



Get Trained & Hired

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Background

Why Are We Here?

An online platform to connect, share, learn and provide economic opportunity.

Where talent meets opportunity

Business Case

Initial Focus

Background

- 740 million members in more than 200 countries and territories worldwide
- 310 million monthly active users.
- 40 million uses LinkedIn to search for jobs each week.
- [50% of college graduates](#) in the US are LinkedIn users.
- Our mission is to connect the world's professionals to make them more prolific and successful.

References - [Linkedin statistics](#), [About us](#)

Opportunity

Pain areas



Higher Competition



Little work experience



Networking



Talent Gap

Opportunity

Reality of the problem

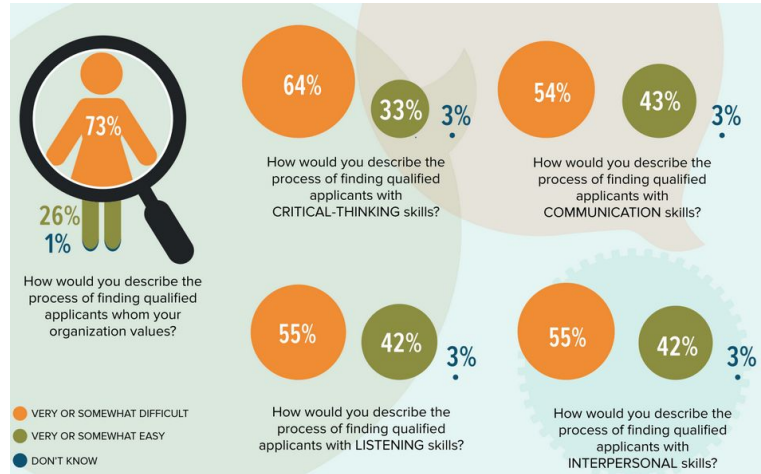
- In 2019, [Gallup research](#) found out that graduates wish they had received more training on networking and software skills.

Skill	
	% Selecting
Networking	49
Computer software	33
Organizational	22
Communication	20
Public speaking	19
Math	15
Writing	14

Opportunity

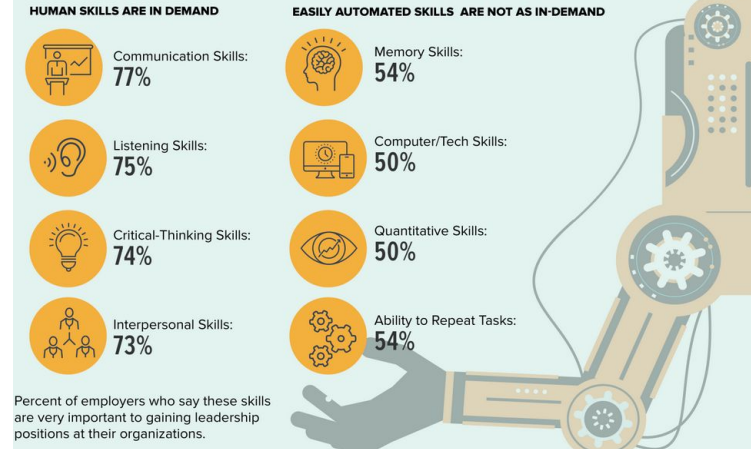
Reality of the problem

- As per [Northeastern university](#) an impressive academic career and tangible experiences are considered necessary to just get your foot in the door with an employer, for recent graduates.
- As per [Cengage's survey](#) employers say they have a hard time finding graduates with the soft skills their companies need.



THE RISE OF AUTOMATION MEANS JOB CANDIDATES WILL NEED 'UNIQUELY HUMAN' SKILLS

As jobs become increasingly automated, employers are seeking workers with skills that machines can't replace.



Opportunity

Total Addressable Market

In USA, 56.4 million students attended school in Fall 2020

50% of college graduates in the US are LinkedIn users

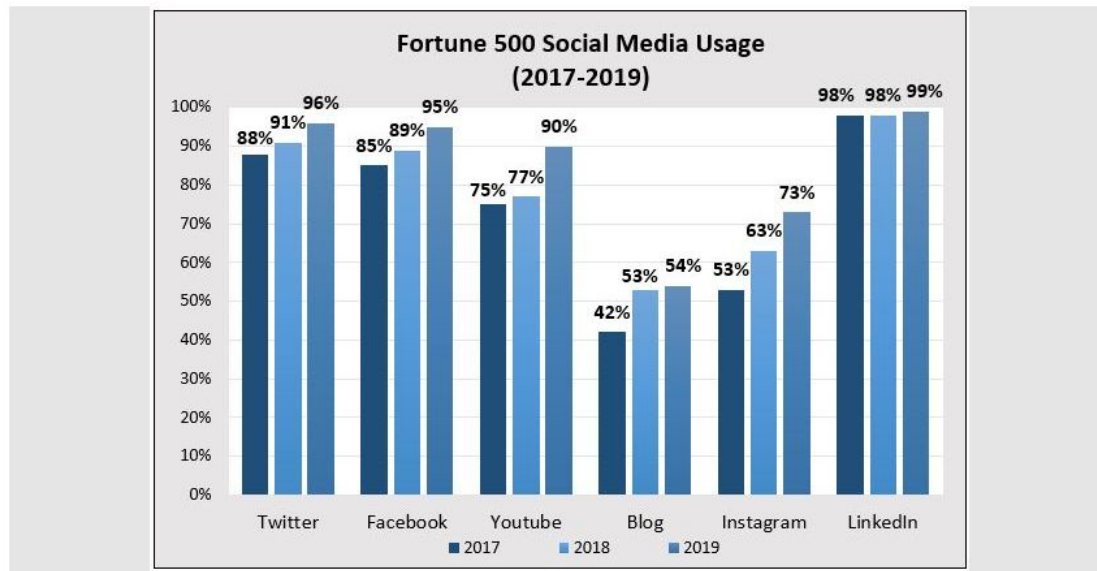
29.99\$ per month for premium plan

$(56.4 \text{ million students}) * (28.2 \text{ million users}) * (29.99\$ \text{ per month}) * 365 \text{ days} = \mathbf{17.409 \text{ trillion}}$

Opportunity

Market reach

- 98% of the Fortune 500 companies use LinkedIn to tell their stories, recruit, and network



Reference - <https://www.umassd.edu/cmr/research/2019-fortune-500.html>

Proposal

What's Our Solution?

- An e-learning platform where graduates can enroll into courses to improve skills based on their preferences.
- We will offer mentorship, industry-led projects, expert interviews and free access to paid tools after the enrollment.
- A social marketplace where graduates can able to connect with the best recruiting companies, industry professionals.

Proposal

Steps to take

- A user will undergo through a screening test. This will help us to understand the applicant's knowledge, skills.
- Based on the results we will offer a custom course offerings.
- After the completion of the course/courses we will match user skills and job demands to find the potential job, help to build the professional network.



Return On Investment

Cost Structure

Payroll charges	750K
Cloud services platform charges (AWS/Azure)	100K
Marketing expenses	400K
Payment processors	50k
Accounting/Legal	10k
Mentors/Tutors	2 million to 3 million
Total	4.3 Million

Note - 5 team members, The projected cost for 1 year, 30-40 tutors

Return On Investment

$$[(1 \text{ Million users projected first year} * \$29.99 * 12 \text{ months} - 4.3 \text{ million (Initial cost) }) / 4.3 \text{ million}] * 100\%$$

Which would be 8269.3 %

Return On Investment

Subscription Based Model

Free Plan

- ❖ Limited access to LinkedIn learning
- ❖ Limited access to LinkedIn recruiter.

Premium Plan (29.99\$/month)

- ❖ Unlimited access to LinkedIn course catalog.
- ❖ Unlimited LinkedIn mentorship.
- ❖ Access to LinkedIn job score portal.
- ❖ Access to LinkedIn recruiter.

Measurement

How will we know if we're successful?

- Increased positive reviews and ratings from the users.
- 1M subscribed users opted for the premium plan.
- 50% of subscribed users hired from our platform.

Competitors

Indeed

Help people to get jobs

- Offers job openings/listings for job seeking professionals.
- Provides features like resume builder, Google-like search engine, job notification, salary tools
- 250 million monthly visitors.

Reference - <https://ca.indeed.com/>

Glassdoor

To help people everywhere find a job and company they love

- An online job platform which helps job seeking users to find a job and company they love
- Users can see company reviews, ratings, salary insights and job postings.
- 50 million monthly active users.

Reference - <https://www.glassdoor.ca/index.htm>

Our Advantages

Why are we better?

- [50% of college graduates](#) in the US are LinkedIn users which gives us competitive edge.
- Mentoring/Training helps users to improve their professional skills.
- Helps users to find the jobs based on their preference.
- An Ecosystem where we offer training and job placement together.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Create economic opportunities for recent graduates which will stimulate global economy growth.
- Our strategy would be :
 - Improve professional skills by training/coaching.
 - Enhance opportunities to get hired.

LinkedIn Learning

Improve professional skills by training/coaching

➤ **LinkedIn course catalog**

- Users have access to courses based on their preferences.
- Screening test after registration.
- Course certification.

➤ **LinkedIn mentorship**

- User able to select a career guidance which includes one to one mentorship, interview preparation and resume assessment.

LinkedIn Recruiter

Enhance opportunities to get hired.

➤ **LinkedIn job fit**

- Users able to see which jobs are most relevant to skills and interests.
- Job notification alerts.

➤ **LinkedIn network**

- Users able to connect with recruiters via messaging system.
- Users able to connect with other graduates via messaging system.

Where do we go from here?

Widening the scope

- A global rollout.
- ML/AI capabilities to give more personalized options for training and recruitment.