

# Fresh to Adress

A life chainging application, following LinkedIn

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# Business Case

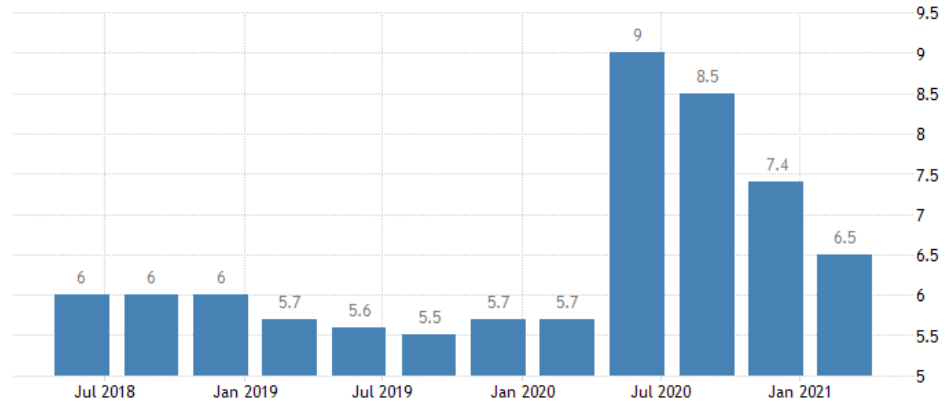
# Initial Focus-LinkedIn

- Is Unemployment an issue we should worry about ?
- Here is a statistic that shows the rate of unemployment around the world [Unemployment Rates Around the World 2020 | Global Finance Magazine \(gfmag.com\)](#)
- Is the issue growing with no solution?

# Problem-LinkedIn

## (Economic facts)

Here is a statistic that shows the rate of unemployment in Saudi Arabia



SOURCE: TRADINGECONOMICS.COM | CENTRAL DEPARTMENT OF STATISTICS AND INFORMATION

How is Saudi dealing with the issue?

- Saudization program
- supporting the private sector

[Saudi Arabia Unemployment Rate | 1999-2021 Data | 2022-2023 Forecast | Historical \(tradingeconomics.com\)](#)

[Unemployment and Saudisation in the Saudi Economy - PHDessay.com](#)

[Private Sector Partnership in the Kingdom of Saudi Arabia \(my.gov.sa\)](#)

# Problem-LinkedIn

(Root causes)

**Major causes of unemployment in Saudi Arabia are :**

- **Lack of experience**
- **Foreign workers have caused unemployment to locals**

**We can prevent this issue from growing by:**

- **Incentivize Employment of Citizens**
- **Looking Forward**

[Saudi unemployment and how to combat it | Arab News](#)

[How Saudi Arabia Plans to Tackle Unemployment | The Borgen Project](#)

# Problem-LinkedIn

(Current situation)

- **The number of unemployed Saudi nationals reached 647,000 by the end of last year, of whom 56 percent, or 363,800, hold bachelor's degrees or licenses.**
- **58% of fresh graduates in the Kingdom of Saudi Arabia believe that it is challenging to find their first job, according to Bayt.com(An application)**

# Problem-LinkedIn

(Current LinkedIn App)

What does LinkedIn lack?

- **User Engagement**



# Opportunity-LinkedIn

- The number of college graduates last year was estimated to be around 350 thousand, and I'm assuming that 50% of these graduates use LinkedIn
- 39% of LinkedIn's 575 million users pay premium fees
- Yearly premium membership fees are \$239.88 which is around 899.55 Saudi riyals
- TAM= 224 000,000 user likely paying premium fees\* \$239.88= $5.37 \times 10^{10}$

<https://blog.zoominfo.com/how-to-calculate-total-addressable-market/#what-is-tam>



# Proposal

**An application similar to LinkedIn, that specifically supports fresh graduates in finding jobs, and reduces their unemployment**

**It contains the main features as LinkedIn such as:**

- **Profile picture**
- **Resume**
- **Account build ups**

**New features to add are:**

- **Social media engaging properties like (tweeting opinions, sharing fast snaps and locations)**
- **It's addressed to Workplaces in the region the user is at**

# Budget-LinkedIn

(App development stages)

## Phases of : **Mobile App** Development Process



# Budget-LinkedIn

(App development & support team)

Role	How many?	Annual Salary \$
Front-End Developers	2	\$59,213 per year
Back-End Developers	3	\$61,042 per year
Business Analysts	2	\$64,472 per year
UX/UI Designers	2	\$70,000 per year
Project Managers	2	\$88,745 per year
Finance Executives	3	\$63,844 per year
Marketing Executives	2	\$32,000 per year
Full Stack Developers	3	\$60,000 per year
Product Mangers	2	\$82,380 per year

# Budget-LinkedIn

(App annual budget /expenses)

Amount \$	Description
\$3,642 per month	Rent
\$21,000	Furniture
\$77 per employee	Office Supplies
\$5,000 per month	Electricity
\$1,667 per year	Insurance
\$1,500 per month	Design & Development
40 to 80 percent of gross revenue	Team Salaries
\$15,000 per year	User Research
\$10 per test	User Testing

# Return On Investment

$$\text{ROI} = ((\text{revenue} - \text{cost}) / \text{cost}) \times 100$$

Cost: 100,000 approximately

Revenue:  $\$300(100 \text{ downloads/day} \times \$5) \times 365 \text{ days} = 547,500$

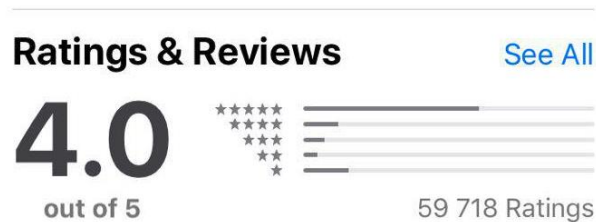
First Year ROI will be =  $((547,500 - 100,000) / 100,000) \times 100$

**ROI = 447.5%**

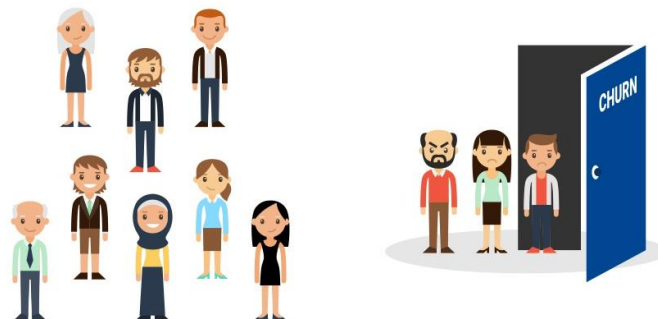
<https://www.formotus.com/blog/figuring-the-costs-of-custom-mobile-business-app-development>

# Measurement

**App Store rating**



**Churn**



**App Downloads**



# Competitors

# [Competitor 1]

## Twitter



- **Twitter allows you to:**
- easily promote your research
- reach a large number of people quickly through tweets and retweets
- follow the work of other experts in your field
- keep up-to-date with the latest news and developments, and share it with others instantly

<https://esrc.ukri.org/research/impact-toolkit/social-media/twitter/what-is-twitter>



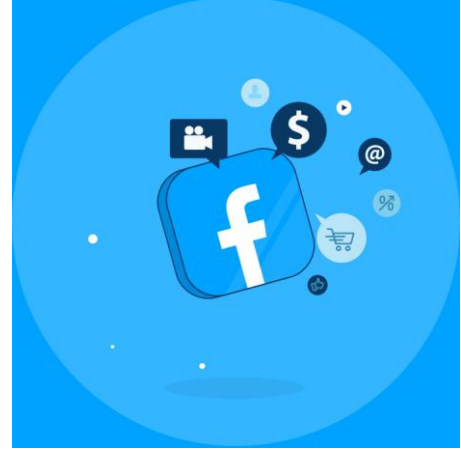
# [Competitor 2]

## **Facebook**

### Features:

- **Social Plugins**
- **Relationship Status**
- **Messenger**
- **Events**

<https://www.businessinsider.com/best-facebook-features-2012-7#10-events-1>



# Our Advantages

- **In our app we offer self express or semi-social media features, which will help and allow us to grow, in todays world**
- **Our app is directed towards college fresh graduates specifically**

# Roadmap and Vision

# Roadmap Pillars

- **Our long term goal is to become the best app to serve fresh graduates in the best way possible**
- **We want to cover all Saudi, to the point where we can observe the improvement in our market clearly**

**Our two important themes are:**

- **Geographical expansion**
- **A renewable application**

# **[Geographical Expansion]**

**We look forward that our project works well**

**We are looking for covering Saudi, then Gulf countries, then the middle east, and expand to other parts of the world**

**We are ambitious to play a role in improving the global market**

# [A renewable application]

**We want our application to work with high abilities, like working or using artificial intelligence & internet of things, that would keep up with our modern times**

**We are looking forward to advertise our application in the smartest way possible**

# Where do we go from here?

## Widening the scope

- **We want to play a major role in reducing unemployment in the whole world**
- **Our goal after Saudi is to cover the rest of the world**
- **We want to invest in the energy of fresh graduates globally**