ShiGo

A Connection Made Simple

Agenda

1. Introduction

2. Problem

3. Solution

4. Value Proposition

5. Feature Examples

6. Timing/Next Steps
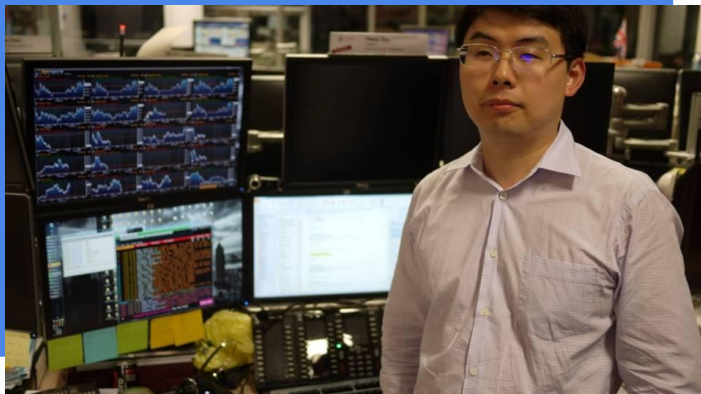
The Team - Qualified and Ready

- ❏ Vin Kannan
- ❏ University of Michigan '20 BBA
- ❏ Project Management experience at Google

- ❏ Sean Chun
- ❏ Boston University '20 Econ + CS
- ❏ Start-up Experience at Dringo

Project Advisor

- ❏   Shawn Di
- ❏   Senior Software Engineer at Google
- ❏   Web Dev Expert

Festifall Goals
- **Generate awareness** for her organization
- **Stand out** from "competitors" by showcasing club culture

- UMich '21, Business/Psychology
- President of Liberty in North Korea
- Hometown: New York, New York

COVID Concerns
- "How is my **club going to safely recruit** new students?"
- "Traditional recruiting models **no longer exist.** What should I do?"

Festifall Goals
- **Discover** new student organizations
- **Find a community** at Michigan

- Incoming Freshman
- Interest in Music and Social Activism
- Hometown: New York City, New York

COVID Concerns
- "How am I going to **find a club** and make friends in college...? "
- "How am I going to see whether if this club is a **good fit for me?**"

COVID-19 Adds Complexity

- ❏ **No precedent** for students/companies to follow
- ❏ **Safety** of community jeopardized
- ❏ **Efficacy** of recruiting compromised
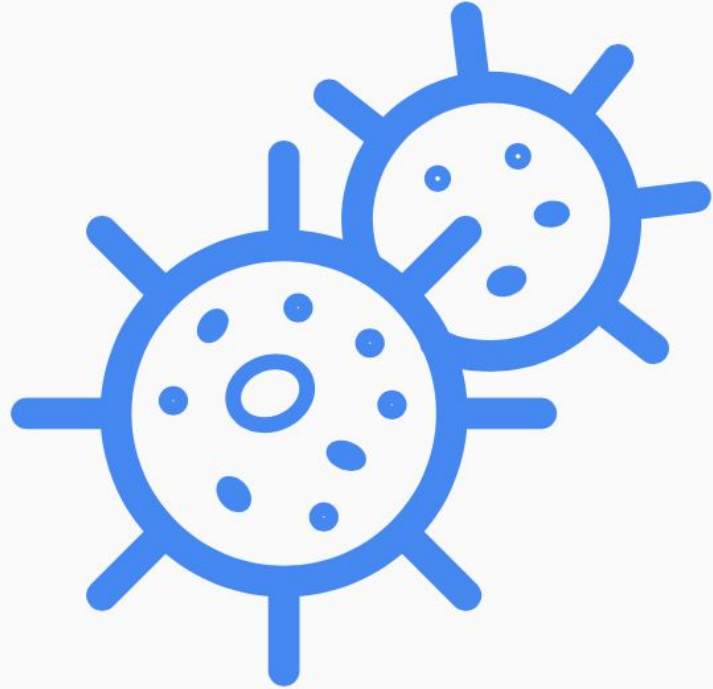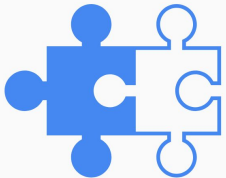
Festifall Format Poses Challenges

For Students

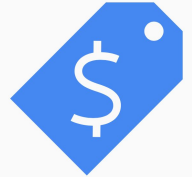**Long lines and maze-like layout** make Festifall time-intensive

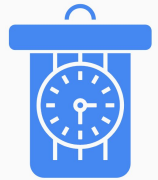**Wasted time** exploring uninterested clubs

Difficult connecting with clubs and finding fit

For Clubs

Attending physically is time and resource-intensive

Wasted time talking to students who don't fit needs

Easy to get lost in students' inbox

Our Mission:
Making Connections Simple

ShiGo

We strive to both improve virtual Career Fair and BEAT COVID-19!

Clubs

ShiGo's Solution

Students

1. Sign Up
2. Add Club Officers
3. Create Event
4. One-on-One Video Call
5. Create Follow Up Event
6. Digital/ Recorded Mass Meeting

1. Sign Up
2. Search for Clubs
3. Add a One-on-One to UMich Calendar
4. One-on-One Video Call
5. Receive message & add event to calendar
6. Digital/ Recorded Mass Meeting

ShiGo's Solution

Org

1. Sign Up
2. Add Orgs Description
3. Create Event
4. **One-on-One Video Call**
5. Create Follow Up Event
6. Future Interviews/ Info-Sessions hosted on platform

Students

1. Sign Up
2. **Search for Orgs**
3. Add a One-on-One to Calendar
4. **One-on-One Video Call**
5. Receive message & add follow up events to calendar
6. Future Interviews/ Info-Sessions hosted on platform

We Make Recruiting Easy for Companies and Students

Companies

Wasted time talking to non-target students → **Optimize** your recruiting time

Difficult following up with students → **Identify/Follow-Up** with top candidates

Unable to showcase club culture during COVID → **Showcase your club** through video call

Students

Wasted time talking to non-interested clubs → **Optimize** your recruiting time
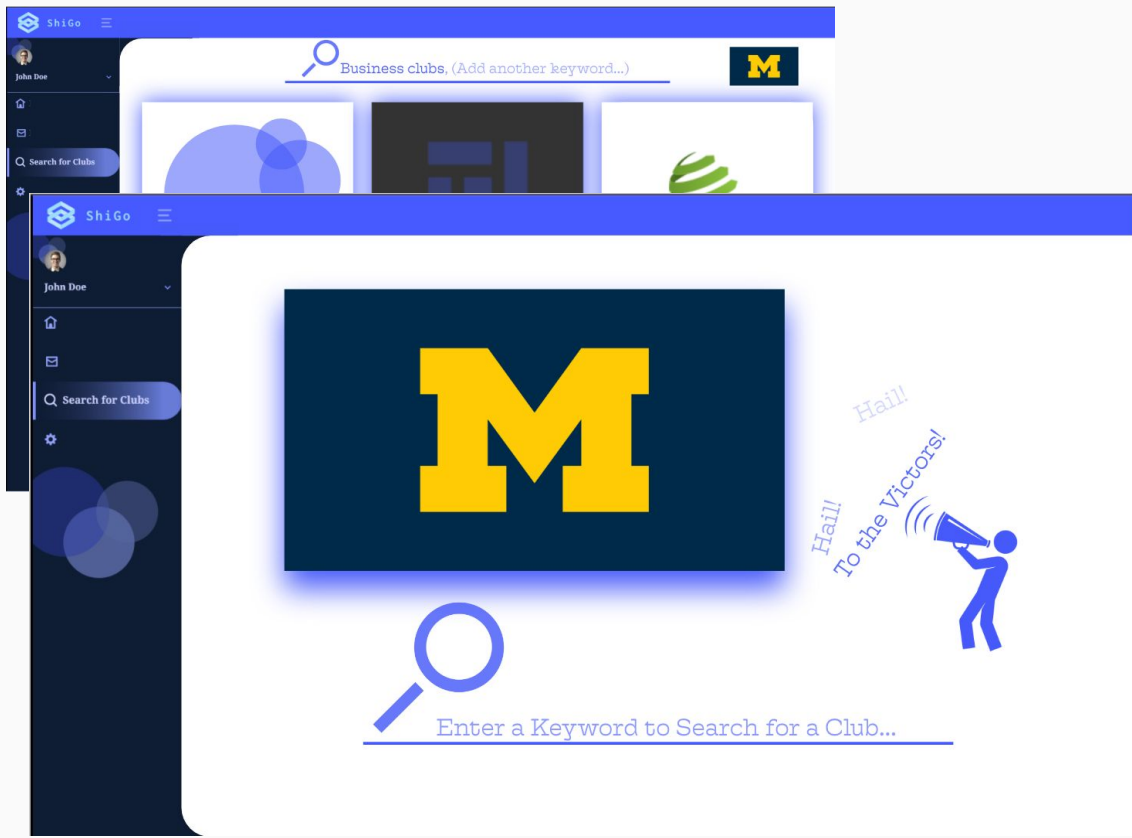
Current process is time-intensive → **No more queues!** Pre-schedule conversations when convenient

Difficult forming meaningful connection during COVID → Find the **right community**
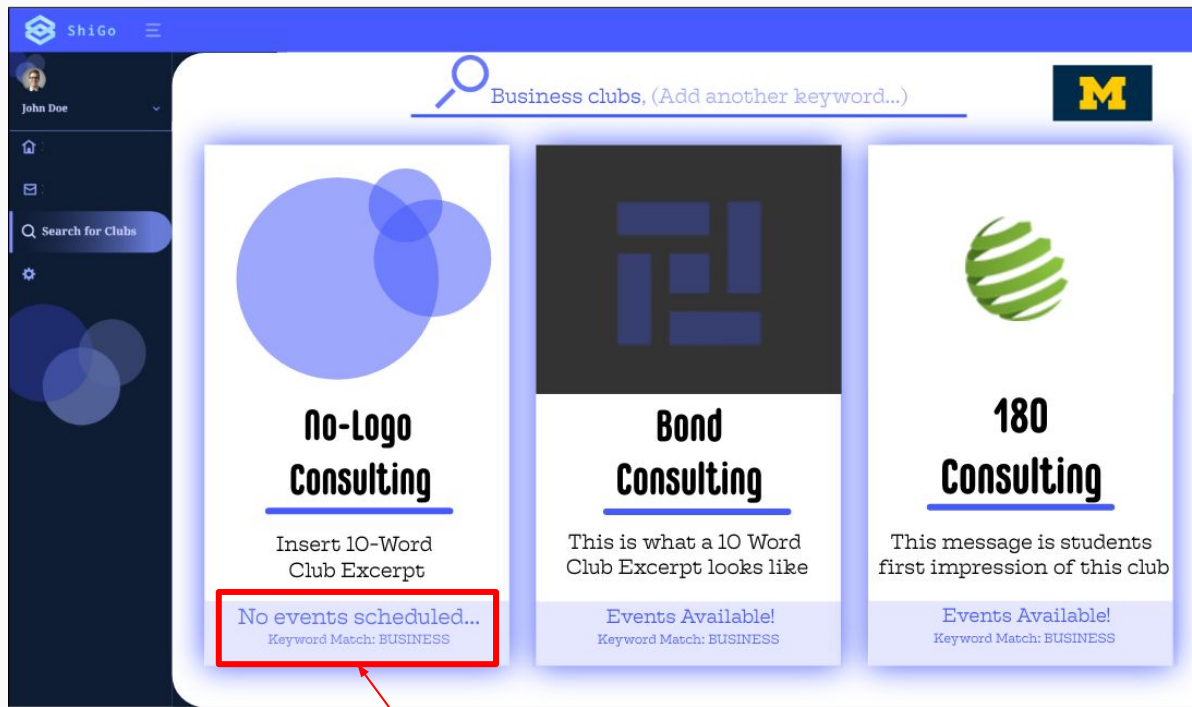
Functionality
Students search for organizations using keywords

Value
Easily find organizations by relevant categories

Feature Example - Student Search
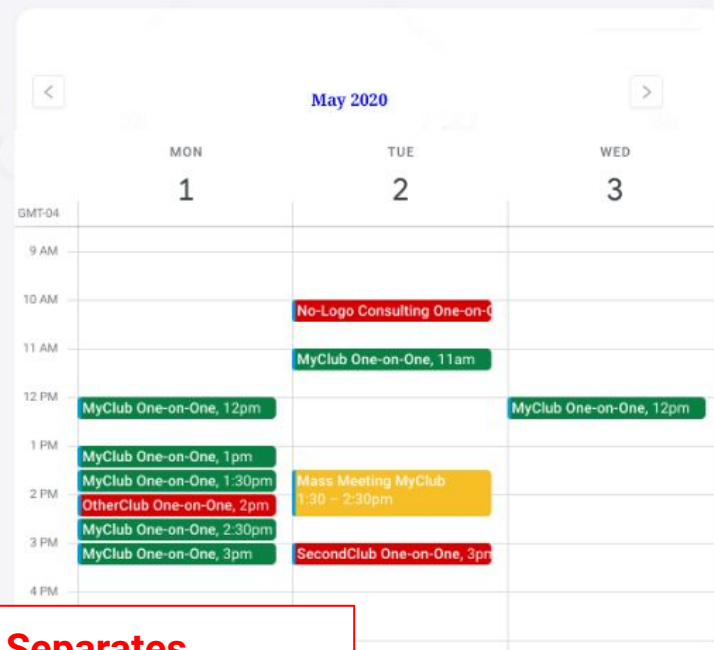
Functionality

Students search for organizations using keywords

Value

Easily find organizations by relevant categories

Student-defined categories. Immediate availability indicated

Feature Example - Student Search

May 2020

| MON 1 | TUE 2 | WED 3 |

GMT-04

9 AM
10 AM — No-Logo Consulting One-on-O...
11 AM — MyClub One-on-One, 11am
12 PM — MyClub One-on-One, 12pm / MyClub One-on-One, 12pm
1 PM — MyClub One-on-One, 1pm
— MyClub One-on-One, 1:30pm / Mass Meeting MyClub 1:30 – 2:30pm
2 PM — OtherClub One-on-One, 2pm
— MyClub One-on-One, 2:30pm
3 PM — MyClub One-on-One, 3pm / SecondClub One-on-One, 3pm
4 PM

One-on-One with Club Officer
One-on-One with Student
Mass Meeting

Next event from the calender

Launch Event

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit ametr. more...

Favourite club list

- Armed Force Club
- Jhonson Club
- Jonathan Club
- Robert Grant Club

Launch next event with ease

Calendar Separates one-on-ones as a club member from one-on-ones as a student

Each profile is clickable to learn more/see future events

Student Features - Video Call

Timer 5:21/10:00 ♥ Add Student to Favorite List Next Meeting

Students Upcoming

● **Swan Mandes** Software Engineer	10:10	
● **Reily Russow** Software Engineer	10:20	
● **Stiphen Russel** Software Engineer	10:30	
● **Cristiana Stewart** Software Engineer	10:40	
● **Aliaba D'Costa** Software Engineer	10:50	
● **Jacquline Farnandez** Software Engineer	11:00	
● **Robert Ben** Software Engineer	11:10	

Unmute ^ Stop Video ^ Participants 2 Share Screen Chat ••• Leave Meeting

Functionality
Control the video call experience.

Value
Identify students that you want to recruit further

Interactive Video Call

Estimated Costing

Assumptions

- ~700 Organizations
- 15K-40K Students
- 4 Week timeframe
  (2 weeks for Festifall,
   2 weeks for
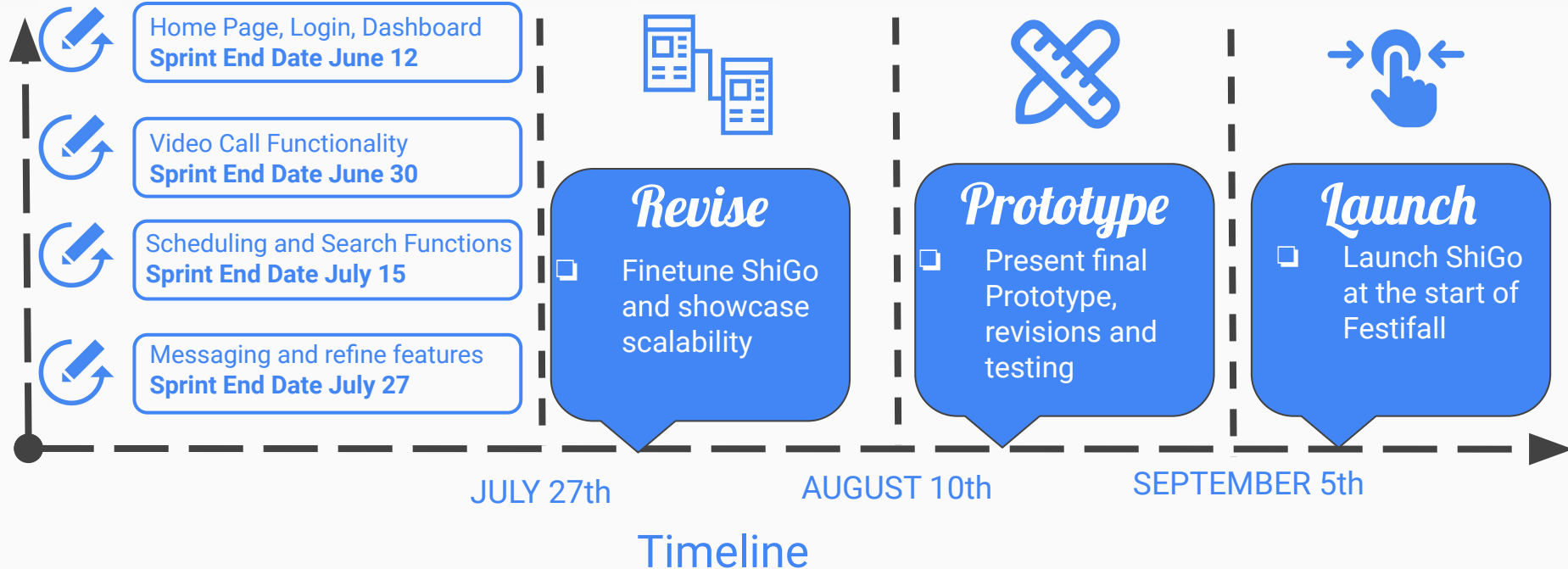   Mass Meetings)

$4000 to $8000

Cost Drivers

Partnership with scalability engineers in Vin's network with enterprise expertise

Additional Costs

- Front-End Design
- API Costs
- Integrating Video Conferencing
- Projected Server Maintenance

Timeline - *We'll be ready by September*

Home Page, Login, Dashboard
Sprint End Date June 12

Video Call Functionality
Sprint End Date June 30

Scheduling and Search Functions
Sprint End Date July 15

Messaging and refine features
Sprint End Date July 27

Revise
Finetune ShiGo and showcase scalability

Prototype
Present final Prototype, revisions and testing

Launch
Launch ShiGo at the start of Festifall

JULY 27th

AUGUST 10th

SEPTEMBER 5th

Timeline

Next Steps... and Go Blue!

1.
Ensure your understanding

2.
Address your questions and concerns

3.
Confirm Timeline

Q&A/Appendix

No-Logo Consulting

Message | Check Event Recordings

🌐 About Us

The Consulting Club on campus confident enough to never need a logo.

Contact Info: Named Person
Contact Email: whatsalogo@umich.edu

Seeking
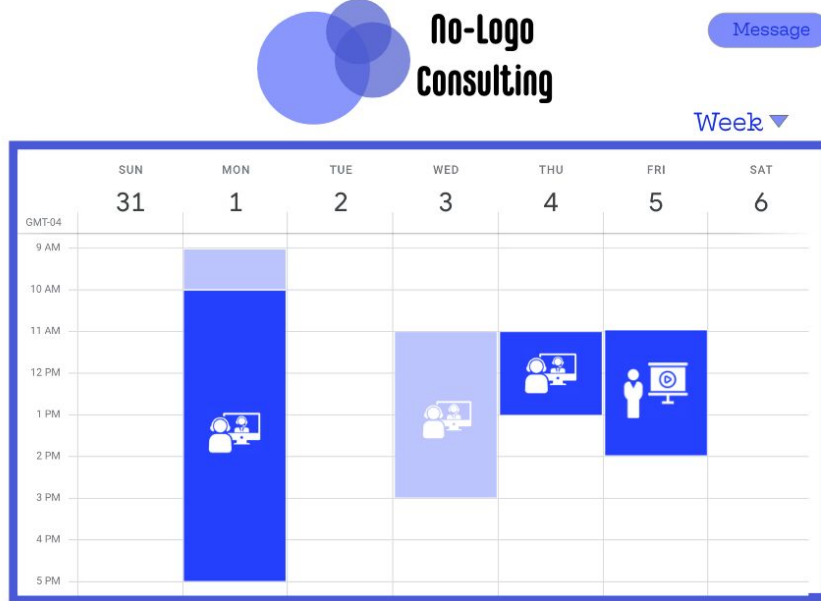Years: Freshman, Sophomores
Majors: All

Photos

Sign Up for Events

Keywords: Consulting, Business, Leadership

Functionality

Students sign up for organization events. Add event details to calendar

Value

Seamlessly sign up for events and track them

Student Features - Sign up for Event

Functionality

Students sign up for organization events. Add event details to calendar

Value

Seamlessly sign up for events and track them

Student Features - Sign up for Event

Functionality

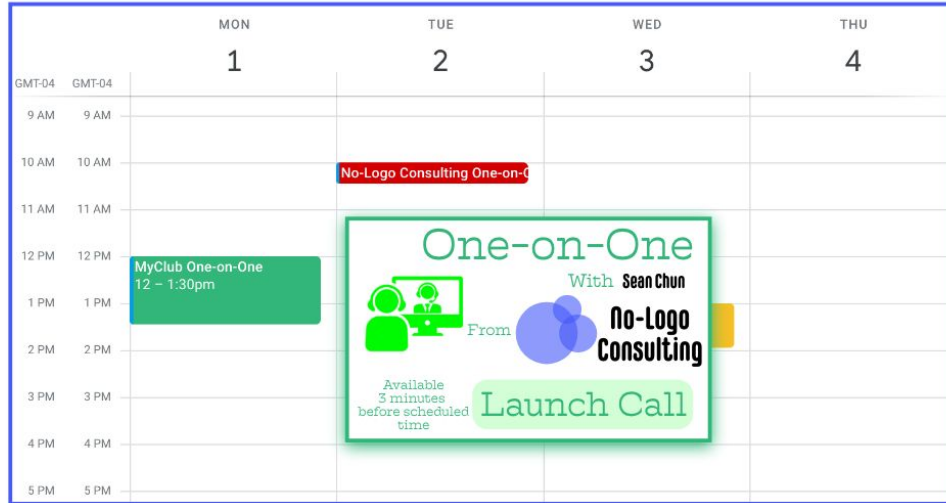*Students sign up for organization events. Add event details to calendar*

Value

Seamlessly sign up for events and track them

Student Features - Sign up for Event

Functionality

Students receive messages from favorited clubs. Add follow up events to calendar

Value

Never lose communication with the clubs that matter

Student Features - Follow-Up

Functionality

Students receive messages from favorited clubs. Add follow up events to calendar

Value

Never lose communication with the clubs that matter

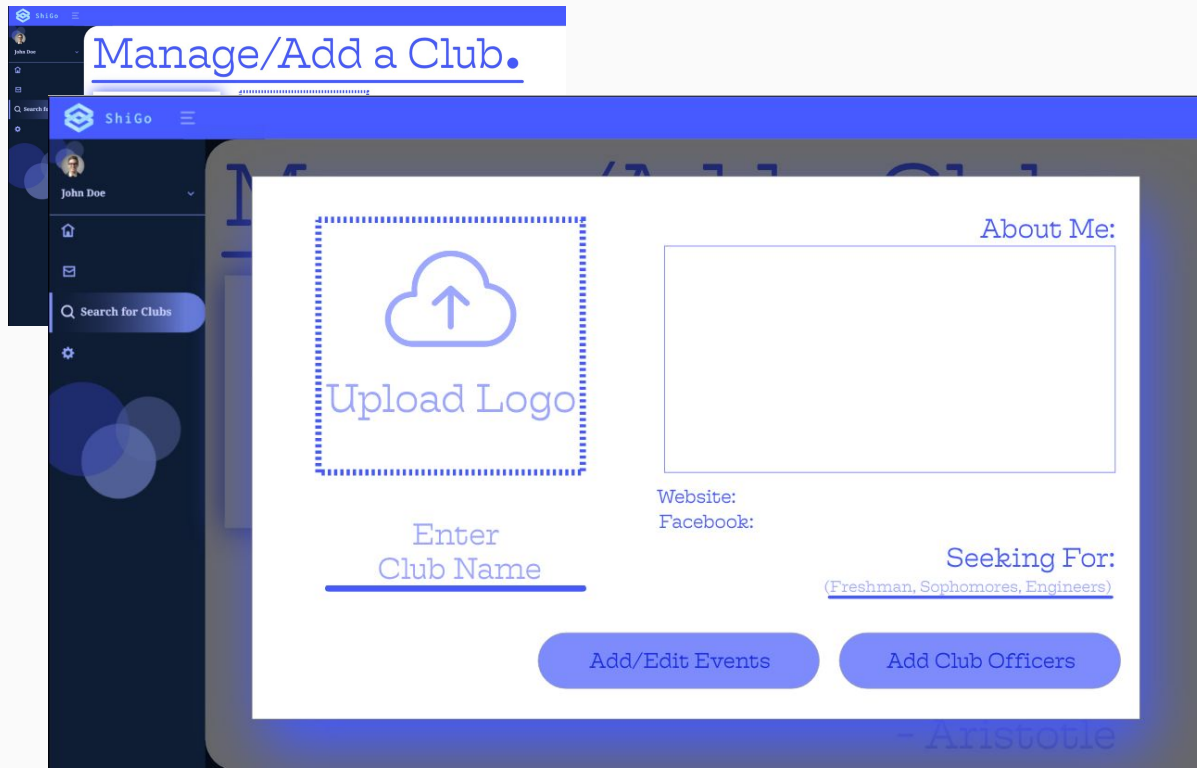# Student Features - Follow-Up

Functionality

Club leaders identified by University can add their club to ShiGo, as well as add their peers

Value

Ensure that the right people are associated with each club

Club Features - Register Club

Manage/Add a Club.

Functionality

Club leaders identified by University can add their club to ShiGo, as well as add their peers

Value

Ensure that the right people are associated with each club

Club Features - Register Club