

# LinkedIn Grad

Start your careers

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# Background

## Why Are We Here?

We are expanding job market offerings by creating a new app for the best jobs recommendation to recent college graduates based on their skills and preferences.

**[LinkedIn Grad - Start your careers]**

# Business Case

# Initial Focus

Where are we starting?

## **Struggles with freshers to start a professional career:**

1. Lack of work experiences in enterprises' environments
2. Lack of soft-skills (interview, communication, ...)
3. Have no clear career paths

**200M and increasing grads per year**

**51% have jobs after 6 months (2020)**

# Opportunity

What's the problem?

## Total Addressable Market

200M students per year X \$120 (annually) = \$24B

## Potential Market:

- China (*27% of global in 2030*)
- India (*23% of global in 2030*)
- US (*8% of global in 2030*)

# Proposal

## What's Our Solution?

1. LinkedIn CV: *create your own CV*
2. LinkedIn Online Courses: *professional and soft skills*
3. Suggest students' profile to recruiters
4. Recommend suitable jobs

# Return On Investment

## What can we do?

### 1. Development Costs

	Cost/month	Duration	Number	Total
React Native dev	\$13K	180 days (6 month)	3	234K
Data Engineer	\$13K	180 days	2	156K
QA/QC	\$12K	60 days	2	48K
Designers	\$16K	60 days	1	32K
Others	\$5K	60 days	2	20K

**Total: 490K (6 months)**

# Return On Investment

What can we do?

## 2. Courses Costs

Professional Course	\$10 ( enrollment)	extra \$5 (certificate)
Soft skills Course	\$5 (enrollment)	extra \$5 (certificate)



# Return On Investment

What can we do?

## 3. Impact

**Memberships: \$15 per month => \$10 annually package**

**Impact:**

Year	Users	Memberships	Total
1	1M	100k	1M
2	3M	500k	5M
2	5M	1M	10M

# Return On Investment

What can we do?

4. ROI (2 years)

- Total impacts: 3M
- Cost: 490K (development) + 50K (maintain) + 60K (course) = 600K

=> **ROI = (3 - 0.6)/0.6 = 400%**

# Measurement

How will we know if we're successful?

Business KPIs	<ul style="list-style-type: none"><li>• Average Revenue per User (ARPU): <b>\$10</b></li><li>• Conversion from free to paid subscription: <b>50%</b></li><li>• Churn rate: <b>&lt; 10%</b></li></ul>
Product KPIs	<ul style="list-style-type: none"><li>• Weekly Active Users: <b>500K users</b></li><li>• Average number of memberships: <b>10K memberships per week</b></li><li>• App Store and Google Play: <b>4.5*</b></li></ul>
Quality KPIs	<ul style="list-style-type: none"><li>• Percent of users used CV: <b>more than 50%</b></li><li>• Average user rating per job recommendation: <b>4*</b></li><li>• Support contact rate: <b>70% support</b></li></ul>
Development KPIs	<ul style="list-style-type: none"><li>• On-time delivery</li><li>• Average length of an outage</li></ul>

# Competitors

# Indeed

Product Available	<ul style="list-style-type: none"><li>● Website</li><li>● Mobile Application</li></ul>
Features	<ul style="list-style-type: none"><li>● Resume builder</li><li>● Job listing</li><li>● Messaging</li><li>● Email Job Alert</li></ul>
Target customers	<ul style="list-style-type: none"><li>● Worldwide market</li></ul>
Differentiators	<ul style="list-style-type: none"><li>● Schedule and conduct virtual interview</li><li>● Free trial (unlimited)</li></ul>
Price	<ul style="list-style-type: none"><li>● Free</li></ul>

# Glassdoor

Product Available	<ul style="list-style-type: none"><li>● Website</li><li>● Mobile Application</li></ul>
Features	<ul style="list-style-type: none"><li>● Listing jobs</li><li>● Personal branding</li><li>● Review company</li><li>● Access salary databases</li></ul>
Target consumers	<ul style="list-style-type: none"><li>● Worldwide users</li></ul>
Differentiators	<ul style="list-style-type: none"><li>● Job satisfaction rate</li></ul>
Price	<ul style="list-style-type: none"><li>● Free</li></ul>

# Our Advantages

Why are we better?

LinkedIn CV	<ul style="list-style-type: none"><li>• Allow students to create CV actively</li><li>• Increase the amount of CVs on the system</li></ul>
LinkedIn Online course	<ul style="list-style-type: none"><li>• Provide freshers professional knowledge to adapt real working environment in businesses</li><li>• Improve soft skills (<i>negotiation, interview, presentation, ...</i>)</li></ul>
Suggest employees' profile	<ul style="list-style-type: none"><li>• Boost the efficiency of recruitment</li><li>• Strengthen connection between company and employees</li></ul>
Jobs recommendation	<ul style="list-style-type: none"><li>• Use AI to optimize the most suitable chances</li></ul>

# Roadmap and Vision



# Roadmap Pillars

Where do we go from here?

- Vision: **the best choice for freshers' career development**
- Slogan: **Start your career**
- Themes:
  - **Active Job Seekers**
  - **Always Be Ready**

# Active Job Seekers

Goal is to build an excellent system for students to create their CV independently and apply jobs anytime actively

- Users could choose the CVs' templates which are suitable regionally
- Create their CVs by the suggestion from AI systems to match with recruiters' expectations
- AI reviewers return the suitable jobs with the experiences and knowledge of students
- Students could apply any jobs by themselves

# Always Be Ready

Goal is to create a learning plans for each student based on their professional skills and the expectation from recruiters.

- Provide students a profound knowledge in their aspects
- Increase the efficiency of job interviews through courses about interview, negotiation, public speaking, ...
- Certificate to confirm and build personal branding more trustworthy
- Test frequently to ensure the quality of users

# Where do we go from here?

- Build an MVP version and publish to the targeted market (China, India, US,... )
- Connect to Courses' partners (Coursera, Udemy, ... )
- Create effective marketing campaigns to attract students and freshers
- Interact with universities to get the potential users

# References

- Slide 5: <https://monitor.icef.com/2019/07/oecd-number-of-degree-holders-worldwide-will-reach-300-million-by-2030/>
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