Commuteicate

Commuteicate is an app that utilizes time during an individual's daily commute to distribute knowledge and spark creative thinking by displaying interesting videos, inspiring texts, and truly insightful information. This app is an entertainment platform communicates to the user alternative culture and thoughts that they would not have experienced otherwise. The app is designed for those that want to better themselves by education and entertainment. Although this app will be free to the user, it will generate revenues through in-app advertisements and donations. There are thousands of education apps, but Commuteicate is unique because it is designed to be used during the daily commute.

The average American's travel time to work is estimated at 25.4 minutes by the US Census Bureau. Nearly an hour a day is wasted during this commute. But what if each person were able to use this time to better him or herself? Commuticate is an app that fills this normally sunk time with the opportunity to learn. The app uses entertainment and unique knowledge to inspire the critical thinking process. People that want to learn about the world and use their time efficiently will be drawn to Commuticate because it helps them achieve their goals and explore their creativity.

Although Commuteicate would be revenue generating, as a team we have decided to measure success not with revenue, but with app downloads. Our first benchmark to overcome will be 5,000 downloads. We will break this barrier by utilizing social media and friends/family to spread the word. Additionally, we will pitch to large tech related companies such as TechCrunch and LifeHacker since they often write about similar niche apps. Obviously, gaining the first 5,000 downloads will be critical, but if just one tech journal writes a column about the app we will spike well beyond this milestone. Other apps like TED will be our main competition, but rather than competing with them we will use them as a resource by featuring influential TED talks in the app. The wide range of information that the app will provide and uniqueness of the app will allow for Commuteicate to surpass its competition.

The app itself is designed to be inherently simple. The user will enter the estimated duration of their commute and the software will create a customized daily content board of thought provoking articles for each trip. The topics of the articles will range from a wide variety of disciplines, but will always attempt to teach the user something new and to start the creative

thinking process. Our focus is to spread culture, knowledge, and information that one would not typically find in one's daily life. The app will cater specifically to the type of commute our users endure. For example, individuals that walk will receive videos, music, Wikipedia articles, and more while those that drive will have a wider selection of music, speeches, presentations, and videos that do not require them to look at the screen.

To implement Commuteicate it will require the hard work of each group member. Charlie and Wil would talk lead by creating a preliminary mockup of the app for Apple devices. The simplistic nature of the app would allow for them to create it in relatively little time. A major necessity for development would be to collect several months worth of content, so we can automatically push content every day. Meanwhile, during the app development process, the rest of the group will be working to create a extensive mailing list. This list will become an asset that will help us surpass the 5,000 download hurdle. Since this app is software based it will not require a lot of resources that we do not already have since our group members are knowledgeable in programming and marketing.

Team Captain:
Joseph Weate
474-1 Lambeth Field
Charlottesville, VA

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Maggie Keane is a third year in the Curry School, majoring in elementary education and psychology. Her role in the development of this product on the education side, is determining what kinds of clips would be most beneficial to the costumer and how to implement that. Her background in psychology allows her to determine the layout of the app to catch the human eye as well as what kinds of videos/talks people would find most interesting.

Joey Weate
jfw6fp@virginia.edu

Campus Address	**Permanent Address**
474-1 Lambeth Field	9916 Score Bay Place
Charlottesville, VA 22904	Bristow, VA 20136
<u>Cell Phone:</u> (703) 509-1946	(703) 331-1205

EDUCATION

The University of Virginia, Charlottesville, VA 22904
Bachelor of Science in Computer Engineering
Minor in Economics
Anticipated Graduation, May 2016
Current GPA: 3.72/4.0

Brentsville District High School, Nokesville, VA 20182
Cambridge Program
AP Honors
Graduation: June 2012
GPA: 4.45/4.0

WORK EXPERIENCE

Wegmans, Gainesville, VA
Cashier and Helping Hands
11/10 - 08/12   Duties: Assisted with customer relations, handled cash register transactions, maintain store upkeep, 20+ hour weeks.

Virginia Soccer Association, Haymarket, VA
Youth Soccer Referee
04/09 - 06/10   Duties: Taught and regulated rules of soccer to children, assisted with parent relations with the league.

COMPUTER SKILLS   AutoCAD, MathCad, Java, introductory Mathematica

ACTIVITIES/ HONORS

- Recipient of the National Army ROTC Scholarship
- Army ROTC Ranger Challenge Team (August 2012-October 2012)   ~
        ~intercollegiate competition of military skills and leadership
- University of Virginia's Engineer Concept Cup (November 2012)
- Theta Chi International Fraternity (2013-)
        ~philanthropy work benefitting testicular cancer research
- UVA Tri-service competition (March 2013)

CHARLIE HARDING

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Web. CharlieHarding.com

Over 8 years experience in web development with a passion in marketing and business.

Education

University of Virginia, Charlottesville, VA — 2012 to Current
Olympia Highschool, Honors: Cum Laude — May 2012

Experience

Web developer and marketing intern | Plow & Hearth — Summer 2013
Worked with the marketing team on 6 different brands to push new content, implement design changes, and enable A/B experiments to optimize each brand.

Social media marketing - 115,000 Followers Gained — Fall 2012
Directed a marketing campaign to raise awareness about a project created by the applicant. Resulted in over 95,000 Instagam followers and 10,000 Facebook likes.

Founder of RushHunt.com | Code, Marketing Strategy, SEO — 2008 to Current
Singlehandedly responsible for developing, marketing, and advertising RushHunt. Created the unique advertising platform seen on the site, wrote 2.5k lines of code, and optimized the domain for search engines. In addition, wrote all creative copy to specifically target the selected market and increase signups.

Founded CavRepair | iPhone Repair Business — 2012 to Current
CavRepair.com has been an immediate success at UVA. This project called for a shift in marketing tactics from web to real world. Responsible for a strategic advertising campaign to increase sales on grounds.

Created TravelingDreamJournal.org | Charity Art Project — 2011 to Current
With the sole goal of helping the community this project spreads culture, love, and art.

Tech Summary

Computer Languages: Proficient in HTML5, CSS3, PHP, MYSQL, jQuery, JavaScript

Skills/Software: Search Engine Optimization, SEO Copy Writing, A/B Experimentation, Google Analytics, Adobe Creative Suite, Microsoft Office Suite

Talents & Achievements

Recognized at 2011 CTIA WIRELESS Convention
Awarded by Ed Schmit, director of the AT&T Developer Program, for being the most influential developer who participated at the seminar out of over a hundred seasoned premier developers and entrepreneurs. This award was given for speaking about the unique ideas found in RushHunt

Elected OARS Crew Captain of the nationally ranked team during his 5th year of rowing in HS.

Founded Future Leader's Club largest club in HS with over 115 students on the roster.

CH

WILLIAM B. THOMASON

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ABOUT ME

I am an intelligent, skilled, and driven computer scientist and software engineer. I am seeking a challenging and enriching internship in computer science at which I can apply and grow my skillset. I want the opportunity to demonstrate and improve my abilities as a programmer, analytic thinker, and team member. In my free time, when I'm not working on a side project, I run, play the saxophone, and do parkour. I love a good challenge, and regularly compete in hackathons, design competitions, and case competitions.

EDUCATION AND HONORS

University of Virginia, School of Engineering and Applied Science

- Rodman Scholar
- Second year student majoring in Computer Science and Mathematics
- Class of 2016
- **Current GPA:** 3.876

RELEVANT PROFESSIONAL EXPERIENCE

Microsoft, Redmond, WA (2013)

Software Development Engineer Intern

- Designed, implemented, and shipped a RESTful web service capable of logging and auditing security records in Xbox LIVE in real time. Also designed, created, and tuned associated database and procedures.
  - Work enabled auditing of fraudulent events in real-time, returning the set of information necessary to inform a decision to perform a longer query in milliseconds or seconds rather than minutes or hours. Service is currently an active component of the Xbox LIVE network, being used to investigate reports of fraud (stolen accounts, hacked consoles, etc.)
- Spearheaded and completed a complete rewrite of an important development library.
  - Took cobbled together library used in multiple principal components of the Xbox LIVE network and rewrote to provide a more capable and easier to use interface to the functionality of the old library in a smaller, better organized package. The rewritten library is being used in active development projects.

Genworth Financial, Richmond, VA (2012)

IT Intern

- Created new and revised old technical documentation for Genworth's knowledge base, wrote software to process a large number of lease records, implemented the use of the eFront training CMS and migrated old training materials to eFront.
  - Unified format and removal of obsolete documents allowed for significantly more effective use of the knowledge base. New training interface (eFront) allows for faster and more flexible onboarding of employees.

Optical Alchemy, Concord, MA/ Nashua, NH (2009-2011)

Software Development Intern

- Created control software for a mobile test platform, designed and implemented a functional test suite for an embedded stack, and created a gesture based control system using the Microsoft Kinect for a gimbaled camera.
  - Created the hardware and software necessary for a usable platform for testing the mobile target tracking capabilities of a gimbaled camera, enabling new testing and development of this functionality.
  - Automated test procedures for embedded stack (CPU and I/O board), thereby saving significant employee time and allowing for faster identification and elimination of flawed hardware.
  - Gesture and voice based system allowed for more intuitive control of camera, enabling impressive investor demos and new control paradigms.

University of Virginia Computer Science Department, Charlottesville, VA (2013)

Teaching Assistant for Data Structures and Program Representation (CS 2150)

- Oversaw laboratory work, including answering student questions and fixing encountered bugs, and held weekly office hours.

RELEVANT SKILLS & COURSEWORK

- Proficient in the following computer programming languages: C++, C, C#, Java, Python, Go, Rust, Mathematica, LabView, SQL
- CS 2150: Program and Data Representation, CS 3102: Theory of Computation, CS 4710: Artificial Intelligence, MATH 3240: Complex Variables, APMA 3100: Probability, ECE 2066: Science of Information, APMA 2130: Ordinary Differential Equations, CS 3240: Software Engineering, CS 4102: Algorithms, CS 2330: Digital Logic Design, MATH 5651: Advanced Linear Algebra, CS 4414: Operating Systems

Donald Fryar

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Objective: To obtain an internship that will broaden my experience and understanding of investment banking in a company that is a leader in the economy.

Education

University of Virginia, Charlottesville, VA   Expected Graduation: May 2016
Related Coursework: Comparative politics, Economics, Business, Policy Analysis   Major: Public Policy

Work Experience

Transition Program Intern, Charlottesville, VA   June 2013-August 2013
- Documented incoming students at the University of Virginia academic progression and helped prepare them for a college of vigorous academics
- Animate documentation through the use of IMovie

Alumni Hall Association Marketer, Charlottesville, VA   July 2013-present
- Develop interest of potential consumers to participate in the Alumni Membership
- Advertising benefits of becoming a member

Leadership Experience

Second Year Class Council, Charlottesville, VA   August 2013-present
Academic Chair Member
- Organize academic events that promoted networking to the UVA community
- Designed resume workshops and review helpful interview skills

Alpha Chi Phi Fraternity, Charlottesville, VA   May 2013-present
Disciplinary Chair
- Enforce laws imposed by National Chapter
- Develop and organize security and house-safety procedure

Collegiate 100, Charlottesville, VA   March 2013-present
Historian
- Mentor young African-American males to strive for higher level education and develop stronger life skills in order to lessen the achievement gap
- Organize social events for recruitment, develop lesson plans, record educational progress of student

Black Student Alliance, Charlottesville, VA   August 2012-present
General Body Member
- Encouraged African-American unity through various events

UVA Army ROTC, Charlottesville, VA   August 2012-present
- Develop officer leadership skills through classes and tactical training
- Finished in top five cadets of first year class after freshmen year

Volunteer

Trick or Treating on the Lawn, Army ROTC Recruiting, Campaign for Mayor Greenlaw

Awards and Honors

Sunshine Lady Foundation Scholar, Harambree Recipient