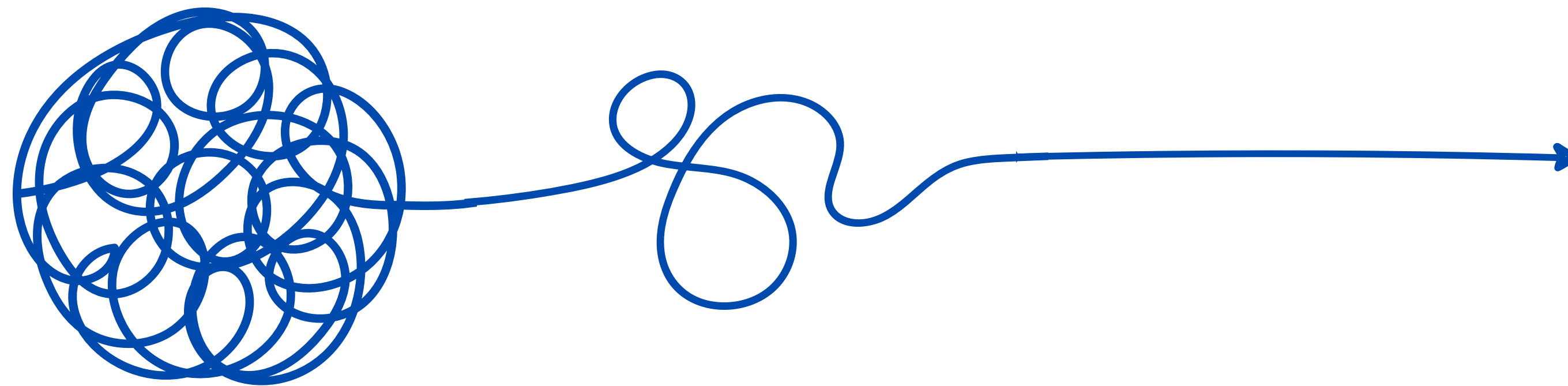


Linimizi

LinkedIn made Easy



Lin**imizi**

Story

Problem

+50% university students can't find
internships and **jobs**

Solution

LinkedIn
Coaching Service



Customer Profile (B2B Decision Maker)

1. **Demographic** – 45-55, Director-Head of Department , and +30 000 MAD/m
2. **Geographic** – Morocco
3. **Technographic** – Live Workshops
4. **Psychographic** – Student centered, Student advocate, Pride in student success
5. **Behavioral** – Push students to compete, hires coaches

Competition

Category	LinkedIn Learning	Freelance Coaches	HR Recruiters	Linizi
Type	Global Platform	Global/Local	Local	Morocco-first career coaching
Pricing	✗ Requires LinkedIn Premium (\$39.99/month)	✗ Expensive (\$150–300/session)	✗ High individual fees	✓ Free or affordable via university partnerships
Content Format	✗ Pre-recorded, generic content	✗ One-on-one advice, not systematized	✗ Theoretical advice	✓ Live, interactive workshops
Personalization	✗ No live coaching or personalization	✗ Not tailored to students	✗ Target professionals, not students	✓ Student-specific frameworks
Partnerships	✗ No university partnerships	✗ No university partnerships	✗ Not integrated with student systems	✓ B2B university model
Cultural Relevance	✗ Global-first, lacks local nuance	✗ Often generic	✗ Limited understanding of student needs	✓ Designed by and for students in Morocco

M.V.P.

After **400+ students**, Linizi is building the LinkedIn Workshop Series **V1.0**.

Success

A special thanks to **Ahmed Mahmoudi** for the pre-interview session, which completely transformed how I approached the day. I learned the importance of preparing by researching:

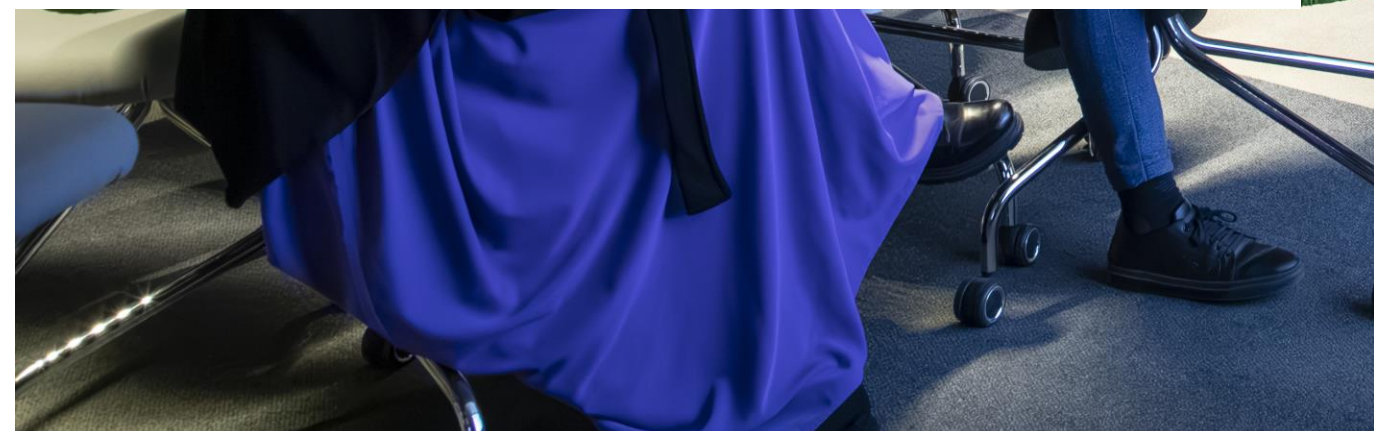
- 🔍 What the company does
- 🔍 Their main products and services
- 🔍 Where they're based
- 🔍 Their challenges
- 🔍 Their values and culture

This preparation made all the difference. It s to showing how I could genuinely contribut

Interviews aren't just about skills they're abo

- 💡 What excites you?
- 💡 What drives you?
- 💡 What makes you unique?

It's not about repeating your CV; it's about bringing your authentic self and your aspirations to the table.



Abderrahman Sidi Hida • 1st
Head Coordinator & Teacher Trainer at The American Language Cen...

As a researcher and senior EFL instructor with nearly 26 years of classroom experience, I've seen many changes in the field. Despite the age gap between us, attending one of your workshops proved to be an invaluable experience. I gained practical skills and fresh insights that I continue to apply. You are not only ambitious and committed to excellence, but also socially adept—qualities that make you an exceptional educator and leader. Thank you for your meaningful contribution to our profession.

1h ...



tiha Lemtoui

everything.
real.

Big thanks to **Ahmed**.

The day before, he prepared us.

He taught us to research companies.

Sector of activity.



A special thank you to **Ahmed Mahmoudi** for sharing the ultimate secret to success: Preparation is the key!

Here's what I learned:

- 📌 Dive deep into the company, its mission, challenges, and culture.
- 📌 Shift your perspective, it's not about "impressing"; it's about finding alignment.
- 📌 Lead with authenticity, your story, your passions, your "why."

Success

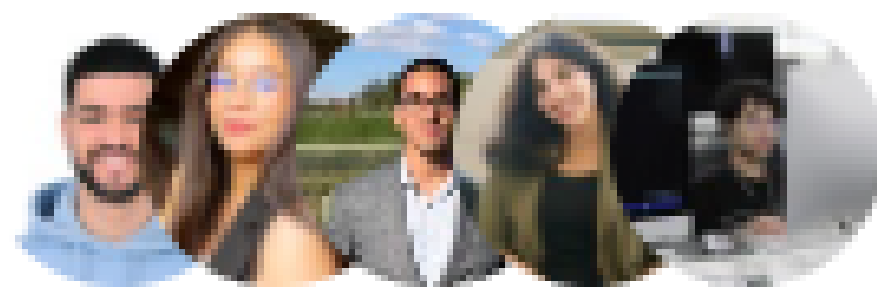
linizi



LinkedIn hotseat: Fix your profile live

Event by Ahmed Mahmoudi 

Sat, May 10, 2025, 5:00 PM - 7:00 PM (your local time)



Mohamed ZANANA and 332 other attendees



100% FREE WEBINAR

IGNORE ME!



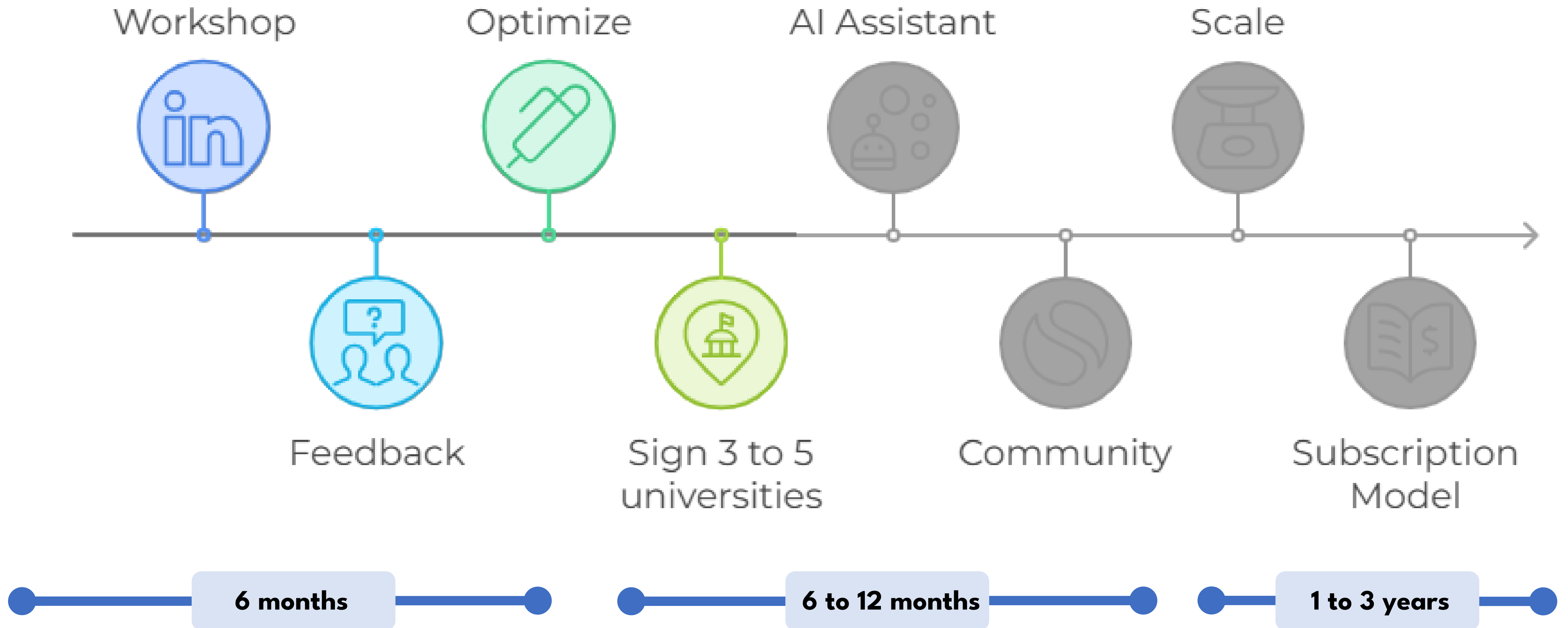
Big Vision

Phase 1

Phase 2

Phase 3

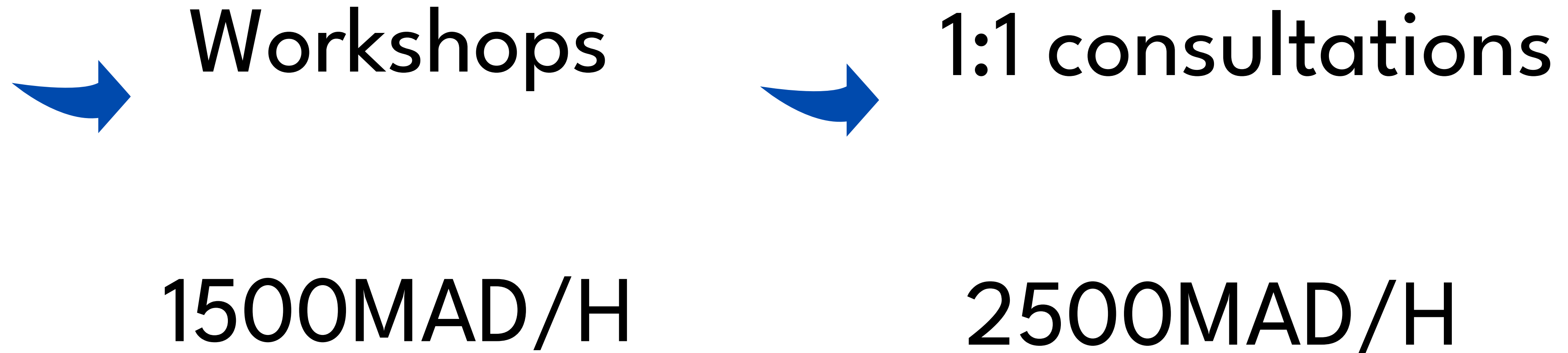
Roadmap



Cost Structure

Expense Category	Estimated Cost (MAD)	What for?
Marketing and Promotion	20,000	Automated content creation, Photography
Workshop Materials	5,000	Consumables (Pens, Markers, Board, ...)
Travel Expenses	15,000	Hotels, Trains, Taxis
Training and Development	10,000	Public speaking, Sales and Negotiation

Revenue Streams

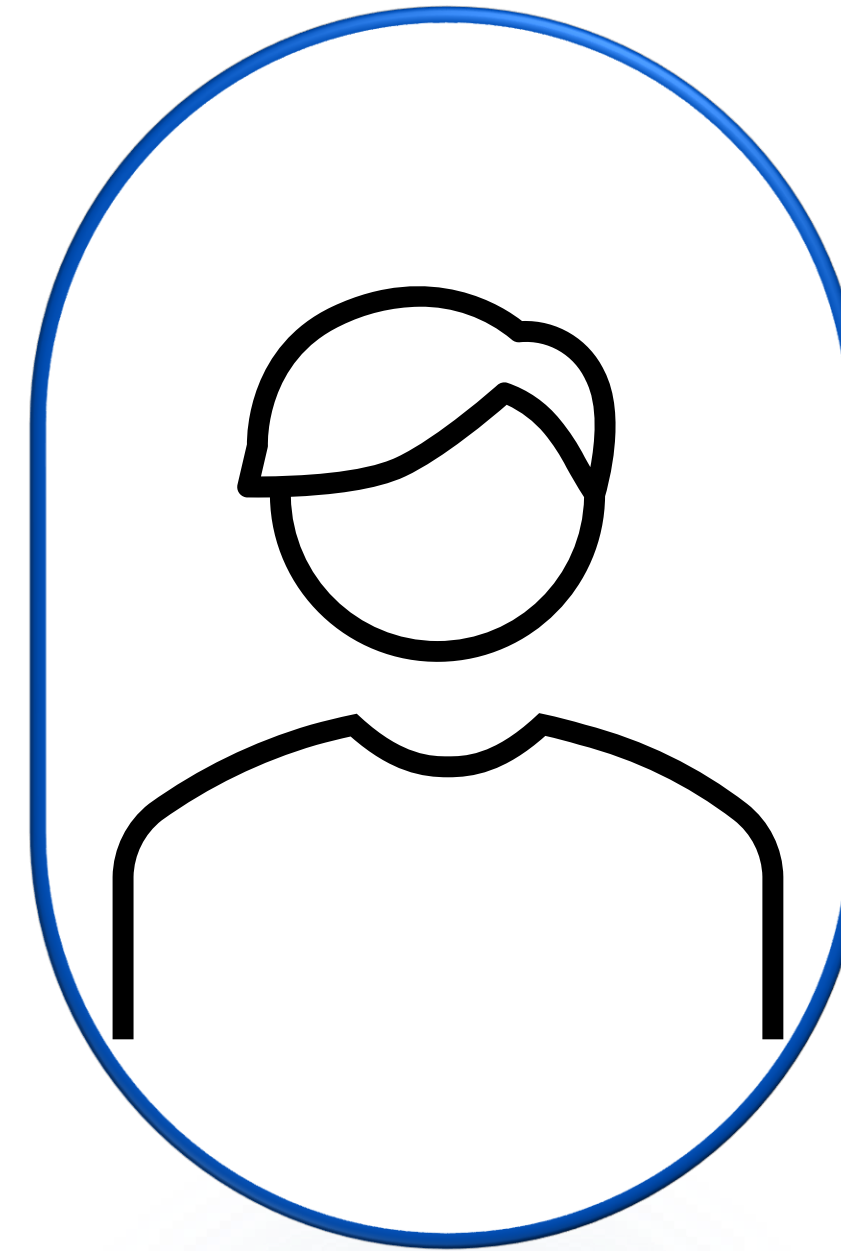


Team



Ahmed Mahmoudi
Founder-CEO

Master's degree
3 years as a LinkedIn Mentor



Desginer

The “Ask”

50 000 MAD

- Moroccan University LinkedIn Tour
- Marketing Material
- Service upgrade
- Workshop material

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