**Startup Career Fair Challenges:**

Cool Startups for the fair:

1. Company Name: 3D Robotics

Website: <http://3drobotics.com>

Contact Info: [pr@3drobotics.com](mailto:pr@3drobotics.com)

1. Company Name: Fetch – buying made easy

Website: https://www.buywithfetch.com/

Contact Info: [hi@buywithfetch.com](mailto:hi@buywithfetch.com)

1. Company Name: Kairos

Website: http://www.kairos.com/

Contact Info: [hello@kairos.com](mailto:hello@kairos.com)

Hey guys I figured I should describe the companies a bit. The first one designs and creates personal drones and other “unmanned aerial vehicles”, which I though was super-cool. Who wouldn’t want one of those? Fetch was a personal shopping app I heard about got really into for a while except I didn’t have much money so it didn’t really work out. And Kairos is working on integrating facial recognition software into everyday electronic devices to make identity and information theft much more challenging.

PITCH:

UM’s startup career fair this going to be THE event of the year. Our goal is to bring the most innovative companies from across the fields, whether they create personal drones, restructure the idea of shopping, or take identification software to a new level, and act as a liaison between them and our fellow wolverines. Since we have companies on fashion to tech to healthcare, students here can find ideas they are passionate about and through the tight-knit communities learn a lot more than in the corporate world and leave their mark by doing what startups do best…. disrupting.

Cool Ways to Market Career Fair:

1. Drones flying around with little banners that say start up career fair attached to them is by far the coolest idea I have. We could also have a little pouch on the side that dispenses mini-flyers so people can remember the info.
2. I love the idea of having a mascot, or a cute little animation, that when people see they can associate with startup career fair right away. Like the gecko for GEICO.
3. Social media advertising, especially twitter or Facebook pages always works well. We could have a contest in which the coolest picture with our new mascot (which is now a thing) around campus wins a prize. And I think the whole idea in general is to reinvent the idea of a career fair to seem fun and enjoyable instead of so structured like the other ones on campus. (Just my vision.)
4. Target markets area always important. We should definitely have a large poster and flyers near the career center, both on campus and their website. And on that note maybe around the Ugli and Dude as well.
5. Our posters should say more than just startup career fair but display the startup culture on them. Here’s a website with a general example of the type of picture that could fit. <http://www.kenwaydu.com/tag/work-culture/>
6. This ones a long shot but if we could spell it out using lasers or even just bright lights in the diag I’m sure we’d catch a lot of attention (if that’s even allowed). It would be epic. 
7. My favorite advertisements of all time were the At&t’s “It’s Not Complicated” campaign, where they ask kids a serious of seemingly obvious questions to reinforce why they were the best. It would be nice if we could do a series of 3-4 short (20 seconds) clips explaining the same thing about startup career fair.