LinkedIn New Grad

Find your first job with us!

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Background

Why Are We Here?

- You do not waste time browsing through thousands of job offers, we will match them to you

- We can to make the initial step into your professional career

- With us you will find a job tailored precisely to the criteria

Find your first job with us!

Initial Focus

Where are we starting?

- **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

Our company's vision is **NOT ONLY** to provide value to a highly qualified professional but also meeting the requirement of people who are just starting their path to the desired profession
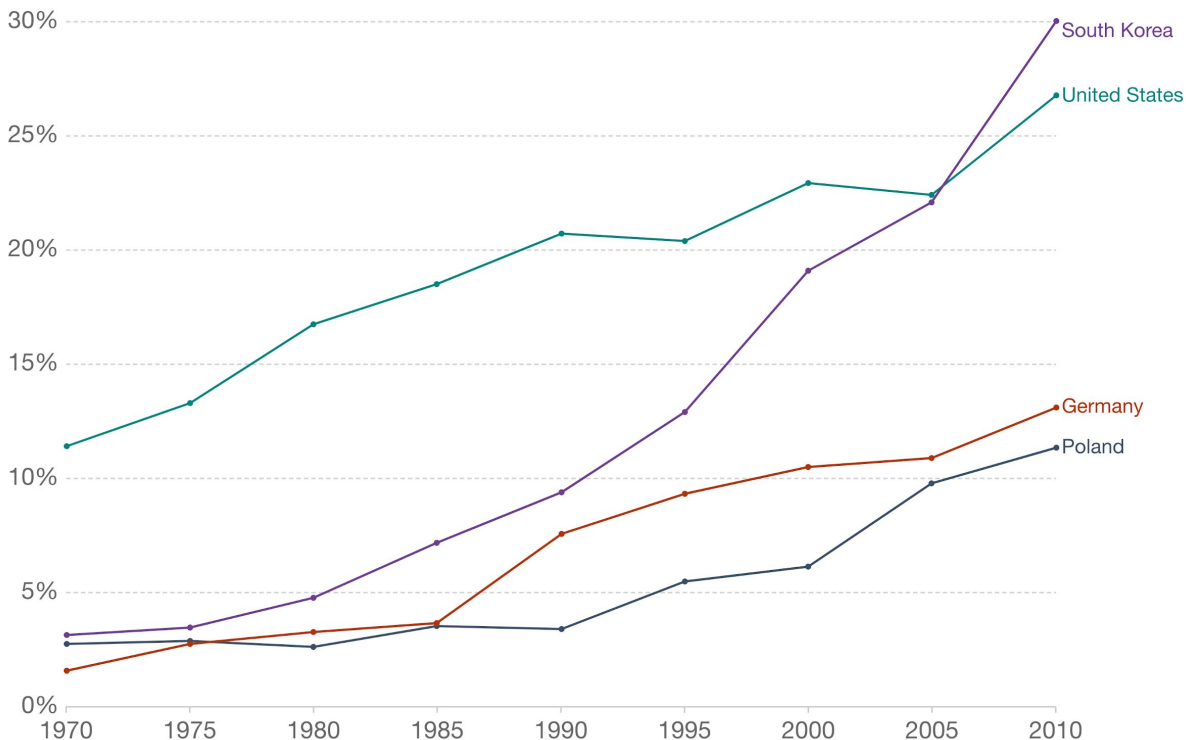
Opportunity

What's the problem?

Just 27 percent of college grads had a job that was closely related to their major

Share of the population with completed tertiary education, 1970 to 2010

The share refers to the population 15 years and older.

Source: World Bank

Opportunity

What's the problem?

- Total addressable market (TAM) represents the job posting offers and employees are being approximately calculated to:
  TAM = (target users) * (monthly subscription fee) * (12 months)
  TAM = (3.89 mln students) * ($10 per month per student) * (12 months)
  TAM = $460 millions

- On average, a corporate job post receives **250 resumes**. We will reduce this number. We focus on the quality of the delivered content.

- Nearly **70%** of recruiting budgets are spent on job boards, recruiting tools, and staffing agencies

Proposal

What's Our Solution?

- Build and provide, simple and economical solution for college graduates based on their skills and preferences.

- Build and delivery personalized Machine Learning System for serving job recommendations to job seekers.

- Provide students with a tool to help them find a job. Create and engaged community of this people to shared their owen best learning practices and experience.

Return On Investment

What can we do?

Expected Revenues: 10,000 students x $10 fee x 150 countries = **$15,000,000**

Total Expenses: 50 developers x $120 avg./hr. x 8hr./day x 5 days/week x 40 weeks = **$9,600,000**

Net Profit: $15,000,000 - $9,600,000 = **$5,400,000**

ROI: ($5,400,000 / $9,600,000) x 100 = **56.25% in first year**

Measurement

How will we know if we're successful?

We will create a separate database of candidates participating in the process. Then we will count how many of our recommendations have been successful.
How many of these offers were rejected and why.

The effect of the recommendations will be measured in the emails campaigns and our forecast showing a significant uplift in our main business metrics: **~5%** in number of job applicants and **~2.5%** in applications.

Competitors

Dice

Need Tech Talent?

- 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.

1.5M
MONTHLY USERS

2.7M
VISIBLE RESUMES

9M
TECH PROFILES

Glassdoor

Glassdoor is one of the world's largest job and recruiting sites

- 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.

50m
unique monthly visitors

9m
job listings

70m
reviews, salaries & insights

1.3m
employers

3.5
average company rating

73%
search and/or apply to jobs

86%
of candidates are likely to research company reviews and ratings before applying

65%
of Glassdoor users read at least 5 reviews before forming an opinion of a company

76%
employees are 'ok' or 'satisfied' at work

72%
average CEO rating

Our Advantages

Why are we better?

- Our main advantage will be sending the candidate who has just finished their studies personalized job offers tailored to their requirements.

- Candidates will not be inundated with dozens of emails about emerging job offers because they may not be adapted to his needs.

- In addition, we will try to create a community focused around looking for a job, preparing for a job interview, conducting training, expert advice.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

To build Machine Learning Recommendation System in our platform

Building future skills/functional leaders with freshly graduated students

To enable Engagement within college graduates

Phase I

Potential database of candidates

Modify candidate profile page

Infrastructure

ALS recommender system

Landing page to acquire candidates

Team

Data driven insights

Phase II

Build ML recommendation system

Based on profile features

- AI Engine - Build an AI/ML engine, delivering new jobs specific recommender service based on Alternating Least Square (ALS) model.

- AI for Growth - Email and push campaigns for new college graduate students. Capability focus.

- Profile - personalized candidate profile with information required for ML engine

Building future functional leaders

With freshly graduated students

- Skills Framework - We want to create a unified skills framework for for students new to the market.

- Career Paths - Create clearly defined holistic career paths for students across markets/industries.

- Resources - Provide our users with the necessary materials and share the knowledge base aggregated in the "[Learning](#)" tab.

To enable Engagement

Within college graduates

- Design & Launch - college students learning page to create a central platform for learning engagement. Create newsletter, groups focused on new career paths.

- Opportunities - build best practice sharing through knowledge sharing forums

- Create a global mentoring platform for functional upskilling moderate by our experts.

Where do we go from here?

Widening the scope

- Calculate the percentage of users on our platform that will be able to participate in the process.

- Launch knowledge sharing forum and ask selected invited group about their opinion on our project.

- Set a target for number of students per country, in absolute numbers.