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### Background

Around 3% engineers possess new-age skills in areas such as AI, Machine Learning, Data engineering and Mobile technologies in India as per National employability report 2019.

The employability of Indian engineers continues to be painfully low with more than 80% engineers’ unemployable for any job in the knowledge economy, reveals Aspiring Minds’ National Employability Report."

### Market size:

As per mint, 6 mn fresh graduates hire every year. If we are sell our app at 1000./month to 5% of these job seekers. This translates into 24000\*.6 Mn=2.6 bn$ opportunity.

<https://india.antalfranchising.com/the-recruitment-industry-in-india/>

<https://www.livemint.com/news/india/new-jobs-demand-for-freshers-in-these-sectors-improving-say-experts-11604478823494.html>

### Competitors:

* Internshala: Its a technology company on a mission to equip students with relevant skills & practical exposure through internships and online trainings. They offer Internships, Intern hiring, Recruitment, online training, and e-learning. $127 mn was the revenue last year.

<https://growjo.com/company/Internshala#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%241267M%20per%20year>.

* Freshersworld : It is the top hiring site for freshers in India. They offer Off-campus/Pooled Campus Drives for corporate, Employer branding , online recruitment platform . $22 mn was the revenue reported last year.
* <https://www.zoominfo.com/c/the-freshersworld/353490732>

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### Problem

### As per EY future of jobs in India – 2.0; 46% of job profiles either require new skill sets or will be redefined by 2022. Students spend considerable amount of time in researching about in-demand job profiles. However information available to them is unstructured and fragmented. This result into lack of preparedness for new age jobsGoals

[What does success look like?]

### 10% referrals in the first 6 months of operation.

### Key Features

Feature 1: **Auto connections**: Initial level connections will built with other recent graduates who are aspiring for Job roles. Now it’s up to job applicant to decide if he wants to convert into a professional connection.

Feature 2: **Skill gap depicter:** It fetches skill requirements from posted job descriptions and mapped it with LinkedIn learning product. It motivates the students to acquire requisite skills for the Job.

### Success Metrics

Average connections for graduate with a year of usage: 300

Average completion % for requisite skills: 60%

### Target Market

Target users are recent graduates from Tier 2 and Tier 3 colleges who are searching for job.

### Core UX Flow *(optional)*

<https://www.dropbox.com/sh/z6p46q1ica2gr6r/AAANm7Tt0DRM4dcM0_Riphica?dl=0>

### Marketing and Pricing strategy

It will be based on freemium model where the core features will not be chargeable however in order to acquire relevant skills or prepare a portfolio or cv to showcase will be chargeable.

Marketing channels:

1. Youtube: This is because recent graduates are on youtube either to learn a new skill or to explore latest happenings.
2. College Fest: This is opportune place for marketing because recent graduates always track the things happening at college fest.
3. Moocs: Marketing here will directly benefit because being unemployed these people are always in search of learning relevant skills.

Pre- launch Check-list

Teams:

Engineers: To validate whether all QA testing in staging and other environments is complete and whether we are ready for smooth launch.

Legal: To get final sign off against any legal hiccup that might exists

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Marketing: To ensure proper marketing budget and campaign planning for the launch event,

Customer Support: To ensure the availability of all trainings and training material.

Sales: To validate the preparation work for on boarding of potential customers.

Preparing for launch

Teams :

* Stakeholders: To validate if they have any feedback to share or if they have any concern.
* Customer service team: Teams need to be given heads up to prepare for any eventuality that may come post launch.Product guides should be handed over to the team.
* Scrum team: The team has to sensitise with the current stage of product.
* Account management team: the team should be very well verse with the functioning of product and should be in a position to answer customer queries.

Three risks factors:

* Unusual high traffic on a feature: Although the product is highly scalable through cloud servers, we expect the loading time of few database linked features to increase.As a mitigation measure , we are closely monitoring the usage and will limit the usage if required.
* Data is not storing: in case such ise sues get reported , we have to enable the fall back database server to support production.
* Unstable code: if there is a aberration in expected behaviour of code, we will be roll back to original code within 2 hours.

Post launch activities:

1. The proposed solution should be able to solve job seeking challenges of fresh graduate because as per our research the biggest difficulty graduate face was acquisition of industry relevant skills and finding relevant opportunities. And our product caters to both.
2. Success metrics: new users should spend at least avg 10 mins on the product exploring core features.
3. Hypothesis that we have to test :
4. Avg time spent on the website should be 10 mins.
5. Atleast 20% of the users should find us through youtube.

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