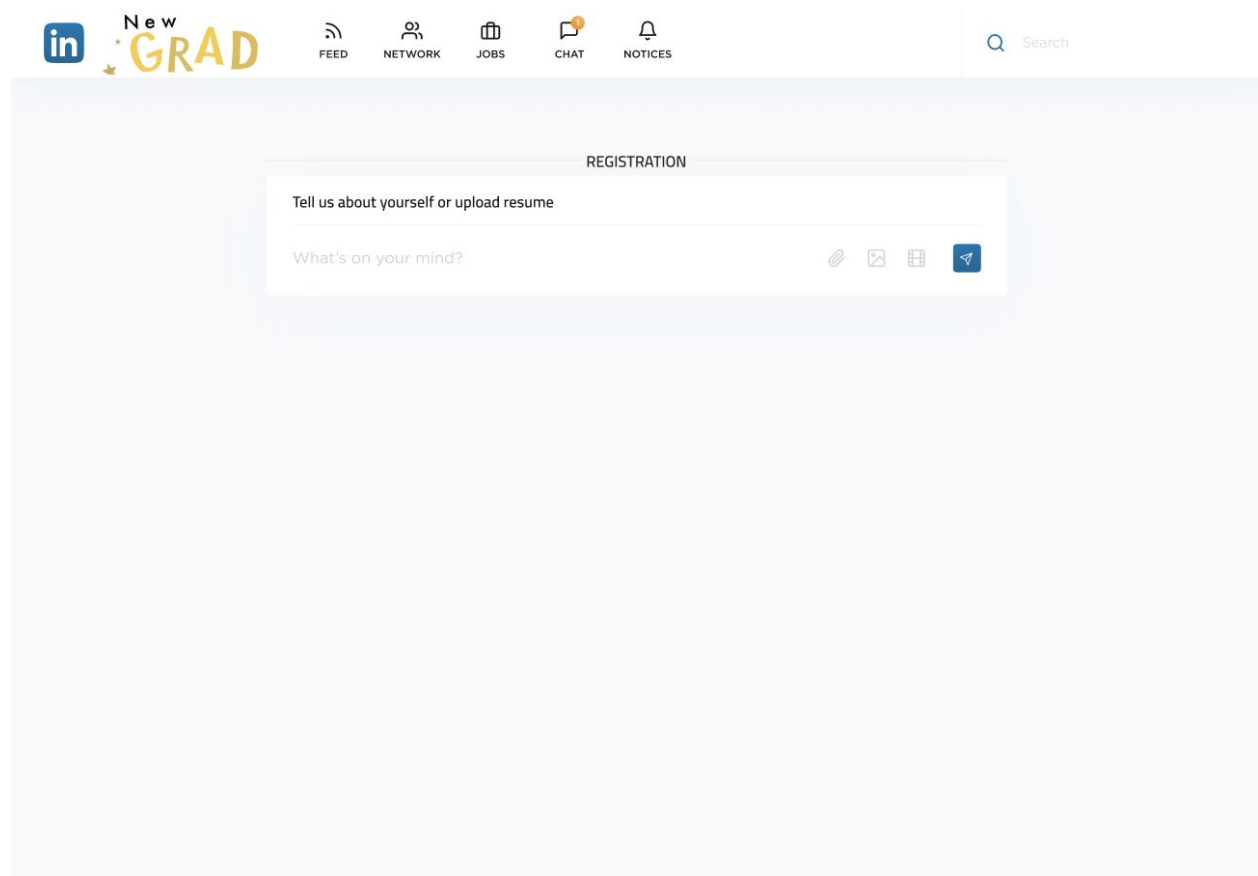
How to use the product

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 is a list of the steps you need to take to register on our platform.

1. The first is the welcome screen, which you will see as soon as you have registered via the standard registration process or via a referral email.



2. The user will then be asked to enter basic information about themselves, such as their first name, surname and university degree. You can also choose to upload your CV in "PDF" format and our in-house OCR will capture all the necessary information.



The image shows a screenshot of the LinkedIn New GRAD registration page. The top navigation bar includes the LinkedIn logo, the 'New GRAD' logo, and icons for FEED, NETWORK, JOBS, CHAT, and NOTICES. A search bar is located on the right. The main content area is titled 'REGISTRATION' and contains a form with the prompt 'Tell us about yourself or upload resume'. Below this is a text input field with the placeholder 'What's on your mind?' and icons for adding content (document, image, video, and a share icon).

3. Next, the user will be asked to select the skills he/she has developed during his/her studies and in which he/she feels best. These skills should be matched with the career path that the user wants to follow.

in

New GRAD

FEED

NETWORK

JOBS

CHAT

NOTICES

Search

TECHNICAL SKILLS

SOFT SKILLS

REGISTRATION

Choose your skills

DATABASE MANAGEMENT

DATA ANALYSIS

DATABASE MANAGEMENT

DATA ANALYSIS

STATISTICAL ANALYSIS

DATA MINING

DATA MINING

DATA MINING

DATABASE MANAGEMENT

DATA ANALYSIS

C++

JAVA

STATISTICAL ANALYSIS

DATA MINING

PYTHON

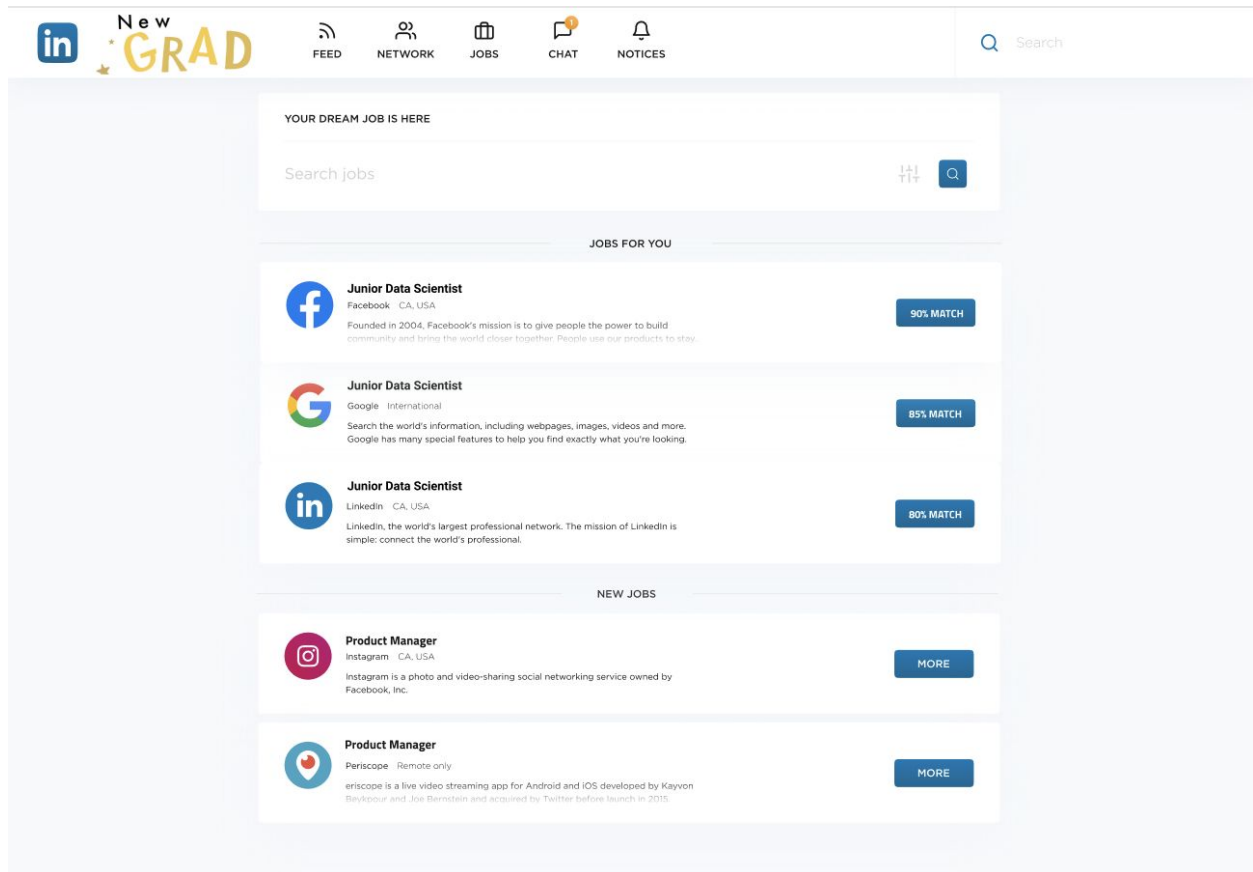
C#

DATA MINING

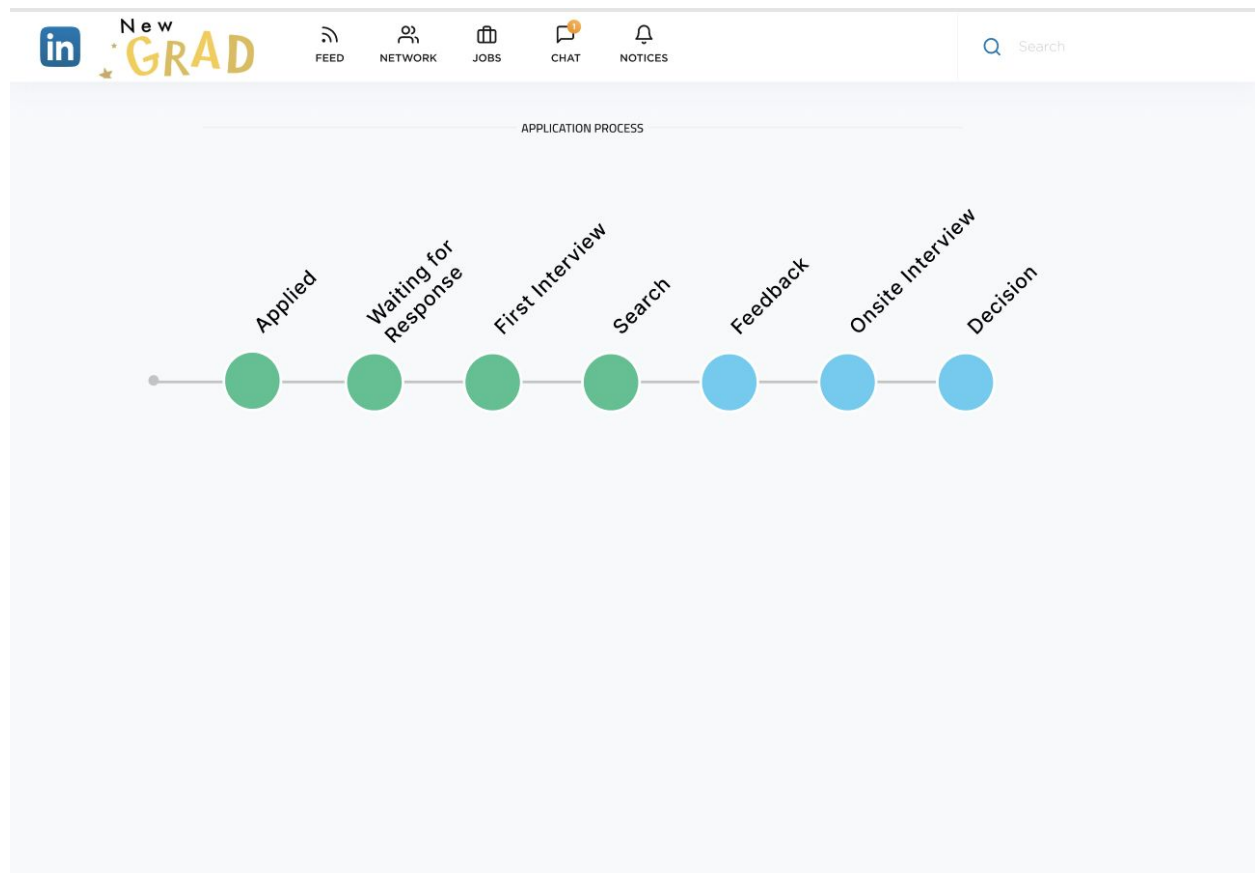
FR

JS

4. In the next step, the user will receive a list of job offers according to his/her individual needs, including the level of suitability for the job.



5. The next stage is the user dashboard, which shows the current recruitment process. The user can see how many stages the process consists of. At which stage I am currently. How many stages are left. The provider can freely modify the dashboard so that it meets his requirements.



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 level of matching to the specific offer. The second very important element is the recommended courses that will allow him to better prepare himself for the job but also to broaden his horizons. The last new element will be the community, the groups to which you belong, where you will be able to talk about issues related to the recruitment process.



EDIT PROFILE



Monica Algorithm
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam venenatis est non ante aliquam, vitae ultrices odio varius. 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 ...

SHOW ALL (12)



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



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

Skills & Endorsements

Data Analysis

6

Big Data

7

Mathematics

5

SHOW ALL (17)

YOUR DREAM JOB IS HERE

Search jobs



JOBS FOR YOU



Junior Data Scientist

Facebook CA, USA

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People 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 simple: connect the world's professional.

80% MATCH

Education



Stanford University

Bachelor's degree Field Of Study: Computer 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
 21,959 viewers



SQL for Data Analysis
 9,122 viewers



Data Analysts Toolbox for Engineers
 12,858 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



MY GROUPS



Python3 Learning Group



Big Data Analysis Group



Data Visualization Group

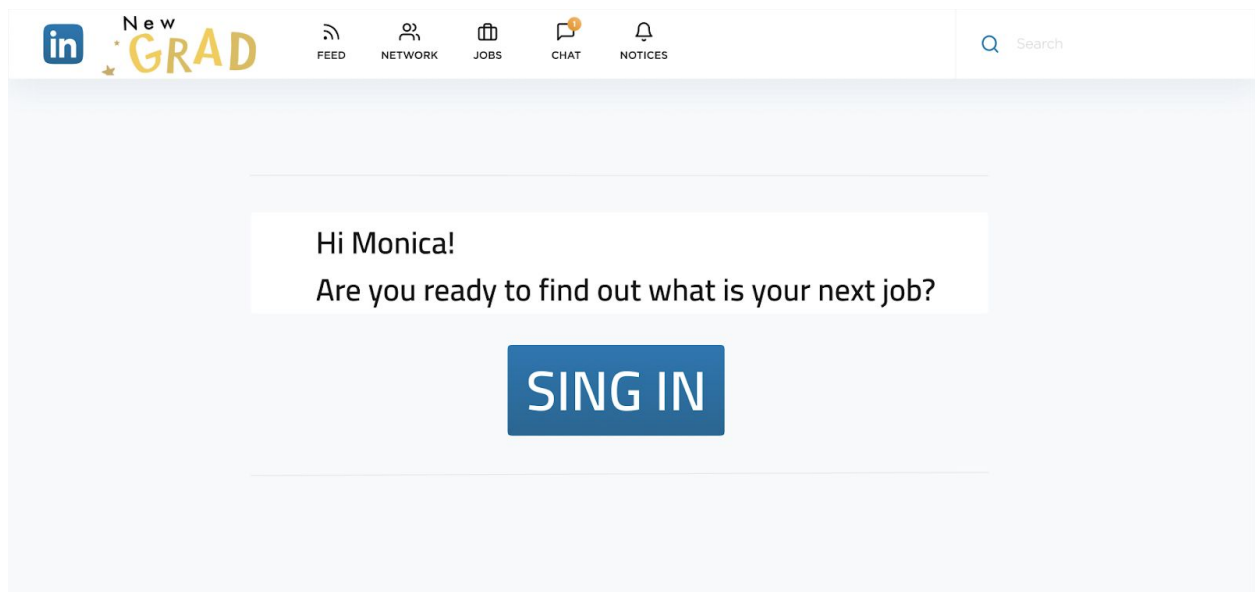
SHOW ALL (8)

Pricing

Users who register will be able to take part in a 30-day trial. After which it will be time to update the payment and pay the first fee of 10 dollars per month. At any time during the subscription period, the user will have the option to suspend the service and use a standard account on our platform.

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