



PRODUCT SCHOOL PRESENTATION

LINKEDIN INVESTING

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Presentation Guide

TOPIC OUTLINE

Product Strategy

Market Analysis

Value Proposition

Business Model Canvas

Customer Journey Map

Key Personas

Product Design & Prototype

Product Marketing

Product Analytics

Q & A

Stories made us think...

THERANOS

In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the female Steve Jobs: a brilliant Stanford dropout whose startup 'unicorn' promised to revolutionize the medical industry with a machine that would make blood tests significantly faster and easier. Theranos was valued at **\$9 billion**, putting Holmes's worth at an estimated **\$4.7 billion**. There was just one problem: the technology **didn't work**. By early 2017, the company's value was **zero** and Holmes faced potential legal action from the government and her investors.

Source: <https://ig.ft.com/sites/business-book-award/books/2018/winner/bad-blood-by-john-carreyrou/>

“Chilling. . . . Reads like a thriller. . . . [Told] virtually to perfection” —*The New York Times Book Review*

The Story of
Elizabeth Holmes
and Theranos

BAD BLOOD

Secrets and Lies

in a Silicon

Valley Startup

John Carreyrou

With a New Afterword

A grayscale background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents. One document in the foreground has the word 'CONTRACT' printed vertically on its edge. The overall atmosphere is professional and collaborative.

How do investors find trustworthy startups?

BY DOING WHAT LINKEDIN DOES BEST:
CONNECTING PROFESSIONALS AND BUILDING
RELATIONSHIPS FOR MUTUAL SUCCESS

ANGEL INVESTMENT

\$24 Billion each year in US
>64000 Startups

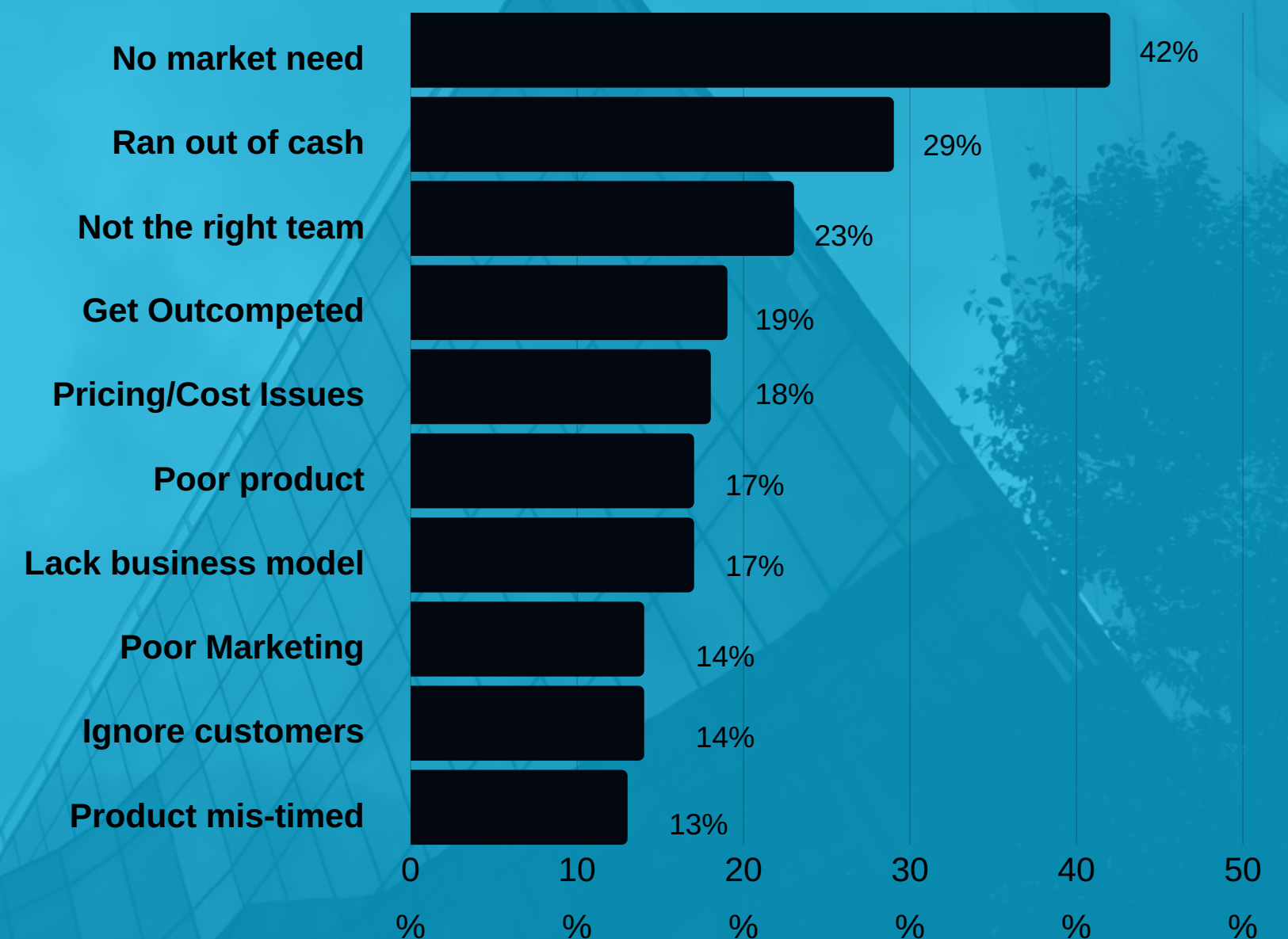
ANGELLIST WEBSITE LISTS:

4970 INVESTORS

21400 COMPANIES

32553 JOB OPENINGS

Top 10 Reasons Startups Fail



**US was home to 30.7 million small businesses in 2019
and 300,000+ angel investors in 2016.**

Source: <https://masschallenge.org/article/what-investors-look-for-in-startups>

<https://www.angelcapitalassociation.org/data/Documents/TAAReport11-30-17.pdf?rev=DB68>

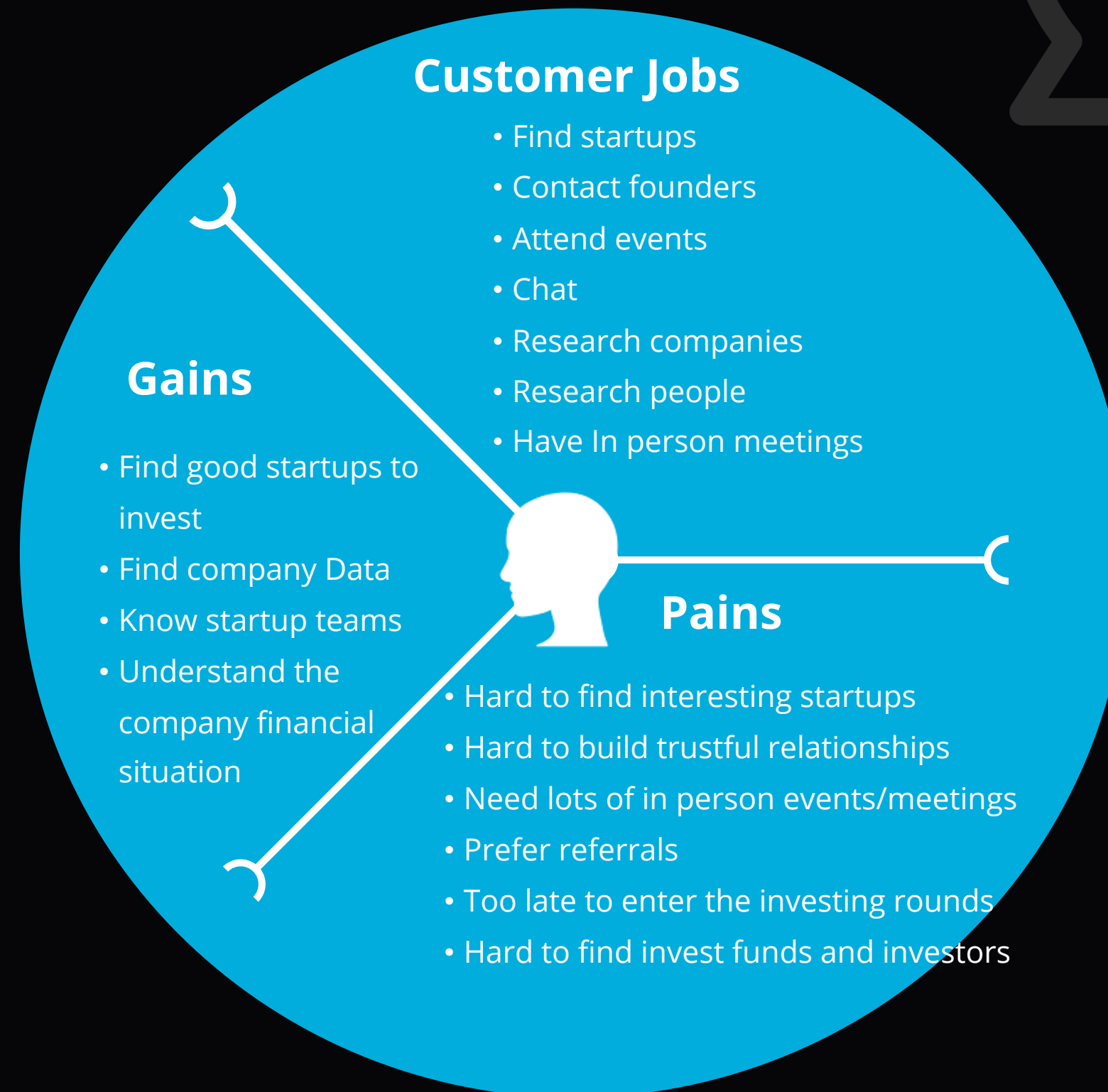
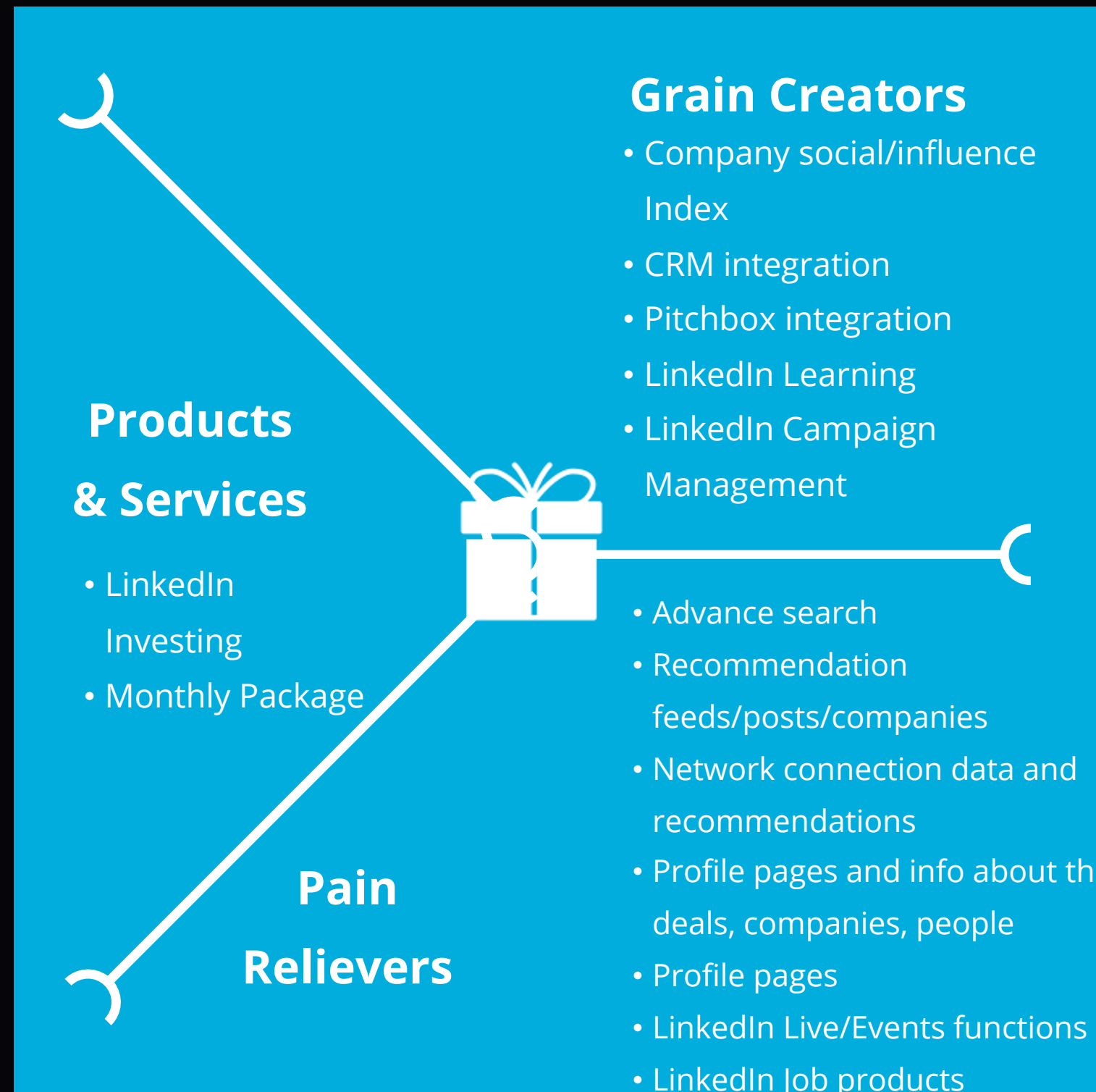
<https://fortunly.com/statistics/startup-statistics/#qref>

Market Analysis

BY CUSTOMER EXPERIENCE (SCORE: 0 - 10 POINTS)

ANGEL INVESTMENT PROCESS	DISCOVER	CONNECT	SHARE	BUILD TRUST	NEGOTIATE	MAKE DEAL	HIRING	REPEAT (FIND MORE INVESTMENT)
Angellist (47 pts)	7	5	6	4	5	7	6	7
Crunchbase (43 pts)	8	5	7	4	5	3	4	7
Pitchbook (44 pts)	8	5	8	4	5	3	4	7
LinkedIn Investing (57 pts)	7	8	8	9	6	3	9	7

The Value Proposition Canvas





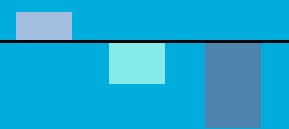

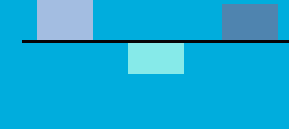

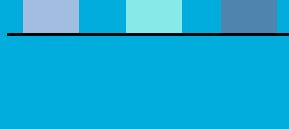



**CUSTOMER SEGMENTS:
ANGEL INVESTORS & YOUNG STARTUPS**

Business Model Canvas



Customer Journey Map

	AWARENESS	CONSIDERATION	PURCHASE	IMPLEMENTATION	RETENTION
 GOALS	<ul style="list-style-type: none"> Learn more about interesting startups Learn more about Angel investors 	<ul style="list-style-type: none"> Check startup website and LinkedIn profiles Get to know startups founders Learn more about Angel investors 	<ul style="list-style-type: none"> Gain exposure for more investment options and gain trust through LinkedIn connections and profiles 	<ul style="list-style-type: none"> Get connected with each other through network connections and inMail messages Get connected with each other through network connections and inMail messages 	<ul style="list-style-type: none"> Share feedback and refer to other investors/startups
 ACTIVITIES & TOUCHPOINTS	<ul style="list-style-type: none"> LinkedIn Website & App Ad displays Social Media Ads Word of mouth Online & Offline events Ads Email campaigns 	<ul style="list-style-type: none"> LinkedIn Website & App Ad display Social Media Ads Word of mouth Online & Offline events Ads Email campaigns 	<ul style="list-style-type: none"> Sign up with email and profile through LinkedIn website & apps Email notification 	<ul style="list-style-type: none"> Email notification & reminder LinkedIn home page personalized recommendations 	<ul style="list-style-type: none"> Share experience in LinkedIn posts Word of mouth Online & offline events
 THINKING & FEELING	<ul style="list-style-type: none"> Each party is interested but needs time to do research and get to know the team Not sure about the company financial status 	<ul style="list-style-type: none"> Company profile seems interesting Analytics is helpful APIs are useful Connections and trust bar is convincing 	<ul style="list-style-type: none"> Would like to know more companies and startup teams for relationship building and potential deals 	<ul style="list-style-type: none"> Start building the relationships with newly searched or recommended startups Feel more trust after virtual talks and understanding company profiles 	<ul style="list-style-type: none"> Happy with the connections and relationships Make a successful investment deal Love to share experiences
 EXPERIENCE					
 OPPORTUNITIES	<ul style="list-style-type: none"> Help discover companies through keywords, social index, and connections MVP: trial of company advance search (similar as sales package); Connection recommendations; KPI: LinkedIn Page visits, # of ad clicks 	<ul style="list-style-type: none"> Help research company and startup team; Ads MVP: trial of company profile API, Analytics, social index KPI: # of clicks on the pricing page 	<ul style="list-style-type: none"> Connect startups and investors; Email notification; Ads; MVP: relationship index KPI: # of subscriptions 	<ul style="list-style-type: none"> Dig into the company and team; LinkedIn Events, Live for product/company demo; Know about the team MVP: People analytics; company sales trends KPI: # of inMails/messages; # of events; profile completion score 	<ul style="list-style-type: none"> Keep tracking the company's financial behavior and People analytics MVP: LinkedIn learning videos for best practices; Build referral engine KPI: # of annual subscriptions; # of subscription cancellation



PERSONA 1 ANGEL INVESTORS

WHAT I DO: I can spot potential pitfalls and help avoid them; I am good at getting things done. I can help with business development and relationships, as well as strategic and other guidance based on experience. I have a practical, analytical bent.

LOCATIONS: Silicon Valley, San Francisco

GOALS: "Make it easy for me to find startups and get to know the team better"

PERSONA 2 STARTUPS

WHAT WE DO: Ferretly is a powerful yet simple web platform that leverages AI to analyze a subject's public social media posts efficiently. By using Ferretly, organizations of any size can reduce risks to their brand, employees, and bottom line.

LOCATIONS: Easton, Maryland

GOALS: "Make it easy for us to find investments and share success with investors"





Product Design

PHASE 1: PROVIDE BETTER PLATFORM FOR INVESTORS AND STARTUPS TO DISCOVER AND CONNECT TOGETHER

- Build algorithm to calculate CSI (Company Social Index) to quantify social influence index for companies
- Encourage startups to build better profiles to increase opportunities to be searched in marketing programs
- Create referral features to introduce startup to investors through connection network
- Improve search feature by adding funding related filters

PHASE 2: DRIVE TRAFFIC BACK TO LINKEDIN BY PROVIDING DETAIL FUNDING AND FINANCIAL DATA

- Connect multiple public and private investment database to provide up to date data
- Customize dashboard to meet varieties of funding needs

Key Features

FUNDING PAGE

- Completion progress
- CSI (Company Social Index) score
- Template available
- Linked to LinkedIn Learning

FIRM SEARCHING

- CSI (Company Social Index) Score
- Previous investment
- Suggested firm based on industry, location, in the network, referrals

CONNECTIONS

- Referral note
- Relationship Index tracker

CONNECT STARTUPS AND INVESTORS

People & Team

Product

Market

Valuation

Investor View & Startup View



PROTOTYPE

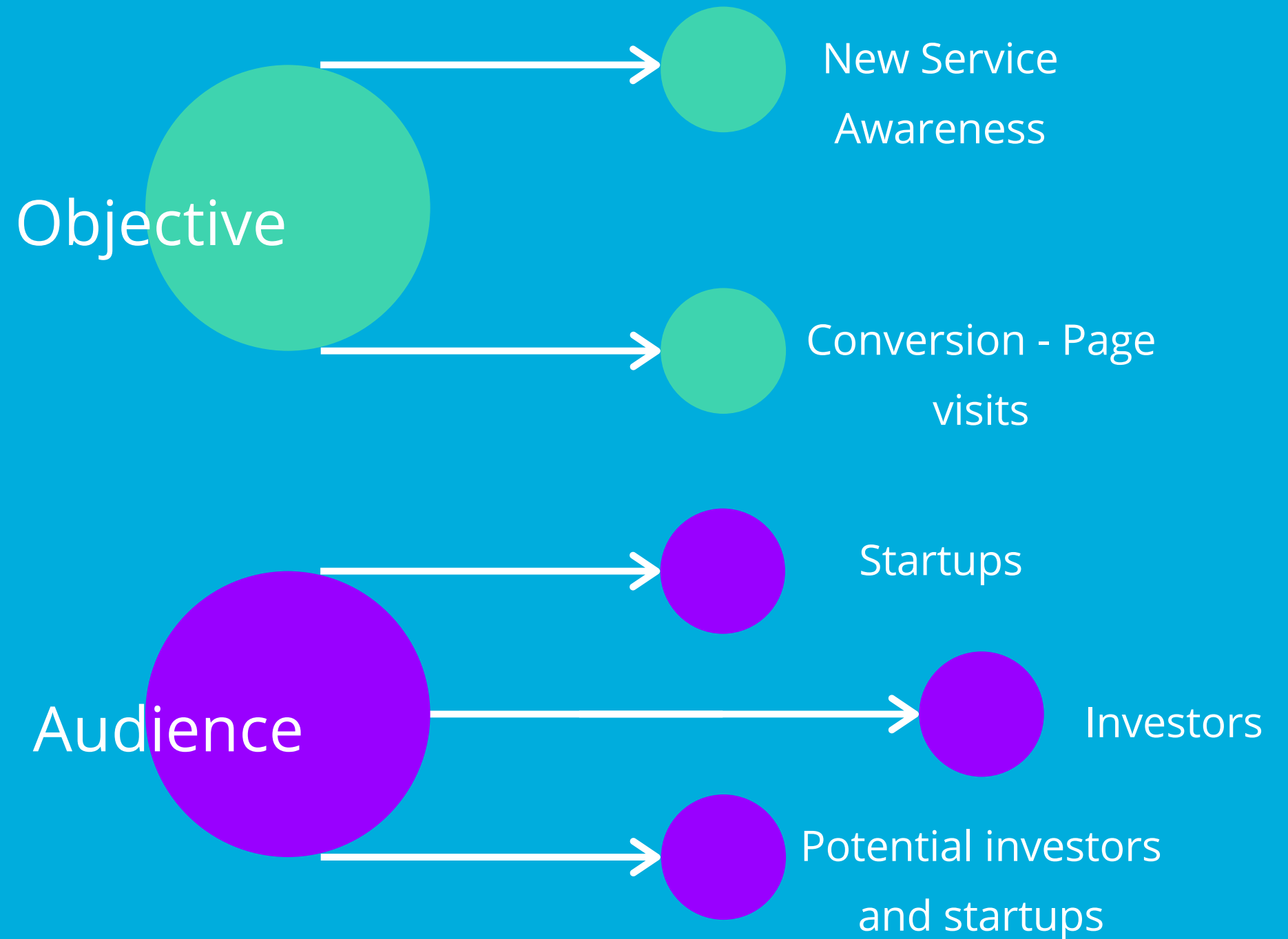
INVISION LINK

<https://linkedininvesting.invisionapp.com/public/share/R91660KMY8>

Marketing - Retargeting

A YEAR OF GROWTH

- Goal: convert existing LinkedIn traffic
- LinkedIn Content Marketing
 - Total Number of LinkedIn Users: **675 million**; **310 million** Monthly Active Users. (02/2020)
 - LinkedIn is the **#1 channel B2B marketers** use to distribute content at 94%
 - **280 billion** feed updates are viewed annually
 - Call for action: maintain company page to get a higher CSI score
- Email Targeting



Marketing - Prospecting Strategy

2020 Q1

2020 Q2

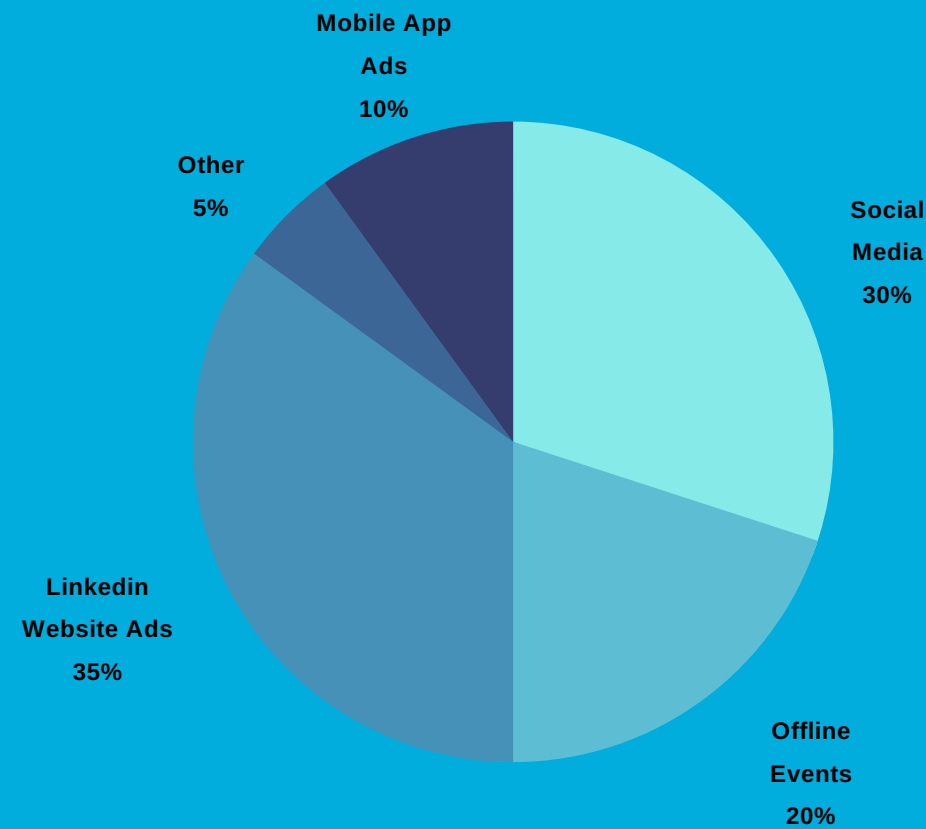
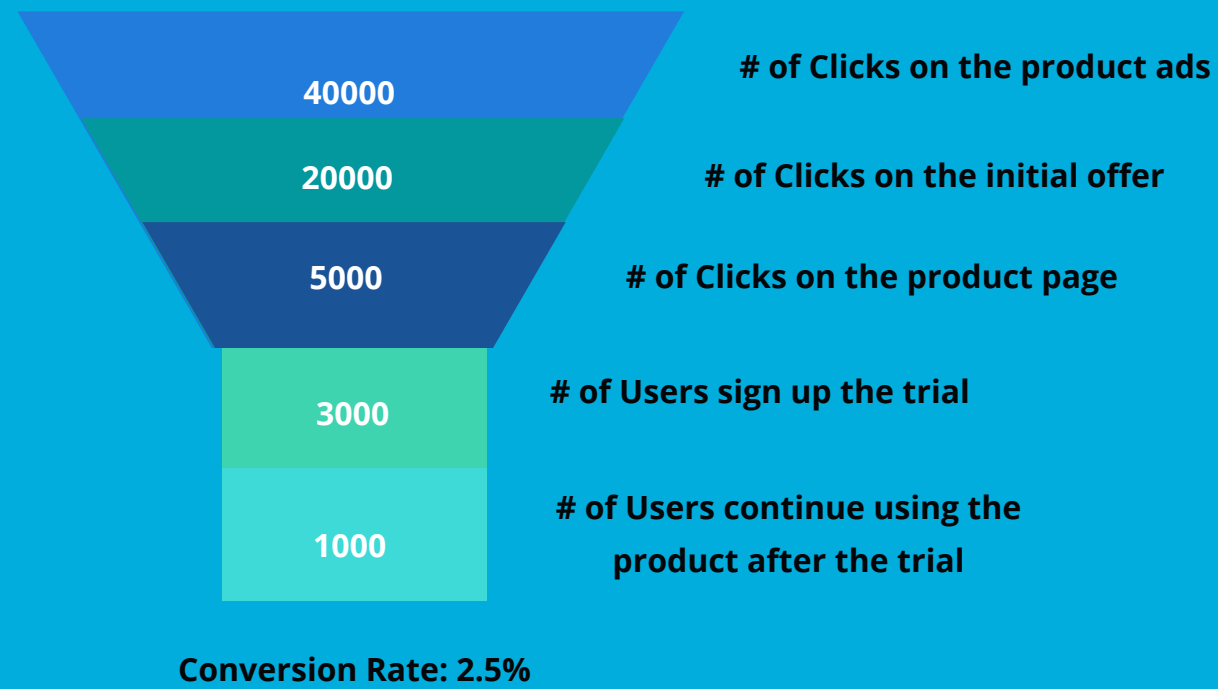
2020 Q3

2020 Q4

- **Goal: raise awareness to attract new visitors**
- **Search Engine Optimization**
- **Organic social media channels**
- **Paid Search Advertising**



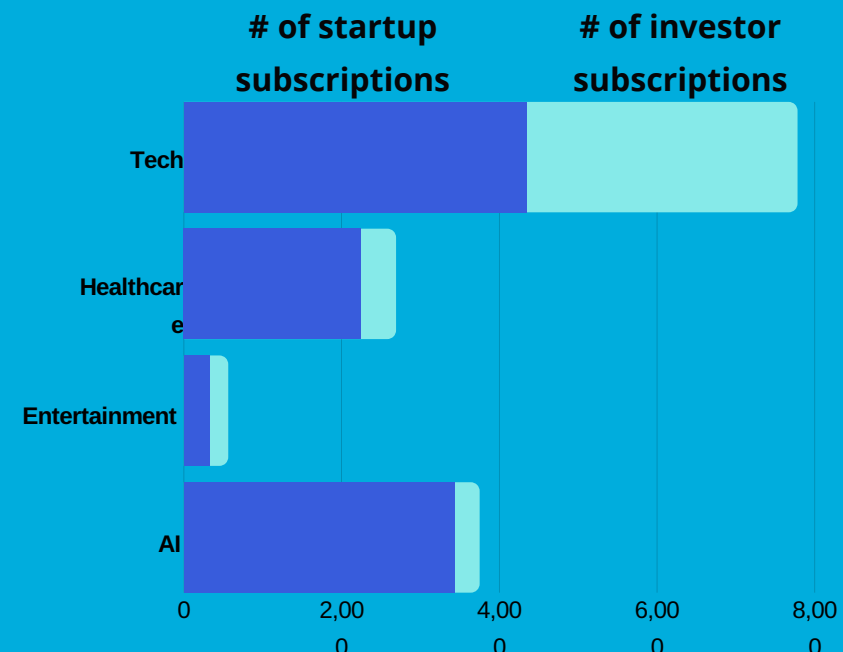
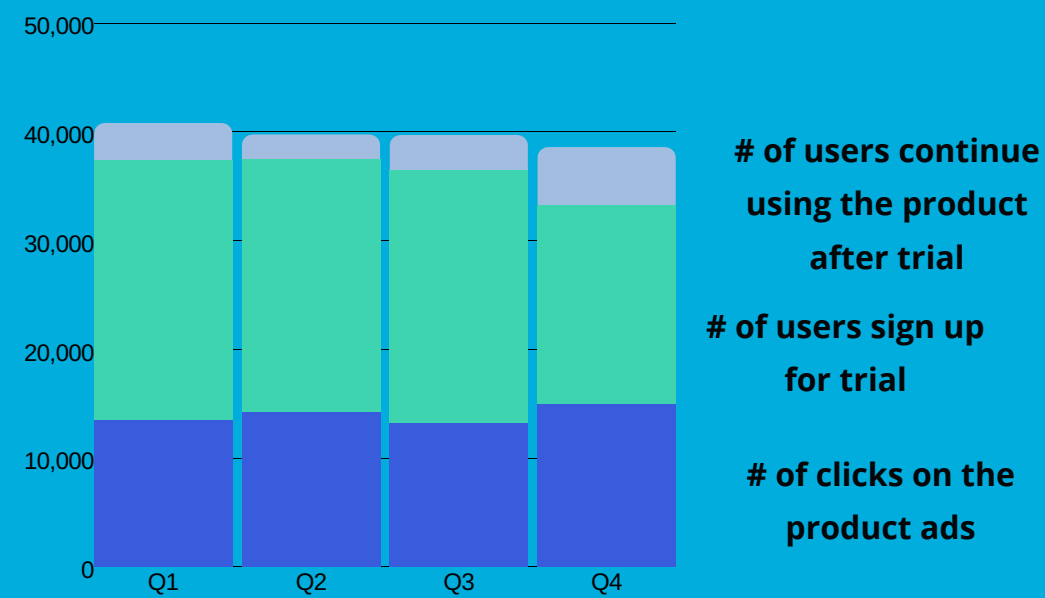
Product Analytics



of Ad Clicks
333 ↑

of Subscriptions
211 ↑

Conversion Rate
2.5% ↑



Q&A

THANKS FOR YOUR TIME!

WORDS TO PONDER

“The big money is not in the buying and the selling, but in the waiting.”

-Charles Thomas Munger

