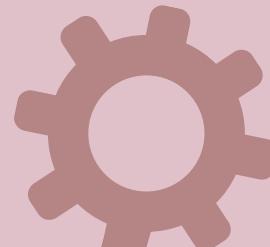


a product pitch

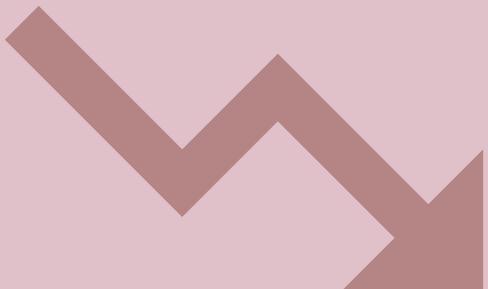
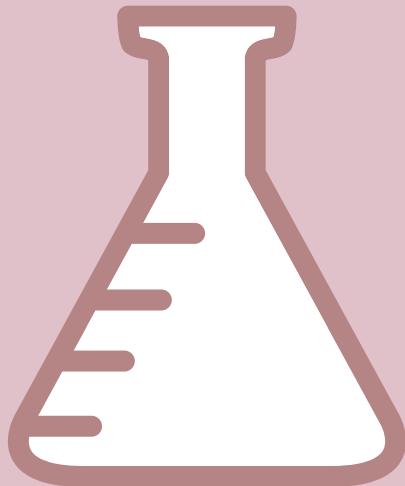
*elevate*



join the digital sisterhood  
and unlock your full potential

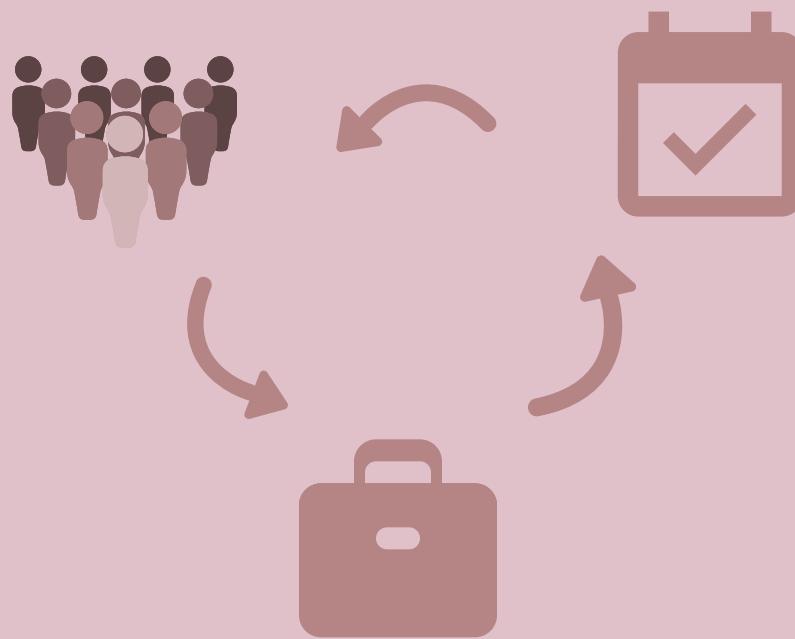
# THE PROBLEM

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

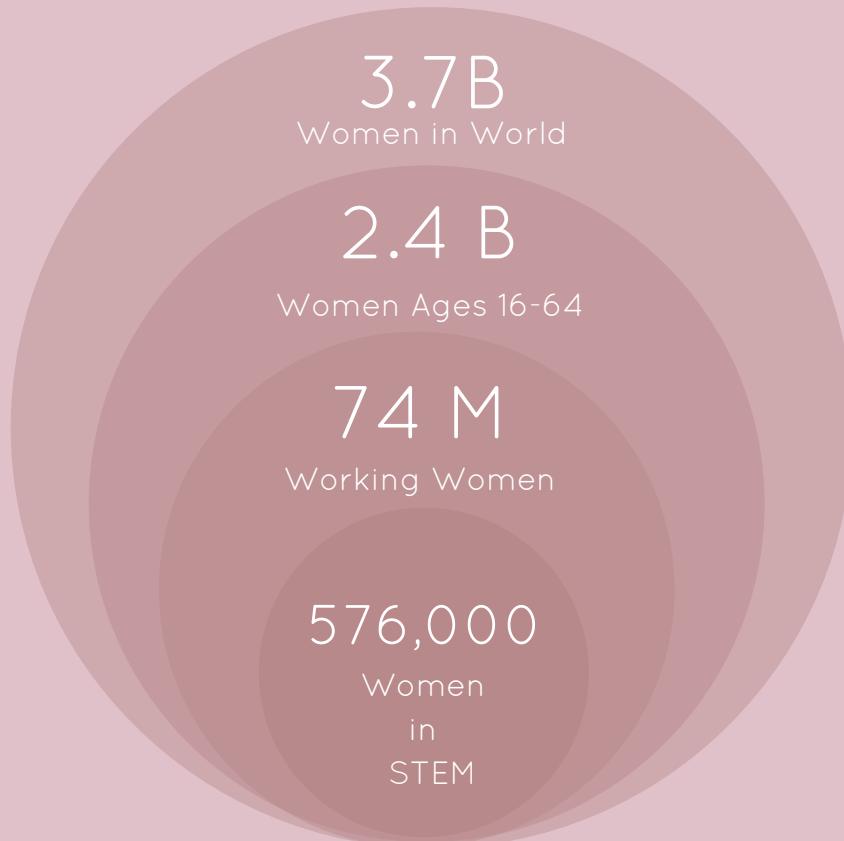
College  
Females in STEM

02

Female  
Professionals  
in STEM

03

Female-Oriented  
Organizations

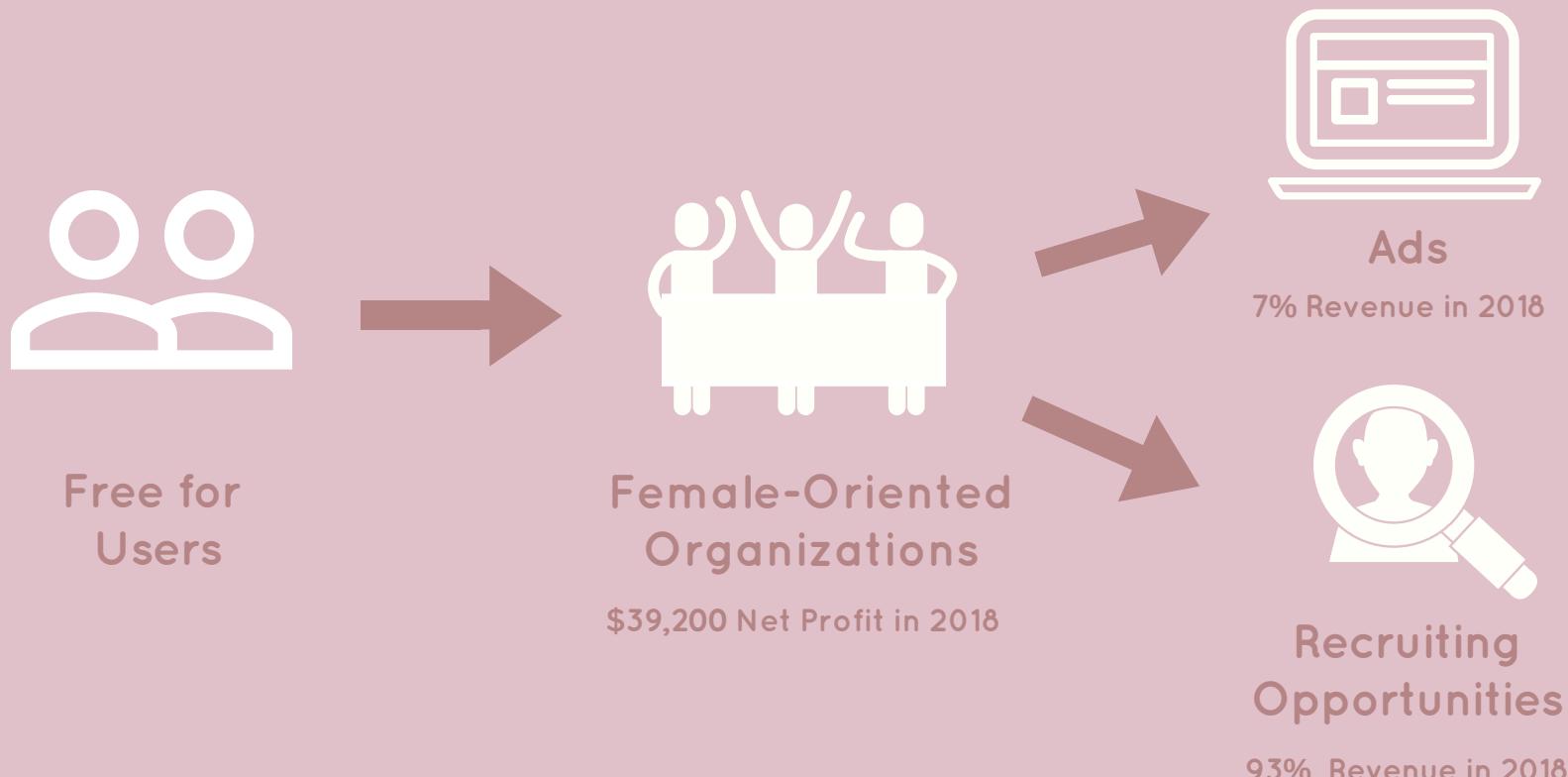


# THE DEMO

InVision Prototype Link: <https://invis.io/2WGVW03SXUB>

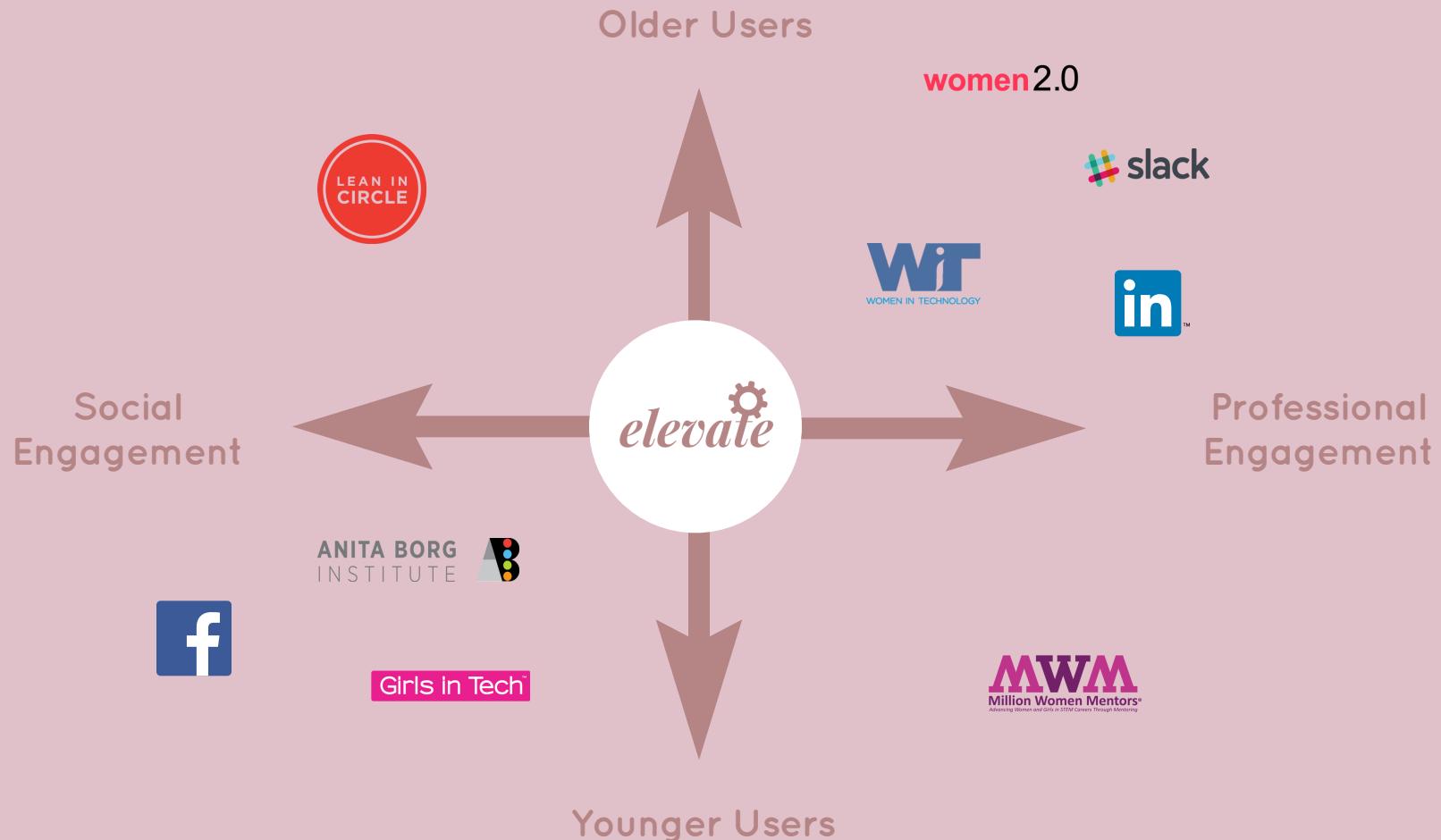
Demo Video Link:  
<https://tinyurl.com/ya4l6foj>

# BUSINESS MODEL

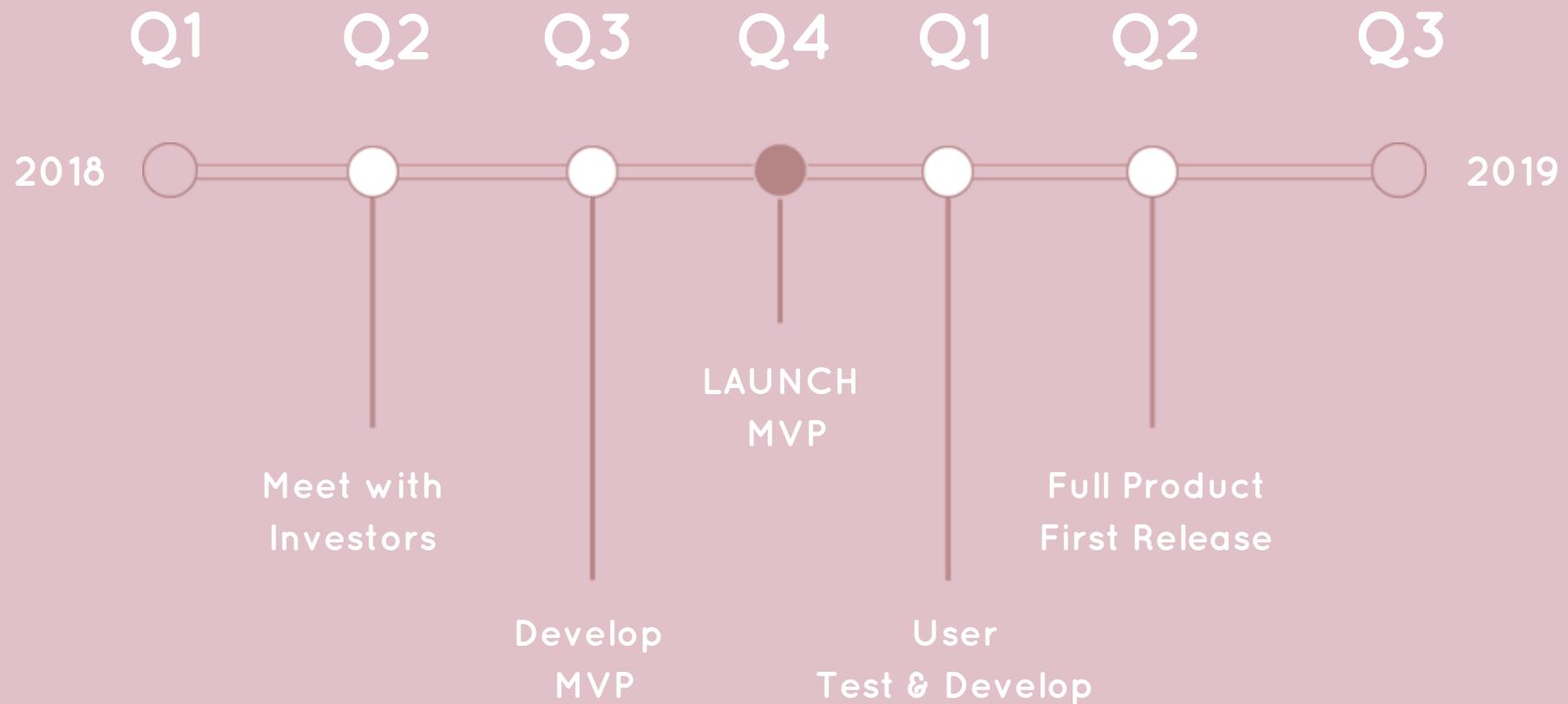


We plan to build strategic relationships with advertisers and recruiters

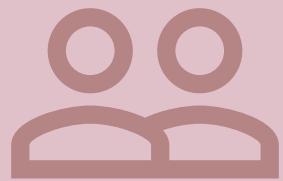
# COMPETITION



# COMPANY ROADMAP



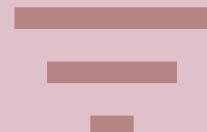
# FUTURE PLANS



Grow  
User Base



Geographic  
Expansion



Content  
Filtering



OKRs

# 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

# TABLE OF CONTENTS

## PITCH

1. Title Slide
2. The Problem
3. The Solution
4. Target Market
5. The Demo
6. Business Model
7. Competition
8. Company Timeline
9. Future Plans
10. The Dream Team

## APPENDIX

1. Quote
2. The Ask
3. Validation
4. Go-To-Market & Sales Strategy
5. Competition (SWOT)
6. Financial Projections
7. KPIs
8. Risks & Mitigations (Main)
9. Risks & Mitigations (Customer)
10. Risks & Mitigations (Partnerships)
11. Risks & Mitigations (Competitors)
12. Persona 1 (College Student)
13. Persona 2 (Female Professional)
14. Persona 3 (Female-Oriented Org.)
15. Collateral
16. Sources
17. Final Slide

# APPENDIX

“  
WHAT WOULD YOU DO  
IF YOU WEREN’T  
AFRAID?

”

Sheryl Sandberg, Facebook COO

A photograph of two women looking down at a smartphone screen. The woman on the left has long blonde hair and is wearing a yellow floral top. The woman on the right has dark hair and is wearing a blue and white patterned top. They are both looking intently at the phone. 

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

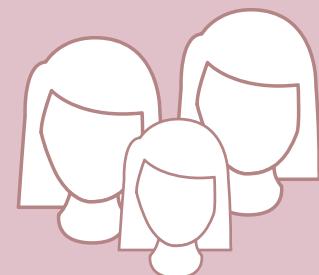


Professionals seek  
advice from other  
females in their field

“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



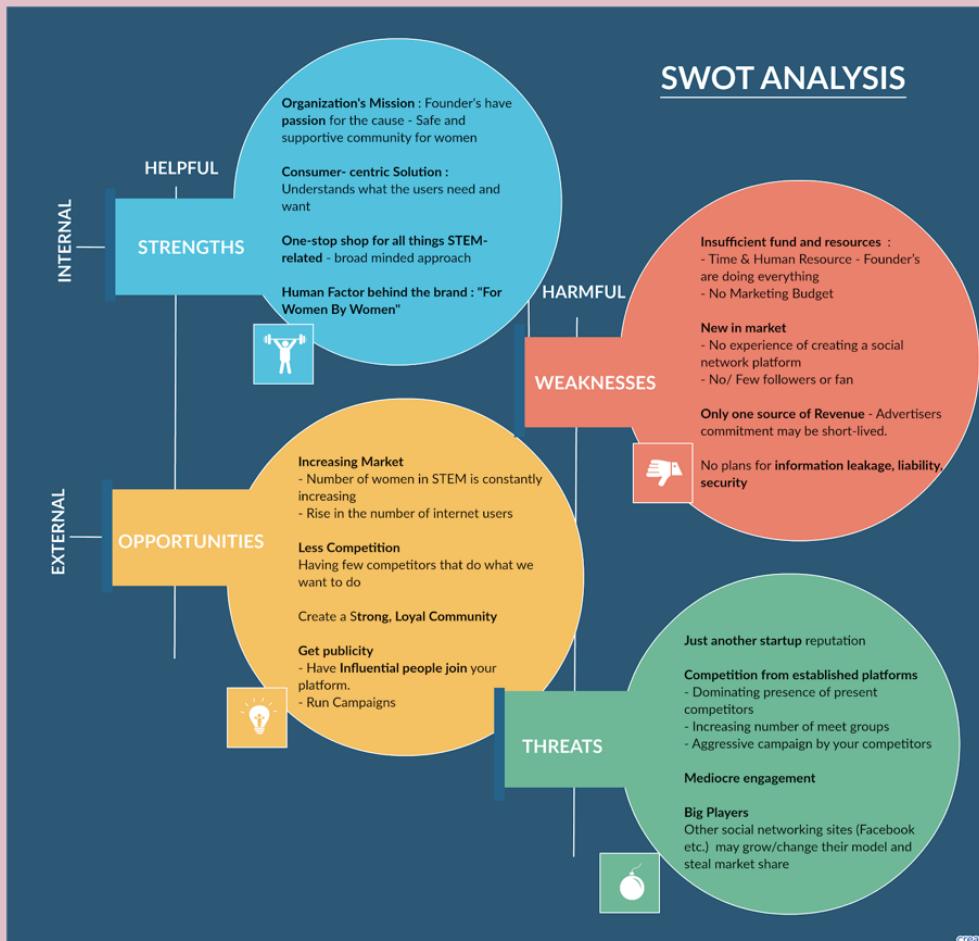
Events



Partnerships



# COMPETITION



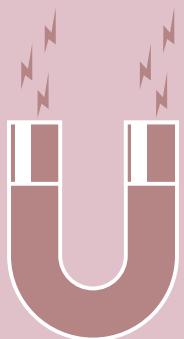
A safe, supportive community for women, by women

# FINANCIAL PROJECTIONS

		2018	2019	2020	2021	2022
<b>Advertising Revenue</b>	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
<b>Job Posts Revenue</b>	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
<b>Total Annual Revenue</b>		<b>\$250,200</b>	<b>\$731,160</b>	<b>\$2,482,140</b>	<b>\$3,548,694</b>	<b>\$8,870,250</b>
<b>Expenses</b>	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
<b>Total Expenses</b>		<b>\$211,000</b>	<b>\$473,000</b>	<b>\$967,000</b>	<b>\$1,338,000</b>	<b>\$2,613,000</b>
<b>Net Profit</b>		<b>\$39,200</b>	<b>\$258,160</b>	<b>\$1,515,140</b>	<b>\$2,210,694</b>	<b>\$6,257,250</b>

# KPI'S

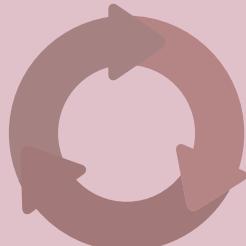
## User Retention Rate



Active Users X Days After Start-Date

Total Active Users on Start-Date

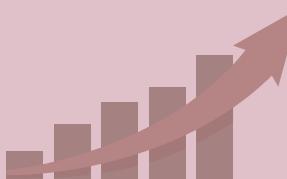
## Resource Conversion Rate



# Users Who Use Resource Feature

Total Number of Users

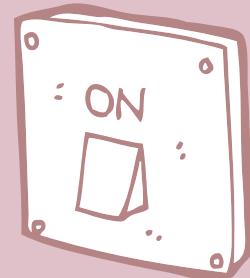
## Resource Engagement Rate



Sum of Time of All Active Users Using Resource Feature

Total Active Users Over Time-Period

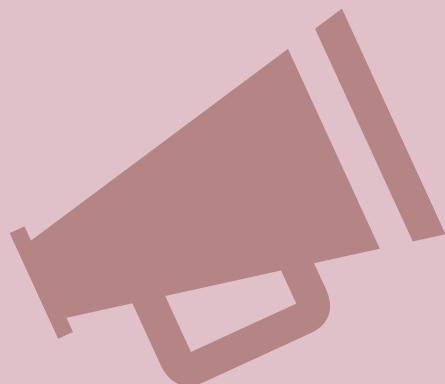
## Sister Activation Rate



# Total Active Users Who Add 10 Sisters

Total Active Users Exposed to Recommended Sisters

# RISKS & MITIGATIONS



Customer  
Interest

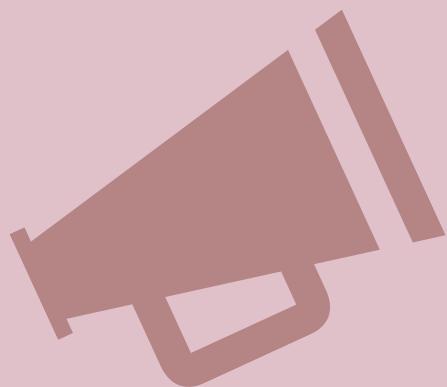
Building  
Partnerships  
for Ads



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.)

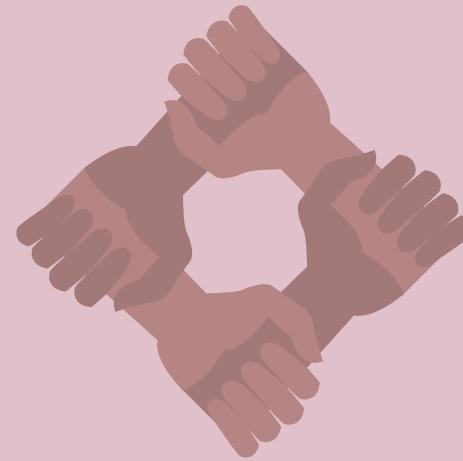
# RISKS & MITIGATIONS

## RISK



Established  
Competitors

## MITIGATION



Emphasize Role of  
Community Unlike  
Basic Social Platform

# PERSONAS

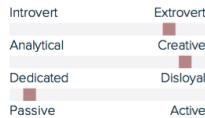
## Rachel Goldberg



"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

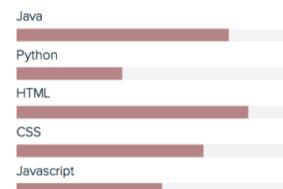
### Frustrations

- 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

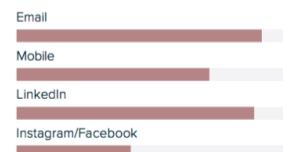
### Biography

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



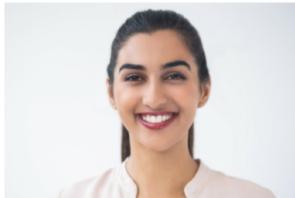
### Preferred Channels



## College Female in STEM

# PERSONAS

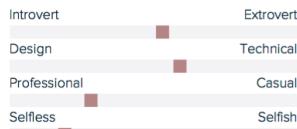
## Mindy Yalamanchi



"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."*

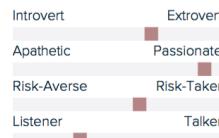
Age: 40

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

### Professional Skills



### 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

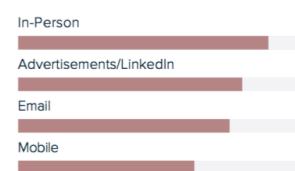
### Brands & Influencers



### 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).

### Preferred Channels



Fem a le - O ri ent e d O rg aniz at ion

# 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://mgcproject.org/statistics>  
\*\*[https://www.ncwit.org/sites/default/files/resources/cwilt\\_women-in-it\\_2016-full-report\\_final-web08062016.pdf](https://www.ncwit.org/sites/default/files/resources/cwilt_women-in-it_2016-full-report_final-web08062016.pdf)

# SOURCES

## Surveys

STEM Background Survey Sharing Link:

<https://docs.google.com/forms/d/1j3zEzPJQzOCHR29E7zEnqBlf02w2tD4NY7JL1LVKR54/edit?usp=sharing>

Female Professionals Survey Sharing Link:

[https://docs.google.com/forms/d/12v9KY4YDY00\\_\\_O4ayyd2qOcoekIPPdLjI9SBeB7D2FI/edit?usp=sharing](https://docs.google.com/forms/d/12v9KY4YDY00__O4ayyd2qOcoekIPPdLjI9SBeB7D2FI/edit?usp=sharing)

College Females Survey Sharing Link

<https://docs.google.com/forms/d/1w98F1CHfAzQFZgEtwLVmqapVqN0BIYV39QZQD65oGrI/edit?usp=sharing>

## Research & Graphics

<https://www.pexels.com/>

[https://www.freepik.com/free-photo/closeup-of-smiling-young-beautiful-indian-woman\\_1027067.htm](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](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](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](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/>

*elevate*

thanks for viewing!