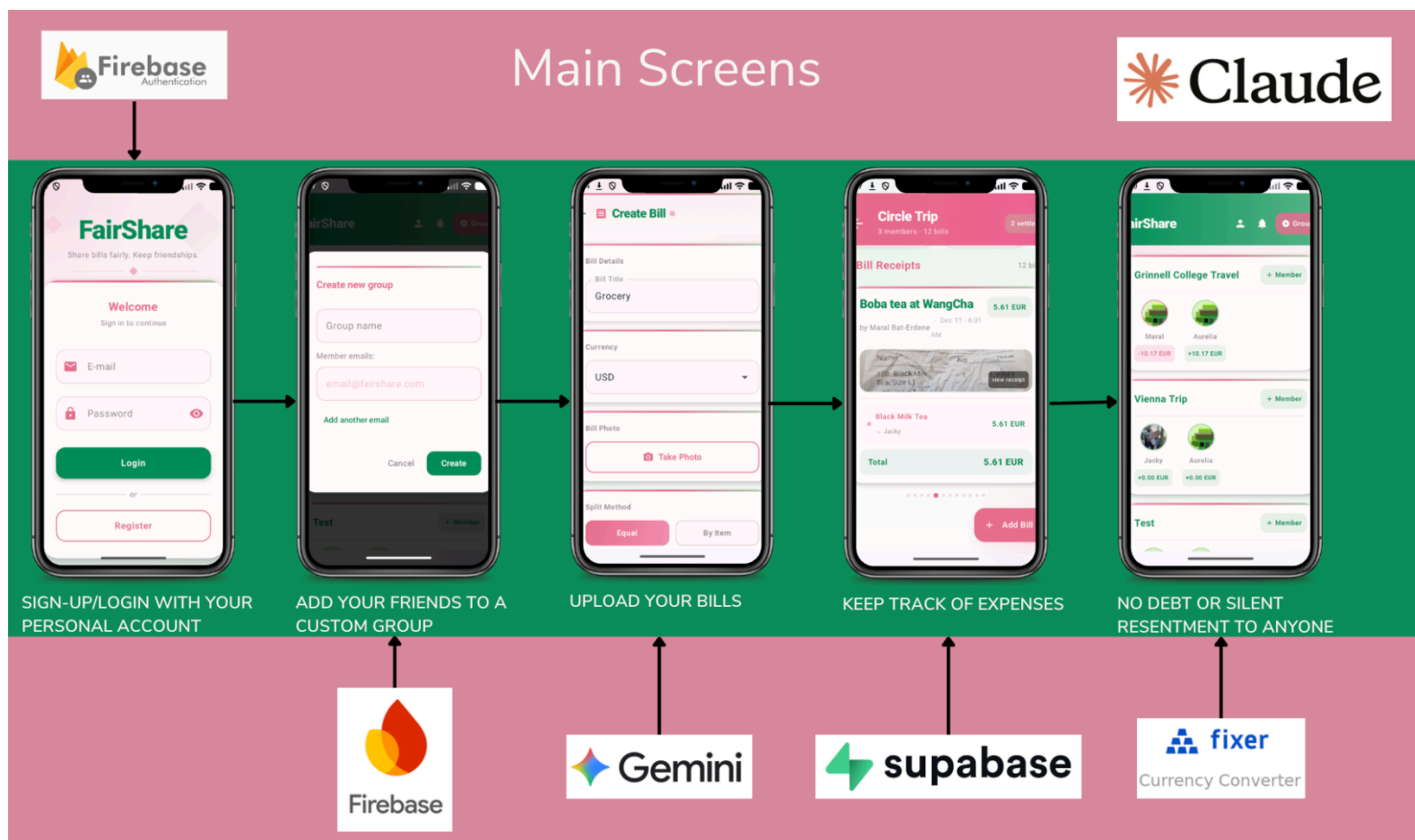


## 1. Elevator Pitch

a) Creating the elevator pitch for FairShare was one of the most clarifying exercises I went through during this individual project. When you are deep in development, everything feels equally important, every feature, every screen, every technical detail. However, the moment I had to condense the entire product into two minutes for someone who had never heard of FairShare, I was forced to make deliberate decisions about what actually mattered most. The hardest part was organizing my thoughts in a way that would land with a stranger. I know the app personally, but that familiarity worked against me at first as I kept wanting to explain how things work rather than why anyone should care. I had to strip out the technical part and reframe everything around the human problem we are solving, which is the awkwardness, silent resentment and distrust that money creates between friends. Deciding which screens to highlight was another genuine challenge. I landed on the five core flows, which includes login, custom group creation, bill upload, expense tracking, and the group overview, because together they told a complete story from sign-up to settled balance, without leaving important gaps. If something did not fit in two minutes, it probably did not belong in the MVP either. The pitch made my goals more realistic and helped me see FairShare the way a potential user or investor would, not the way a developer does. **The below is my diagram for the pitch:**



b) Delivering the pitch was exciting, nerve-wracking, and deeply satisfying all at once. There was so much I wanted to communicate, such as the AI receipt scanning, the international currency support, the non-transactional human intention behind the app, and two minutes is brutally short when you genuinely care about what you have built. The tension I felt most was between being concise and being thorough. Every time I skipped a feature to stay within time, part of me worried the investor would not grasp how complete and functional the product already was. But I also came to realize that a confident, clear short pitch is far more persuasive than a rushed long one. The goal was not to explain everything, but it was to make someone want to ask more questions. What I loved most about the experience was talking passionately about something I was actually building. When you believe in a project, it comes through in your energy and conviction in a way that no rehearsal can replicate. FairShare started as an assignment, but somewhere in the process of building it, it is becoming something I genuinely want to exist in the world. Feeling that passion and having someone listen and engage with it made the whole experience feel real and meaningful.

c) The feedback from Dr. Elliott was both validating and genuinely thought-provoking. The suggestion the professor gave was to lean even further into the non-transactional, friendship-first side of the app. Rather than just tracking who owes what, FairShare could include small, warm social nudges, for example, a notification like "Today is a beautiful day, why not get your friend *Jacky* a small snack?", so the app never feels like a debt-collection tool and always feels like something that actively celebrates and strengthens your friendships. That piece of feedback resonated deeply because it felt like the exact gap between FairShare and every other bill-splitting app on the market. FairShare's standout point can be to remind you that the person you owe is your friend, and that friendship is worth more than any bill. Building that emotional and social layer into the UX is now one of the most exciting things I want to work on after the MVP. Getting both validation and a concrete new direction in the same conversation was what I was hoping to do with my presentation, and it left me more motivated to keep building than when I walked in.