

# GradLink

**A tool for graduate success by  
LinkedIn**

**Product Owner: Vanessa Lam**



# Background

## Why Are We Here?

- A personalised service to help graduates to find their passion, get their foot in the door and succeed in the workforce.

**The GradLink App. A tool for graduate success by LinkedIn.**

# Business Case

# Initial Focus

Where are we starting?

**“Create economic opportunity for every member of the global workforce”**



- Our aim is to create an app for LinkedIn that will recommend the best jobs to recent college graduates based on their skills and preferences.

# Opportunity

## What's the problem?

- **Number of college graduates are increasing**

- 19.64 million students currently enrolled <sup>[1]</sup>
- 4 million graduates between 2020 to 2021 <sup>[2]</sup>
- Annual increasing rate of 2%

- **Unemployment rates are increasing for graduates**

- Hovered around 3.9% pre COVID
- Spiked to 12.9% and is currently sitting around 7.2% <sup>[3]</sup>

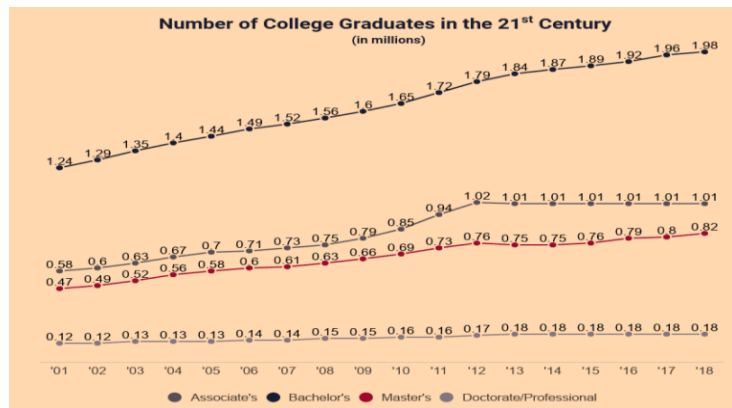


Figure 1: Number of College Graduates in the 21<sup>st</sup> Century.  
<https://educationdata.org/number-of-college-graduates>

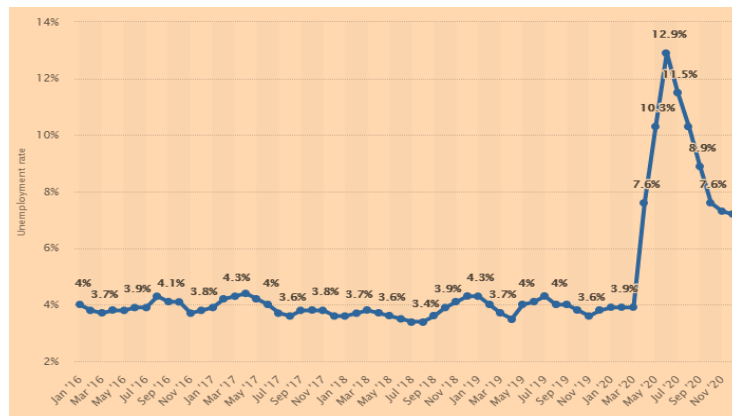


Figure 2: Unemployment rate of recent graduates 2016-2020.  
<https://www.statista.com/statistics/633660/unemployment-rate-of-recent-graduates-in-the-us/>

# Opportunity

## What's the problem?

- **One third of US workers are not satisfied with their jobs** <sup>[4]</sup>
  - Job mismatch effects job satisfaction <sup>[5]</sup>
- **Graduates add value to the economy**
  - Graduates pay more tax <sup>[6]</sup>
  - 'The Graduate Effect'- For every 1000 graduates hired, 120 jobs are created <sup>[7]</sup>



Figure 3: Taxes contributed by Bachelors degree holder versus high school graduates. <https://www.aplu.org/projects-and-initiatives/college-costs-tuition-and-financial-aid/publicvalues/societal-benefits.html#11>

**“Create economic opportunity for every member of the global workforce”**

# Proposal

## What's Our Solution?

**Our GradLink App is the intelligent solution to matching up graduates with employment opportunities that fall in line with their career goals.**

- **Personalised profile synced with LinkedIn**
- **Customise your career path**
- **Free for LinkedIn Premium; Freemium for general public**
- **Key Features:**
  - Resume Upload
  - Email updates
  - Upskill recommendations

# Total Addressable Market in the US

What's our revenue opportunity?

328 million people in the US

4 million graduates

37% of US adults are on LinkedIn

1.48 million graduates are on LinkedIn

39% of users subscribe to LinkedIn Premium

\$29.99/month subscription fee

(1.48 million graduates on LinkedIn x 39% of users subscribe to LinkedIn Premium) x \$29.99/ month subscription fee x 12 months

**TAM = \$207 million/year**



# Return On Investment

## What can we do?

- **Estimation of initial development costs: \$520k**

2 x Mobile developer (iOS and Android), 2 x Backend developer, Designer, Business Analyst

8 months (1240 business hours) x \$70/hr developer rate x 6 staff = **\$520,800**

- **Estimation of marketing & distribution costs: \$383k**

Marketing: \$50,000 for initial lift off (PR outreach, ads, SEO, marketing agency, influencer)

Distribution for 500,000 installs. US Cost per install is \$0.44 for iOS, \$0.86 for Android. (46% iOS): 230,000 x \$0.44 = \$101,200, (54% Android): 270,000 x \$0.86 = **\$232,200**

- **Estimation of revenue: \$207 million**

(1.48 million graduates on LinkedIn x 39% of users subscribe to LinkedIn Premium) x \$29.99/ month subscription fee x 12 months = **\$207 million/year**

Costs	Impact	ROI
<b>\$904k</b>	+ \$207 million	228%

# Measurement

How will we know if we're successful?

- **Business**

- Conversion to premium subscription
- Churn rate
- Average revenue per user

- **Product**

- # of users
- Average # of sessions per active user
- Average time users spent on user profile
- # of jobs attained per user

- **Quality**

- App rating in app stores
- Support contact rate
- Online reviews

- **Development**

- On time delivery
- Test coverage

# Competitors

# Traditional Job Search

E.G. Indeed, CareerBuilder, ZipRecruiter, Monster, Glassdoor

- **Targets people looking for employment**
- **Traditional job search engine**
- **Database with company testimonials and salary insight**
  - Contributed by the public
- **Resume upload**
  - Recruiters to review
- **Employers post hiring events**

## Revenue

Indeed - \$2.97 billion

CareerBuilder – \$714 million

ZipRecruiter - \$418.1 million

Monster- \$666.9 million

Glassdoor - \$177.5 million

**‘It’s clear that Indeed favours quantity over quality.’**

Aaron Michel, 2016, <https://www.linkedin.com/pulse/truth-indeed-how-fails-users-aaron-michel/>

# Graduate Job Search

E.G. Graduateland, CollegeGrad, After College

- **Target niche is graduates and students**
- **Job search engine**
- **Resume upload**
- **Job matching and headhunting services**
- **Start ups**

## Revenue

Graduateland - \$7million – 1 million users

CollegeGrad - \$1 million

After College - \$1.6 million – 5 million users



# Our Advantages

## Why are we better?

- **LinkedIn is established as a 'professional social networking site'**
- 740 million users
- **LinkedIn already offers Talent Solutions**
- 3 people are hired through LinkedIn every minute.
- **LinkedIn has access to a broad network of companies and recruiters**
- 87% of recruiters and 55 million companies listed on the site

2015 Q1 revenue distribution by revenue stream

*Total revenue advanced 35% year-on-year to \$638M*

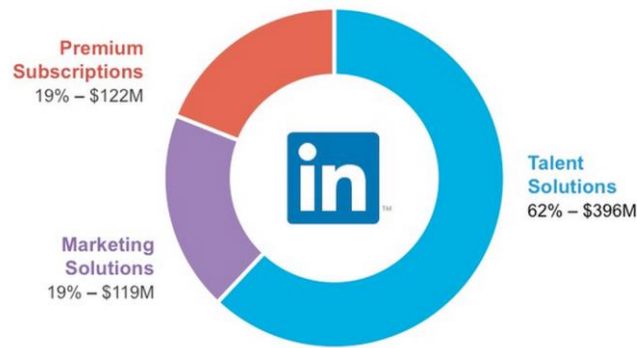


Figure 4: 2015 Q1 Revenue distribution by revenue stream.

<https://www.fool.com/investing/general/2015/05/20/t-his-company-has-the-best-business-model-in-social.aspx>

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

**GradLink aims to kickstart the careers of students and graduates and set them up for success.**

- Point students in the right direction by helping them define their career path
- Match graduates to employers and start their professional career



# Career mapping

## Define your career path

- **Self-assessment**

Knowledge, skills, abilities, accomplishments and interests

- **Individualized career map**

Build out your career map short term, medium term and long-term goals

- **Exploring other opportunities**

Based off past experiences, interests and motivation.



# Job Match

**Match graduates to employers and help start their professional career**

- **Listing page with recommended jobs**

Allows students to browse for roles

- **Ability to save listings for later**

Saved jobs with email updates

- **Quick apply feature with resume upload**

Preloaded resume that lets you save time applying



# Where do we go from here?

## Widening the scope

- **Enhance functionalities**

Based off customer feedback

- **Leverage use of Artificial Intelligence**

Better targeted job recommendations

- **Build the platform for synergies**

Offer career mapping for more users

- **Establish a mentoring service**

Connect students and graduates to mentors



# Partnerships

# Partnerships

Create value for our users

- **Establish partnership programs with customized services**

- Content creators, e.g. mentors, coaches
- Universities and colleges, e.g. Harvard
- Recruitment services

- **Certification programs**

- Educational programs, e.g. Kaplan, Udacity

- **Develop detection program for job and skill gap**

e.g. LinkedIn research with universities and employers.

# Sources

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UDACITY

Be in Demand