

LinkedIn App for New Graduates

Efficient job search.

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Background

Why Are We Here?

A job search assistant for new graduates that helps:

Identify right job opportunities

Save time for networking

Project Professionalism

Be discoverable by employers



EFFICIENT JOB SEARCH

Business Case

Initial Focus

Where are we starting?

- Finding a job as a New Grad is a painful process:



~4M

New grads in 2019-20, US alone



~200+

Average applications each job seeker makes before landing a new job



63%

of job seekers admit to applying for a position that may not be exactly suited for their current skills or experience level

- Imagine an assistant who scans the posted jobs for you, and forwards to you only the jobs that matches your skill set and preferences.

– Saves time for you to spend more time networking, and keeps you focused on your job search

1. <https://educationdata.org/number-of-college-graduates/>

2. <https://talent.works/2017/09/22/how-long-does-it-take-to-get-a-job-60-days-if-youre-in-hr-or-sales/>

3. <https://www.talentegy.com/hubfs/2019%20CX%20Report/Talentegy-2019%20Candidate%20Experience%20Report.pdf>

Opportunity

What's the problem?

- Considering 4M students will graduate in US alone and say 10% of them end up starting their own company or join their family business, we have 3.6M students looking for new jobs.
- On an average, it takes 5 months to land a job [<https://www.randstadusa.com/jobs/career-resources/career-advice/the-art-of-the-job-hunt/631/>]
- A LinkedIn product with a subscription price of \$9.99 for New Graduates only, will generate \$180M revenue in US alone
- China, and India are the two other top markets for LinkedIn today.
- Adding China, and India as potential opportunity, total potential revenue for LinkedIn can be 3 times \$180M.

WE ARE LOOKING AT APPROX. \$600M BUSINESS OPPORTUNITY

Proposal

What's Our Solution?

USER: Debbie Graduate

“Finding the right job and completing all the applications is an overwhelming process”

Debbie is in her last semester at school and will graduate soon with a major in Psychology. She has a student loan that she will need to start paying off soon after graduation. She is open to relocating for the right opportunity.

Frustrations:

Study and assignments keeps her busy
She has limited time to focus on job search

Goals:

Have a focused list of jobs she can apply to
Land a job before graduation

Solution: An app that recommends Debbie the best jobs based on her skills and preferences.

- The App let's Debbie enter her skills set. She can also take a test to identify her soft skills.
- Debbie can also list out her preferences: Job Location, Company Size, Company Culture, and expected Salary range

Return On Investment

What can we do?



\$9M

- First yr revenue, focusing only on US market size \$180M, **5% market penetration**



\$720K

- App development -12 mnths, \$60K/mnth



\$250K

- One time launch cost



Measurement

How will we know if we're successful?



User Metrics

**100K
MAU**



Engagement
Metrics

**25%
Retention
Rate**



Business
Metrics

**\$9M
1st Yr Revenue**

Competitors



- Indeed.com is a job board that aggregates postings from many sources, allowing users to search for specific positions.
- Indeed earns money through the pay-per-click model and web advertising
- As of May 2019, boasts over 250 million unique visitors each month. It also lists jobs in over 60 countries and 28 languages.
- Indeed.com has also added services like resume storage, salary comparisons, employment-related news and trends, and user forums.
- Indeed.com earns a profit using a pay-per-click model. That means employers posting jobs pay a small fee each time a job seeker views a posting. Most clicks on Indeed.com cost between \$0.25 - \$1.50.



- Glassdoor is a review website where employees and former employees can review a company anonymously. This enlightens job seekers about what they can expect from a particular company in terms of salary, work-life balance, and benefits, etc
- It has reviews and insights for 770,000 companies located in more than 190 countries
- In 2018, the company was acquired by the Japanese firm, Recruit Holdings, for US\$1.2 billion

Our Advantages

Why are we better?

- Unlike any other competitor, LinkedIn is a social network for professionals and job seekers.
- LinkedIn can offer a job seeker not only to list out their skills, but also get their network to rate them on those skills.
- LinkedIn already provides Talent Solutions as one of its key offerings. By asking the companies who post jobs on LinkedIn to list out key skills, LinkedIn can match these with the job seekers.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Vision: Make LinkedIn the go to App for all the new graduates to find a job
- For LinkedIn to become the destination for new grad job seekers, there's two things LinkedIn will need to achieve
 - Make the app intuitive – easier to use
 - Create skill tests and provide certificates for job seekers to display with their profile

Intuitive App

Easier to understand, easier to use

- Easy to find tabs for skills, and preferences for job seeker to fill in
- Preset list of skills for job seeker to choose from
- Easy navigation to skill test pages – both mobile, and web friendly

Skill Tests

For candidates to find their right skill set, for employers to find the right candidates

- List out most often searched for skill sets from an employers' perspective
- Allow candidates to take these preset skill tests
- Upon successfully passing these test, a candidate can display a badge/certificate with their LinkedIn profile

Where do we go from here?

Widening the scope

Next up for LinkedIn app for new grads



Partnership with Universities for them to use LinkedIn job boards



Develop a coach-mentor offering for soon to be grads – new grads



Specific training modules for job industry as an offering to the new grads