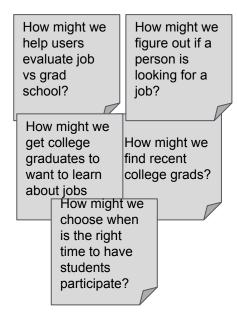
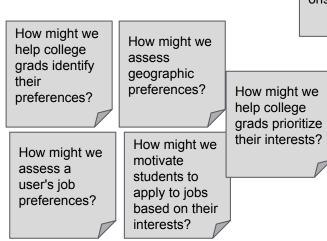
Best Job Seeker Experience



Identify Job Seekers



Understand Interests & Preferences

How might we suggest Job events/conferen ce/fairs based on candidate's interest?

How might we improve job recommendati ons to users?

How might improve connection recommendations based on candidate's interest?

How might we help students become more aware of jobs available to them?

How might we allow students to discover their passions?

How might we help students align their passions to available jobs?

Discover new opportunities

How might we help colleges grads learn what jobs are really like?

How might we help grads assess job fit?

Job Insights

Great Employee/Employer Matching

How might we get accurate and timely job market information?

How might we request information from companies?

Identify Open Roles How might we create accurate matches?

How might we create an accurate and reliable recommendation engine?

How might we match skills with employer needs?

Matching

How might we facilitate communicatio n between user and employers?

Communication

How might we create a model and account for bias in our model and job areas?

Bias

How might we evaluate employer profile effectiveness?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

High Quality Profiles

Tools & Services

How might we connect users How might we from the same connect users schools? with mentors? How might we How might we create a build and supportive improve social network professional for job mentorship seekers? community?

Community & Mentorship

How might we assess a user's job skills?

How might we help colleges grads calibrate their skills?

Skill Assessment

How might we recommend professional certifications, courses, conferences to employees?

Ongoing Education

How might we provide resume writing assistance?

Resume Help

Other

How might we market our app to users?

How might we give incentives to get friends using the app?

How might we incentivize students to use the new app?

How might we partner with college career centers?

How might we develop partnership with schools?

How might we protect user information?