



LinkedIn New Grad

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STATUS: **FINAL VERSION**

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Background

Our research during the labour market shows we are using our expertise - 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.

About 73% of job seekers say the process of looking for a job is one of the most stressful events in life. Let's see what history tells us. In 2016, the employment rate for bachelor's degree holders aged 20 to 24 was 86%. Recent studies show that in 2019, the employment rate was higher for those with higher levels of educational attainment. For example, the employment rate was highest for 25- to 34-year-olds with a bachelor's or higher degree (87%).

The employment rate for those with some college (80%) was higher than the rate for those who had completed high school (74%), which was higher than the employment rate for those who had not completed high school (57%). The same pattern was observed among both sexes.

For example, the employment rate for females was highest for those with a bachelor's or higher degree (83%) and lowest for those who had not completed high school (39%).

Our product tries to solve the problem of young people who have just finished their studies and are trying to find their first job.

All these components form a single unit that creates a niche for our new product.

Problem

College graduates leave school with a degree in their hands and enthusiasm for the career they want to build, but sometimes it is not enough. We are trying to solve the problem of young people who have just finished their studies and are trying to find their first job. With our new product - new graduation people will have a much easier start into their career.

We will create a platform on which students will choose the qualifications they have acquired during their studies and the professional skills they want to develop. Our machine learning system will then connect the right student with the most suitable employer. This will be both a great time saver for the employer and the person applying for a job. The employer will get rid of unsuitable candidates and the candidate will not have to send thousands of CVs to find the right employer - we will do it for him. This is important for newcomers to the job market because it allows them to become a part of the system.

The competition(glassdoor.com, dice.com) does not treat our target group as a separate entity.

They focus on the labor market very much, they do not distinguish people who have graduated as separate recipients and do not offer separate products. They focus more on different types of labour markets such as: engineering, farmaceutics.

This is important for us because it can become quite a big part of the revenue in the shower, as we showed in the first part of the presentation. With this product we will gain not only a new market, but also completely new customers, who so far have not been too many on our platform.

Goals

Getting a Job.

The easiest parameter to monitor will be to receive feedback from the company's employees and employers - whether they have met the requirements and received a job or not.

Monthly Active Users

The number of active application users who log into their dashboard at least once and perform one action. This will be, for example: accepting the proposed offer, completing the course, sending messages to the employer.

Response Message Value.

Share with Friends.

We plan to make the option of recommending friends available. The tracking will take place with the power of the links generated.

Success Metrics

The basic measure of success will be the number of active users in one month. An active user is determined by the completion of at least one of the predetermined actions.

Number of applications per offer per number of users per month.

More than 10,000 course users per month.

Customer Satisfaction A customer satisfaction score provides a measure of quality for your service or product. Customer survey data results guide this metric.

Finally, we will be measuring progress of the execution with both impact as well as process metrics. Revenue ambitions based on the customer metrics and product roadmap. These will be less tied to specific product features, but based on assumptions around an engaged product experience.

Key Features & Scope

It will be good to start with this broader perspective to get a full picture of the requirements before jumping into technical details. Approach it from the agile way - we don't want to boil the ocean with unnecessary details and plan your work in a 'value fist' way.

Priority	Feature	Description
P0	AI Engine	The most important thing for us is to provide a machine learning engine that will power all the results presented to our users. The same engine should also work if we swap the jobs database with the courses database available on our platform. This should be the focus of the early version of POC.
P0	Registration for New Grad	A new registration pathway together for students just graduating would be very useful for creating a candidate database for the AI platform.
P1	Student Invitation System	A system for mutual invitation of students. This feature is not a basic functionality required for the systems to work properly.
P1	Course Recommendation	It is a feature that would be nice to have, but it is not our overriding concern and we can definitely deliver it at a later date.
P1	Candidate Dashboard	Dashboard which displays the recruitment process, with details.

Core UX Flow

- [Link to Prototype](#) (Profile Page)

Target Market

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.

Total Addressable Market

Total addressable market (TAM) represents the job posting offers and employees are being approximately calculated to:

$TAM = (\text{target users}) * (\text{monthly subscription fee}) * (12 \text{ months})$

$TAM = (3.89 \text{ mln students}) * (\$10 \text{ per month per student}) * (12 \text{ months})$

$TAM = \$460 \text{ millions}$

Sources:

- <https://www.investopedia.com/ask/answers/120214/how-does-linkedin-lnkd-make-money.asp>
- <https://www.gartner.com/smarterwithgartner/calculate-potential-market-share-size-for-a-new-product-or-service/>
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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.

Acquisition Channel Strategy

- Social media campaigns

We will try to develop a large-scale social media campaign. Our target group will be people between 25 and 30 years old, whose interests, likes and hashtags revolve around the recruitment process, work. We will try to create information channels on platforms such as Facebook and Instagram with specially created content focusing on our product. In addition, we will publish materials on YouTube such as recorded interviews to attract even more potential users of our platform.

- Landing page

Which will be a short information, advertising note on what we do and what problem we are trying to solve. We will promote the page itself, which will redirect traffic to our product page. We will try to promote the website organically with the help of the keywords it contains and with the help of paid search results.

- Recommend to friends.

You will be rewarded for referring new users who subsequently create an account on our platform. For example, a single command will issue credits which can be redeemed for various learning materials, knowledge-enhancing courses.

Marketing Guide

[Marketing Guide Overview](#),

Pricing Strategy

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.

The estimated payback time assumes an annual income on the basis of the data presented.

Expected Revenues: $10,000 \text{ students} \times \$10 \text{ fee} \times 150 \text{ countries} = \$15,000,000$

Total Expenses: $50 \text{ developers} \times \$120 \text{ avg./hr.} \times 8 \text{ hr./day} \times 5 \text{ days/week} \times 40 \text{ weeks} = \$9,600,000$

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

ROI: $(\$5,400,000 / \$9,600,000) \times 100 = 56.25\% \text{ in first year}$

Pre-Launch Checklist

Engineering:

- Prepare at least one team of technical engineers who will be able to monitor the condition of the platform, its stability and consumption.
- In addition, they will be able to catch potential system bugs that we were not able to fix during the tests.

Technical Writer:

- Prepare release notes for the platform to all the platforms on which it will be published.

Marketing:

- Prepare a list of articles focusing on the promotion of our product.
- Buy paid promotion of our Landing Page which will drive traffic to our platform.
- Launch promotional campaigns on social media.
- Prepare a post for the company blog about the launch of a new product.

Legal:

- As far as ethics are concerned, the parameters of the learning algorithm need to be skilfully adjusted so that they do not favour candidates with different preferences. We can be sued through Diversity and Inclusion.
- Protect the machine learning algorithm by patent.

Customer Support:

- Prepare customer support to assist students with setting up accounts and understanding the results returned by the algorithm.
- Prepare F.A.Q list

Sales:

- Contact the relevant companies in the countries where the new product will be introduced and tell them the strategy and how I can use it.

Anticipate Risks

Risk Factor	Migration Plan
Engineering. There is a risk that our infrastructure will not withstand user interest.	In the event of very high interest in our platform, we will be forced to expand the machine not only horizontally but also vertically. It will also be possible to provide additional availability zones to ensure the proper functioning of the system.
There is a risk that the platform may not adapt to the device on which it will be used.	The QA team did not have time to perform all the responsiveness tests of the platform, but the number of devices available on the market on which the website will be consumed is huge. Therefore, we will continuously try to fix any errors that may occur during its operation.
The marketing team may not have had the time to achieve optimal results in organic search.	The solution to this situation will be to allocate additional funds for the launch of the platform.

Training Guide

[Training Guide LinkedIn New Grad](#)

User Guide

[User Guide LinkedIn New Grad](#)

Launch Email

[Launch email LinkedIn New Grad](#)

After Launch LinkedIn New Grad

Interest in the product has far exceeded our forecasts. The traffic generated on the platform is 10% higher than we assumed in the initial scenario. Theoretically, it should be a reason to be proud that the product was a great success, but it does not have to be so. The following tests must be performed to check the quality of traffic that is generated on the platform.

- Check the IP addresses of users accessing the platform. We may be dealing with scrapers who are trying to obtain information about our users or employers. Such behaviour generates a very large non-quality movement that is not useful to the platform.
- Check that the data collection tool is doing it in the right way, not inflating the metrics we have chosen to track.
- More than 40% of users were registered using the "Refer friend" option. Check how the situation will change after suspending this option for about 10 days.

Metric

- Explore organic growth in user registration on the platform.
- Investigate how the number of active users on the website changes.
- Investigate how the number of active employers on the site changes.
- Investigate how the number of contributions progresses after a period of free use.

Control and variant

Users from the region that generates the most page views will lose the possibility of registering a user via the "Recommend a friend" option for the duration of the experiment, i.e. about 10 days. After this time, we will check how the number of registered users changed, whether they continued to visit the site and whether this traffic was valuable

Hypothesis

Unfortunately, in my opinion, the stats are significantly overstated. It is not possible for our estimates to differ by so many percentage points. Therefore, in my opinion, we are dealing here with inappropriate competitive actions or a group of hackers who are trying to get as much information about our users as possible. They may even be planning a bigger attack on our database in order to steal personal data.