

**MGMT 301 – Technology Management & Entrepreneurship**

Project**: Math Recipes**

Group Partners:

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**Idea:**

**Math Recipes**

Discover the fun flavor of Math

A lot of people around us struggle with Mathematics, many even fear it. But Mathematics is not just a subject, it's an important life skill. From basic daily life calculations to many academic fields, Math is used everywhere. And therefore, not learning it cannot be an option.

So, at Math Recipes, we decided to improve the math learning experience for primary school kids. We love math, and discovered its creative side. Hence, we seek to share that love with others as well.

At Math Recipes, we teach math concepts through engaging visual stories, naturally appealing to kids who might not connect with the traditional dry ways of math learning. We cater to the problems of children who lack proper foundation or anyone in general who has fallen behind in the basic concepts.

Math Recipes' interactive lessons are a free resource, that can be accessed from anywhere, anytime, in easier and simple language.

**Teaser/ Explainer Video:**

* Link: <https://youtu.be/YMGlzesmJcQ>

**Contact Points with Customers:**

Informal discussions (off the record) with family and friends about their struggles with leaning Mathematics, and how they overcome the difficulties.

We also had a meeting with a customer (Parent) to validate our assumptions.

* Link: <https://youtu.be/SuyalPZtKPI>

**Work Done by Team on Project**

As part of **Math Recipes** project, we did the following tasks

* Researched about the problem with current education style, and useful solutions for them.
* Worked on Business Model, Customer Profile, Value Map
* Created Facebook page right after idea was approved, and worked to gather audience.
* Market research – learnt about our customers and competitors
* Market research – estimated size of target market and possible sells/income.
* Made logical assumptions about the problems with current education frameworks, and how to fix the system.
* Discussion with children and their parents among family and friends, to understand the problem and useful possible solutions.
* Interviewed a potential customer to validate our assumptions.
* Participated in all practice Pitching sessions during the semester. Tried our best to improve things based on feedback.
* Created a PowerPoint presentation-based customer pitch.
* Made Teaser Video to explain why we are doing this project and what should be expected from us.

We worked equally and simultaneously on all tasks. For videos, the main content/script maker is Laiba Fatima, while video editor/designer and social media manager is mainly Bakhtawar Shafqat. The voice overs for videos are done by both of us, along with some of our family members. Everything was planned, proposed and implemented with mutual discussion of both the group members. We collaborated and did help each other with their parts whenever needed.

**Social Media Statistics Summary:**

**YouTube:**

Channel Link: <https://www.youtube.com/channel/UCPIIT-UkKUAnuO8fdlAG9dQ>

Subscribers: 36

1. Math Recipes: Discover a New Flavor of Mathematics - Teaser

* Link: <https://youtu.be/YMGlzesmJcQ>
* Views: 125
* Likes: 26
* Dislikes: 0

1. Customer Interview – Validating Assumptions

* Link: <https://youtu.be/SuyalPZtKPI>
* Views: 87
* Likes: 14
* Dislikes: 0

1. PowerPoint Presentation + Voice Over Pitch

* Link: <https://youtu.be/fnXI9L2G2z8>
* Views: 5
* Likes: 2
* Dislikes:

**Facebook Page:**

We post details about the Math Recipes and share YouTube videos there as well.

* Page Link: <https://www.facebook.com/mathrecipes/>
* Likes: 136
* Followers: 138