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LinkedIn Pitch Deck

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Background

- LinkedIn already sits at the center of every career pivot, but its search tools weren't built for the specific, high-stakes question a career switcher asks: *"Who will actually hire someone like me?“*

- Chose this problem because it's a live, personal pain point: professionals with strong experience in one field structurally struggle to be taken seriously in an adjacent one, not because they lack skill, but because search and discovery tools don't surface the *evidence* that a switch is possible.

- LinkedIn already holds the one dataset that answers this, real career histories showing people who've made the exact switch, it's just not surfaced today.

Business Case

Initial Focus

Career switchers don't fail from lack of ambition ,they stall because they can't identify which companies, roles, and search filters are actually working in their favor.

The pain, with metrics:

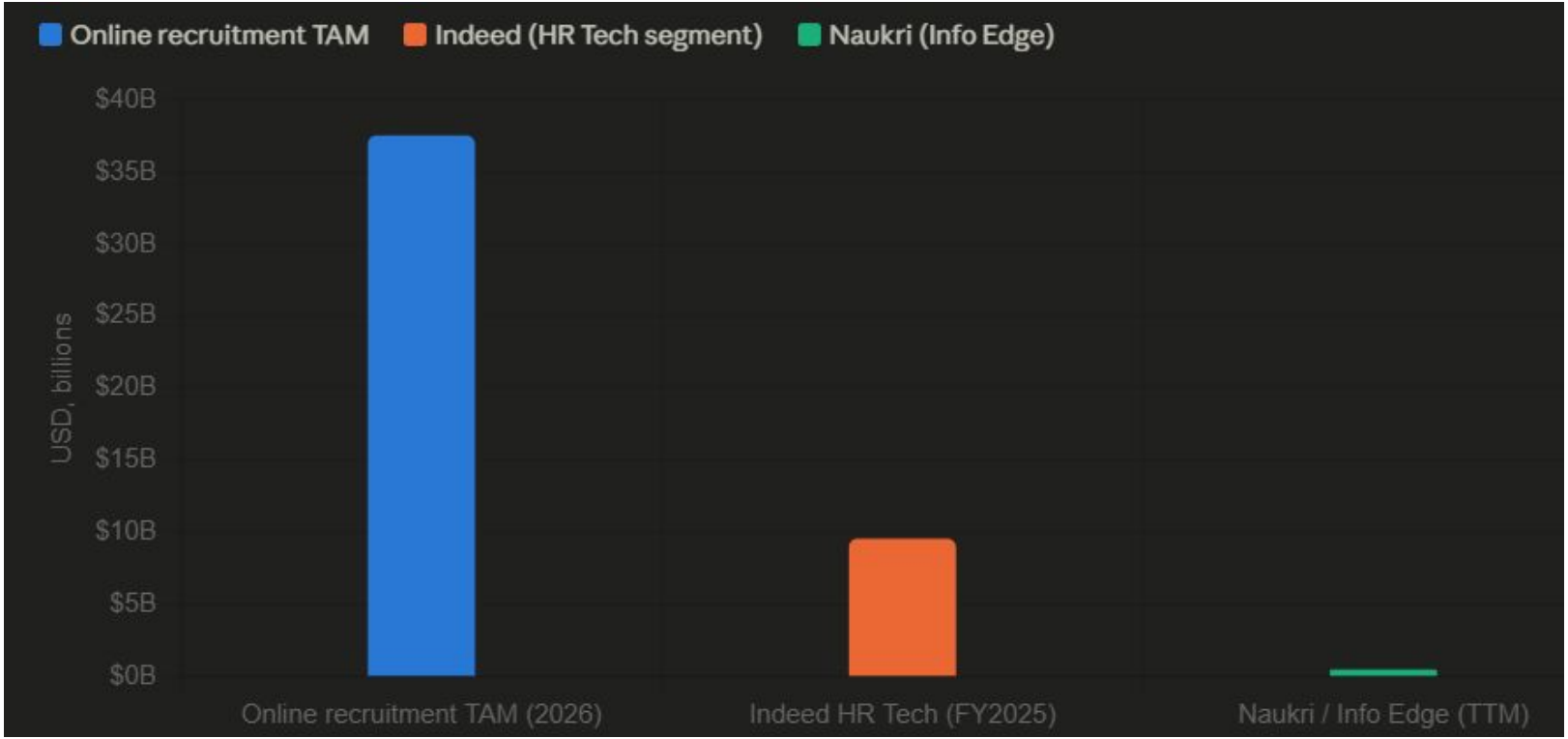
- 40% of professionals struggle with uncertainty about which field to even enter when considering a switch, and 32% aren't sure if a new career would suit them (electroiq Career Change Statistics 2025).
- 20% of career changers worry specifically about acquiring the right skills, and 14% are anxious about competing against more experienced candidates for the same roles (high5test Career Change Statistics).
- On LinkedIn's own data: job seekers who add verified skills to their profile are 30% more likely to be contacted by a recruiter, and skills-based roles attract a 24% larger applicant pool ,proof that the *right signal, surfaced to the right audience*, changes outcomes (Apollo Technical, citing LinkedIn workforce data).

Opportunity

- **TAM:** The global online recruitment market is valued at **$37.49B in 2026**, growing at 11.6% CAGR to reach $64.93B by 2031 ,a market LinkedIn already competes in directly, alongside Recruit Holdings (Indeed/Glassdoor), StepStone, ZipRecruiter, and SEEK (Mordor Intelligence, Jan 2026).

- Recruit Holdings' HR Technology segment (Indeed + Glassdoor) alone generated **~$9.5B in FY2025 revenue,** even a narrow slice of that, say a 0.5% share shifted toward LinkedIn via better switcher-focused search, is worth roughly **$47M**, which is the right order of magnitude for an initial focus area.

- Naukri.com's parent Info Edge reported **trailing-12-month revenue of ~₹34.8B (~$415M)** as of mid-2026, built on 82M resumes and 72,100 unique corporate clients, showing real, durable willingness to pay for recruitment search tools in exactly the market you know best.


Online recruitment TAM
Indeed (HR Tech segment)
Naukri (Info Edge)
$40B
$35B
$30B
$25B
$20B
$15B
$10B
$5B
$0B
USD, billions
Online recruitment TAM (2026)
Indeed HR Tech (FY2025)
Naukri / Info Edge (TTM)

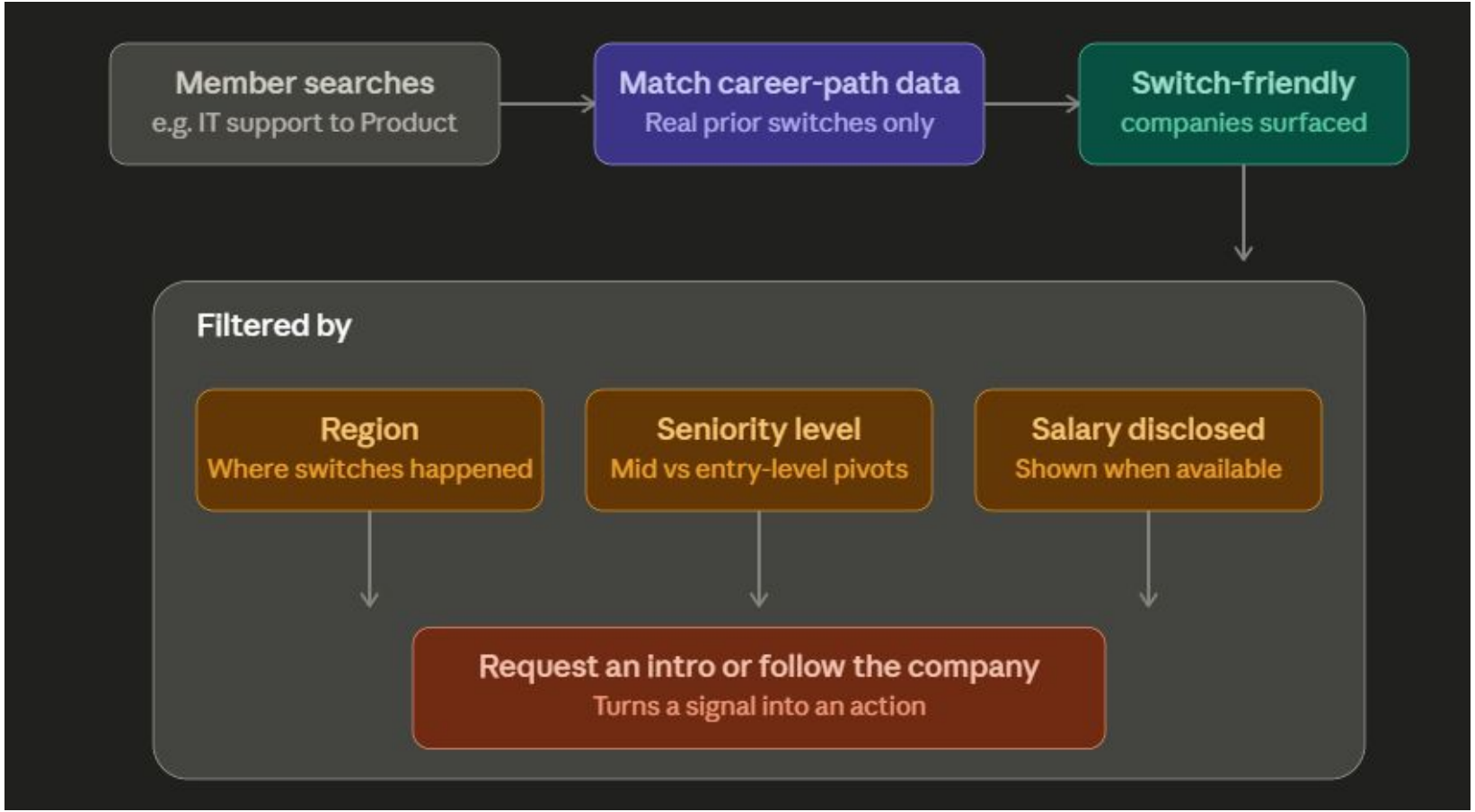
Proposal

Pivot Search

What it does, specifically:

- **Switch-Friendly Company Finder** - when a member searches for a target role/field, LinkedIn surfaces real employees at specific companies who made that *same* switch (e.g., "14 people went from Marketing to Product Management at Company X in the last 3 years") - turning an anonymous company into visible proof that it hires career changers.

- **Smarter Pivot Search filters** - under Premium, richer filtering built specifically for switch searches: region/geography, seniority level of the switcher (so a mid-career searcher isn't shown only entry-level pivots), and whether salary information is disclosed for that role/company - filters that don't exist today in a switch-specific way.


Member searches
e.g. IT support to Product
Match career-path data
Real prior switches only
Switch-friendly
companies surfaced
Filtered by
Region
Where switches happened
Seniority level
Mid vs entry-level pivots
Salary disclosed
Shown when available
Request an intro or follow the company
Turns a signal into an action

Return On Investment

Cost:

- 6-month build, 8-person cross-functional squad (PM, 3 eng, 1 data/ML, 1 designer, 1 analyst, 1 content/legal for data-sensitivity review).
- 48 person-months × $10K/month (loaded cost) = **~$480K build + launch cost.**

Return:

- LinkedIn Premium Subscriptions currently generate **$2B/year** (Microsoft FY2025 disclosures).
- If Pivot Search drives a modest **1% incremental lift** to that line ,plausible, since it directly targets a documented pain point for career switchers already paying for Premium Career ,that's **~$20M/year incremental revenue.**

ROI:

~$20M return against ~$480K build cost ,roughly 40x in year one, before counting any Talent Solutions upside (employers may pay to be flagged as "switch-friendly").

Measurement

- **Adoption:** % of Premium Career subscribers who run at least one Pivot Search within 90 days of launch (target: 15%).
- **Depth of use:** Average number of switch-filter refinements (region/seniority/salary-disclosed) per search session (target: 2+, showing the filters are actually used, not ignored).
- **Conversion:** % lift in free-to-Premium-Career conversion among users who engage Pivot Search vs. those who don't (target: +5 percentage points).
- **Outcome signal:** % of engaged users who report an interview or recruiter InMail from a "switch-friendly" flagged company within 6 months (self-reported survey).
- **Employer-side signal:** Number of companies that opt in to be visible in switch-friendly search results (a leading indicator of employer-side monetization potential).

Competitors

Naukri.com

~82M resumes on file, 72,100 unique corporate clients, ~₹34.8B TTM revenue.

- **Strength:** deep penetration and trust in India, especially tier-2/3 cities; large resume database.
- **Feature 1:** Resume database search for recruiters.
- **Feature 2:** Basic keyword/location/experience-level job filters.
- **Feature 3:** AI-based shortlisting tools for recruiters (added in recent years).
- **Feature 4:** Talent Pulse and Enterprise Resdex ,recruiter-facing analytics products.
- **Gap:** No switcher-specific signal ,filters are built for "find people with X years in Y role," not "find people who successfully moved from Y to Z."

Indeed

Operates in 60+ countries, HR Technology segment revenue ~$9.5B FY2025, AI-powered matching as a core strategy.

- **Feature 1:** Aggregated job postings from across the web (broadest job reach of any platform).
- **Feature 2:** AI-driven job-to-candidate matching.
- **Feature 3:** Employer reviews and ratings via Glassdoor integration. Feature 4: Salary estimate tools per role/company.
- **Gap:** Matching is job-history-to-job-posting, not "people like me who pivoted successfully" ,no visibility into which specific companies have a track record of hiring career switchers.

Our Advantages

LinkedIn is the only platform that already owns the exact data this feature needs, and neither Naukri nor Indeed can easily replicate it:

- **Verified career-path history at scale** ,LinkedIn profiles show real job-title transitions over time; Naukri and Indeed largely see a snapshot resume, not a graph of how careers actually moved.
- **Existing trust and reach in this exact search moment** ,members are already on LinkedIn when they start researching a pivot; no need to convince them to try a new platform.
- **Two-sided network effect** ,as more switchers use the feature, more "switch-friendly" companies get visibility, which attracts more switchers ,a loop Naukri/Indeed's resume-database and job-aggregator models don't naturally create.
- This is a genuine, hard-to-copy data/network advantage ,not a pricing or UI advantage, which is the kind of moat the rubric specifically asks you to articulate.

Roadmap and Vision

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Roadmap Pillars

Vision statement:

- "Make LinkedIn the place where a career pivot stops being a leap of faith and becomes a documented path.“

Theme 1: Precision of the switch signal

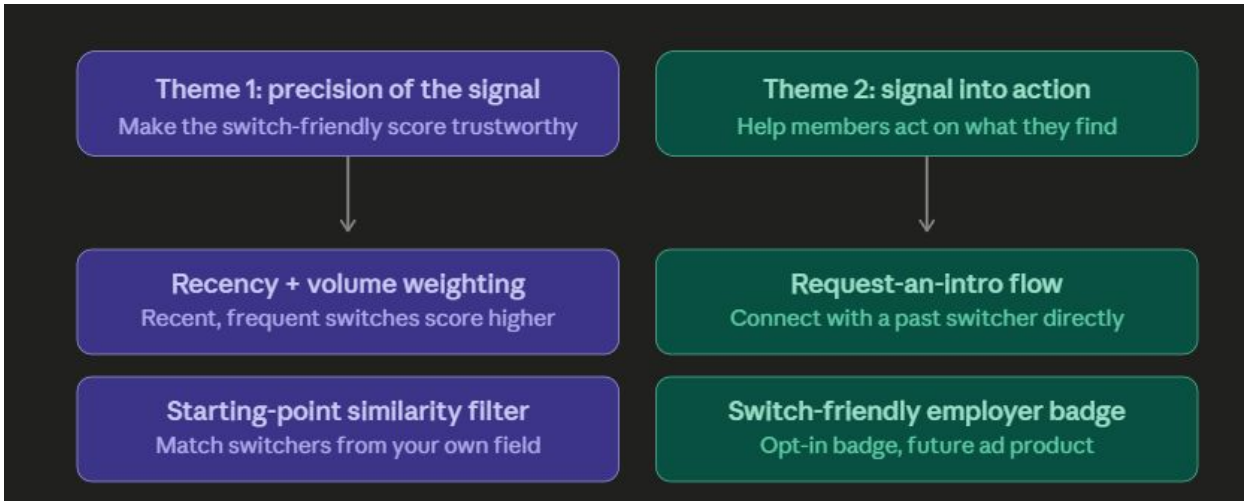
- Feature: Weight "switch-friendly" scoring by recency and volume of successful pivots at a company (not just a one-time historical hire).

- Feature: Let switchers filter by *how similar* their starting point was to the pivots shown (e.g., "show me people who also came from IT support," not just any pivot into Product).

Theme 2 : Turning the signal into action

- Feature: In-app "request an intro" flow to someone who made the same switch at a target company.

- Feature: Recruiter-side opt-in badge ,"switch-friendly employer" ,as a potential future paid employer-branding product.



Where Do We Go From Here?

Go-to-market:

- Launch first with Premium Career subscribers already actively searching adjacent-role keywords (a warm, identifiable starting segment) before rolling out broadly.

- Ideal early customer: mid-career professionals (5–15 years) in operationally heavy roles ,IT services, production support, ops ,searching for Product/Data/BA-type pivots, where the switch-friendly signal is most valuable and most searched.

Partnerships to explore:

- Bootcamp and certification providers (for a "here's what to learn next" nudge once a switch path is identified ,light-touch, not a full learning platform).

- Enterprise HR teams piloting skills-based hiring, who may want to proactively opt in as "switch-friendly" for employer branding purposes.

Sources Used

- Mordor Intelligence, Online Recruitment Market Size & Forecast, Jan 2026
- Recruit Holdings FY2025 results / Q3 2025 HR Technology segment disclosures (staffingindustry.com, tipranks.com)
- Info Edge (India) Ltd Q2 FY26 results and TTM revenue (staffingindustry.com, alphaspread.com)
- electroiq.com and high5test.com, Career Change Statistics 2025
- Apollo Technical, Career Change Statistics 2026 (citing LinkedIn workforce data)
- Microsoft FY2025 investor disclosures (LinkedIn Premium Subscriptions revenue)
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