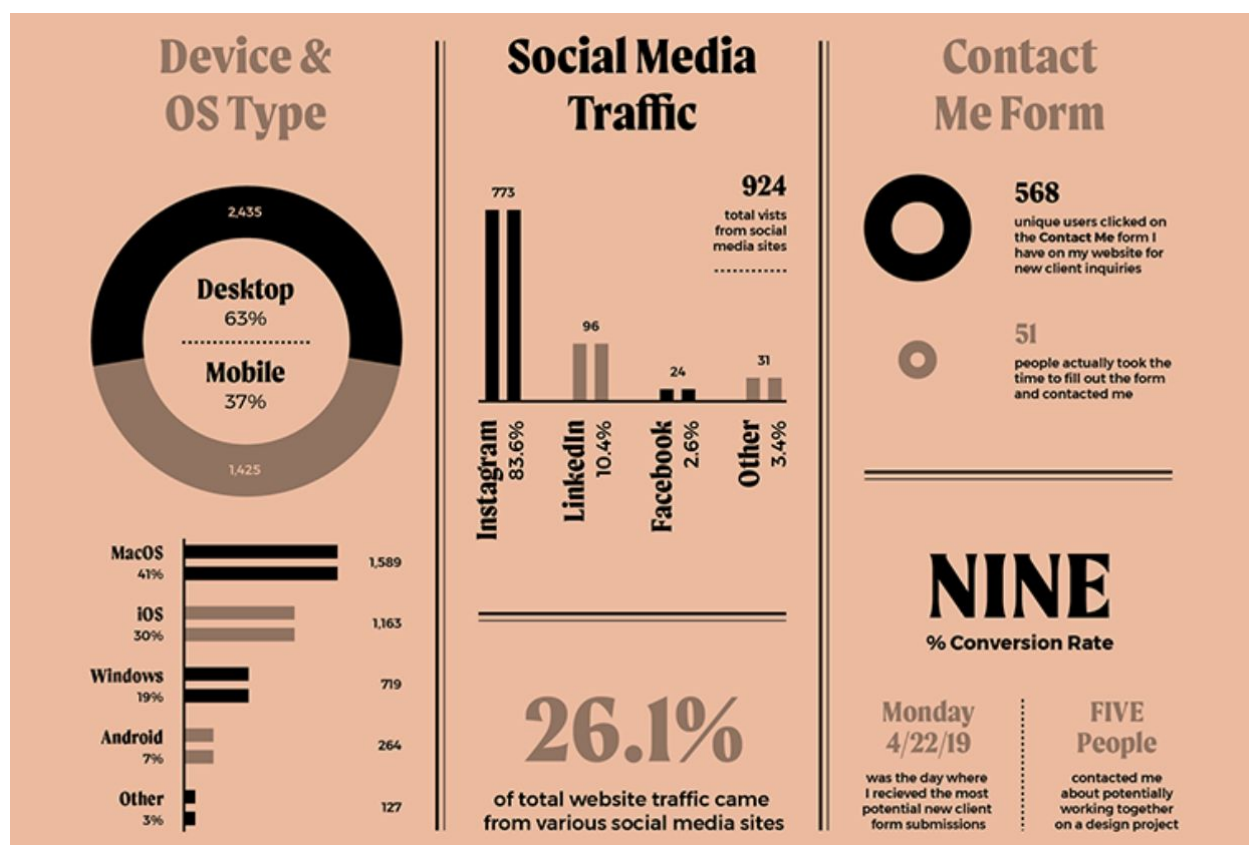**LinkedIn New Grad**

Big day forLinkedIn! 🎉

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. 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.

If you want to know more, don't hesitate to ask!

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.

Device & OS Type

Desktop 63% — 2,435
Mobile 37% — 1,425

OS	%	Value
MacOS	41%	1,589
iOS	30%	1,163
Windows	19%	719
Android	7%	264
Other	3%	127

Social Media Traffic

924 total vists from social media sites

Platform	%	Value
Instagram	83.6%	773
LinkedIn	10.4%	96
Facebook	2.6%	24
Other	3.4%	31

26.1% of total website traffic came from various social media sites

Contact Me Form

568 unique users clicked on the Contact Me form I have on my website for new client inquiries

51 people actually took the time to fill out the form and contacted me

NINE % Conversion Rate

Monday 4/22/19 was the day where I recieved the most potential new client form submissions

FIVE People contacted me about potentially working together on a design project

Key elements or our future strategy include:

- Further development of job configuration system for our new platform
- Develop and optimize LinkedIn New Grad for Mobile
- Self-Service functionality to enrich user experience and monetize
- Adjust data strategy to the non-cookie advertising world
- Smart job offers leveraging new internal platforms possibilities
- Investment in ML/AI to build new Job Recommendation experience on LinkedIn

We seek your support in the execution of these plans and proceeding ahead with the budget as proposed.

Michal Janczyk
On behalf of all the team members who make this dream fully functional product.