

Linkedin For New Grads

- **Because your first job shapes your career**

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Background

Why Are We Here?

- Your first job as a graduate shapes your entire career.
- There is no effective & trusted platform to match recent graduate skills to the available jobs and career path

LinkedInGrad – Connecting fresh grads with their ~~first job~~ career.

Business Case

Initial Focus

Where are we starting?

- LinkedIn has been on an exponential growth path and we continue to look for opportunities to tap into new segments to increase our revenue stream.
- Connect fresh graduates with the right position and career path is massive. A conservative estimate for total addressable market is \$1.5b, targeting 4.0m graduates at our current pay per click model to employers[5].

Opportunity

What's the problem?

- Of the 4m yearly graduates in US, only 69% find employment of choice [2].
- Fewer than 65% millennials are upbeat about their workplace [3].
- Further, over 55% of graduates are not satisfied with candidate experience [4]
- TAM = (4.0m graduates) x (\$495 per month) x (95% employment rate) x (87% LinkedIn recruiter penetration) = \$1.5b
- [1] <https://educationdata.org/number-of-college-graduates#:~:text=23.5%25%20of%20bachelor's%20degree%2Dearners,college%20students%20graduated%20in%202020>.
- [2] <https://www.pewresearch.org/fact-tank/2021/05/14/college-graduates-in-the-year-of-covid-19-experienced-a-drop-in-employment-labor-force-participation/>
- [3] <https://focus.kornferry.com/wp-content/uploads/2015/02/TAQ-What-do-graduates-really-want-WP-FINAL.pdf>
- [4] Korn Ferry. (2013). Through the eyes of a graduate: Talent Q survey report.
- [5] <https://business.linkedin.com/talent-solutions/jobs-101/pricing>

Proposal

What's Our Solution?

- LinkedInGrad would be the ideal fresh grad experience platform – helping graduates and employers find their perfect match.
- The platform would offer -
 - Exclusive LinkedInGrad branded free membership tier for fresh grads
 - LinkedInGrad freemium member features – Resume writing service, SkillShowcase, GitHub integration, AI job match, premium messaging, career concierge, LinkedIn Learning etc.
 - LinkedInGrad Recruiter features – Grad focused branding, Enhanced pay per click billing only for LinkedIn grad clicks, Mentor networking etc.

Return On Investment

What can we do?

• Investment Needed

	Year 1 - Initial Cost of Dev Investment for MVP Launch	Year 2 Full Launch + Feature Development + OpEx	Year 3 on.. Contd Feature Dev + OpEx	Assumptions (US Launch Only)
Tech Labor	\$120m	\$120m	\$100m	10 Dev Squads + 5x AI / ML Squads (Frontend, Middleware, Backend) – 12x resources each @ \$200/hr Architecture, Observability, DevOps, QE, Service Management, UI/UX, Design, Agile Coaching, Frameworks & Licensing, Training, + Year 1+2 Boutique Consulting Fee (\$25m) + Year 1 + 2 Accelerated Development Ext Labor (\$25m)
Infrastructure	\$20m	\$50m	\$50m	Azure / AWS / API Gateway licensing etc.
Content	\$10m	\$5m	\$5m	1x Squad of Content Writer and Internationalization.
Marketing	\$15m	\$20m	\$20m	
Onboarding	\$5m	\$10m	\$10m	US Onboarding Squads
Legal	\$20m	\$5m	\$5m	Initial Legal Costs + MVP Review + Operational
Prod Operations	\$5m	\$10m	\$20m	Call Center, Dedicated / Premium Support 15x US Regional Relationship Managers @ \$200/hr+ Squad of 20x Ops support resources. @ \$100/hr
TechOps	\$5m	\$10m	\$10m	TechOps, DR, Ongoing Product Support Investments
Total	~\$250m w/ Contingency	\$250m w/ Contingency	\$250m w/ Contingency	

Return On Investment

What can we do?

• Revenue

Given we are targeting fresh graduates with yet to be developed source of income, the new grad LinkedInGrad subscription model would be freemium. This will allow rapid expansion and ramp-up to near ~100% subscriber penetration tapping into the popularity of LinkedIn. We anticipate the Grad subscribers would enrol into regular LinkedIn features like Learning, Certifications, Resume service etc. to enhance their LinkedInGrad profiles. However for a conservative estimate, let's assume the revenue stream will be limited to prospective employers trying to attract the talent. Access to near ~100% new grads profiles on an exclusive platform would be an extremely attractive proposition to the employers who would pay the regular LinkedInJobs pay per click fee – with the added benefit that LinkedInGrad jobs will only be charged for the clicks coming from LinkedInGrad profiles.

Given 87% of recruiters use LinkedIn already [6], and the US unemployment rate of 5%; of the 4.0m, fresh graduates, ~3m jobs should eventually be posted via LinkedInGrad. With an average 30 day budget of \$495 per job, total addressable market is \$1.5b.

• ROI

Assuming the first year be initial dev, 10% conversion by Year 1, 25% by Year 2 and 50% by Year 3. The 4 yr ROI is – 27.5%

Cost (Initial Dev-Year1 & 2, 3, 4)	Year1 Impact (10%)	Year 2 Impact (25%)	Year 3 Impact (50%)	ROI over 4 years
\$1b	\$150m	\$375m	\$750m	27.5%

[6] <https://kinsta.com/blog/linkedin-statistics/>

Measurement

How will we know if we're successful?

- **Business KPIs** – Match Satisfaction Ratings, Hiring conversion rate, YoY growth in job postings vs TAM
- **Product KPIs** – #Clicks per Job, #Matches per job, %of Grads matched to jobs, #Relevant UpSkills recommended per user
- **Quality KPIs** – Uptime SLOs, #of Incidents
- **Dev KPIs** – Feature Velocity, %defects in UAT vs Dev

First Year Goal - # Achieve LinkedGrad Clicks per job rate to within 20% of LinkedIn Jobs clicks per job rate.

Competitors

CollegeGrad

CollegeGrad is rated #1 entry level job site for college students and recent grads per Alexa global rankings.

- **Features –**

- Recent grad hiring is the core business w/ articles and tips for new grads.
- Only Basic entry level and internship job search capability.
- Integration with third party resume assistance service is an additional referral and advertisement-based revenue stream.
- Provides guidance on how to succeed in an interview and negotiate an offer.

- **Market Penetration –**

- Besides grad branding, offers no differentiator vs regular job sites.
- <1000 posted positions with most being links to other jobs sites

- **Revenue –**

- \$199 for 30 days & \$399 for 90 days per posting.
- With ~1000 posted positions and linked and additional click through referrals and advertisements, the total revenue < \$5m

Avenica.com

Avenica is a career placement model for new grads who are uncertain about their career paths.

Features –

- Proprietary behavioral interviewing process that helps entry-level job seekers
- Invested in DataScience and algorithms that uses resume as just one of the data points to find the best for new grads.
- White glove service – partner with and advocate candidates directly to employers.
- Provides two way matching. Candidate to employer and employer to candidate.

• Market Penetration –

- Limited local presence due to white glove service model. is extremely limited.

• Revenue –

- No cost to candidates for career advice and placement service
- Hourly commission to the employer for the duration of the employment. Estimated revenue is ~\$25m.

Our Advantages

Why are we better?

- There is no direct competition in the new grad career segment.
 - Competition lacks ability to scale
 - Regular job placement sites like Indeed and Glasdoor are already challenged by LinkedIn Jobs.
- LinkedInGrad is a unique product proposition
 - True new grad career platform vs a new grad job site offering exclusive NewGrad branded profiles, networking and the best in class AI/ML based career match features.
 - Build upon LinkedIn's reputation, penetration and technology investments
 - Integrated with other segment focused LinkedIn products like LinkedIn for HigherEd, LinkedInUniversity Pages, LinkedIn Learning

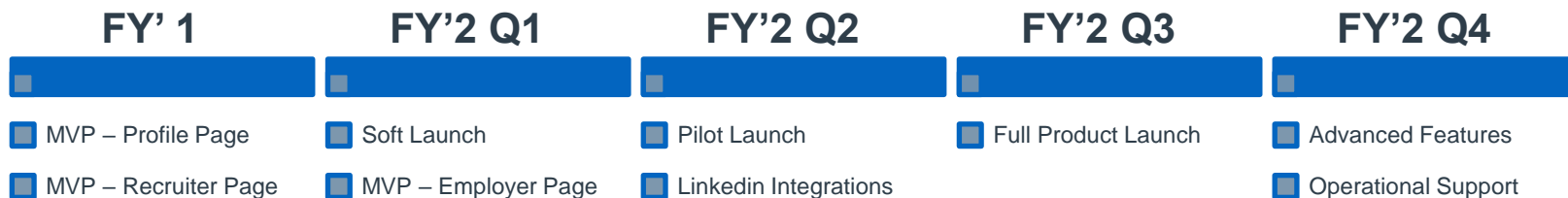
LinkedInGrad is a package that is simply waiting to be assembled to create a product offering that would be unmatched in this class.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- LinkedInGrad would be the world's first New Grad Career development platform.
- Roadmap Pillars
 - Product marketing & branding that places LinkedInGrad as the defacto platform for new grads to take their first steps in their career.
 - Simple, modern, scalable product development roadmap tapping into existing LinkedIn capabilities.



LinkedInGrad Branded User Profile

- Design a LinkedInGrad theme user profile
- LinkedInGrad exclusive sections on the profile -
 - Market new grad skillset
 - GitHub, Leetcode integration
 - Mentors' and teachers' endorsements
- LinkedInGrad exclusive 'Action Center' for -
 - Matched, in-demand recommended courses from LinkedIn Learning
 - Top matched employers and offered positions
 - Featured open mentorship connections for prospective / matched employers

LinkedInGrad Employer Page

- LinkedIn Company Page exclusive for New Grads
- LinkedInGrad specific capabilities to –
 - Share feedback on the interview experience.
 - Rate and leave employer feedback.
- Navigator for featured roles within the organization.

LinkedInGrad Recruiter

- Ability for recruiters/employers to post a job as and for LinkedInGrad branded segment.
- LinkedInGrad message inbox to communicate with LinkedInGrad candidates
- Capability for hiring managers / executives to turn on/off “Available to mentor LinkedInGrads” – searchable & visible only to LinkedInGrad profiles.

Where do we go from here?

Widening the scope

- Expand to global markets
- Integrate Microsoft Teams Capabilities to develop an instant mentorship and networking platform.
- Offer top ranked / in-demand candidates based on GitHub code profiles, certifications, match etc. Premium tiers for employers to be able to reach out to these candidates.
- LinkedInUniversity integration w/ LinkedInGrad where Universities can showcase their top LinkedInGrad profiles.
- LinkedInGrad endorsement by professors / teachers.