

Assignment

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Problem Statement

1,000,000 India students go to study abroad each year.

After students go to their university of choice, the next step is to secure a career outcome of their choice. Students face a lot of challenges in their pursuit of career opportunities in a new geography with limited connections and understanding of a new job market

At Leap we understand this as a fundamental problem to solve for international students. Your job is to launch a product that helps International students in US land the best career opportunities

Your Task

What you need to deliver:

- Outline the core features of the product - flesh the top 3 features you will build in your product - Please explain why these are the most important features for the user
- What is the quickest MVP you can make here - how much time will you need to ship the MVP?
What resources will you need to ship the MVP? - please lay out a plan to ship the MVP fastest
- How will you get your first 1000 users in 60 days for your MVP?
What will be your GTM path for the first 1000 users?

Setting Expectation

Detail Orientation

At Leap, we are suckers for detail. That's why this case study comes with no time limit. You can turn it in whenever you feel you can have a meaningful and confident discussion with Leap's leadership team. We expect you to come in with a plan that you are excited about. And we expect you to make a case for your plan, when challenged.

Be Decisive

When you join Leap, you will be expected to take business decisions on your own. You will have sounding boards and a smart peer group, but we will expect you to take the final decision.

In the same spirit, we expect you to come in with a decisive hypothesis on this project.

Do your research - primary research and secondary research to make sure you have a strong hypothesis.

Because we are doing something fundamentally new, we won't know the right hypothesis from the wrong one till we experiment and execute. It is, nevertheless, important for PMs to start with a strong hypothesis that they believe in -before testing it in the real World.

Thinking Big

This is a high impact moonshot project for Leap. Hence, we encourage you to think big, without constraints. You have a reasonable budget for the MVP. Don't worry about resources but do think about how we can be really fast in execution

Asking for help

If you feel you need more context please fire away up to 5 questions to asha.jayaram@leapfinance.com. We will write back or get on a call to answer your questions

Format of submission

Please share a high fidelity/ working prototype of the MVP so that we can understand your product taste and design taste better.

Please submit your assignment at asha.jayaram@leapfinance.com along with your current compensation, expected compensation and location.

All the best for your assignment. We look forward to discussing it with you.