

TheLadders

Question 1: How should The Ladders change its pricing scheme for job-seekers? In particular, are there ways it can reduce overuse by some job seekers, or encourage experimentation and lock-in.

Question 2: How can The Ladders make itself more integral to the hiring process of Fortune 500 companies?

Question 3: Should The Ladders start charging corporate and outside recruiters and, if it did, how should it charge them?

Question 4: How big a threat is the competition to The Ladders long run profitability? Is The Ladders sufficiently differentiated from its competitors? Are there other aspects of its strategy that The Ladders could develop to strengthen its comparative advantage as part of a coherent plan?