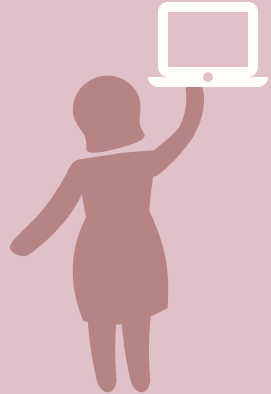


a product pitch

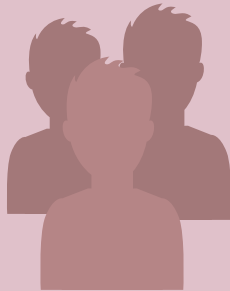
elevate 

join the digital sisterhood
and unlock your full potential

lexie's product journey throughout ieor 186



entered as
a coder



learned from
ken, mehdi,
and josh



practiced
skills



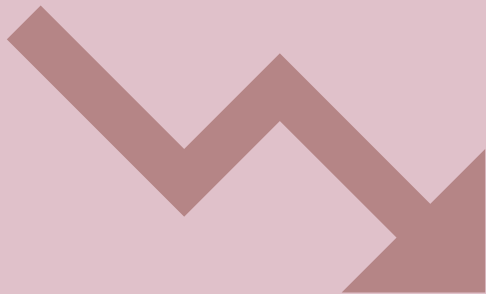
built
elevate



hopes
to become
a PM

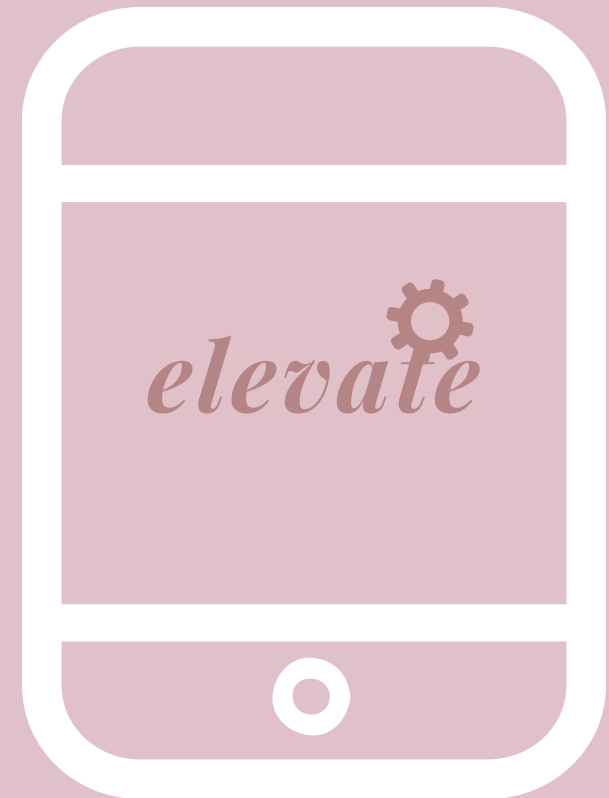
THE PROBLEM

Women fill half the
job market but only
24% of STEM jobs



Since 1991, the number
of women in STEM has
been declining

THE SOLUTION



A one-stop-shop for women that upholds community standards

TARGET MARKET

01

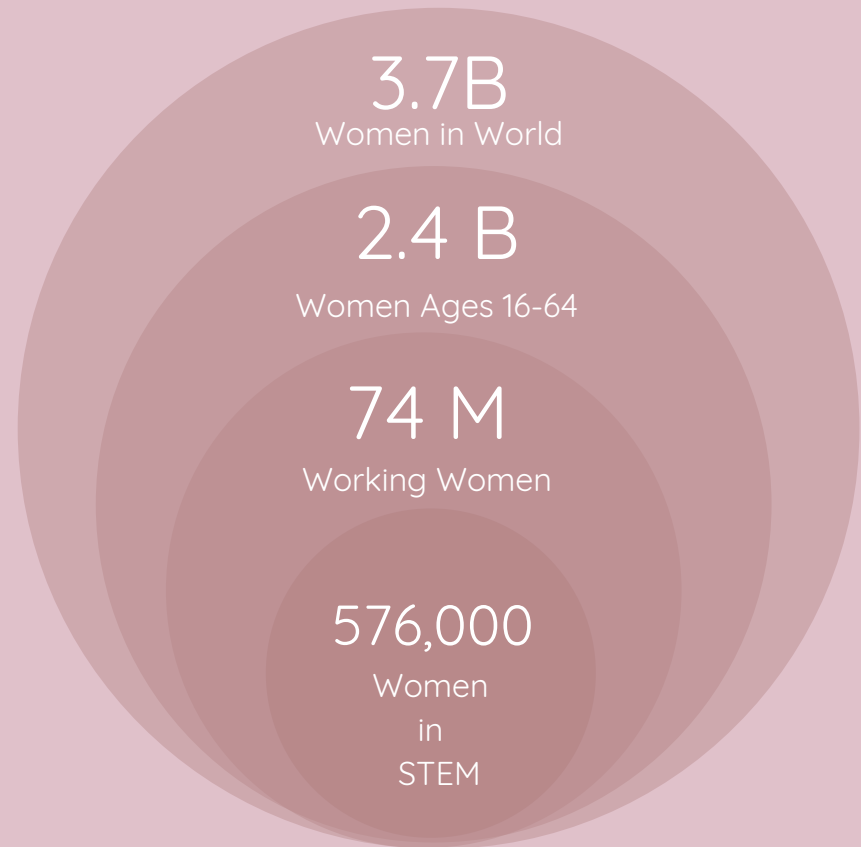
College
Females in STEM

02

Female
Professionals
in STEM

03

Female-Oriented
Organizations

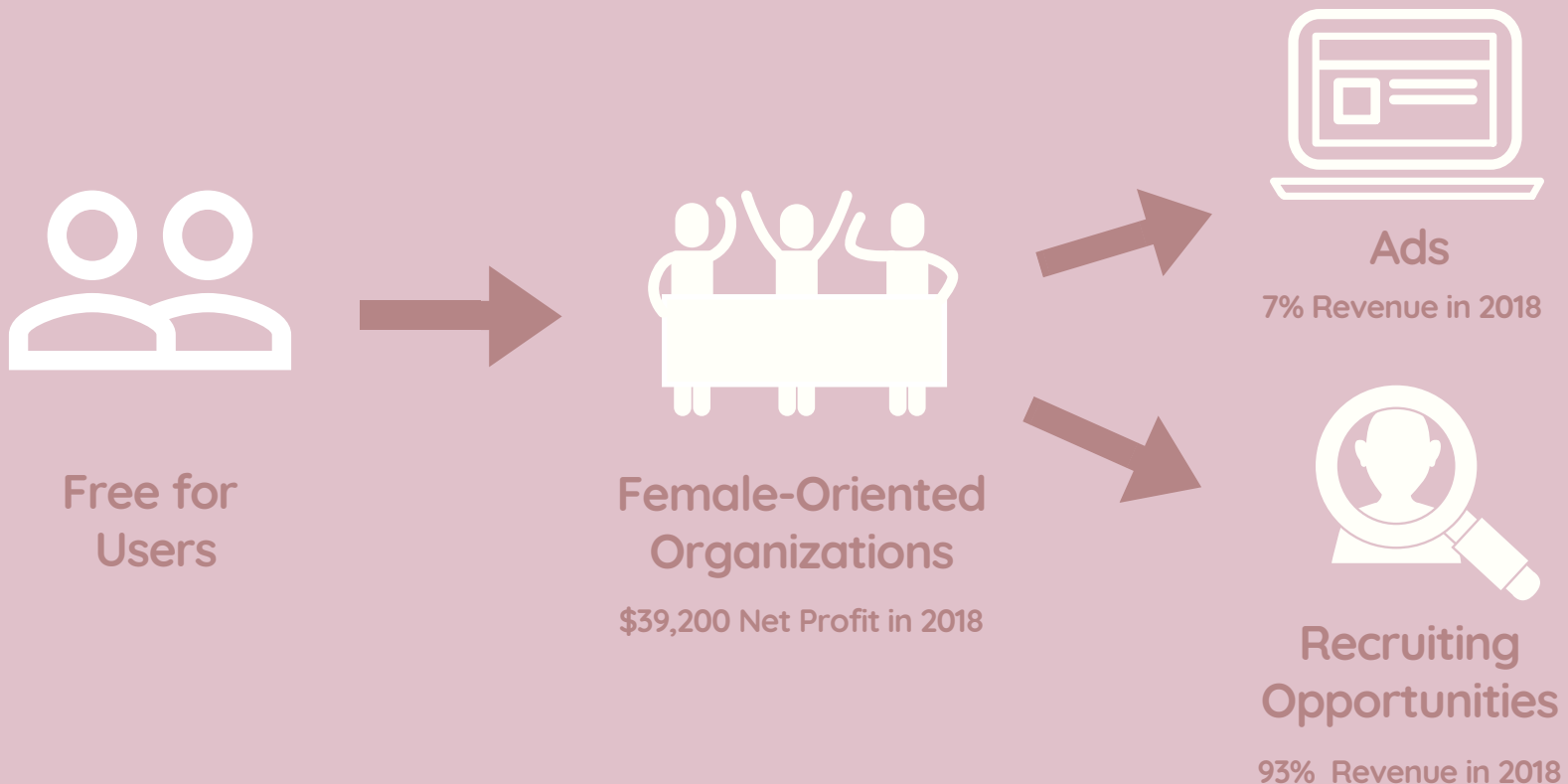


THE DEMO

InVision Prototype Link:
<https://invis.io/2WGVWO3SXUB>

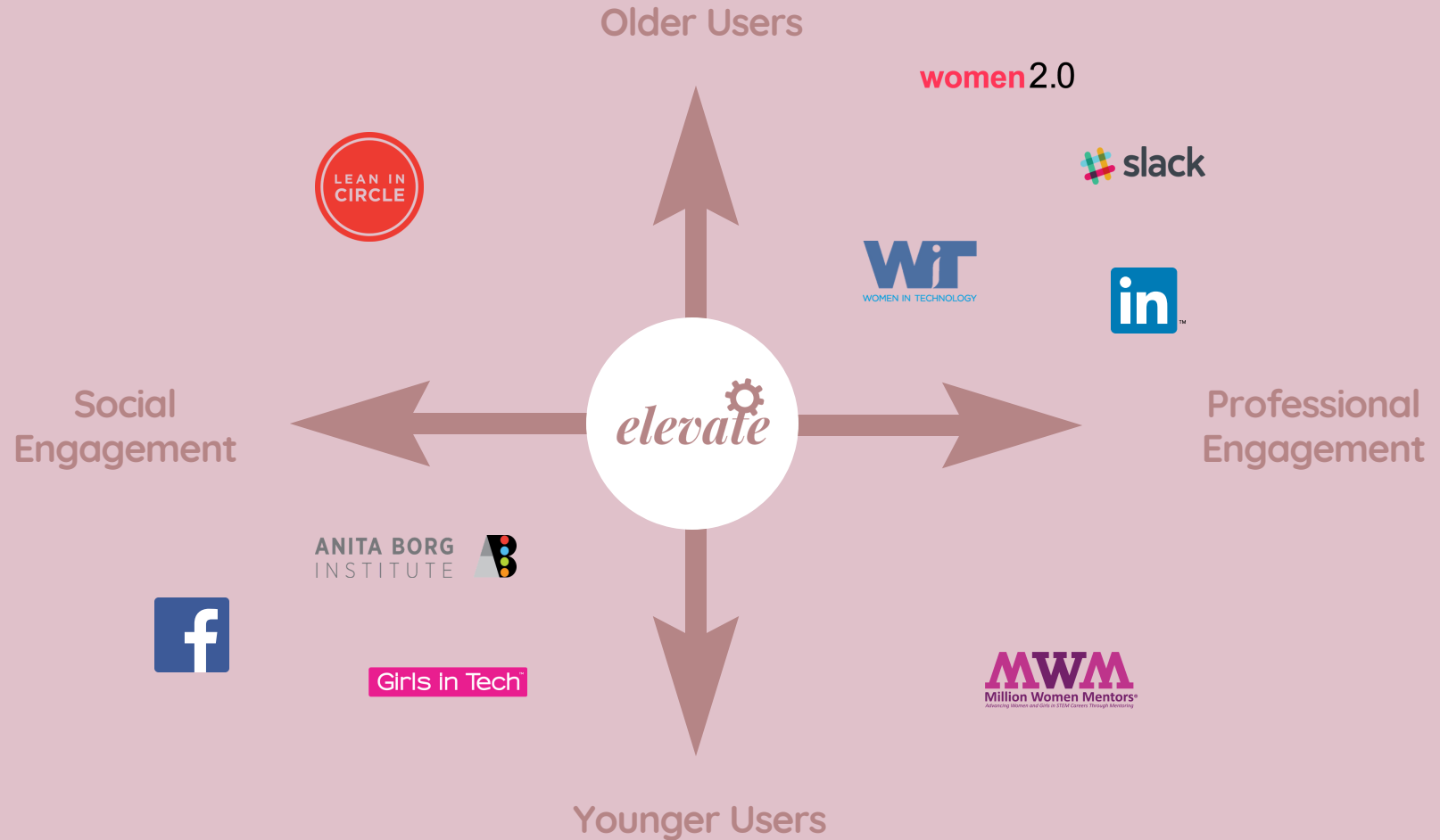


BUSINESS MODEL

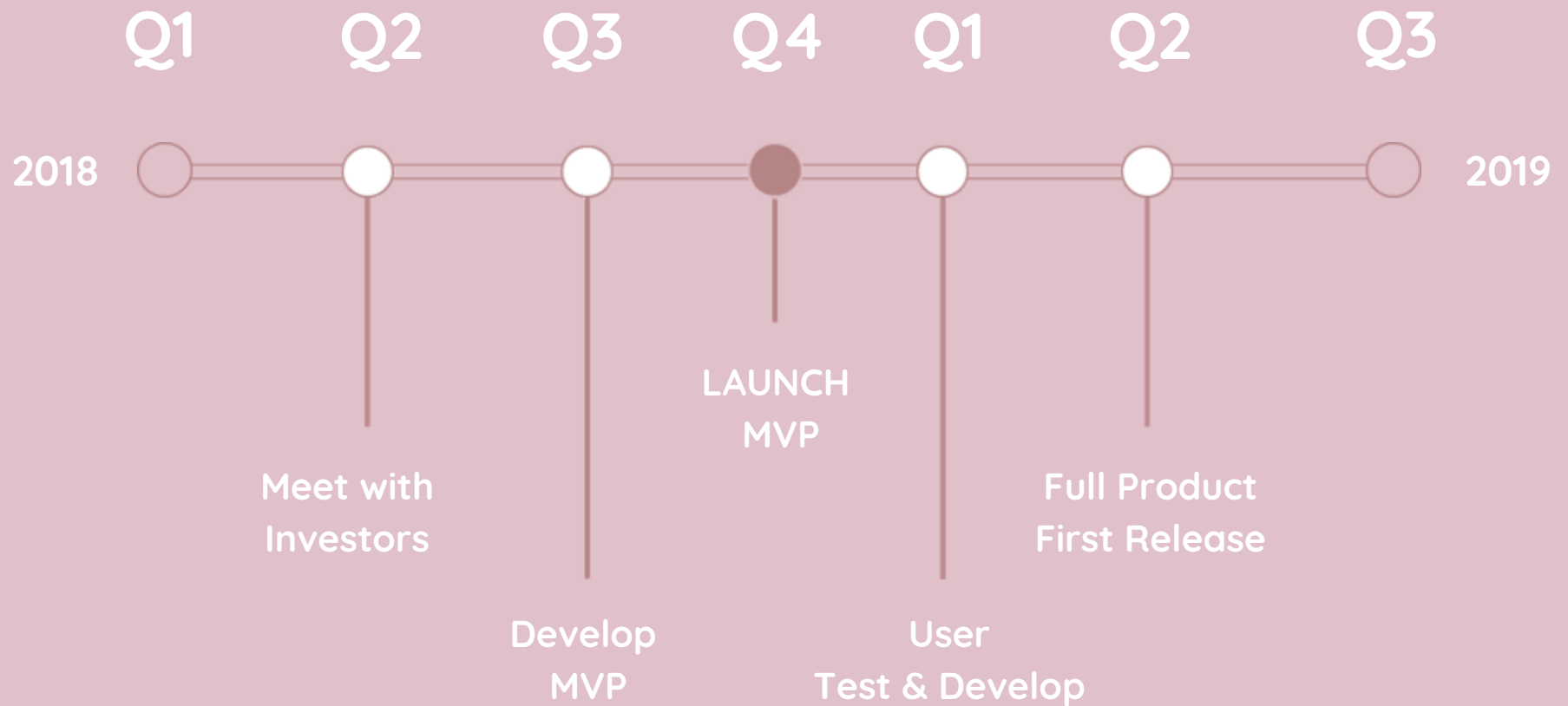


We plan to build strategic relationships with advertisers and recruiters

COMPETITION



COMPANY TIMELINE



FUTURE PLANS



Grow
User Base



Geographic
Expansion



Content
Filtering



Ads

The ultimate

THE DREAM TEAM



Lexie Polevoi
Lead Product Manager &
Designer



Emily Pedersen
Lead UX Engineer



Sophia Zheng
Lead Engineer



Sophie Gil
Lead Designer



Anu Pandey
Lead R&D



Kirsten Chen
Lead User Researcher

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7. KPIs
8. Risks & Mitigations (Main)
9. Risks & Mitigations (Customer)
10. Risks & Mitigations (Partnerships)
11. Risks & Mitigations (Competitors)
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13. Persona 2 (Female Professional)
14. Persona 3 (Female-Oriented Org.)
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16. Sources
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APPENDIX

“

WHAT WOULD YOU DO
IF YOU WEREN'T
AFRAID?

”

Sheryl Sandberg, Facebook COO

A background image of two women sitting and looking at their smartphones. The woman on the left has blonde hair and is wearing a yellow and white patterned top. The woman on the right has dark hair and is wearing a blue and white patterned top. They are both looking down at their phones, which are held in their hands. The image is overlaid with a semi-transparent dark red filter.

THE ASK

\$500K

seed funding

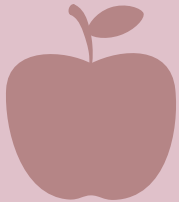
12 MONTHS

financing & executive
advising

VALIDATION

08 Interviewed

142 Surveyed



Students prefer studying with other females and seek job opportunities

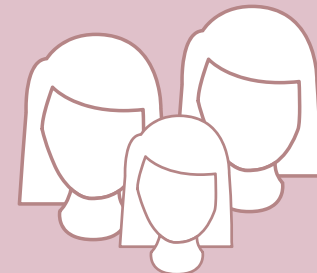


Professionals seek advice from other females in their field

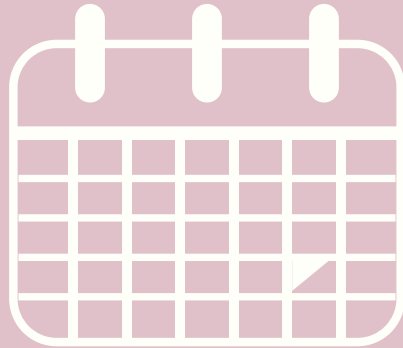
“You have to prove [you’re] smart, while males are automatically smart.”

“I’m not taken seriously.”

“He didn’t think women were good enough to study CS.”



GO-TO-MARKET & SALES STRATEGY



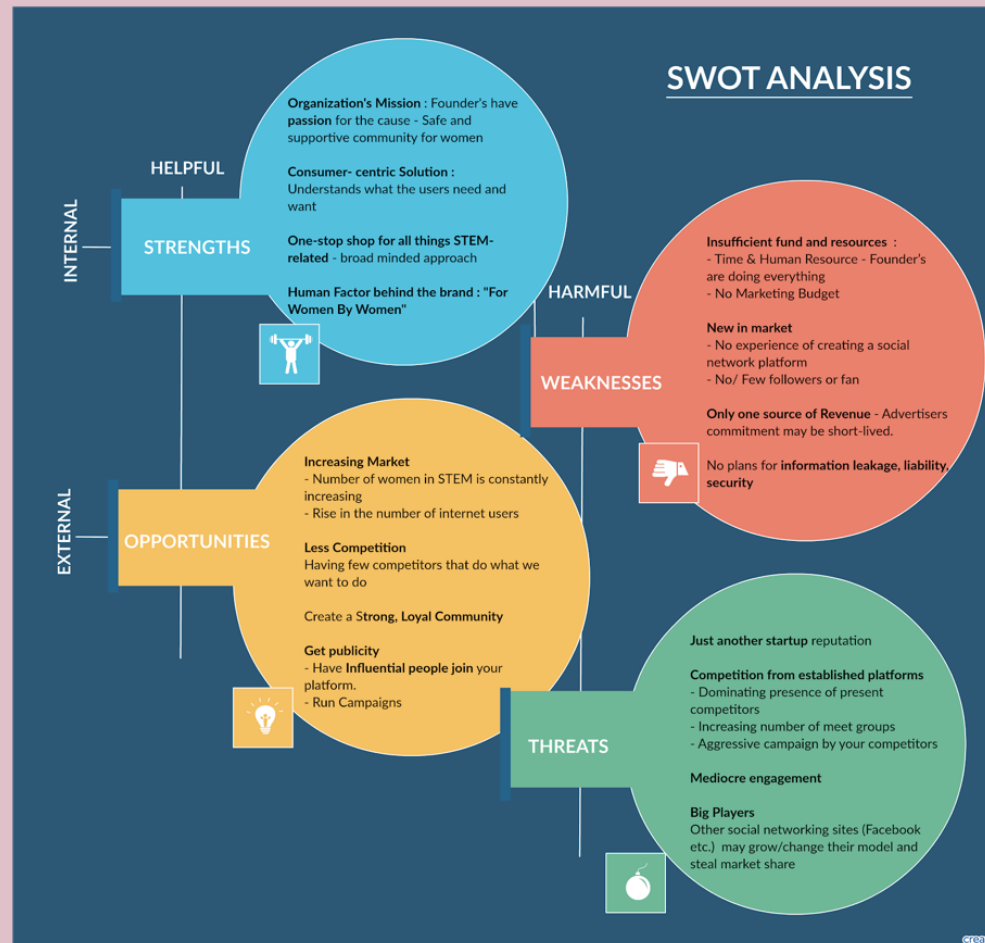
Events



Partnerships



COMPETITION



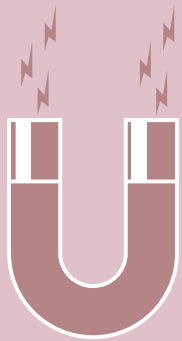
A safe, supportive community for women, by women

FINANCIAL PROJECTIONS

		2018	2019	2020	2021	2022
Advertising Revenue	Estimated Monthly Traffic	50,000	67,500	92,000	138,000	225,000
	Pages visited on average per user	3	4	5	7	10
	Cost per Thousand Views (CPM)	\$9	\$9	\$9	\$9	\$9
	Annual Advertising Revenue	\$16,200	\$29,160	\$49,680	\$104,328	\$243,000
Job Posts Revenue	Estimated Monthly Job Posts	100	300	700	1,000	2,500
	Cost for Job Posting for 30 Days	\$195	\$195	\$295	\$295	\$295
	Annual Job Posts Revenue	\$234,000	\$702,000	\$2,478,000	\$3,540,000	\$8,850,000
Total Annual Revenue		\$250,200	\$731,160	\$2,482,140	\$3,548,694	\$8,870,250
Expenses	General & Administrative	\$4,000	\$8,000	\$22,000	\$43,000	\$68,000
	Sales & Marketing	\$5,000	\$10,000	\$25,000	\$45,000	\$70,000
	Research & Development	\$2,000	\$5,000	\$20,000	\$50,000	\$75,000
	Salaries & Benefits	\$200,000	\$450,000	\$900,000	\$1,200,000	\$2,400,000
Total Expenses		\$211,000	\$473,000	\$967,000	\$1,338,000	\$2,613,000
Net Profit		\$39,200	\$258,160	\$1,515,140	\$2,210,694	\$6,257,250

KPI'S

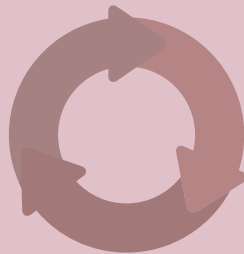
User Retention Rate



Active Users X Days After
Start-Date

Total Active Users on
Start-Date

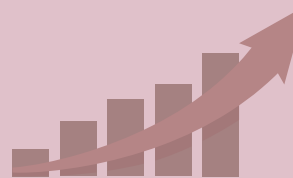
Resource Conversion Rate



Users Who Use Resource
Feature

Total Number of Users

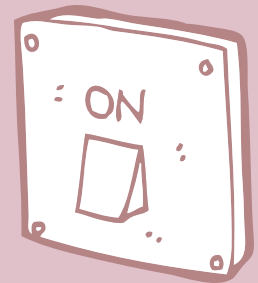
Resource Engagement Rate



Sum of
Time of All Active Users
Using Resource Feature

Total Active Users
Over Time-Period

Sister Activation Rate



Total Active Users Who
Add 10 Sisters

Total Active Users
Exposed to Recommended
Sisters

RISKS & MITIGATIONS



Customer
Interest



Building
Partnerships
for Ads



Established
Competitors

RISKS & MITIGATIONS

RISK



Customer
Interest

MITIGATION



Publicity from
High-Power Executives
and Celebrities

RISKS & MITIGATIONS

RISK



Building
Partnerships
for Ads

MITIGATION



Partner With
Organization With
Similar Goals
(The Wing etc.)

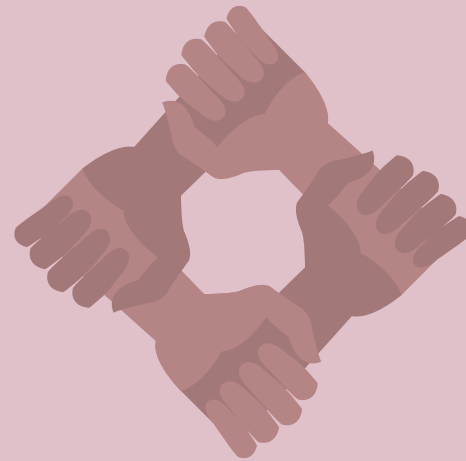
RISKS & MITIGATIONS

RISK



Established
Competitors

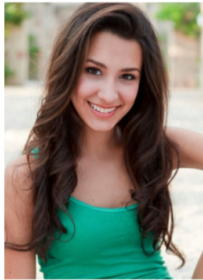
MITIGATION



Emphasize Role of
Community Unlike
Basic Social Platform

PERSONAS

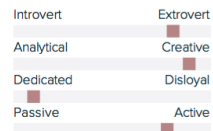
Rachel Goldberg



"I love seeking new opportunities and challenges. One day, I hope to have an impact on the world through technology."

Age: 21
Work: Looking to intern in Software Engineering
Family: Only child
Location: San Francisco, CA

Personality



Problem-solver Creative Collaborative

Goals

- To work in Software Engineering or Analytics at a large company
- To succeed as a Computer Science major while staying healthy and active
- To find a role-model and community that supports her

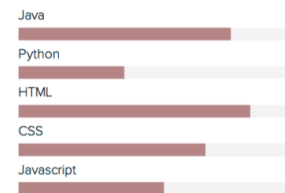
Frustrations

- Not being taken seriously in upper-division classes and technical electives by peers and professors
- Constantly being the only female in classes and clubs
- Finding friends and mentors with similar passions

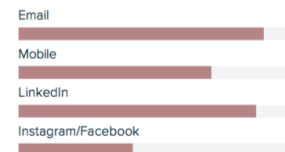
Biography

Rachel is an extremely driven 21-year-old looking for opportunities in the Bay Area that involve problem-solving and analyzing data. Ever since she was a child, she has loved painting, drawing, and throughout college, she discovered a love of coding. She loves challenges and is a fast-learner. Her friends often describe her as the creative one of the group as she is often seen painting or creating crafts to decorate their apartment. Rachel hopes to explore the intersection of art and technology to improve the world around her.

Technical Skills



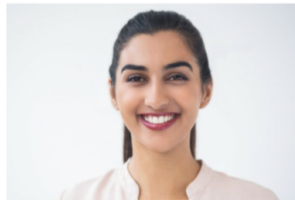
Preferred Channels



College Female in STEM

PERSONAS

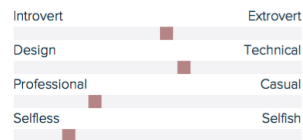
Mindy Yalamanchi



"I hope to encourage young women to pursue jobs in Computer Science. Women are so powerful when we work together."

Age: 32
Work: Technical Manager at Google
Family: Married with a four-year old child
Location: Mountain View, CA

Personality



Ambitious Career-Oriented Caring

Goals

- To move into Design or Product Management
- To become more creative and experimental in work
- To mentor someone and encourage them to go into the tech industry

Frustrations

- Only vertical growth in the industry
- Lack of excitement and newness to career
- Balancing motherhood, passions, and career

Biography

Mindy is a professional, self-motivated mother who has climbed to enormous heights as a professional at Google. She began her career at Yahoo but left to join Google where she has been since. While she leads a team of all men, Mindy conducts herself with poise and precision. After studying Computer Engineering in college, she became a Software Engineer and has remained on a vertical career trajectory. She hopes to branch out into UX Design or Product Management and develop her creative side. Having dealt firsthand with discrimination based on gender in college, she hopes to support and help prevent other young women from enduring the same hardship.

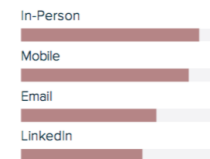
Professional Skills



Brands & Influencers



Preferred Channels



Female Professional in STEM

PERSONAS

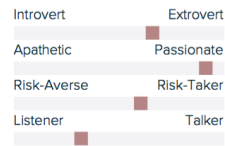
Mary Bynum



"I am passionate about Grace Hopper Conference and its ability to change lives."

Age: 40
Work: VP Event Planning at Anita Borg Institute for Women and Technology
Family: Married
Location: Palo Alto, CA

Personality



Passionate Goal-Oriented Mentor

Goals

- To increase the visibility of the Grace Hopper Convention (GHC)
- To encourage young women and professionals to pursue a career in STEM
- To facilitate professional relationships for young women in STEM

Frustrations

- Gender gap and lack of diversity in STEM
- Lack of successful programs targeting women in STEM
- Increasing the number and diversity of attendees at GHC

Biography

Mary is a passionate, creative individual who has developed a profound love for the Grace Hopper Convention. Not only does she love planning the event, but she is incredibly involved in recruiting potential attendees and hopes to work with platforms targeting women in STEM so that she can encourage them to attend the conference next year. Having developed some of her most profound relationships from the event, she wants to extend the same opportunity to other women. Mary has also become involved in other tech groups such as Women in Technology (WIT) and Girls Who Code (GWC).

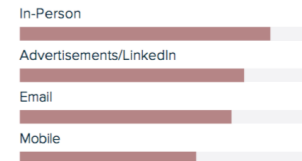
Professional Skills



Brands & Influencers



Preferred Channels



Female-Oriented Organization

COLLATERAL



JOIN THE DIGITAL SISTERHOOD AND
UNLOCK YOUR FULL POTENTIAL

ABOUT US

Elevate is a free mobile platform that aims to solve the gender gap by creating a community for women in STEM to support and elevate each other through meaningful personal and professional development.

THE FACTS



Women fill 50% of jobs in the US economy but only 24% of the STEM workforce.*

Since 1991, the percentage of women in STEM has been declining from its peak of 36%.**



56% of women in technical fields leave citing dissatisfaction with the environment, lack of opportunity, and absence of female role models.**

HOW WE DO IT



Groups



Connections



Events



Resources

COME JOIN US!

Calling all female college students and professionals. It's time to get connected!

*<https://pewproject.org/statistics>

**https://www.nacwrl.org/files/default/files/resources/nacwrl_women-in-it_2016-sub-report_final-web-061016.pdf

SOURCES

Surveys

<https://docs.google.com/forms/d/1j3zEzPJQzOCHR29E7zEnqBlf02w2tD4NY7JL1LVKR54/edit?usp=sharing> (STEM Background Survey Sharing Link)
https://docs.google.com/forms/d/12v9KY4YDY00__O4ayyd2qOcoeklPPdLjI9SBEB7D2FI/edit?usp=sharing (Female Professionals Survey Sharking link)
<https://docs.google.com/forms/d/1w98F1CHfAzQFZgEtwLVmqapVqN0BIYV39QZQD65oGrl/edit?usp=sharing> (College Females Survey Sharing Link)

Research & Graphics

<https://www.pexels.com/>
https://www.freepik.com/free-photo/closeup-of-smiling-young-beautiful-indian-woman_1027067.htm
<https://www.pinterest.com/pin/336362665890919020/>
https://en.wikipedia.org/wiki/Google_logo#/media/File:Google-favicon-2015.png
<http://www.stickpng.com/img/icons-logos-emojis/iconic-brands/brown-university-logo>
<http://1000logos.net/yahoo-logo/>
<https://ghc.anitab.org/conference-overview/>
<https://www.pexels.com/photo/woman-wears-black-suit-jacket-photography-818819/>
<https://www.eiseverywhere.com/ehome/index.php?eventid=212774&tabid=556987&cid=1738254&sessionId=16582565&sessionchoice=1>
<http://www.womenintechnology.org/>
<https://girlswhocode.com/>
<https://ngcproject.org/statistics>
<https://www.millionwomenmentors.com/facts>
<https://www.ncwit.org/resources/women-it-facts-infographic-2016-update>
https://www.ncwit.org/sites/default/files/resources/ncwit_women-in-it_2016-full-report_final-web06012016.pdf
<http://www.bestcolleges.com/resources/where-women-study-stem/>
<https://www.fastcompany.com/3041381/why-women-are-ditching-stem-careers-and-how-to-change-it>
<http://money.cnn.com/2017/10/13/pf/women-promotions-raises/index.html>
https://en.wikipedia.org/wiki/Grace_Hopper_Celebration_of_Women_in_Computing
<http://www.esa.doc.gov/sites/default/files/women-in-stem-2017-update.pdf>
<http://www.tomfanelli.com/target-audience-linkedin/>
<https://www.linkedin.com/pulse/20140507081213-5831449-are-you-clear-about-what-the-linkedin-value-proposition-means-for-you/>
<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>



thanks for viewing!