

TheLadders (HBS 9-908-061)

- 1)** How did TheLadders overcome the mobilization hurdle?
- 2)** What is the motivation behind TheLadders's pricing scheme? Are there ways it could change the scheme to reduce overuse by some job seekers, or encourage experimentation and lock-in.
- 3)** Evaluate TheLadders's business model. What are its comparative advantages?
- 4)** Why is TheLadders underused by large corporations? What should they do to boost engagement within this segment?
- 5)** Should TheLadders charge corporate and outside recruiters and, if it did, how should it charge them?
- 6):** 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?