

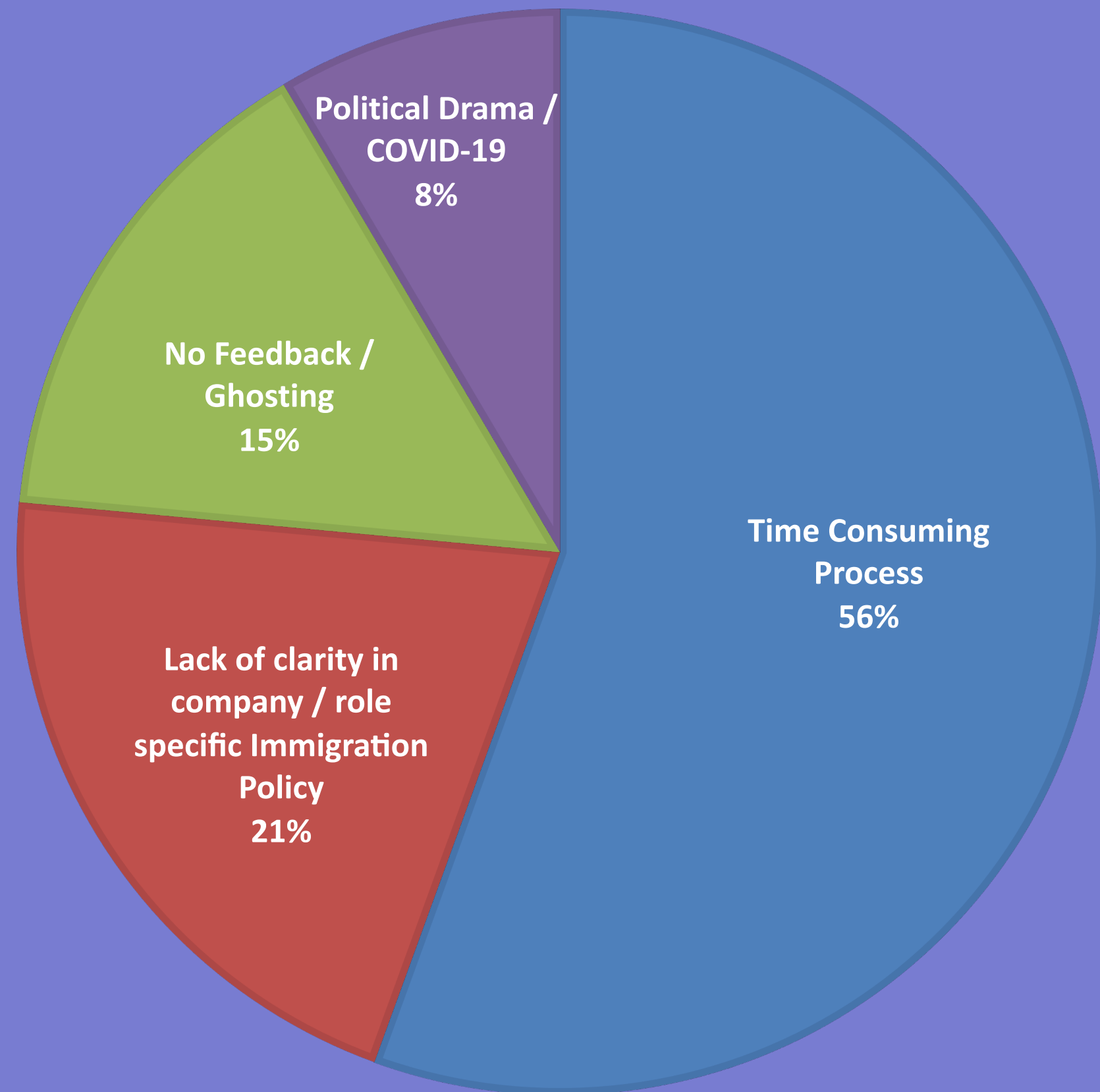
LinkedIn Students

Empowering 'Em !



Top Reasons in 2020, Int'l Students find Job Hunting Stressful (US)

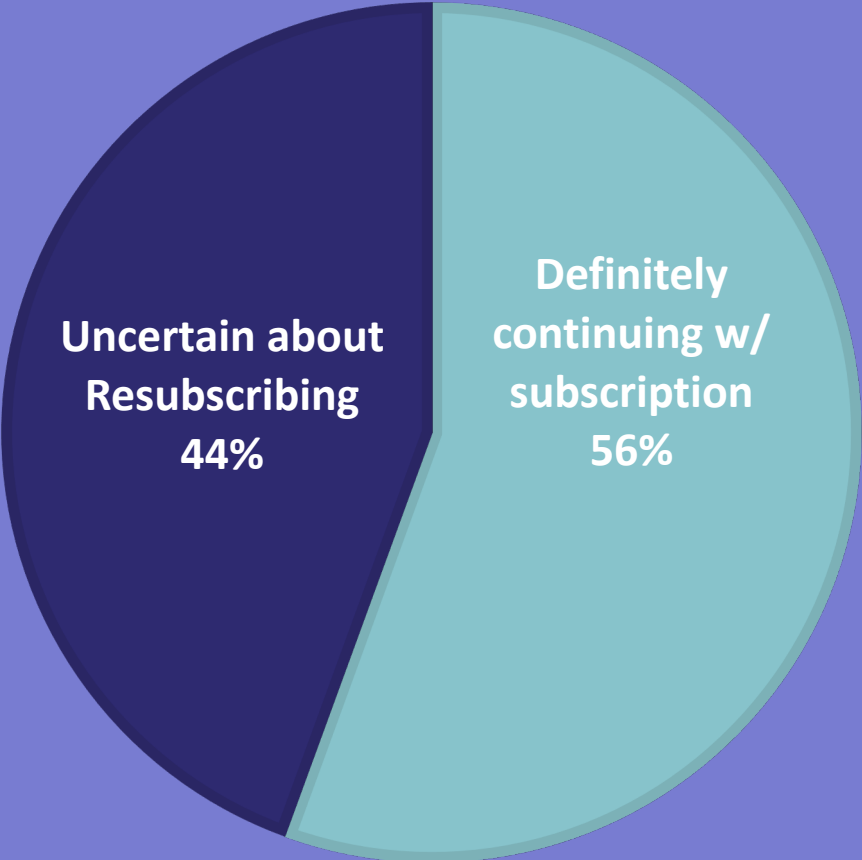
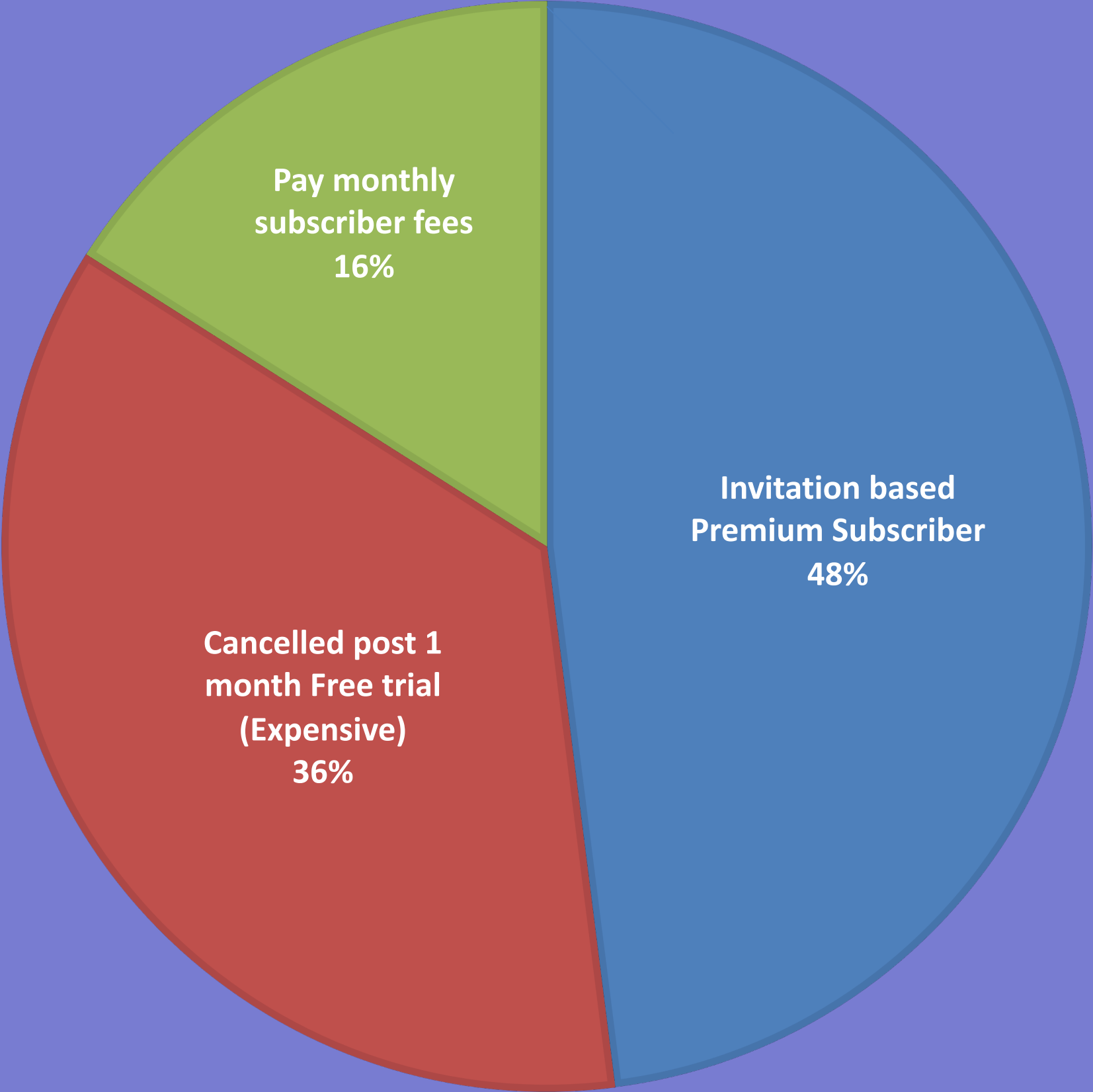
*As per 46 Interviewed Candidates



Time Consuming Process = Search across Portals + Sift through results + Research + Optimize application documents + Apply + Interview + Await Response.

LinkedIn Premium Stats

*As per 46 Interviewed Candidates



Problems



01

LinkedIn Premium is "Expensive" for students & new grads.

02

Jobs posted on LinkedIn often miss out on mentioning Visa support policy.

03

Tailoring resumés for each job posting is highly cumbersome & not scalable, also lack of feedback on said optimization.





Solutions

01 (MeHi)

Improving relevant job recommendations & job lists by creating **‘Immigration Support’ Filter**.

02 (HeHi)

Improving resumé quality by providing **AI based resumé optimization** using Job descriptions and User data.

03 (LeHi)

Subsidizing premium membership costs for students & new grads by **Partnering w/ US universities** to host events, etc.

04 (HeMi)

Boosting competitive insights with **Gamified Behavioral assessments** across different roles, to better determine fit.





Value Proposition

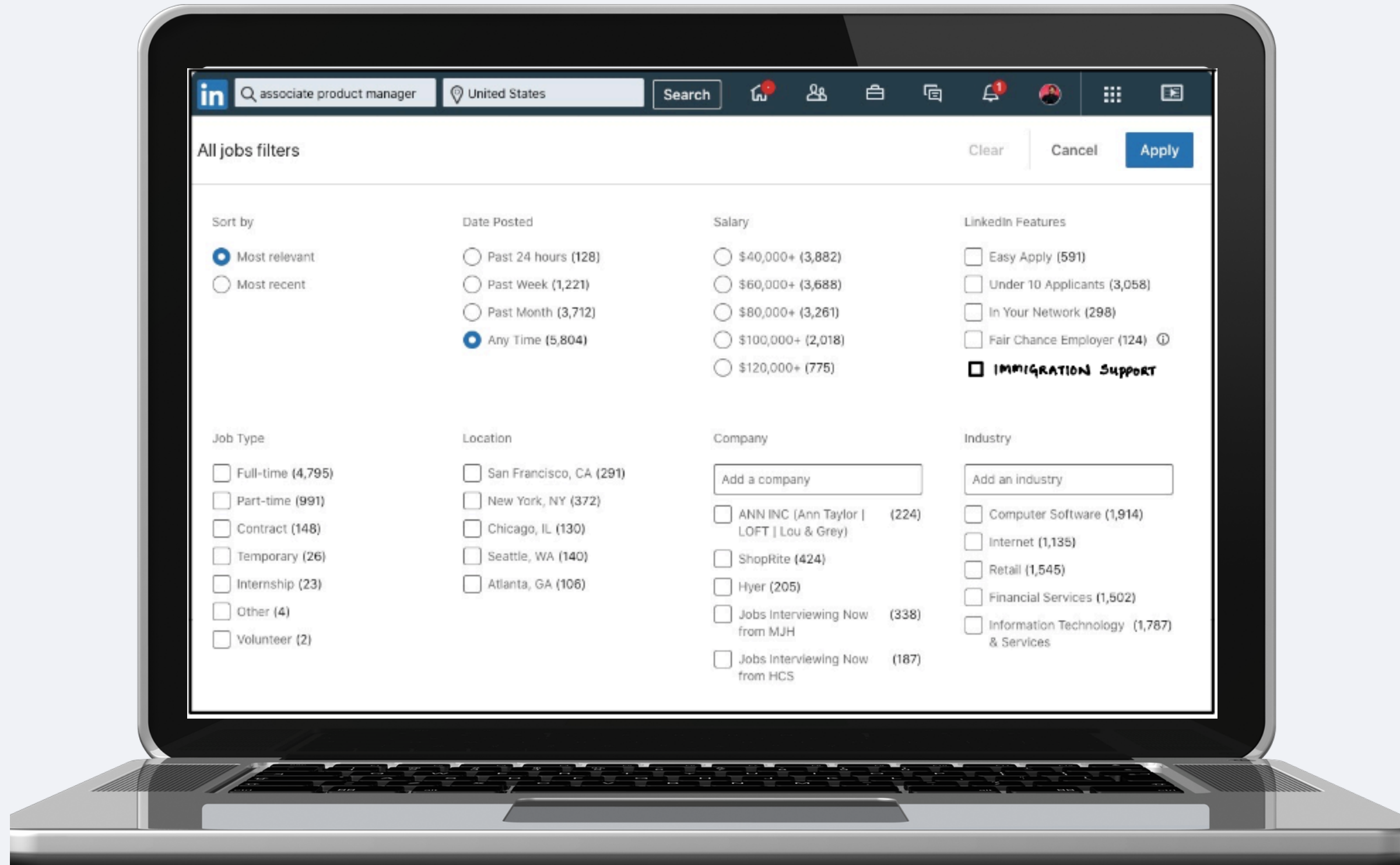
Save 2x time and effort while applying to jobs by harnessing the next generation of LinkedIn smart tools.

At a new lower LinkedIn Premium subscription fee of only \$14.99/month *.

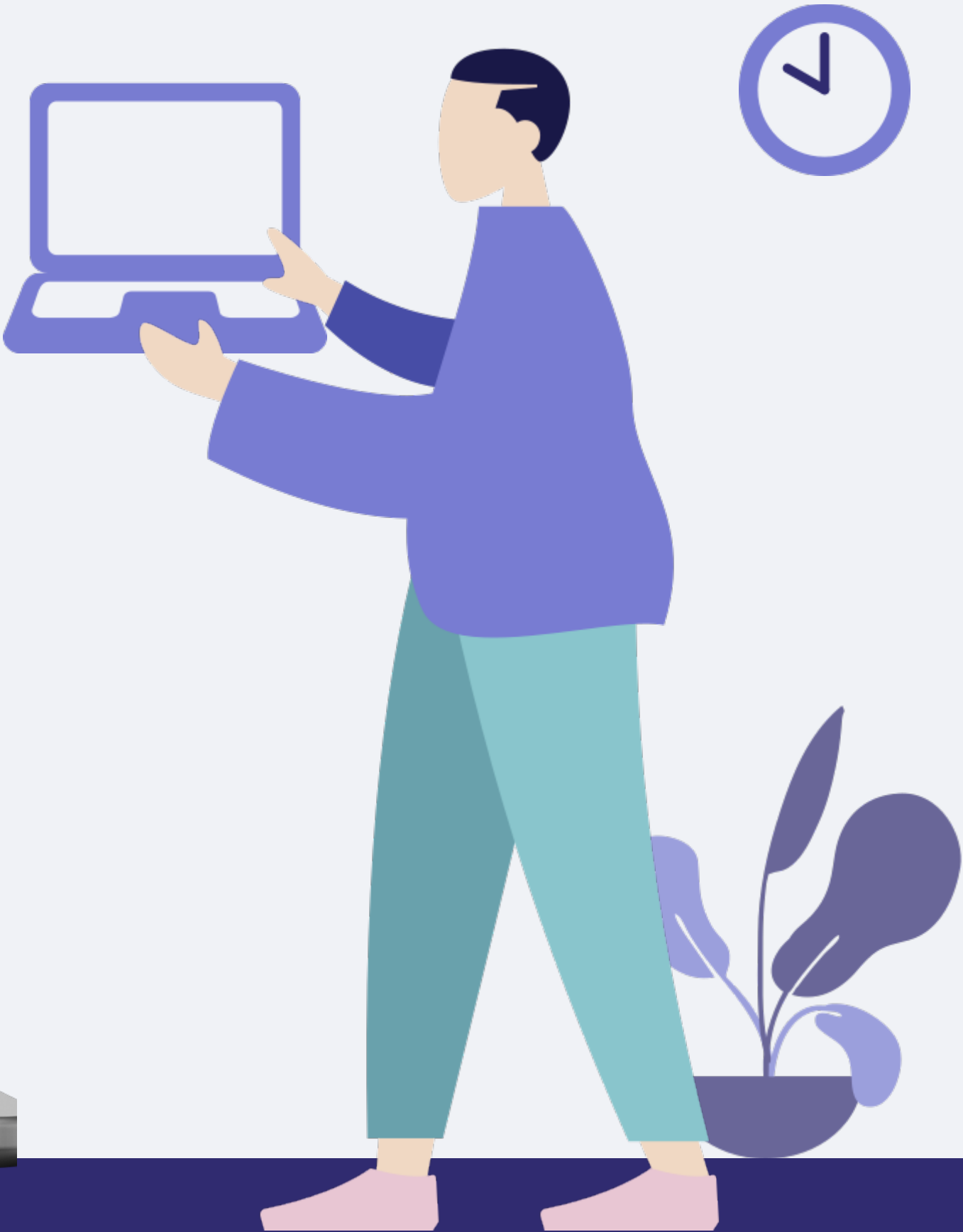
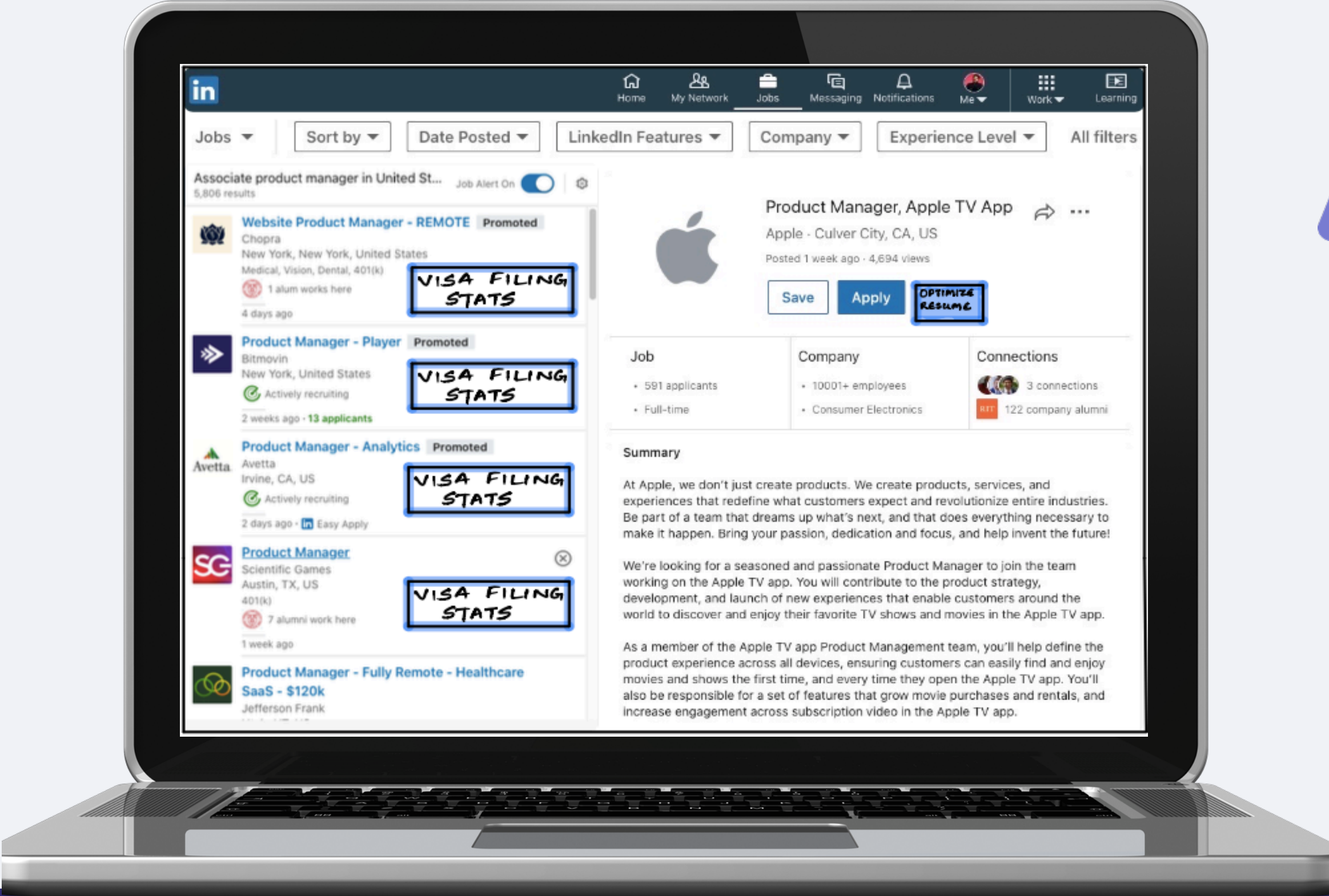
Exclusively for Students & New Grads *.



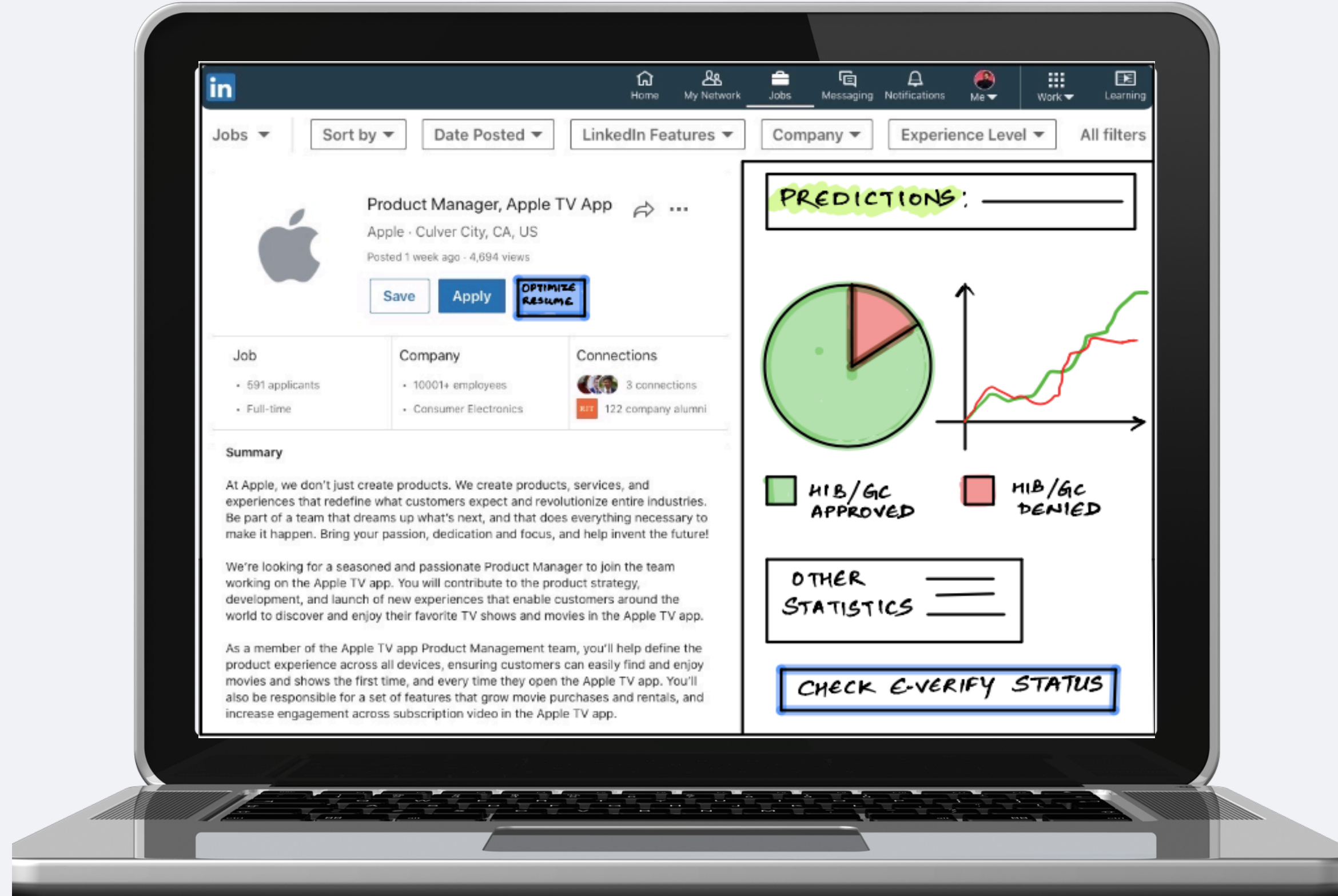
Immigration Support Filter



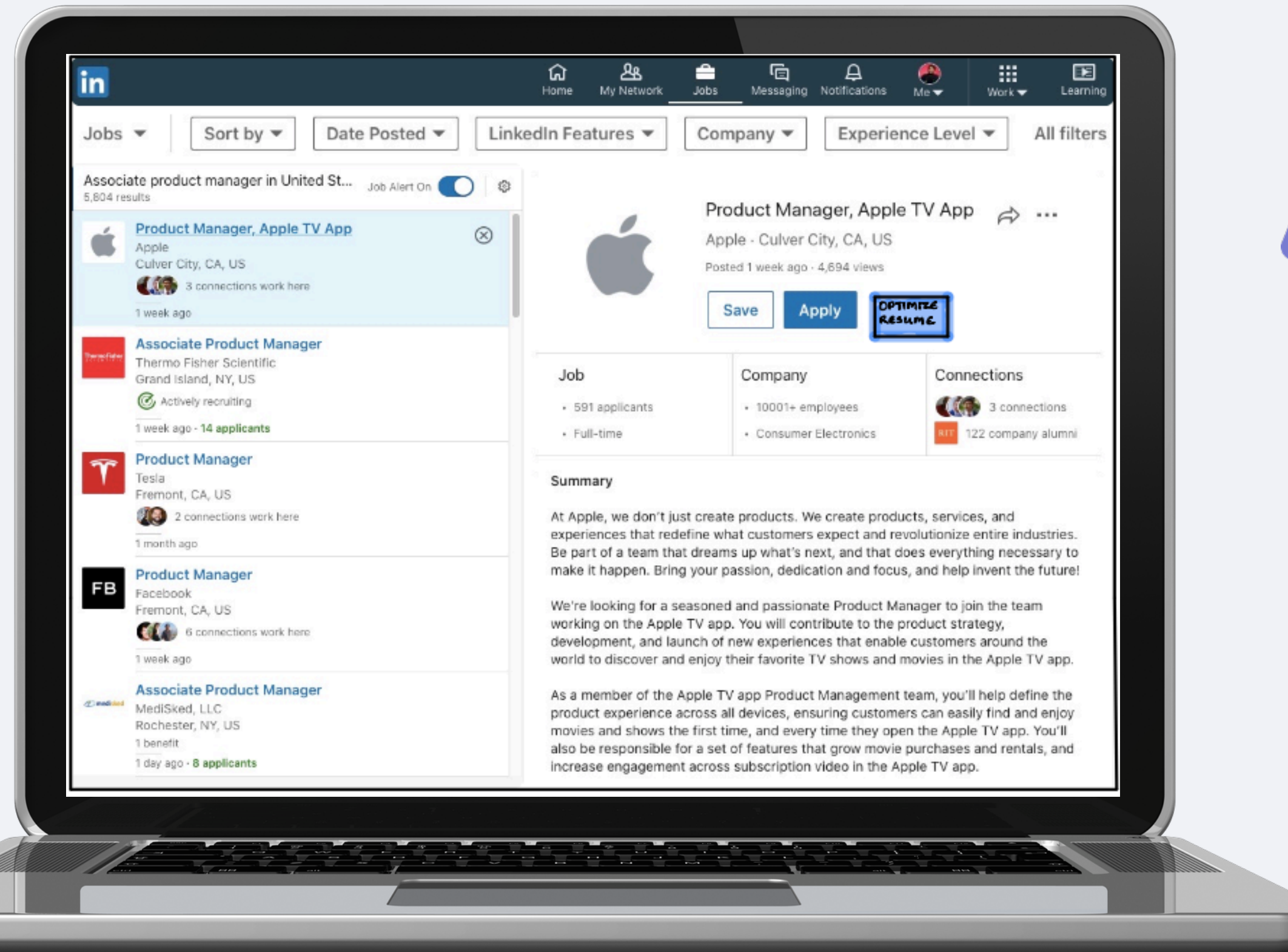
ISFilter-2



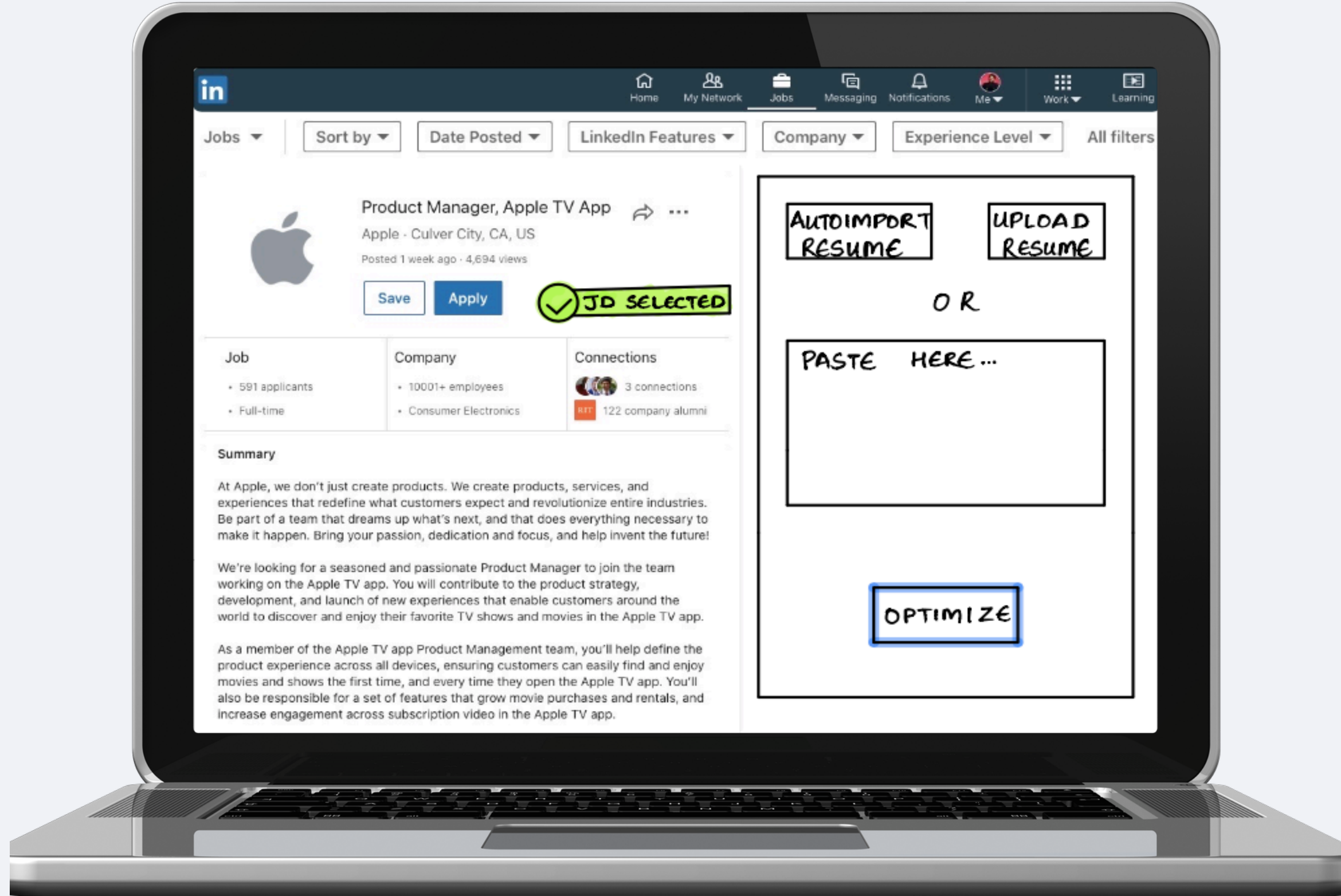
ISFilter-3 w/ Advanced Analytics



Resumé Optimizer



Resumé Optimizer-2



Resumé Optimizer-3



Product Roadmap



Product Vision				
For job seeking students & new grads (domestic & international) needing to quickly find & apply to employment opportunities, LinkedIn Students is a premium offering with the next generation of smart tools to help streamline their job search process and save time by means of a new 'Immigration Support' Filter with advanced analytics, an AI Based Resumé Optimizer and inbuilt Gamified Behavioral Assessments (GBA) to determine perfect fit.				
Product Strategy				
<div>Improve job applicant (user) satisfaction</div> <div>Lower Cost, Search & Application time</div> <div>Develop New Markets & Boost Premium adoption</div> <div>Set new industry standards</div>				
	Q1	Q2	Q3	Q4
Immigration support filter	Accuracy of profile-based job recommendations > 75 %	25 % increase in relevant job search results	30 % Increase in signups for LI Students	# Company adding immigration support info into JDs
Resumé Optimizer	# first time RO users Increase # of Job Descriptions on which AI would be trained	# resumes w/ accuracy > 85% # Optimized resumes per user	% of Recurring RO users User Churn rate < 5%	# applications with optimized resumes per user 45 % Interview Conversion rate, post optimization
GBA & Uni Partnership	Get at least 25 user testimonials for GBA	35 % reduction in search & application session length	20 % Increase in US Universities partnerships w/ LI Students	# Successful Offers post GBA

Target Persona – Worrisome Wayne



Brief Description :-

- International graduate student studying software engineering at a US university
- Moved to USA two years ago and is 24 years old.
- About to graduate in the next 25 days
- Searching for jobs that would let him reside in the States and continue being employed on an international work visa(H1-B)
- Currently works part time as a GA& is paid an hourly minimum wage to support expenses

Target Persona – Worrisome Wayne



Pain Points:-

- Worries about not being able to secure a job within 90 days of graduating, due to his international status, failing which he would have to leave USA.
- He uses LinkedIn very often to find out about new job opportunities and applies to jobs using LinkedIn's job search functionality, however, very often receives rejections from these applied jobs since most of these employers aren't ready to sponsor.
- Filling out each application takes 15-20 minutes and investing that much time for a huge number of jobs is not very practical given the fact that he also has homework and assignments from school to do.

Target Persona – Worrisome Wayne



Jobs to be Done :-

- Find jobs that are ready to sponsor international students on multiple Job Portals
- Apply to such jobs and await interview calls
- Network with people hiring international talent
- Optimize Resume to contain Keywords from the Job Description

Pain Point Quote :-

“As an international student I find it very difficult to find jobs that sponsor a work visa and am constantly stressed out in fear and anxiety of returning home without making my return on investment/ROI or being given a fair chance.”

...

The Opportunity



Unlock untapped platform potential, to help international students, who desperately are on the lookout for jobs in the US market

Diversify revenue streams by targeting a new market w/ Uni Partnerships & Student memberships

Create industry leading practices in terms of sourcing job opportunities






Where to Launch

- LinkedIn Students should be launched and tested in the United States of America, before scaling worldwide.
- Almost 1 M Students prefer coming to the US for their Higher Studies, making this a suitable test ground.





What Success would Look Like ?

- 30%  # of new signups for LinkedIn Students.
- 35%  time spent to search & apply to jobs.
- 45%  Interview conversion rate post resumé optimization.
- 25%  # of relevant job search results post filtering with 'Immigration Support' filter.
- 20%  US University partnerships.

Contact Me



585-465-4046

jobsforshimon@gmail.com

www.shimonjohnson.info

