

Memorandum

To: Nick Ducoff, Vice President at nuEX;
Jon Fish, Project Manager at nuEX;
From: Marquis Cabrera, Project Consultant at nuEX
Date: November 17, 2014
Subject: Learnx's potential customer

This memorandum attempts to categorize and define Learnx's potential customer.

Micro customer: Hiring managers and college students.

In my opinion, hiring managers and college students are submarkets; their input should be indexed, but only in the design and product development stage. For example, hiring managers and students have these set of needs and want this type of product functionality. In doing so, Learnx secures customer buy-in at multiple levels and hierarchies and creates advocates along the customer development continuum.

Tactically, how to do we aggregate college student and hiring managers' needs and ideas on product functionality all the while securing their buy-in? Create a prototype and use Stanford D.School's 'What If' Tool to test on two different days, which is what the nuEX has already been doing. Or, invite hiring managers and students to come in and challenge them to build their version of Learnx through rapid prototyping.

Macro Customer: Universities and college students.

1. Universities looking to increase job retention numbers for their alumni.
 - Problem-Solution: College rankings depend on alumni contributions and the ability to find jobs-LearnX helps your students get high-demand jobs and increase their overall satisfaction.
 - What universities have the lowest rankings when it comes to student employment post graduation and alumni satisfaction? And, how is Learnx going to help get those students employed to increase alumni satisfaction?
 - **Colleges with lowest employer rates: Unknown.** This is significant because these universities would become our early target market and potential customers.
 - **Learnx is doing X, Y, and Z to help your alum secure jobs and become fiscal contributors.**
 - Market-Market Research:
 - Reports: Yahoo: [17,000 college graduates prove the recession isn't over for young people yet](#), WSJ: [College Grads May Be Stuck in Low-Skill Jobs](#), Forbes: [Overqualified and Underemployed: The Job Market](#)

[Waiting for Graduates](#), EPI: [The Class of 2013: Young graduates still face dim job prospects](#)

2. Employers looking for college talent.
 - Problem-Solution: Unfilled jobs-LearnX is a pipeline
 - What jobs and roles go most unfilled? And, is LearnX teaching those skills?
 - Σ # of aggregate niche open jobs at the largest companies: **Unknown**. This is significant because we would know what skill to start with and have a potential customers.
 - **Learnx is doing X, Y, and Z to create a rich talent pipeline that could fill your open positions and accelerate company growth.**
 - Market-Market Research:
 - Reports: [Baccalaureate and Beyond: A First Look at the Employment Experiences and Lives of College Graduates, 4 Years On](#) by the Department of Education, [Are recent college graduates finding good jobs?](#), [From Wall Street to Wal Mart? Why college grads are not getting good jobs](#)

Conclusion

In my opinion, Learnx should be tailored to meet the needs of micro customers, but solve the overall needs of the macro customers. Therefore, we should focus on skill sets that employers are looking for and Universities are not doing a great job at teaching their students.