Marketing Guide

Background:

Industries demand a change of the traditional education to increase technical skills on the graduates due to the development of new technologies. Also, COVID 19 has accelerated this necessity. In consequence, the increase of unemployment rates specially for the recent college graduates.

Currently, there isn't any online platform that does both training and placement for colleges students who haven't job experience that's the main reason to create a platform that be able to nourish students throughout their journey and help them reach their first dream job.

Market background:

Target Market

College students – Students in the final year and pre-final year will be the main target. A free premium trial and a premium plan are plans focus on students.

Startups and Enterprises - Companies looking to hire employees in job entry level jobs will be benefitted from this service.

Competitors

Glassdoor	AIESEC	Indeed
Glassdoor is an American website where you can find review companies, salary information as well as search and apply for jobs on its platform. It has 58 million active users per month.	AIESEC is a non-governmental not-for-profit organization which let young people to explore and develop their leadership potential with an international job.	A worldwide employment-related search engine for job listings. With over 250M active users every month around 60 countries.

Product Background and Positioning:

Product Value Proposition:

For final year college students who are looking to get placed in their first level entry job, GLinkedIn brings together training and placement under one platform because at LinkedIn we give tools to succeed on the professional world.

Key features:

Auto recommendation - The algorithms created will give the student accurate recommendations in jobs and trainings based on their background and preferences.

Personalized mentoring - Students can connect with mentors, get personalized responses based on their preferences and goals. The mentoring session will last 2 months and the student can choose to have up to 4 mentors per year.

Offline developing - To facilitate the student learning journey, the feature will provide the choice to do some trainings or courses offline, also download and do it offline.

Product flow:

- Users can download the app from Google Play Store and App Store
- First-time users can sign up and others can sign in using their LinkedIn account
- When is connected, users can fill in their preferences fields in the next page
- Home will consist of contents related to the user's fields of interest (job recommendations, trainings, mentoring, and more)
- Users can also download content to continue their learning offline

Develop yourself on your own way

SIGN UP

Already have an account? Login

Welcome!

Username

Rocio Castro

Password

SIGN IN

Forget your password? Recover password

Choose a category

We recommended you these base on your background

Data Science | Business
Data Analysis | Statistics
Programming | Other

SUBMIT

Rocio Summary:

12
Job applications

3
Complete Trainings

Start my free month

Free trial

Top picks for trainings

Programming for beginners

Business Analytics

Statistics for business

Best jobs for you

Software Engineer
Dice
Carlsbad, CA

Software Dev Engineer I, HPC
Amazon
Seattle, WA

Training | Get Your Job | Profile

Your training

datacamp

Helping certified learners land their dream jobs in data science

Data Science and Statistics

I want to ask to my mentor

Download this content

Overview | Contents | Q+A

1. Introduction to Statistics

What is Statistics?

What is Correlations?

Profile

Your mentors

We recommended you these mentors base on your background and interests

Michael Wong - UI / UX Designer
Product IUX/UI Designer & Front-end Developer
Sydney, Australia • 500+ in

Message

Hi! I am Michael and I will be glad to guide you!

Marian Hart
Director of Project Management at GoldenPhase Solar
Syracuse University - New York
Greater San Diego Area • 500+ in

Message | Connect

Let me show you how I found my path and how can I help to you.

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