@MyWebUniversity

LinkedIn



Build Your Professional Network

profile · jobs · skills · 1.2B members

REID HOFFMAN · 2003



Reid Hoffman

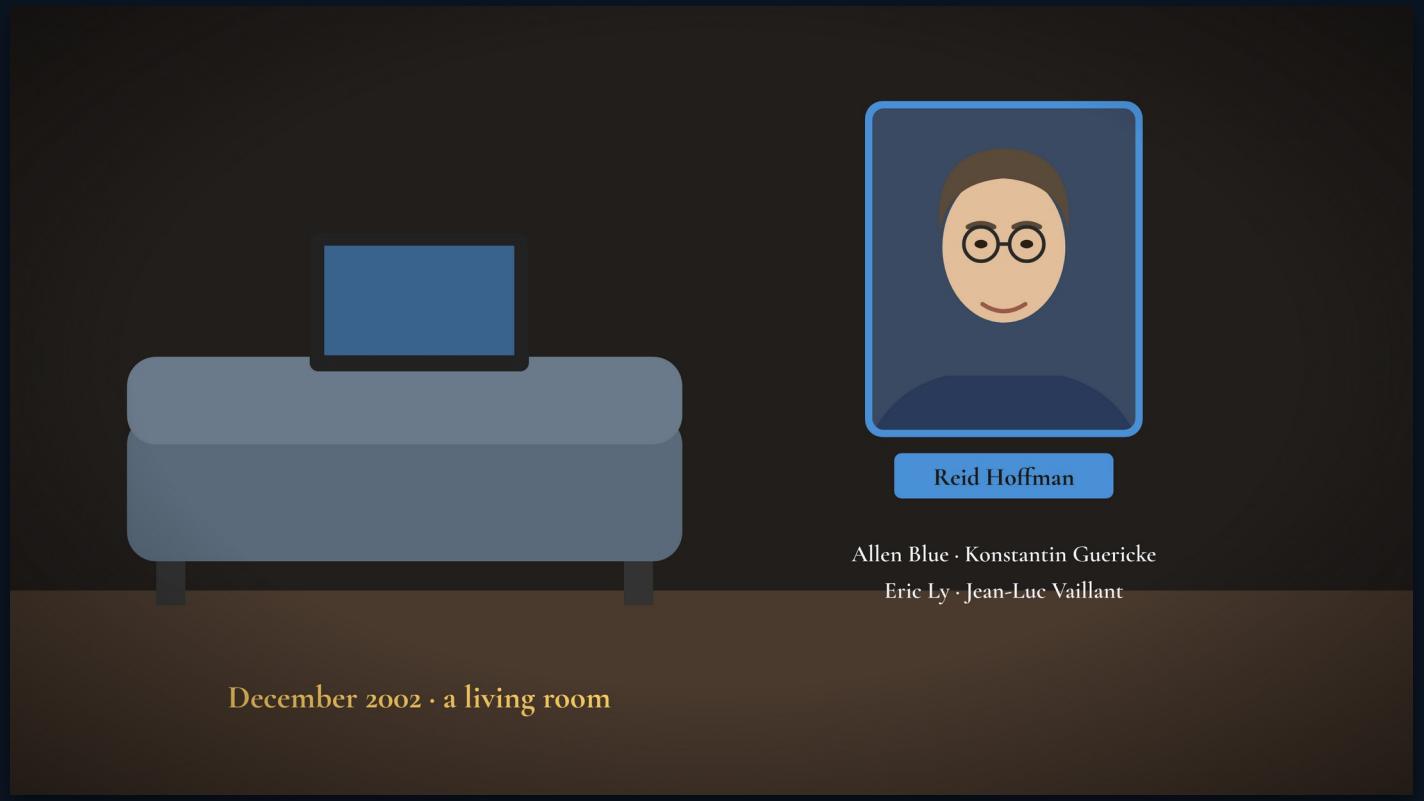
A MYWEBUNIVERSITY STORY

LinkedIn

The World's Professional Network

profile · jobs · skills · network

An Idea in a Living Room



- Reid Hoffman: Stanford, Oxford, Apple, PayPal
- Careers depend on the people you know
- December 2002: founded in his living room

01

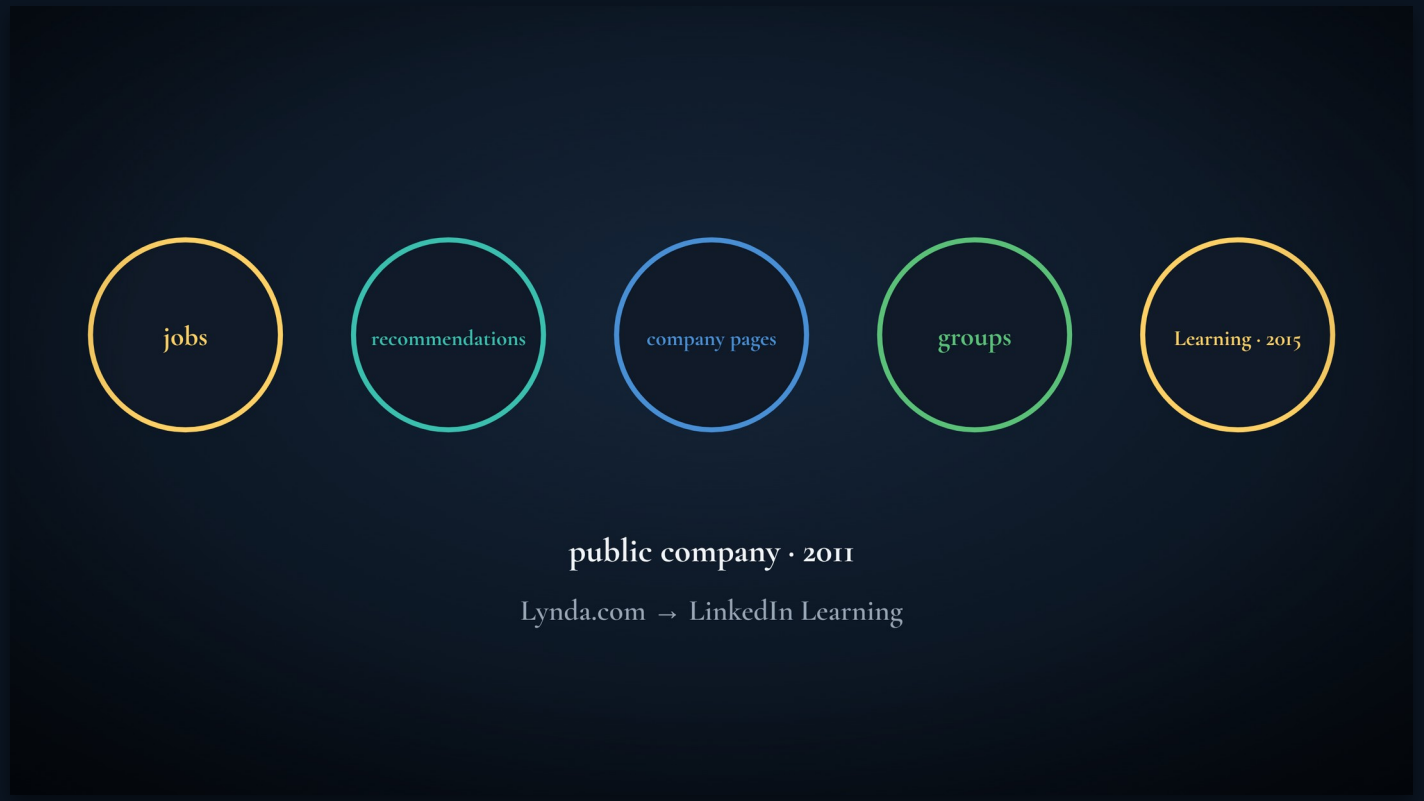
A Slow Start, 2003



- Launched May 5, 2003
- ~4,500 members in the first month
- Online resume + trusted network

02

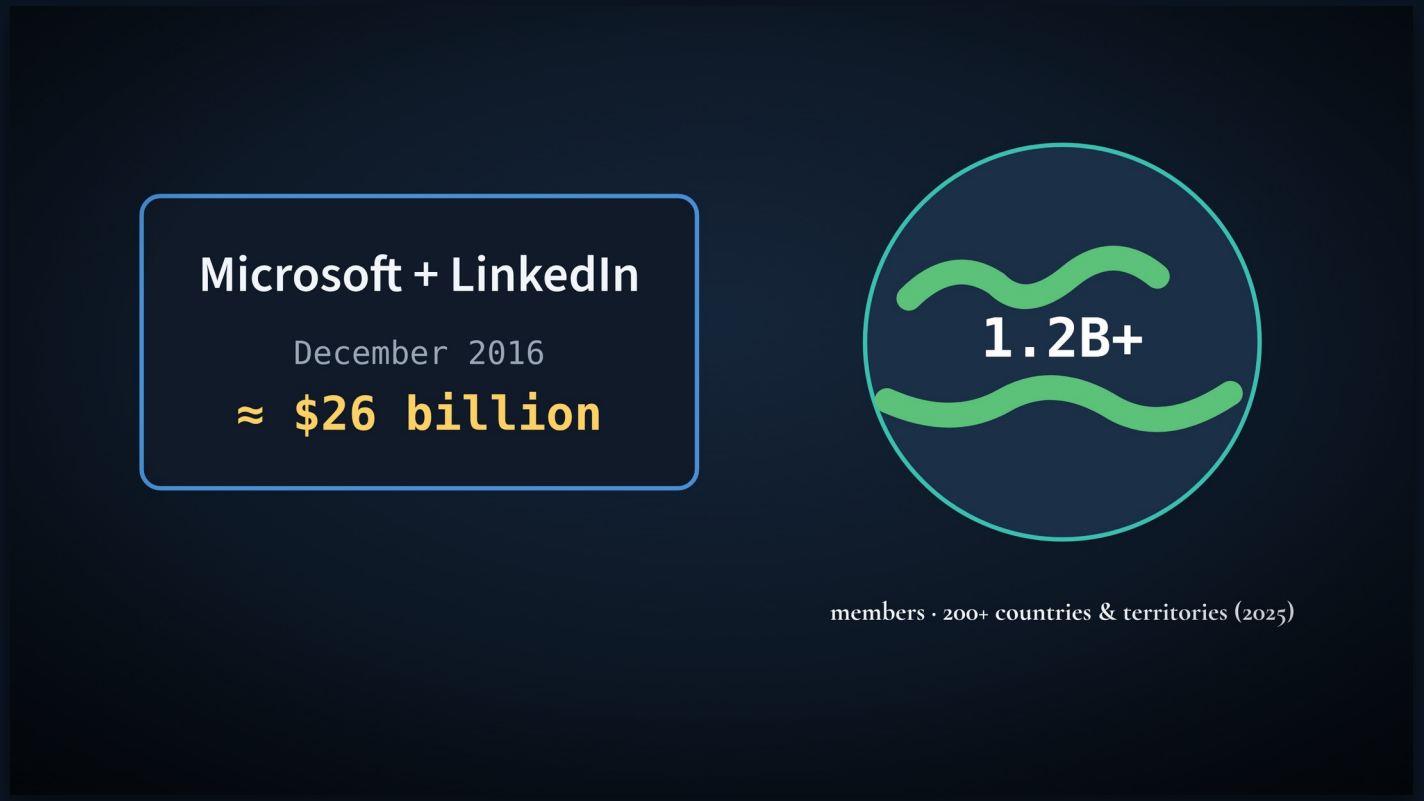
Growing a Network



- Jobs · recommendations · company pages · groups
- 2011: public company
- 2015: Lynda.com → LinkedIn Learning

03

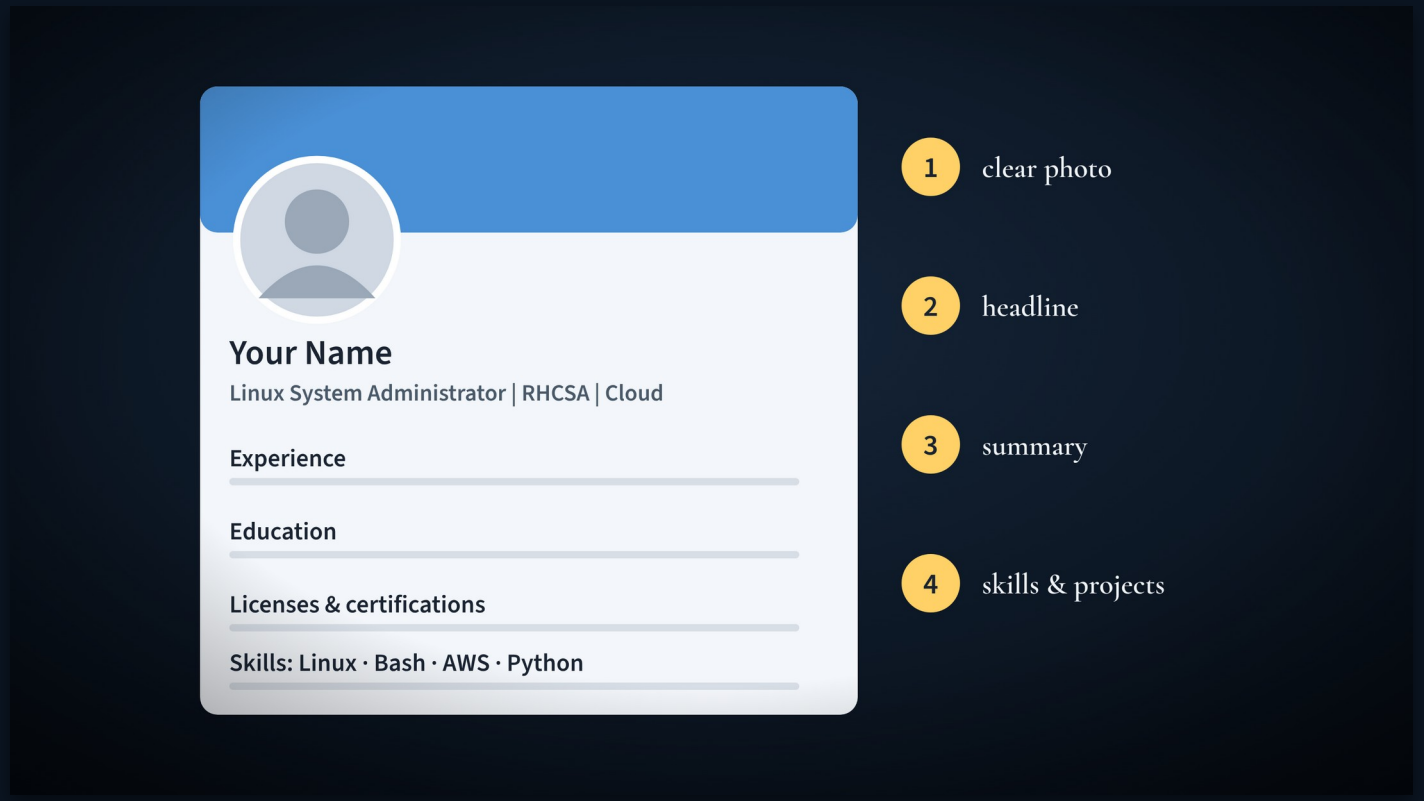
Microsoft Buys LinkedIn



- December 2016: Microsoft completes purchase (~$26B)
- LinkedIn keeps its brand
- 1.2B+ members, 200+ countries and territories (2025)

04

Build a Strong Profile



- Clear photo · headline · short summary
- Experience, education, certificates, skills
- Add projects: GitHub code, videos

05

Find Jobs and Opportunities



- Open to Work · job alerts
- Follow companies you admire
- Ask politely for advice or a referral

06

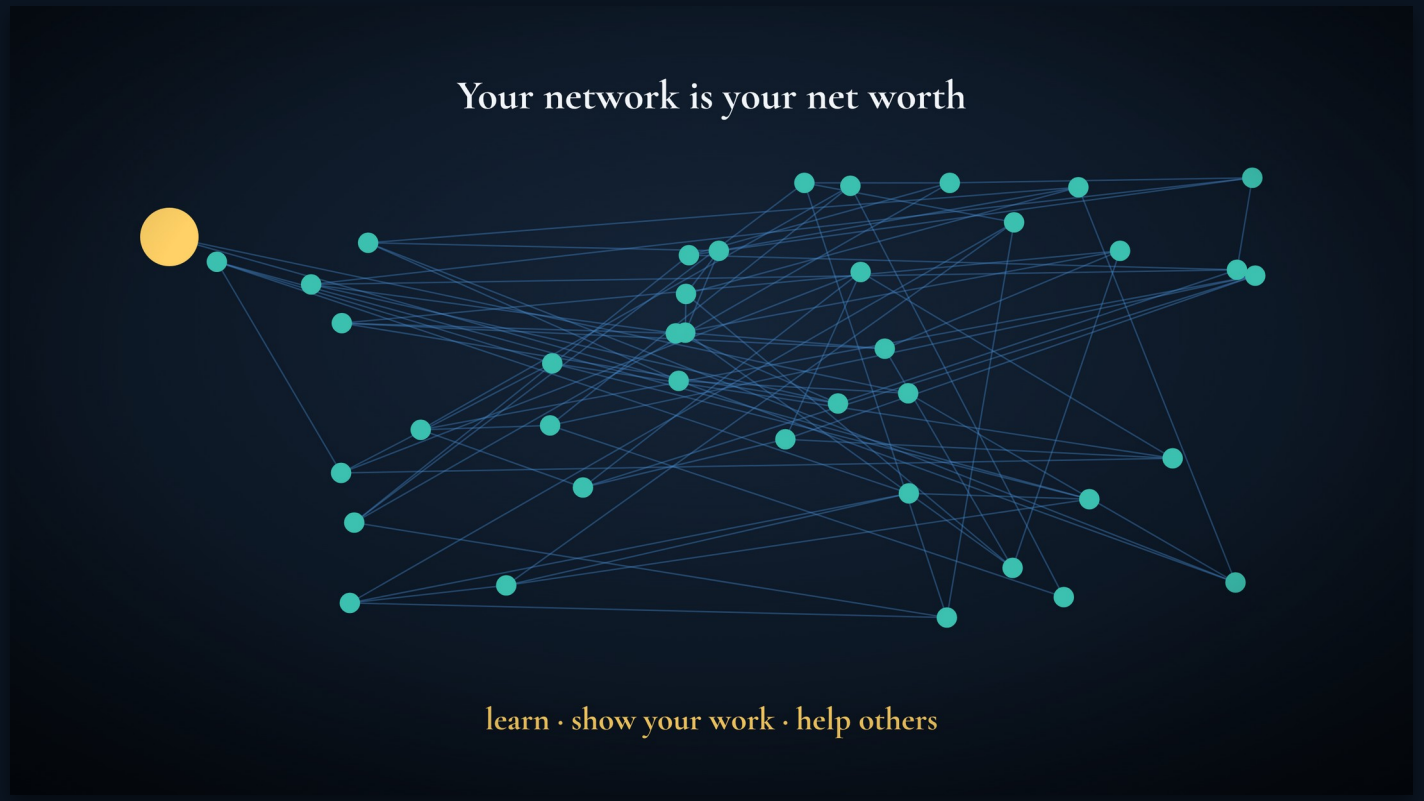
Share What You Learn



- Post what you learn and build
- Join groups · comment thoughtfully
- Keep your profile honest and current

07

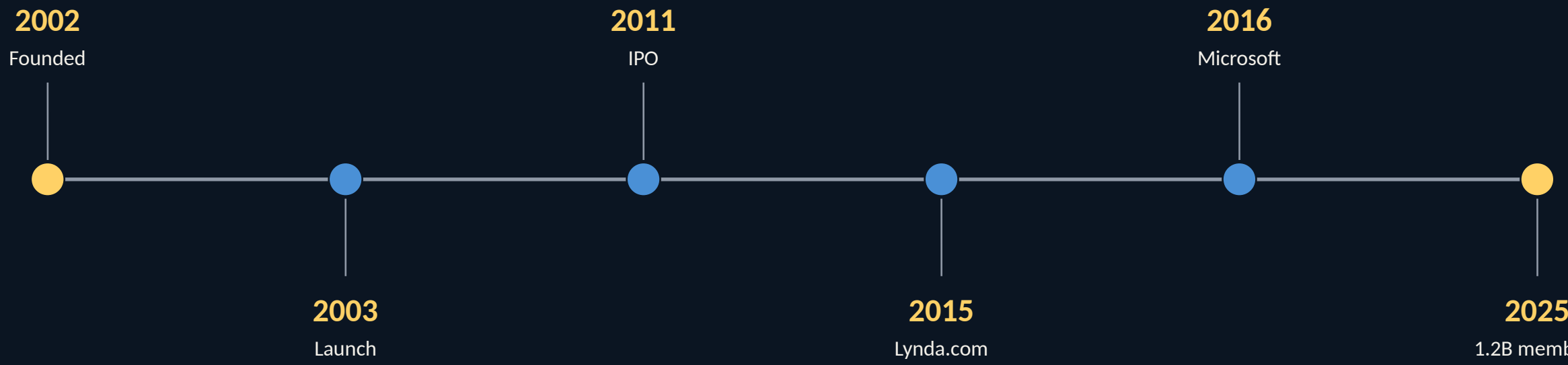
Your Network Is Your Net Worth



- Careers are built with other people
- Learn real skills · show your work
- Give as much as you receive

08

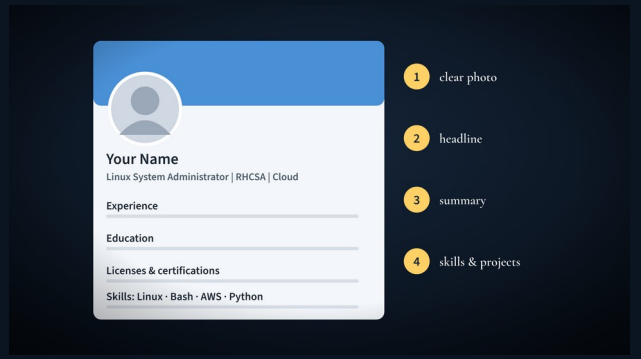
Timeline: 2002 to 2025



Sources and Further Reading

1. LinkedIn, “About LinkedIn” and company history — about.linkedin.com
2. Microsoft news, “Microsoft completes acquisition of LinkedIn,” December 8, 2016 — news.microsoft.com
3. Microsoft FY25 Q4 earnings (LinkedIn members), July 30, 2025
4. Reid Hoffman & Ben Casnocha, The Start-up of You (2012)





Thank you for watching

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