LINKEDIN BUSINESS MODEL

Ying YIN - Jiawei ZOU - Sotheara SOK

CONTENTS

A GLIMPSE OF LINKEDIN
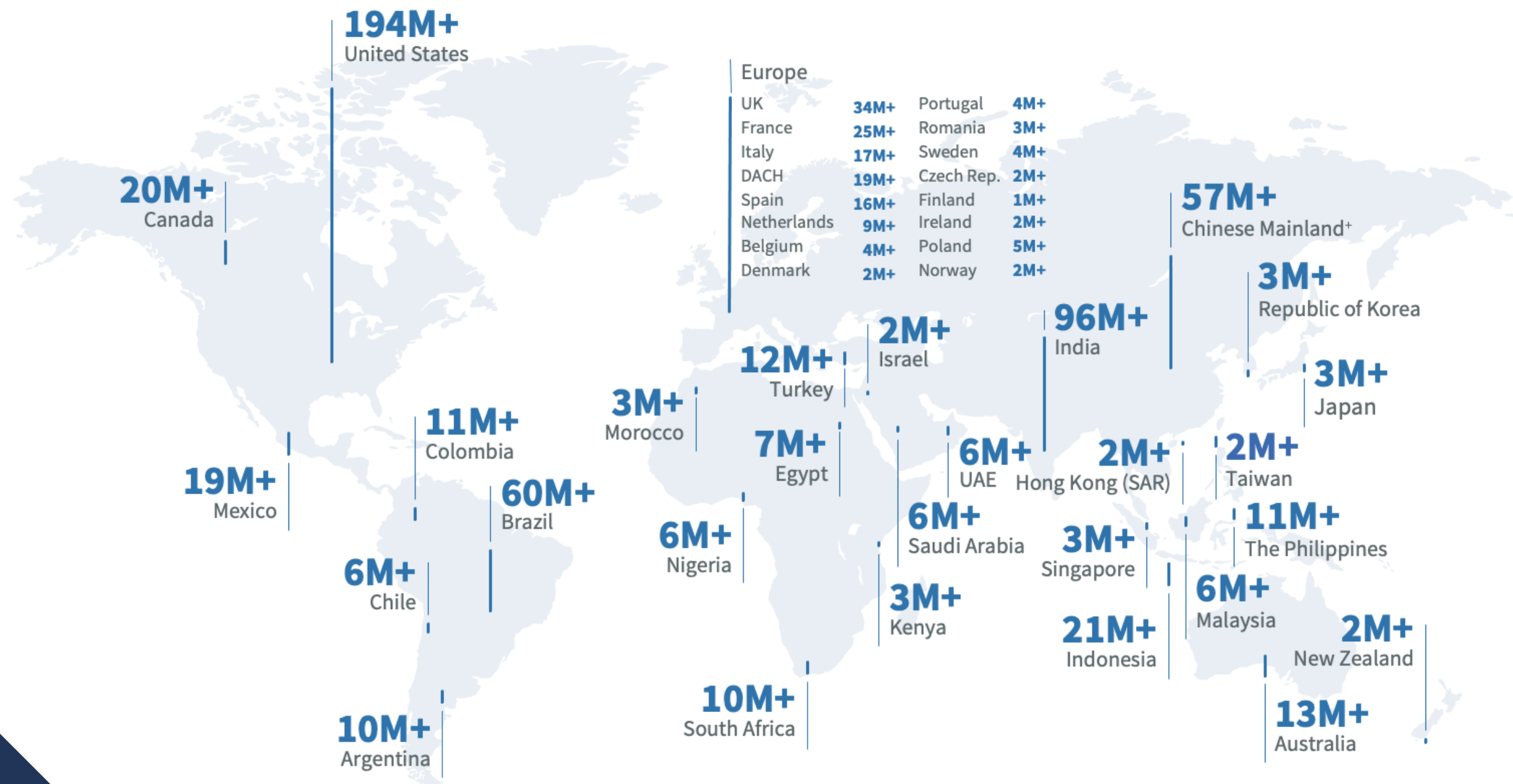
Reid

Eric

Jean-Luc

Konstantin

Allen

2003 Founded
2016 Bought by Microsoft **$26.2B**

MARKET AT A GLANCE

More than 875 million members in 200 countries and regions worldwide*

194M+
United States

20M+
Canada

Europe

UK	34M+	Portugal	4M+
France	25M+	Romania	3M+
Italy	17M+	Sweden	4M+
DACH	19M+	Czech Rep.	2M+
Spain	16M+	Finland	1M+
Netherlands	9M+	Ireland	2M+
Belgium	4M+	Poland	5M+
Denmark	2M+	Norway	2M+

57M+
Chinese Mainland+

3M+
Republic of Korea

96M+
India

3M+
Japan

2M+
Israel

12M+
Turkey

3M+
Morocco

6M+
UAE

2M+
Hong Kong (SAR)

2M+
Taiwan

11M+
Colombia

7M+
Egypt

6M+
Nigeria

6M+
Saudi Arabia

2M+
Singapore

11M+
The Philippines

19M+
Mexico

60M+
Brazil

6M+
Chile

3M+
Kenya

6M+
Malaysia

2M+
New Zealand

21M+
Indonesia

10M+
South Africa

13M+
Australia

10M+
Argentina

US alone 23%

Asia 28%

EU 26%

Others 23%

BUSINESS MODEL CANVAS **Linked in**®

Key Partners

- Companies
- Universities
- Content Providers
- Influencers
- Marketing & Sales application partners

Key Activities

- Platform Development
- Hire and retain
- Protect
- Develop

Key Resources

- Platform
- Network Effects

Value Propositions

For Professionals (Users):
- build new contacts
- build their own brands
- free of charge
- SlideShare

For Recruiters:
- effective tool
- resumes with references
- more convenient

For Third-party developers:
- software tools and solutions by leveraging LinkedIn APIs
- support customers

Customer Relationships

- Direct Network Effect
- Indirect Network Effect

Channels

- Self- Serve Platform
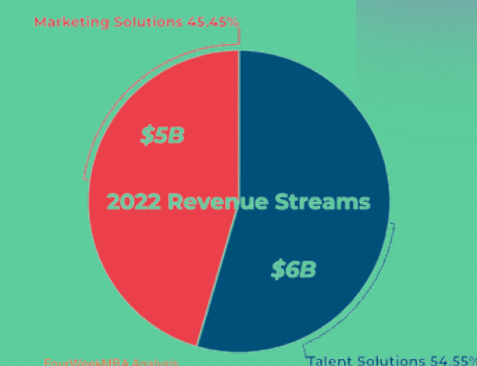- Offline Field based Sales

Customer Segments

- Professionals (Users)
- Recruiters
- Advertisers and Marketers
- Third-party developers

Cost Structure

- Product Development
- Sales and Marketing
- General and Administrative
- Cost of Revenue
- Depreciation

Revenue Streams

- Talent solutions
- Marketing solutions
- Premium subscriptions

Marketing Solutions 45.45%

$5B

2022 Revenue Streams

$6B

Talent Solutions 54.55%

Business Strategy Hub

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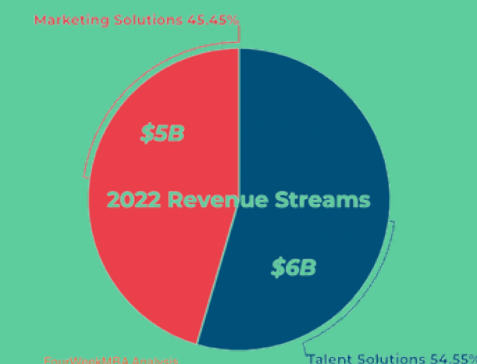- Offline Field based Sales

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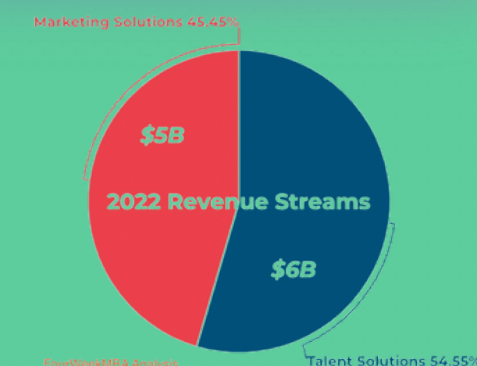
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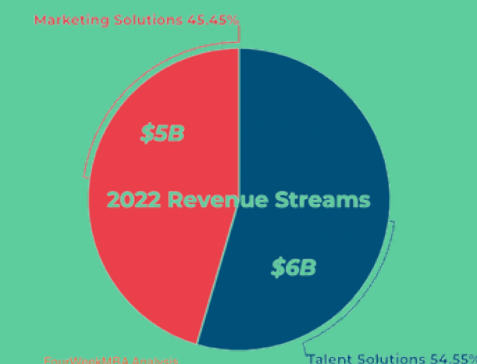
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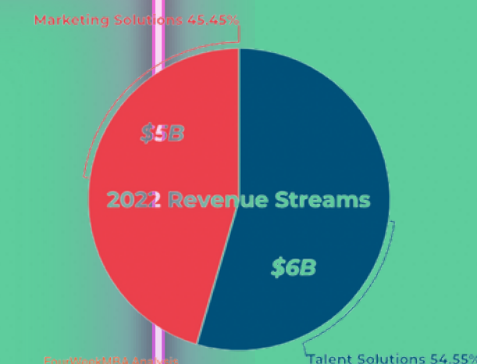
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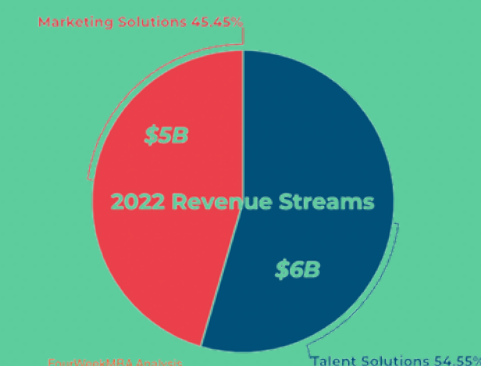- Offline Field based Sales

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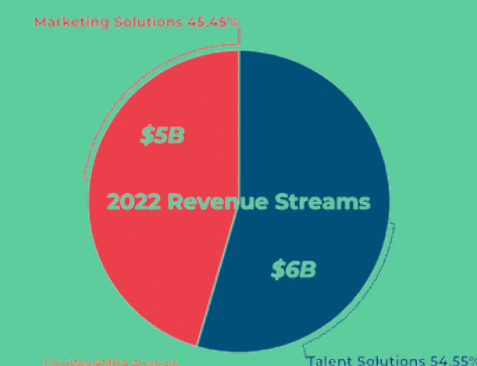- Offline Field based Sales

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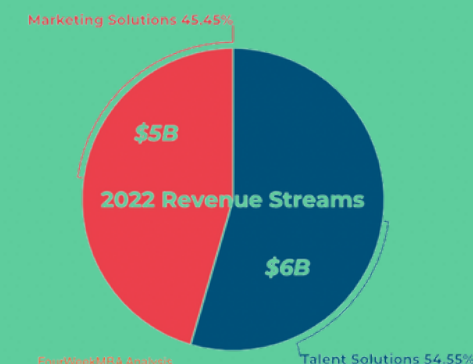
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