



For recent college graduates

Product Owner: Rocio Castro



Background

Why Are We Here?

Creating an application for the recent college graduates, based on their skills and preferences, to increase their chance to get an opportunity in the labor market

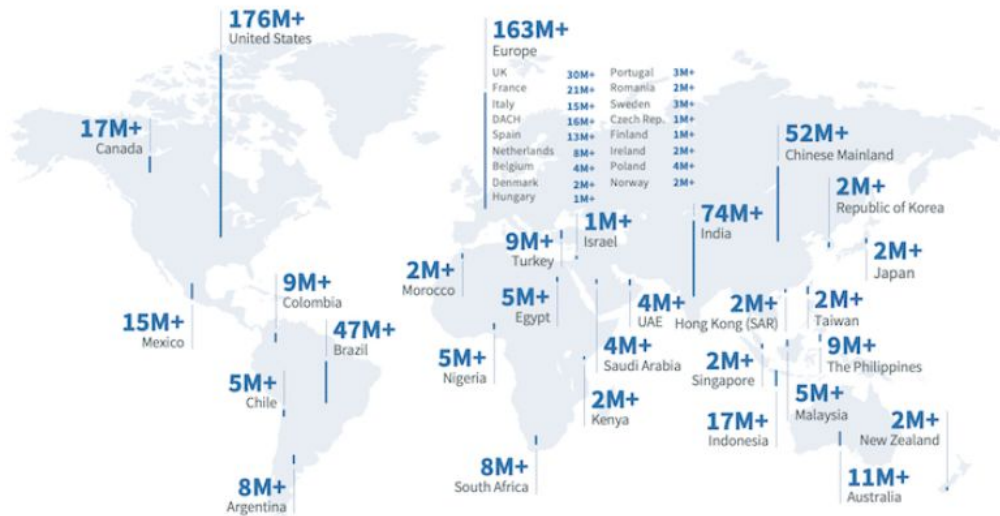
Develop yourself on your own way

Business Case

Initial Focus

Where are we starting?

Nowadays LinkedIn has over 740 million users in more than 200 countries and territories across the globe



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

Initial Focus

Where are we starting?

- According to Forbes, approximately 39 million students and graduates are members of LinkedIn and 45% of recent graduates use it as their primary job search platform
- COVID-19 has pushed highest unemployment rates

Opportunity

What's the problem?

- Around the world young people affected by job shortages due to the pandemic
- Also LinkedIn is trying diverse strategies to connect with the unemployed community. Initiatives like #OpenToWork photo profile
- 55 million companies listed on LinkedIn and 87% of recruiters regularly use LinkedIn



Opportunity

What's the problem?

Graduates face highest unemployment rate since austerity era - report

Department for Education survey finds young people in England hit hardest by job shortages due to pandemic

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



<https://www.theguardian.com/society/2021/jun/10/graduates-england-face-highest-unemployment-rate-since-austerity-era-pandemic-job-shortages>

Job market uncertain for future college graduates

BY [MEGAN CARPENTER](#) | MILWAUKEE

UPDATED 11:15 AM ET SEP. 16, 2021 | PUBLISHED 11:45 AM ET SEP. 14, 2021

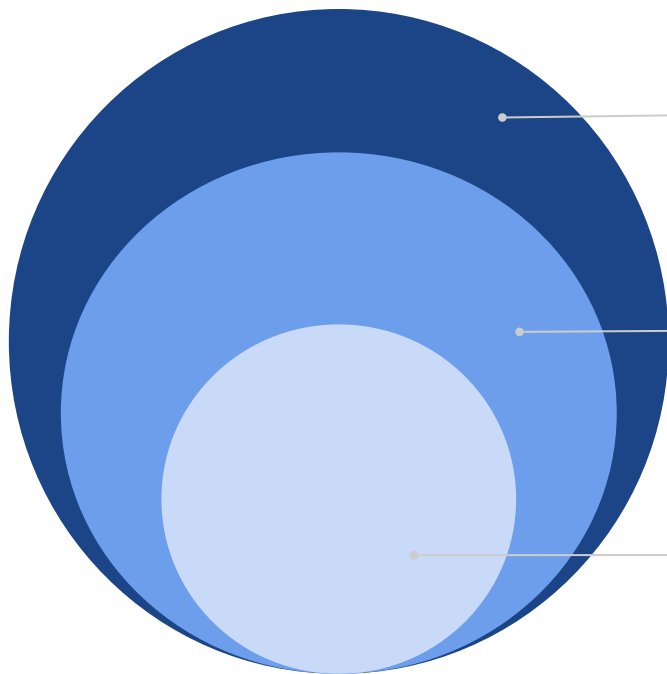
MILWAUKEE — The job market for college graduates has been unsteady, to say the least, since the start of the COVID-19 pandemic.

The U.S. Bureau of Labor Statistics reports it is improving for graduates with bachelor's degrees. For graduates ages 20-24, the unemployment rate dropped from 17.6% in 2020 to 9.4% as of this past July.

<https://spectrumnews1.com/wi/madison/news/2021/09/14/job-market-uncertain-for-future-college-graduates>

Opportunity

Total Addressable Market (Students)



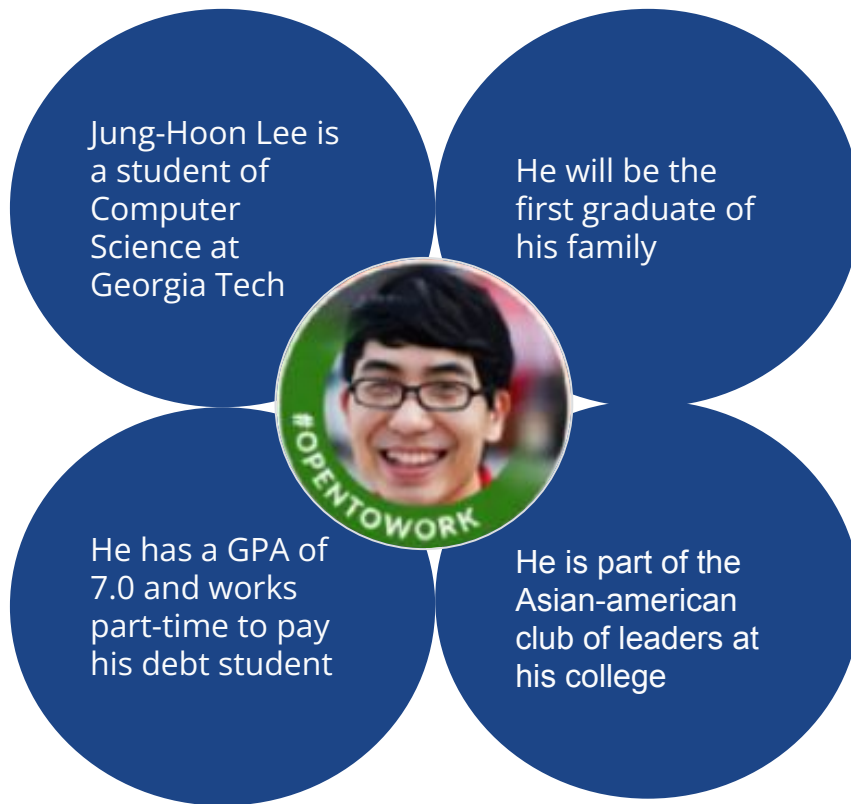
39M of graduates
on LinkedIn

39M * 45% of graduates use
LinkedIn to search job =
17,550 Million of graduates
actively on LinkedIn

\$359.88 annually subscription *
17,550 Million = \$631,589,400

Opportunity

Target User



Proposal

What's Our Solution?

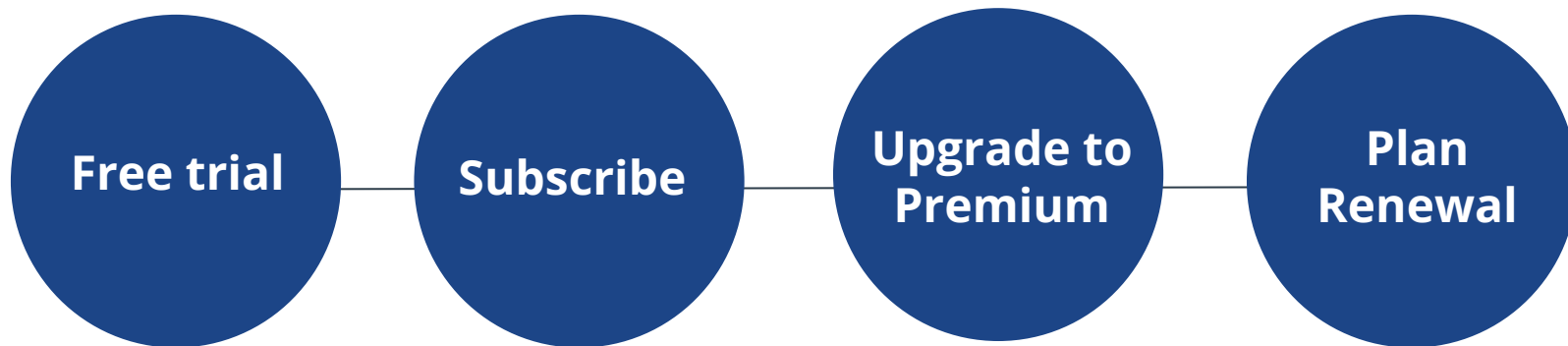
A platform that gives students the control and visibility of their professional growth:

- Exclusive partnerships offering entry level jobs between some companies and LinkedIn graduates
- Statistics about all the funnel of a job application
- Partnerships with technical learning platforms like Datacamp
- Networking with mentors according their preferences

Return On Investment

What can we do?

Revenue model: Freemium



I.e: 10 Million Students x \$359.88 per year = **\$3,598,800 Million**

Measurement

How will we know if we're successful?

Business KPIs:

Revenue

Subscriptions

Product KPIs:

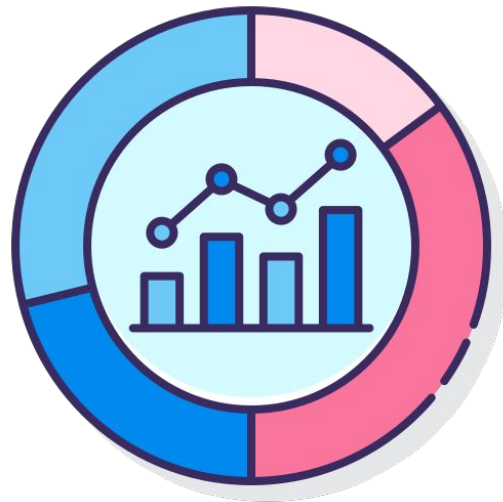
Downloads in App Store and Google Play Store

App Rating

Marketing KPIs:

Daily users

App interaction (engagement, clicks, etc)



Competitors

Glassdoor

Find a job that fits your life

- Glassdoor is an American website where you can find review companies. Also allows users to anonymously submit and view salaries as well as search and apply for jobs on its platform
- 63 Million active users per month
- 11 Million active jobs listed

AIESEC

Develop yourself through a cross-cultural experience abroad

- AIESEC is a non-governmental not-for-profit organisation which let young people to explore and develop their leadership potential with an international job experience with leadership organizations
- 7 000 organizations + 120 countries + 36 000 international experiences



Our Advantages

Why are we better?

- Personalized content according the skills and goals of the graduate
- LinkedIn is a well-known community for placement
- Technical training partnerships: Datacamp, etc
- Networking with mentors according to your preferences

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Connect graduates with the best opportunities according to their skills and professional goals

Technical Training

Develop your technical skills the market is requiring

Freemium learning:

- Students get access to exclusive content of the partnerships
- Upgrading to get feedback from mentors and recruiters

Job Placement

Show your potential in the right place

- Internacional Placement and Remote opportunities

Opportunity to have access to opportunities around the globe

Personalized job suggestion based on preference, skills and background

Where do we go from here?

Widening the scope

Partnering with Colleges around the world also with technical platforms

Thank you!