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|  |  | Designed for: | Designed by: | Date: | Version: |
| **Lean Canvas** | LinkedIn |  |  |  |  |  |  |
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| **Problem** | **Solution** | **Unique Value Proposition** | **Unfair Advantage** | **Customer Segments** |
| Manage professional IdentityReach right talentReach the right buyersSell apps | Prof. Community PlatformHiring ToolsProf. Contextual AdvertisingAPIs, Widgets | Professional NetworkTargeted HiringTargeted AdsGlobal Platform  | Massive Scale  | Internet UsersRecruitersAdvertisers & MarketersDevelopers |
| **Existing Alternatives** | **Key Metrics** | **High-Level Concept** | **Channels** | **Early Adopters** |
| Job and CV Portals | Size of network#subscriptions#campaigns#apps, #developers | Facebook for Professionals | Website, AppsField SalesDeveloper Tools & APIs Portal | Internet enthusiasts |
| **Cost Structure** | **Revenue Structure** |
| Data Center OperationsR&D Costs (personnel ++)Sales & MarketingGeneral & Admin | Free and premium subscriptionsHiring Solutions subscriptionsMarketing Solutions subscriptions |
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