



LinkedIn KickStart

PRD

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STATUS: **DRAFT**

Background

4 million students graduate every year in US alone with a single biggest question in their mind – “How do they find the right job”? At the same time employers ask – “How do the employers hire the right candidates without any proven experience”? There is a clear gap that needs to be addressed and hence - **"Kickstart your career with LinkedIn"**.

Problem

More than 50% of the 4 million graduates were disoriented and confused with the whole hiring process, 4 in 10 college graduates underemployed in their first job and on an average , millennials are expected to jump jobs four times in their first decade out of college. Hence to solve this we are proposing a dedicated app for the students and the employers. TAM from employer perspective ~ \$7.5B, considering average cost-per-hire ~\$3,582 through on-campus, TAM from Student perspective ~ \$1B, Hence the total market opportunity is around ~\$9B/ year. Our main competitors would be Handshake and WayUp, with a lot of offerings already in place, but these are small startups as of now which enlarges this gap.

Goals

Our goal is to create a one stop solution for all the employers for recruiting graduates and for students/graduates to find internships/ jobs. In addition have Partnerships with universities for their campus placements and career fairs.

Key Features

Priority	Feature	Description
P0	Login with resume/ details	Basic login and registration flow with their resume and other details
P0	Job listings main page	To build out the main page to list out all the jobs for the students
P0	Search Jobs	Enable searching through the jobs list
P0	Filters	Enabling multiple filters – like location, function, type e.t.c.-that can be applied on the jobs
P1	History	Application history for the users
P1	Passion Discovery	Integrate quizzes/ contests for the students to discover their passion

Success Metrics

- Launch an app that has at least 4.5 stars on the app store
- Decrease the amount of money spent by recruiters per new hire by 50%
- Decrease the average time for a student to find a new job by 15%

Target Market

Our Targeted Users are -

1. Recent College Graduates, Final and Pre-final year students
2. Employers and businesses
3. Colleges and Universities

Core UX Flow (*optional*)

Mocks - <https://app.theplot.io/projects/7700e171-0abf-4b3c-b5e8-f50f9354ac07>

Prototype - [Prototype](#)

Market Size/ Total Addressable Market (TAM) -

[4 million](#) college students graduate every year in the US alone

1. Average [cost-per-hire](#) ~\$3,582 through on-campus recruiting that is $4M * 3600 = \$15B$ yearly
2. X = Assuming 50% cost, TAM from employer perspective ~ \$7.5B
3. TAM from Student perspective - $\$10 * 8M = \$80M/$ month or ~\$1B/ year - assuming atleast final and prefinal year students participate
4. **Total TAM** = $X + Y = \$8.5B$

Our Competitors -



Key Features -

- See and apply to jobs that are right for you based on your major, interests, and skills.
- Major questions answered –
 - What can I do with my major?
 - What's it like working in a start-up?
 - How did they get that job?

Product Offering and Pricing -

- WebApp, Android and iOS mobile application
- Freemium model

Current Valuation

- \$275M and estimated revenue ~\$50M
- [14 million](#) users in the U.S. across 700 universities, and 300,000 employers targeting them



- "Apply to Jobs. Hear Back Every Time."

Key Features -

- Only students who are "qualified" for specific jobs can see the jobs based on their major, interests, and skills.
- Emphasize the personality and extra-curricular activities of candidates
- Promotes diversity hiring
- Ability to search across 3,400 campuses at once.

Product Offering and Pricing -

- WebApp, Android and iOS mobile application
- Free for candidates and paid for employers (\$75-\$0.5M)

Current Valuation

- \$75M and **estimated revenue** ~\$5M
- [5.6M+ user base](#) and 300,000+ employers participating

Acquisition Channels

1. **App Store** - This refers to the standard application stores for both Android and iOS devices. Important since our product is a mobile first application and app stores are the primary source of discovering and downloading a new application. To boost it we can aim for getting our app featured in the app store editorials.
2. **Paid Advertising** -
 - a. **Universities Career Portal/ websites/ fairs** - Since our app targets college students looking for job, they would generally engage heavily at their universities career sites/fairs. Thus through this we can increase our visibility manifold.
 - b. **Job portals/ businesses website** - Students looking out for a job are bound to search for a job on some already existing job portals and on company's website. Thus here also our visibility is enhanced.
3. **SEO - search engine optimisation** - first thing people do is Google/ search for jobs. Thus our app should be properly ranked. We can improve this by adding keywords - "entry-level-jobs", "jobs for college graduates", "internships" e.t.c.
4. **Adding Share button to the app** - This is the best medium for organic growth, since users trust recommendations from their friends/ family.

Marketing Guide - [Link to Guide](#)

Pricing

Revenue Goal and Pricing Strategy -

We will follow a **freemium pricing model**, where the users can explore job listings and candidates for free but without any premium features such as applying to jobs, filtering e.t.c. Premium offerings can be splitted into 2 categories -

1. Students/ Individual Users - Assuming we are able to tap into 50% of around ~10M students in the first year itself (Final and pre-final year + recent college graduates) - which is also reasonable because our competitors handshake and WayUp already have ~14M and ~5M users, with around **~\$10 per subscription** for premium features (**which is 1/3rd the cost** of our main website subscription - this is targeted to for students), our revenue from students/individual users = **\$50M**
2. Employers/ businesses - Assuming a employer onboarding of a modest 200,000 in the first year considering we can leverage our LinkedIn brand name and the competitors already have 300,000 employers registered with them. **Charging 70%** of our main website hiring cost in the beginning - **\$70 per subscription**. Our revenue from businesses = $200000 * 70 = \$14M$

Therefore total revenue goal = $50 + 14 = \$64M$ for the first year after launching.

Pre-Launch Checklist - crucial partners to interface with -

1. **Sales Team** - We have to connect with the sales team and provide them with a guide so that they can connect with the employers/ businesses/ universities for them to sign up on our platform. Also we have to clarify any doubts they might have about the product features so that they can relate to and sell the product better
2. **Technical Writer/ Content team** - We need to connect with the content writers to discuss and have appropriate release notes for the app store- our source point for our application.
3. **Customer Support team** - We also need to connect with the customer support team and also provide them with a guide so that they are well aware of the product offerings and any known issue, so that they can address the customer queries better if any.
4. **QA team** - Ensure all the features are ready for push and everything is completely tested.

5. **Engineering team** - Ensure all the features targeted in the sprint are dev complete and all the PRs are merged and ready for push.

6. **Legal Team** - Connect with the legal team to confirm that all the legal requirements are met and we are adhering to all the latest rules and regulations.

Risks Associated -

1. **Higher increase in Server loads** - Right now the server is designed to handle around 5M daily users with a 20% buffer. If our user load becomes greater than this, the app might crash. To counter this we need to monitor metrics continuously and in the meanwhile we will also ramp up our server capacity.
2. **Translation issues/ accessibility** - issues on older versions/ devices - Even though the product is for US only right now there might be some translation issues for languages such as rosetta or some accessibility might arise in older versions. As of now we should be in complete coordination with our QA team and ensure that all functional and unit tests are in place. More checks can be placed once we get some metrics.
3. **Legal Issues** - Check and identify with the legal team if there are any new regulations or legal issues.
4. **Marketing issues** - Ensure that the marketing and sales team is ready and sufficient time to talk to and onboard employers.
5. **Rollback Plan** - Ensuring a defined rollback plan for the app is there be it with some feature flag or experimentation so that any issue can be reverted asap.
6. **Support team** - Ensure that the support team is ready with all the support materials and are able to resolve customer quickly.

Sales and Customer Support Guide - [Link to the guide](#)

User Guide - [Link to the guide](#)

Post launch User-Feedback analysis -

We have seen around 15000 downloads in the first 5 weeks and around 3000 active users. Over these few weeks this ratio of no. of active users to the no. of downloads have remained constant to 20%.

Hence we can see that our adoption rate is much lower, by about 35%, than the earlier expected.

For Investigating reasons for the same -

1. We would analyse all the metrics related to engagement with more scrutiny. Find the least and the most engaged features.
2. Talk to customer support team to find out if the users are reporting any particular issue.
3. Check for any reported bugs.
4. Talk to the sales team, if they are facing any particular issue in converting the customers.

Solution and A/B Test Description-

After proper analysis of metrics and feedback from the users, we found out that the feature that ensures repeated engagement was missing. This feature was to see your application history and receive latest statuses about the same through notification and alerts.

By enabling this feature users after applying, will come back to the app once they receive a status update alert for their application, also they would be able to manage multiple applications better. All this should ultimately result into higher adoption rate.

A/B Test

- For the users in the **control group**: we will do nothing (group A)
- For the users in the **variant group**: we will implement the see your application history feature and send periodic notification on any status changes (Group B)
- Our **hypothesis** is that the application history feature and periodic notifications would increase engagement, by enabling people to manage their applications better and come back to the app for status changes and updates, in Group B
- **Metrics** to be measured - We would mainly focus and compare the adoption rate in Group A and Group B and according to the hypothesis adoption rate in Group B should be greater than group A (by around ~35%)

Launch Email - [Link to the email](#)