



LinkedIn

Value Proposition: Maintain professional brands and networks.

Founder(s) and Start Date: Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant, 2002

Historical Milestones:

- Founded by [Reid Hoffman](#), [Allen Blue](#), [Konstantin Guericke](#), [Eric Ly](#) and [Jean-Luc Vaillant](#) in Hoffman's living room in 2002; the site launched on May 5, 2003
- In 2008, LinkedIn opened its first office overseas, making the company global
- LinkedIn went public in 2011, and purchased SlideShare in 2012
- In April 2014, LinkedIn reached 300 million members
- In 2015, Perkins v. LinkedIn was filed. This class-action lawsuit held the site accountable for sending millions of unsolicited emails to potential site users.
- In 2016, Microsoft purchased LinkedIn for over \$26 billion

Source of Income:

- In 2014 LinkedIn had revenue of \$568 million.
 - 61% of LinkedIn's revenue comes from talent solutions (\$345 million)
 - 20% of LinkedIn's revenue comes from premium subscriptions (\$114 million)
 - 19% of LinkedIn's revenue comes from marketing initiatives (\$109 million)

User-Generated Content: Users of the site create a profile that serves as a digital resume. Projects, awards, certifications, publications, skills, and endorsements can all be posted on this profile.

Benefits for Users: LinkedIn is the world's largest professional social network. Over 300 million users can connect with leaders in their industry, receive recommendations and endorsements, be scouted by major organizations, and search and apply for jobs.

Largest User Demographics: college graduates, high-income households

Analytics: Each LinkedIn business page has an analytics section, which details post reach and engagement for that page. Follower demographics and trends are also available, in addition to information about competitors.

Further Reading:

- [About LinkedIn](#)
- [LinkedIn IPO Stock Doubles](#)
- [Perkins v. LinkedIn case information](#)