

# Linkedin Start

Connecting the next generation of talent

**Product Owner: Óscar Córdova**



# Background

## Why Are We Here?

An online platform that helps college graduates reach the right job for them

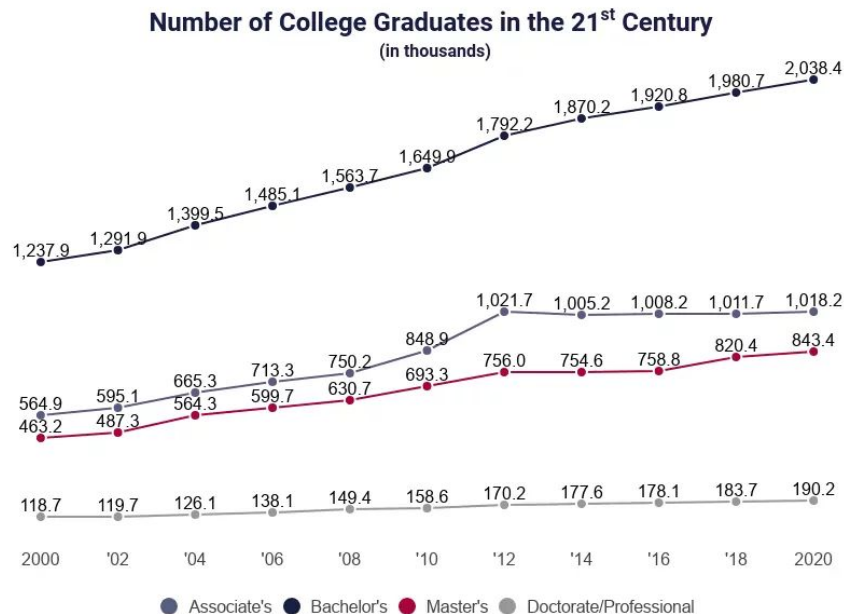
**Closing the skills gap for fresh graduates**

# Business Case

# Initial Focus

## Where are we starting?

- Skills Gap Could **Cost** US Economy **\$2.5 Trillion** Over Next Decade [\[9\]](#)
- The **average time** to get a job after graduation is **3 to 6 months** for most students. In most cases ind of job that has a higher bar for entry, it may require more skills, pay more money, and attract more qualified candidates. [\[10\]](#)
- Users belonging to the **18 to 24 year age group** made up **20.4%** of our user base. [\[11\]](#) Our second most important age group
- Continue on track to “create economic opportunity for every member of the global workforce” [\[2\]](#)



# Opportunity

## What's the problem?

### Myth that if you have a college degree, you have a job

53% of college graduates are unemployed or working in a job that doesn't require a bachelor's degree. <sup>[3]</sup>

### High job search time

It takes the average college graduate 3 to 6 months to secure employment after graduation. <sup>[3]</sup>

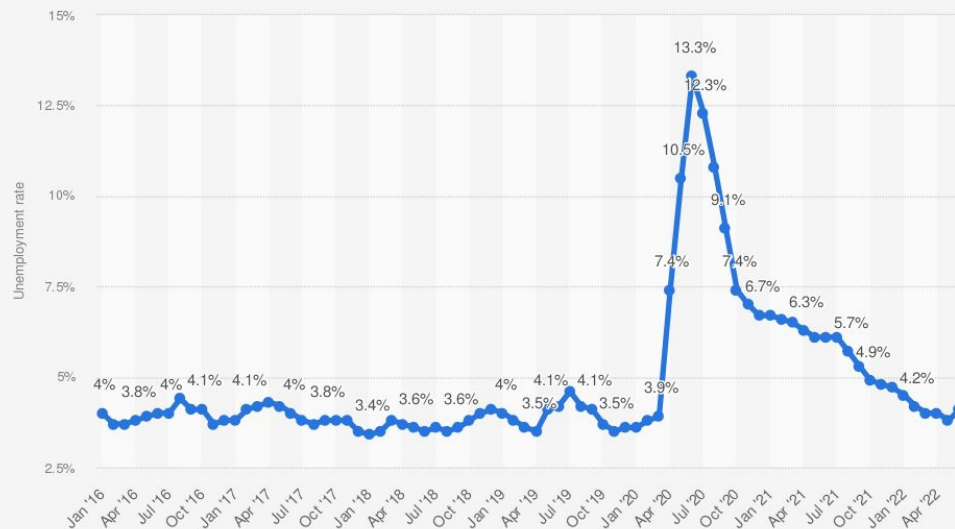
### High amount of graduates each year

In 2021, more than 2 million bachelor's degrees were awarded in the U.S. <sup>[4]</sup>

### Lack of necessary skills

1 in 5 graduates said that their school did not provide them with the necessary skills needed for the workforce. <sup>[5]</sup>

Unemployment rate of recent graduates in the United States from January 2016 to June 2022



**Sources**

New York Fed; US Census Bureau; Bureau of Labor Statistics  
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**Additional Information:**

United States; January 2016 to June 2022

# Opportunity

## What's the problem?

- US Population: **330 million** [\[11\]](#)
- **12.0 million** or 60.9% of all students are enrolled full-time [\[12\]](#)
- **4.1 million** or 20.7% of students graduate annually [\[12\]](#)
- **2 million** students graduate annually with a bachelor's degree [\[4\]](#)

**TAM = (2 million graduates) x (\$29.99 per month) x (12 months per year) x (5% growth rate) = \$770 million (approx.)**

# Proposal

## What's Our Solution?

- Learning platform with training on job-specific hard and soft skills.
- Mentorship, guided programs and interviews prep.
- Partnership with employers to create training or internship programs.



# Return On Investment

## Cost estimation

	<b>Cost</b>	<b>Impact</b>	<b>ROI</b>
<b>Learning Platform</b>	450k	+800k	77%
<b>Mentorship &amp; Guided programs</b>	400k	+600k	50%
<b>Partnerships with employers</b>	250k	+400	38%



# Return On Investment

## Payback estimation

	<b>Cost</b>	<b>Impact</b>	<b>Per year</b>	<b>Payback Period</b>
<b>Learning Platform</b>	450k	+800k over 1 year	800K	6 months
<b>Mentorship &amp; Guided programs</b>	400k	+600k over 1 year	600K	7 months
<b>Partnerships with employers</b>	250k	+400k over 1 year	400K	7 months

# Measurement

How will we know if we're successful?

## Business

- # Users enrolled in courses
- Conversion to subscription
- Churn

## Product

- Weekly active users
- Average courses per user
- Average mentor sessions per user
- Average of internship by employer

## Quality

- Average rating per mentor
- Average rating per course
- Average time to get hired

## Development

- On time release new course
- Average time of new partnerships

## First year goal

- 30% of our users get a job in less than 3 months

# Competitors

# Tallo

## Key features

- Career fit assessments
- Register to career fairs
- Create digital portfolio
- Share their profile digitally.
- Display digital badges.

## Stats

- 1M users [\[6\]](#)
- 180K connections made [\[6\]](#)
- 6M Revenue [\[7\]](#)

# ZipRecruiter

## Key features

- Shareable resumes.
- Candidate screening interviews.
- Alerts/Notifications
- Interview Scheduling
- Matching Engine

## Stats

- 25M monthly active users [\[13\]](#)
- 418M in total revenue in 2020 [\[13\]](#)
- 9M active jobs posted [\[13\]](#)

# Our Advantages

Why are we better?

- 46M+ students and recent college graduates use LinkedIn [\[8\]](#)
- Internships programs co-created by industry leaders
- Personalized mentorship and career path

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

## **Removing the skills gap between fresh graduates and employers**

Themes:

- Learning Platform
- Mentorship & Guided programs
- Partnerships with employers



# Learning

## Soft and hard Skills

- **Soft and hard skills courses for technology majors:**
  - Courses best suited for each college degree
  - Screening test for career path
  - Course certification and next steps

# Mentorship & guided programs

## Tailored mentor experience

- Mentor selection based on college, employer, interests, and geographic region for technology majors
- Mentors and mentees virtual sessions platform
- Progress and notes platform

# Partnerships with employers

- LinkedIn certified technology internship programs
- LinkedIn technology graduates career fair

# Where do we go from here?

## Widening the scope

- Expand products for other majors like business and science
- Partnership with college and institutes

# Sources

- [1] - Statista - [Distribution of LinkedIn users worldwide as of January 2022, by age group](#)
- [2] - LinkedIn - [Culture & Values](#)
- [3] - Washington.edu - [What can students do to improve their chances of finding employment after college?](#)
- [4] - Education Data - [College Graduates by Age](#)
- [5] - [Survey Reveals Higher Education Stigmas, Job Skills Gap Impact Recent Graduates' Employment](#)
- [6] [Tallo 1 million users](#)
- [7] [Tallo revenue](#)
- [8] [Top LinkedIn Demographics](#)
- [9] [Skills Gap Could Cost US Economy \\$2.5 Trillion Over Next Decade](#)
- [10] [Average Time to Get a Job After Graduation in 2022](#)
- [11] [U.S. and World Population Clock](#)
- [12] [College Enrollment Statistics](#)
- [13] [ZipRecruiter statistics](#)