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LinkedIn Learning GPS

AI-powered Linkedin’s Personal Career Growth Platform Navigator



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Background

Why are we here?

- Professionals/Employees do not know what skills to build next as core skills are changing
- A disconnect between learning platforms and career outcomes
- Companies struggle to identify skill gaps as they evolve
- LinkedIn is the main platform for companies, employees, and potentials
    - Holds the best statistics and data of these gaps and how to solve it

What if LinkedIn can become a mapped GPS for what's next for your career?

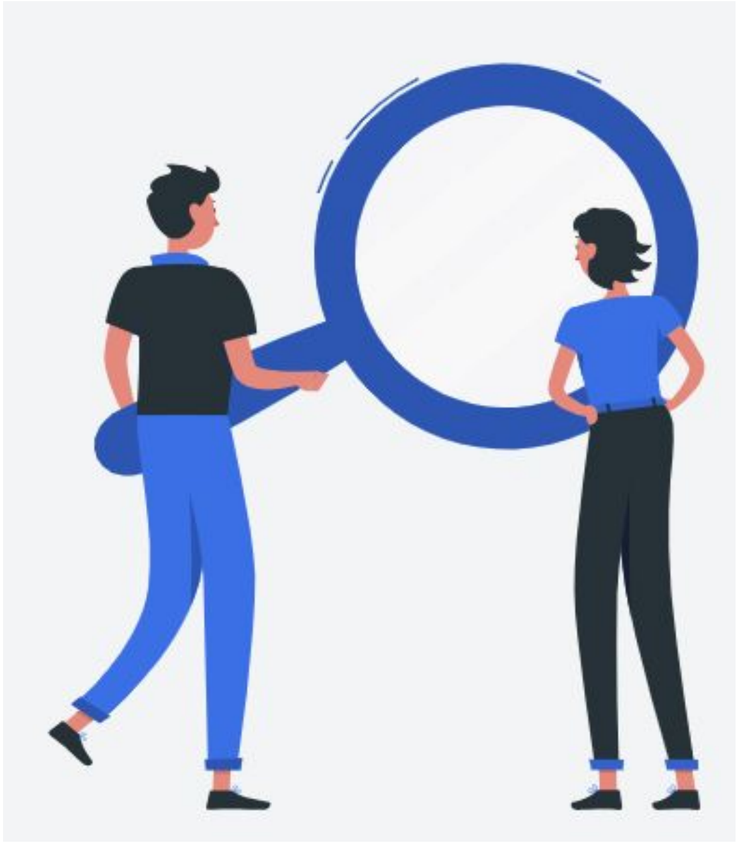
Business Case

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Initial Focus

Where are we starting?

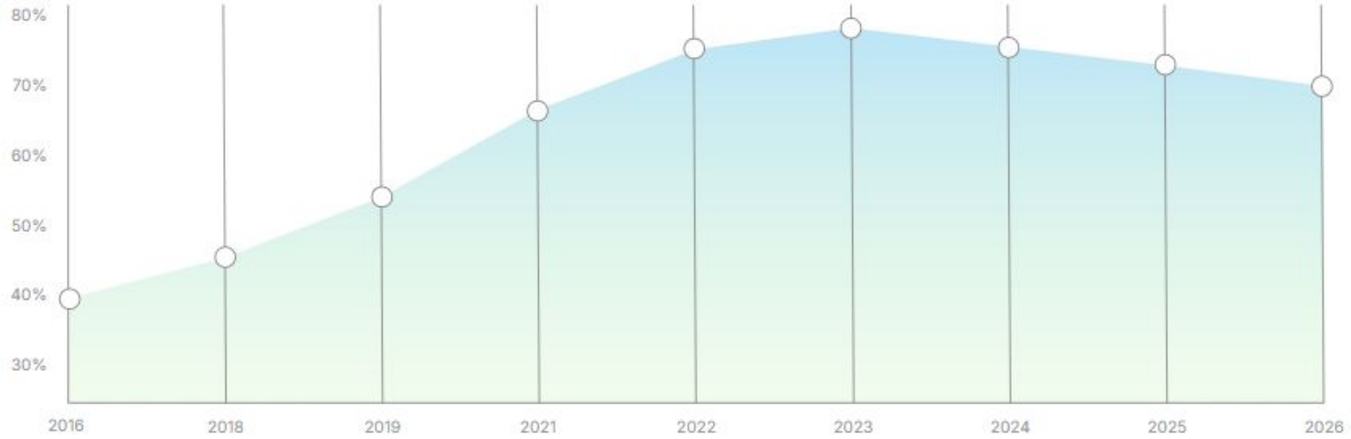
- **Focus**
  - To strengthen guidance in career growth on a platform to connect professionals with their matched opportunities
- **The Pain**
  - 39% of the core skills will change by 2027 and employees do not know what will come next (World Economic Forum, 2023)
- **Root causes**
  - LinkedIn only provides generic recommendations, not personalized
  - No mapping between user profiles and skills in demand



Opportunity

What's the problem?

- While there are evolvements in skills, professionals lack guidance with structure, which can hurt the company and employees can lose jobs or struggle to get one
  - *"87% of companies report skills gaps."* –McKinsey (Belyh, 2025)
  - *"72% of employers said they are struggling to find the skilled talent they need."* –ManpowerGroup



←

"More than seven in ten employers reported difficulty finding the talent they need, a modest improvement from the previous year."

-ManpowerGroup



- Total Addressable Market (TAM)
  - The global corporate training market is estimated *“$361.5 billion in 2023, and is projected to reach $805.6 billion by 2035”* –AlliedMarketResearch
- Competitor revenue
  - Coursera reported a $757M in revenue in 2025 showing significant global demand for online learning (Global Skills Report, 2025)

Proposal

What's our solution?

- To build a Linkedin Learning GPS dashboard that uses AI to:
  - Identifies and detects skill gaps
  - Offer tailored career development plans
  - Gives recommended courses and certifications
  - Suggestions on (relevant) networking opportunities and mentorship
  - Analyzes profiles, career goals, and industry trends
  - Tracks progress on how up-to-date users are with percentages
- Draw data and insights from *"1 billion careers, more than 500 million skills added to LinkedIn profiles each year, and 5 million profile updates per minute"* –Learning News

Return On Investment

What can we do?



- Estimated development costs
  - Timeline for development: 12 months
  - **Estimated cost: 12 months x $10,000 = $120,000**
- Potential Revenue if the platform gets 16,000 users subscribed
  - Subscription: $19.99/month
  - **Annual revenue: 16,000 x 19.99 x 12 months = $3.8 M**
- ROI (Revenue/Cost)
  - **3,800,000 / $120,000 = $31.66**

Measurement

How will we know if we're successful?

- Year 1 Success Metrics
  - **Business KPIs**
    - Conversion rate: 5% of users upgrade to paid Linkedin Learning GPS
    - Revenue: $3.8 million
  - **Product KPIs**
    - 320,000 active users using the platform
      - subscribers/conversion rate = total users = 16,000/0.05=320,000
    - At least 35% complete a recommended course/certification
  - **Quality KPIs**
    - User satisfaction rate: maintain an average of 4.5/5 rating
  - **Development KPIs**
    - Maintain 99.99% server/system uptime

Competitors

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Competitor

E.G. Coursera

- Coursera provides professional certifications and programs to help users develop new skills and advance in career paths
- Key Features
  - Industry-recognized professional certificates (i.e Google, IBM, Microsoft, Meta)
  - University partnerships (i.e Yale, Stanford)
  - Suggestions through series of courses grouped together for a structured path
  - Self-paced online learning through any devices
- 175 million registered learners as of Q1 of 2025 (Coursera, Q1 2025 Earnings Release)
- $757M in revenue in 2025 (Global Skills Report, 2025)

Our Advantages

Why are we better?



- LinkedIn has **134.5 million active users each day** and **48.5% active monthly** (Kumar, 2026; Shepherd, 2026)
- The Career Hub integrates AI, job postings, to create learning paths with real career data (Raines, 2025)
- Current live data (job postings, real user profiles, current trends, and Career Hub) gives advantage for LinkedIn to give the best, most accurate suggestions

Coursera builds skills, but LinkedIn creates careers

Roadmap and Vision

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Roadmap Pillars

Where do we go from here?

- **Vision for LinkedIn Learning GPS**
  - For LinkedIn to become the primary platform for professionals to plan, develop, and advance in their careers with customized guidance through current LinkedIn data and AI.
- **Themes the roadmap will follow**
  - AI-Personalized GPS
  - Guided Pathways
  - Opportunity Matcher



AI-Personalized GPS

Insights to help identify skill gaps and to make career decisions

- **Skill gap detection**
  - Uses AI to analyze user profiles, career goals, and industry demands to identify skill gaps
- **Personal career dashboard**
  - Showing insights of skills progression and how prepared they are for target roles, whether within a job or outside of it

Guided Pathways

To guide users to build relevant skills and visually see progression

- **Course and certification recommendations**
  - Suggested courses and certifications through detected skill gaps
- **Structured pathway tracker**
  - A guided plan for users toward career goals and show progression to let users understand closeness to job requirements

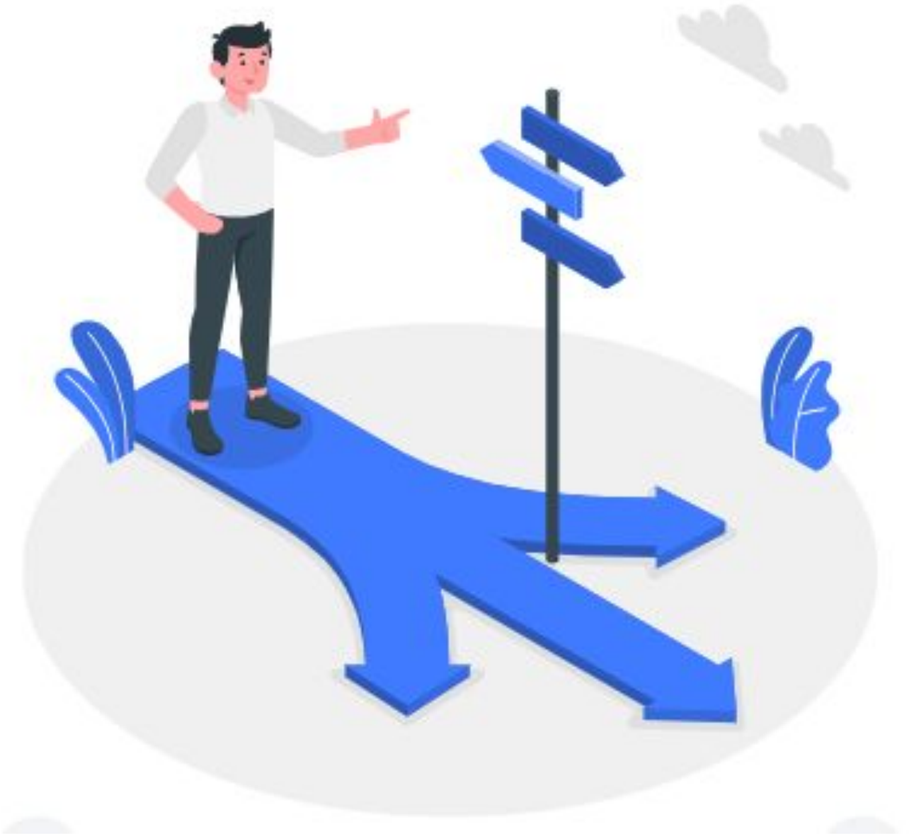
Opportunity Matcher

Connecting users with meaningful opportunities and other professionals

- **Smart networking**
  - Suggest relevant connections with professionals within the user's target role and show match percentage, based on skills alignment
- **Industry insights**
  - For users to be able to understand what type of skills and opportunities are in demand and what will be relevant in the next 5 years (updated each year)
- **Mentorship Matching**
  - Suggest other linkedin professionals willing to mentor other professionals pursuing in the same career path

Where Do We Go From Here?

Widening the scope



- **Career-based AI-Assistant**
  - Using LLMs to guide users in making career decisions, developing needed skills, and to navigate through job opportunities
- **Visual company Insights**
  - Visual graphs and data of company insights with their own industry, opportunity, and skill trends

In Conclusion

Wrapping it up



- Helps professionals stay competitive in a rapidly changing workforce
- Turns LinkedIn into the GPS for career development

Thank You!

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