Team

Philippe Meister - English, Human Computer Interaction

Yasmin Rodriguez - Graphic Design, Human Computer Interaction

Josh Bertram - Computer Engineering

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Problem

Universities provided services to improve the ‘student experience’. But there is no integrated system to address the following:

- Students need academic guidance
- Students should develop a professional identity
- Students want to use their education to find a career

How can an integrated system generate value in this situation?
Solution

Need an integrated platform
Example: Visual Transcript

Select major, select courses, publish portfolio, perform job search.

**Professional Development Story:** I started to focus on technical writing when I took my research in professional communication course. After that course, I started working for PBEA (Plant Breeding e-Learning in Africa). After working on that project, I decided to pursue a PhD in Communication.

**Expertise:** Communication, Collaboration, HTML, CSS, R, Curriculum, Publication, Technical Writing, Instructional Design, Writing Program Administration

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Example: Detailed View
More information when a circle is selected
## Value Proposition

Platform to connect **students**, **higher education institutions** and **employers**.

<table>
<thead>
<tr>
<th>Students</th>
<th>Higher Education Institution</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select coursework, major, and career.</td>
<td>Tool to retain, represent, and place students.</td>
<td>Searchable student database.</td>
</tr>
<tr>
<td>Develop professional identity.</td>
<td></td>
<td>Search for courses, skills</td>
</tr>
<tr>
<td>Publish profile to tell their development story.</td>
<td></td>
<td>Select a combination of courses, skills, and experiences.</td>
</tr>
</tbody>
</table>
Business Model

Students pay nothing.

Early adopter: ISU - to accomplish land grant mission

Mid term: Focus on growing student base. Paid enterprise model.

Long Term: Once student database is large enough, offer paid services to recruiters, focused on improved search and ability to evaluate candidates.
Next Steps

● Turn UI mockups into prototype website
● Conduct market research
● Develop partnerships with advisors and career services
● Access to data on student retention
Thank you.