



**Product Owner: abdul aziz yusif**



John is a 4th year undergraduate student.



John is a below-average student but has exceptional skills as a web developer.



Generous peer: Assisted classmates with final-year projects.



Faced placement hurdle: Graduate School policy requires a 3.0 GPA.



Finally, his skills don't pay his bills.

# **Initial Focus Background**

## **Why Are We Here?**

- Design a cross-platform (mobile and web application) application to enhance job placement prospects for recent college graduates within one academic year.

**Where Skill and Opportunity Meet**

# Business Case

## **Initial Focus**

Where are we starting?

### **LinkedIn: Connecting Global Professionals**

- Global Reach: Over 610 million active users across 200 countries
- Student Focus: 40% of users are college students
- User-Centric Approach: Our core value is treating users exactly as they wish to be treated

# Opportunity

## What's the problem?

- Unemployment rate steadily climbing
- Only 23% of global workforce thriving at work in 2023
- Talent Crisis: severe shortage of skilled professionals

# Opportunity

Is the problem real?

According to the latest survey made by select software reviews in 2023:

## Key Job Satisfaction Statistics

- 23% of employees across the globe are *"thriving at work"* in 2023, the highest level of **employee engagement** ever recorded since Gallup started their **annual survey** in 2009.

# Opportunity

## Market Validation



250 million +  
College students



1 hundred thousand  
Universities



100 million  
Startups per year



# Opportunity

## Total Addressable Market



**Students:** 250 million x \$319.99 per year = \$79,997.5 million



**Startups:** 450 million x \$79.99 per month x 12 = \$431,946 million



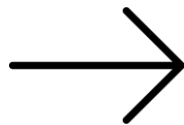
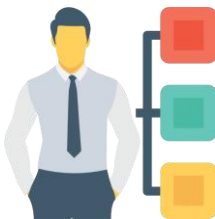
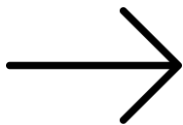
**Enterprises:** 40,000 x \$149.99 per month x 12 = \$71.9952 million

**Total Addressable Market = 4399.5 billion**

# Proposal

## What's Our Solution?

- A platform which acts as a next step to LinkedIn learning.
- Test will be conducted for college students on their field on interest.
- Automated approach for student ranking.
- Connecting students with the best recruiting companies.



# Opportunity Proposal

## How it works?

- Students will have access to all courses on LinkedIn learning.
- 4th Year students should undergo a LinkedIn General Test.
- LinkedIn General Test is unique for each field.
- Screening happens in different stages of the LinkedIn General Test.
- Automated approach of ranking.
- Student skills and job demands are cross-compared to find a perfect match.

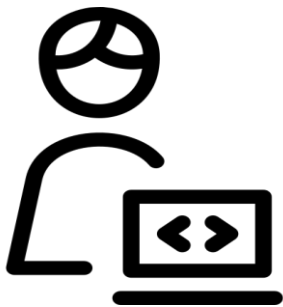
# Expenditure

We are looking for an investment of 5.23 million dollars to be used in the following way for 1 year.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Payroll	\$400k	\$450k	\$450k	\$450k
Server charges	\$50k	\$60k	\$60k	\$60k
Accounting/ Legal	\$500	\$450	\$450	\$450
Designing	\$200k	N/A	N/A	N/A
Marketing	\$350k	\$250k	\$250k	\$250k
Equipment	\$100k	N/A	N/A	N/A

# Return On Investment (ROI)

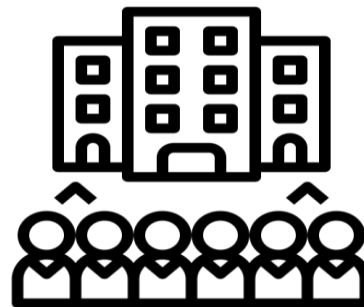
## Revenue Model: Subscription



Students



Startups



Enterprises



\$ **319.99**

Year

### STUDENT

Free access to LinkedIn Learning.

Eligible to write LinkedIn test.

Access 15,000+ expert-led courses.

Increase your chance of getting placed.



\$ **79.99**

Month

### STARTUP

The right person for the right job.

150 InMail.

Advanced search options.

Access to view profile.



\$ **149.99**

Month

### ENTERPRISES

The Right person for the right job.

500 InMail.

Fully flexed advanced search options.

Full Access to view profile.

Access LinkedIn's premium career feature.

# Return On Investment (ROI)

## Revenue Model: Subscription



10 million Students x \$319.99 per year = **\$3199.99 Million**



2 million Startups x \$79.99 per month x 12 = **\$1919.76 Million**



40 Enterprises x \$149.99 per month x 12 = **\$0.071 Million**

**Return of Investment =  $(5199.82 - 5.23 / 5.23) \times 100\% = 99322.94\%$**

# Measurement

How will we know if we're successful?

- **7M+** downloads for the app in the App Store
- **>3.5** rating in the App Store
- **5M+** subscribed students
- **3M+** daily active users
- **1M+** adoption of the app every month



# Competitors

# Indeed

## How the world works

- Indeed, is a worldwide employment-related search engine for **job listings**.
- Revenue generated from CPC and Ad's
- 250 million active users every month
- 60 Active countries

# Glassdoor

Find a job that fits your life

- Glassdoor is an online job board as well as an employer review website.
- Ideal place to manage your employment brand.
- Provide solutions to help employers recruit.
- 64 million active users every month
- 12 million active jobs listed

# Roadmap Pillars

## Why are we better?

- Fragmentation - We treat users the way they want to.
- Ensures the right skilled person will be served for the right job.
- 92% of Fortune 500 companies and over 77% of recruiters use LinkedIn.
- 97 million student users as of now
- Both training and placement will go hand in hand.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- Connecting skills with the world's professionals to build amazing things.
- Enlarging the opportunity for recruitment eliminating stereotypes.
- We will be initially focusing on:
  - Training students to become productive
  - Improving chances of recent graduates getting placed

# LinkedIn Training

The goal of training is performance

- Free access to LinkedIn Learning
  - Students get access to 15,000+ experts led courses
  - Level upgradation after each course completion
- Enterprise training
  - Established companies can train enrolled students
  - This can eliminate recruited trainee training period

# LinkedIn Placement

Skill pays the bills

- Next step to LinkedIn Training
  - Students should attempt a LinkedIn General Test
  - This test will happen in three stages before their academic year-end
- Automated approach to ranking
  - Ranking in order of the mark each student got on the test
  - LinkedIn profile and their project will be valued in the second stage



## LinkedIn Training

# Where do we go from here?

### Widening the scope

- Partnering with College universities around the globe.
- More personalized training and placement.

**Thank You**