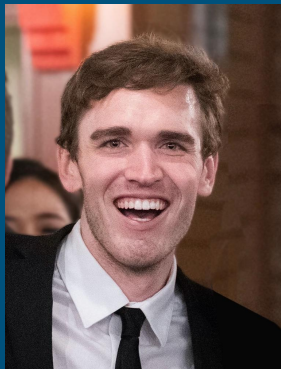


Kazi Kids + GURU GANG

Guru: Please get
back to work



Evan Dietrich
Tufts
University



**Johnathan
Kacherski**
Ohio State
University



Jordan Philp
Bowie State
University



Janak Shah
University of
Illinois



Ellen Tsao
University of
Michigan



Colin Williams
Ohio State
University

About



Mission: *Investing in people to create measurable and enduring social and economic change*

- ❑ **Invest:** provide small business loans ranging from \$750-\$350,000 to local entrepreneurs, “never say no” policy
- ❑ **Educate:** offer classes taught by professional trainers and small business experts
- ❑ **Innovate:** offer specialized programming for clients (Food Fort, Women’s Business Center, Capital for Construction, etc)

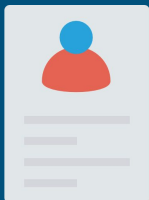
Problem Statement

- ❑ How can ECDI use technology to measure the impact of COVID-19 on their clients and best “meet their clients where they are” to determine their needs?

Our Approach

Front-End

- ❑ Mobile-first GUI interfaces:
- ❑ Registration + Login Forms
- ❑ Data Collection Forms
- ❑ Private Message Interface



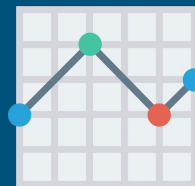
Back-End

- ❑ Database integration



Data Analytics

- ❑ Need & Engagement Index algorithms
- ❑ Email automation



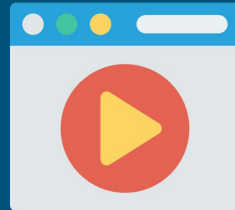
Our Solution



A web application connecting ECDI employees with their clients by means of appointment scheduling, messaging, and financial health evaluation.

| Front End | Back End | Data Analytics |
|--|---|--|
| <ul style="list-style-type: none">❑ Django + Bootstrap 4❑ Mobile First design principles for the greatest accessibility | <ul style="list-style-type: none">❑ Django + SQLite❑ Django ORM compatible with all major database solutions (e.g. SQL Server, Azure, MongoDB, Oracle, PostgreSQL, etc.) | <ul style="list-style-type: none">❑ Python + Jupyter Notebook❑ Matplotlib, SendGrid libraries |

Demo Time



Register new user => login => click “update my company needs” button => fill out form => show update on dashboard => hit make new appointment button => show update on dashboard => send message on messaging platform

Navigate to ECDI platform => show off frontend elements

Impact on ECDI



Improve communication between ECDI & clients

- Platform accessible on mobile/desktop
- Request + schedule 1-on-1 Zoom & Phone Meetings
- Instant Messaging platform



Measure COVID's impact on ECDI's clientbase

- Self-reported client data collected at time of registration
- Calculate client confidence, need, & engagement levels
- Clients given personalized



Assist clients in need while retaining ECDI's individualized attention approach

- Holistic view of clientbase, ensures proportional focus
- Track & update client's top concerns
- Custom reminders to touch base & set up 1-on-1's

Lessons we Learned



Some things we learned along the way:

- ❑ Building a full-stack web application with Django
- ❑ Virtual collaboration
- ❑ Role delegation and priority setting
- ❑ AGILE workflow
 - ❑ Kanban board
 - ❑ UI wireframing
- ❑ Developing a customer-centric product
- ❑ Version control with Git

Future Enhancements



Real-time email or text notifications for portal messages

Automatic Zoom call number generation

Monthly (or 2-3 month) check-ins with businesses

- ❑ Business owners will receive emails every 1-2 months asking to update their company needs in the portal so ECDI can better serve them where they are in that moment

Portal integration with other ECDI services:

- ❑ Loan payment progress
- ❑ Class scheduling and sign-ups
- ❑ Links to free online learning resources

Q & A



Feel free to ask us...

- ☐ to elaborate on how an area will benefit ECDI and their clients
- ☐ for further explanation of specific features
- ☐ anything at all!