JOB lelo v2

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STATUS: DRAG

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Background

- Total of 46 million + students and college graduate use LinkedIn for networking and for opportunity
- 4.6 million US students graduate and look for jobs
- College graduate have to work hard to find a job

Problem

- Students find difficulty in finding jobs of their interest.
- Students after graduation get the problem to get jobs as per their interests and skills.
- The corporate can't also give ob to all people
- They get demotivated

Benefits to Users:

- Jobs which match the students will be shown to the person and as per his interest and skills which saves time for searching for a job for himself.
- Corporate posting for jobs just needs to add skills and other details and we will recommend the applicant as per our algorithms and this will get good results and students not having relevant skills will not fill it.
- Off-campus placement is easy from home.
- Connect with people and grow your network and this is an easy process.

Key insights to Users:

- Match company needs
- Personalized placement opportunities to users
- Have A big market and greater capital

What does the competition do?

➔ We have 2 main competitors, 'Naukri.com', and 'Angle list'.

Naukri.com	Angellist
● Recruitment platform provides hiring services for corporates ● Corporate people add	● Job posting site ● Focus on community and job with a forum.

* These are just some of our competitor there are more

Why does this matter?

"Jobs that finds you"

We want to help college graduate and make easier for students to find the job as per their need and providing personalized job

Goals

Building an app 9android and IOS) that connect students with job opportunity related to there field, skills and interests

STOP	

Success Metrics

- Number of Downloads and subscriptions and engagement
- Total MOU's and collaborations.

Key Features & Scope

Priority	Feature	Description
P0	Subscription	1. Getting user details. 2. Offer a free trial for a month .
P1	Making users add their skills and interest	1. Using APIs r. 2. Through notification and visualization
P2	Showing job opportunities	1. taking skills and interests the user 2. Using algorithms to match jobs posted by corporate with similar skills
P3	Allow to send connection request and giving suggestion	1. Using the skills registered by the user to match though algorithm
P4	Allow users to search for jobs if they are not satisfied with the ones	1. Having various criteria which the user can use to as

	shown to them	filters to search for more jobs
P5	Messaging service	1. You can message your connection . 2. You can also send connection request to message someone

Jobs relevant to skills and interests are shown
Recommendations to connect with people of similar background
Allow filters for shortlisting more jobs in case the user is not satisfied
allow users to communicate with their connections

Core UX Flow

Prototype
https://www.figma.com/proto/oXHWVnXwFdovt0GPWJBiiO/Mobile-UI-kit-job-lelo?node-id=85%3A216&scaling=scale-down

STOP

TAM-

- 46 million students and college graduates use LinkedIn worldwide.

  (https://blog.hootsuite.com/linkedin-demographics-for-business/)

- Premium student membership at a rate of $360 per annum(LinkedIn Premium student rates) would ensure a **TAM** of 165 billion dollars in the first year alone.

Marketing Channels

1. **College placement cells and student communities-** we can add referral systems and incentivize the model. They will help us get users through college tpo cell and communities
2. **App Store & Play Store -**we will publish our app here and on our website so
3. **Social Media Ads -** students spend their time on social media more so they can be a good platform to catch their eye

Marketing Guide

[(https://docs.google.com/document/d/1UJTriyB14HJJwxmHN2U6KILrLUciyez9iQtpAmV23uk/edit?usp=sharing](https://docs.google.com/document/d/1UJTriyB14HJJwxmHN2U6KILrLUciyez9iQtpAmV23uk/edit?usp=sharing))

Pricing Strategy

The **Revenue goal** for the first year :
- Acquiring 1% of the LinkedIn users each year, 460,000 graduates for $**50/annum** subscription fee gives **$23 Million**.

Placement Cells and Communities:

- Incentivized referral model
- Collaborate with them through MOU's

College graduates:

- $50 pauser subscription fee
- Ad supported (free model)

Team involved
1. **Development:** the development team is whole and sole responsible for making the app and all technical parts.
2. **Product Marketing Manager:** how we will market the product with execution will be taken care by this team
3. **Product designer:** designing part will be taken care by this team
4. **Sales executives:** need a team that can get us leads and make company revenue
5. **Legal:** all legal part will be taken care by this team

6. **Customer Support:** customer support is necessary and important so will be taken care by this team
7. **Quality and Assurance:** quality and assurance check will be taken care by this team

Risks involved
1. **Product testing:**
   We will need to maintain a consistently high percentage when it comes to the degree of relevance between the job shortlisted for the user and his skills though ou product testing and algorithms
2. **Getting the message across to colleges and communities**
   We will have to explain all our functionality to the college placement cells and communities well , so that they can actually encourage their students to sign up for us
3. **Criteria for searching for more jobs do not align with what the users have in mind:**
   - We are also providing the users the option to search for jobs in case they are not satisfied with the ones shown to them.
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Training Guide for Sales and Support Team

(https://docs.google.com/document/d/1wVrjFL7XU4lRMrOxrWIPUYjWesihQaeGS7lb4BLD dj0/edit?usp=sharing)

User Guide

(https://docs.google.com/document/d/1tMZs1zLU6bJJsMectn_pi6jkjwB9Hn58BQg-jjCLBOA /edit?usp=sharing)

Post Launch

(https://docs.google.com/document/d/1XAB2o65bn_R0ZqxlldU1UWfvnExT6WgLPPWnsbC x-WQ/edit?usp=sharing)

Testing

As per the data that we received from the team is that,

- Our best strategy is that we are utilizing schools as our promoting channel
- We anticipated that organizations may utilize our foundation and it would require some investment before numbers began to increment, however the development has been a lot quicker than anticipated
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- The standard for dependability information shows that the clients bit by bit acknowledge the item and there is no further flood in numbers.

The rate at which people are adopting our product is low, around 33% lower than expected

- We take into account that being a new product in the marketplace, students can be reluctant to try it out or spend money on it
- for solving this trouble we are able to use special technique inclusive of an extended free trial length, in order that customers are satisfied that they'll have enough publicity to the product earlier than they put money into it
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A/B Testing for the solution proposed

- Because the adoption rate is low, we would have to talk with the groups and university placement cells, and actually ask them for getting some face to face remarks from the scholars approximately the issues they'll be having, together with asking the registered customers why they're no longer recommending the app to their friends
- addressing the one's worries and allowing the users extended unfastened trial intervals are something I consider will paintings pretty nicely to enhance our scenario.
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