



KOFE Demonstration

Topic/Problem Introduction



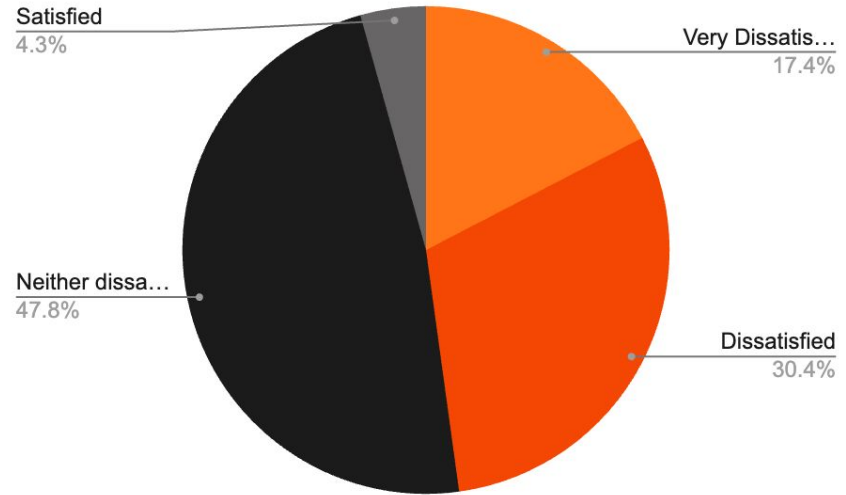
New college graduates are navigating an extremely competitive job market in 2024. According to a recent Forbes report:

- 38% of employers avoid hiring recent college graduates, and about 58% of company executives in the United States believe this cohort is unprepared for the workforce.
- Additionally, the percentage of young adults who are underemployed—working in jobs below their skills or abilities—has risen to 40%.

To address these challenges, our mentor/mentee matching app, based on in-person coffee chats, aims to provide recent graduates with valuable opportunities to connect with industry professionals, receive guidance, and enhance their readiness for the job market.

Motivation

Nearly 50% of our respondents are either very dissatisfied or dissatisfied with their job search process, and another 48% are neither satisfied nor dissatisfied, indicating significant room for improvement in the job search experience.



Team Concept/Mission



Through our research, we decided to crafted our Team Mission as such:

KOFE empowers job seekers to land their dream job through personalized mentorship, coffee meetups, and referrals with industry insiders.

Final Video Pitch



Competitive Analysis

| Competitive Analysis | | | | |
|----------------------|------|----------|---------|------------|
| | Kofé | Linkedin | ADPList | MentorPass |
| In-Person Chat | ✓ | ✗ | ✗ | ✗ |
| Matching Algorithm | ✓ | ✗ | ✓ | ✓ |
| Referral Program | ✓ | ✗ | ✗ | ✗ |
| Session Scheduling | ✓ | ✗ | ✓ | ✓ |

Competitive Analysis

Matching Precision:

- **Kofé:** Utilizes an advanced matching algorithm based on ATS (Applicant Tracking System) scores and specific fields of interest to pair mentees with mentors who can provide the most relevant guidance.
- **LinkedIn:** Primarily relies on network connections and professional endorsements, with no specific matching algorithm tailored to mentorship.
- **ADPList:** Uses a more generalized matching process based on mentor profiles and availability.
- **MentorPass:** Matches mentees with mentors based on general expertise and mentee preferences, but lacks the precision of ATS-based matching.

Competitive Analysis

In-Person Chat Options:

- **KOFE:** Facilitates in-person mentorship sessions through unique partnerships with local coffee shops, creating a comfortable and engaging environment for mentors and mentees to meet.
- **LinkedIn:** Primarily focuses on virtual interactions, with no dedicated feature for facilitating in-person meetings.
- **ADPList:** Primarily focuses on virtual mentorship, offering no specific support for arranging in-person chats.
- **MentorPass:** Operates mainly online, with no infrastructure or partnerships to support in-person meetings.

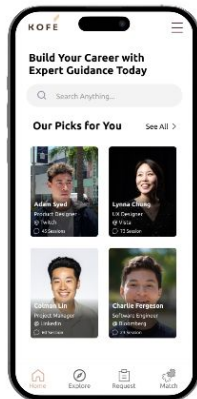
Competitive Analysis

Post-Session Reviews & Referrals:

- **KOFE:** After both virtual and in-person sessions, mentees can leave reviews and request referrals, fostering a comprehensive feedback loop and networking opportunity.
- **LinkedIn:** Does not have a structured review or referral system specifically for mentorship sessions.
- **ADPList:** Encourages feedback but does not integrate referral requests into the process.
- **MentorPass:** Allows feedback but does not emphasize referrals as part of its mentorship system.

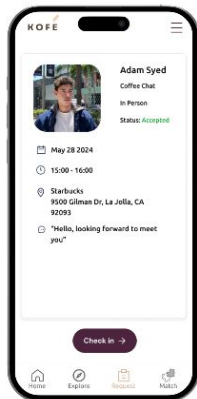
| Feature/Platform | Kofé | LinkedIn | ADPList | MentorPass |
|-------------------------|-----------------------------|-----------------------------|---------------------|---------------------------------|
| Focus | In-person membership | Professional networking | Design mentorship | High-performing mentors |
| Meeting Type | In-person coffee chats | Online interactions | Online sessions | Online sessions |
| Matching | Personalized local matching | Broad professional network | Global design focus | Curated high-performance |
| Cost | Mentor-set pricing | Free/premium | Free | Subscription model |
| Unique Features | Local coffee shop meetings | Extensive job listings | Free access | Goal setting and tracking |
| Pros | Market-driven, flexible | Range of options, free tier | No cost barrier | Predictable pricing, top mentor |
| Cons | Variable pricing | Expensive tiers | Mentor availability | High cost |

Hi-Fi Prototype



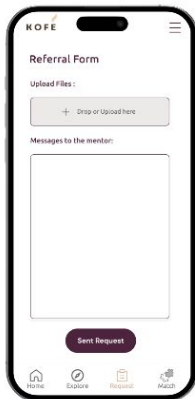
Choose Your Mentor

Find a mentor based on your field and title of interest.



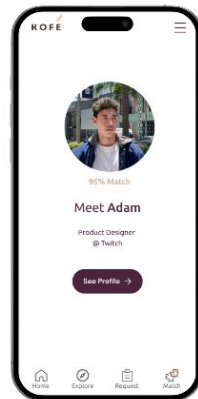
Schedule Your Chat

View mentor availability and request a coffee chat.



Review and Request

After your coffee chat, review the session and request a referral.



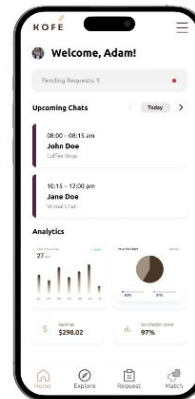
ATS-Based Matching

Match with a mentor based on ATS score as well.



Get Coffee Vouchers

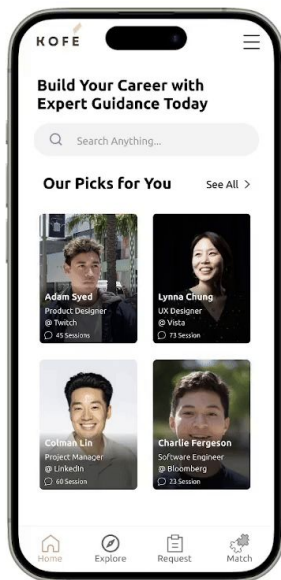
Vouchers from partnerships with coffee shops for free drinks.



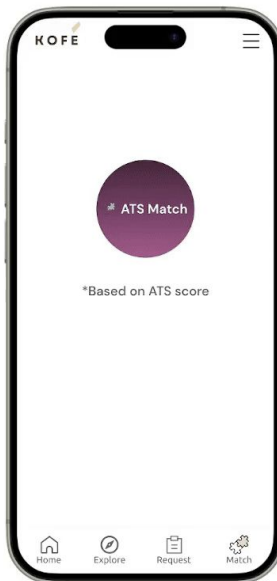
Mentor Dashboard

Mentors can review analytics and manage requests and coffee chats.

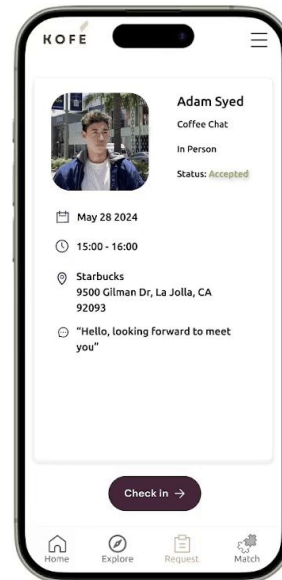
Hi-Fi (Animation)



Browsing

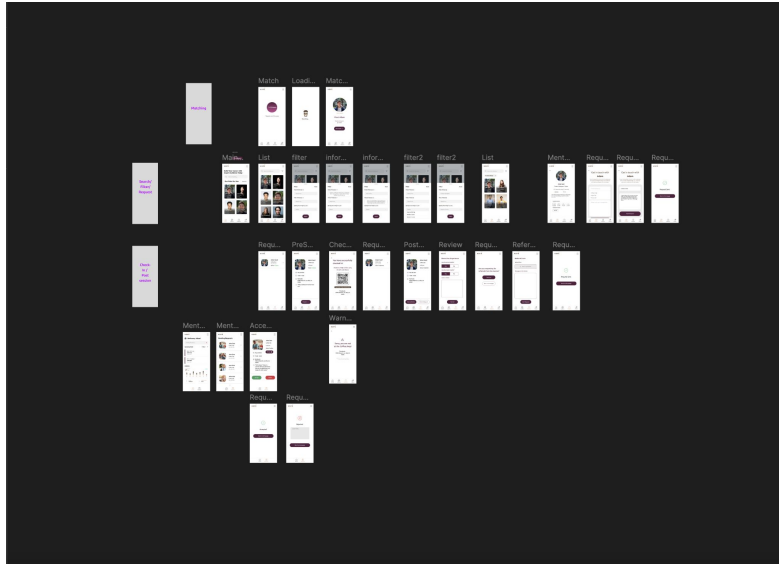


Matching



Meeting

Hi-Fi (continued)



Hi-Fi Figma URL

Crowdfunding Campaign

Story

Our Mission at KOFE

Problem

Solution

How it works!

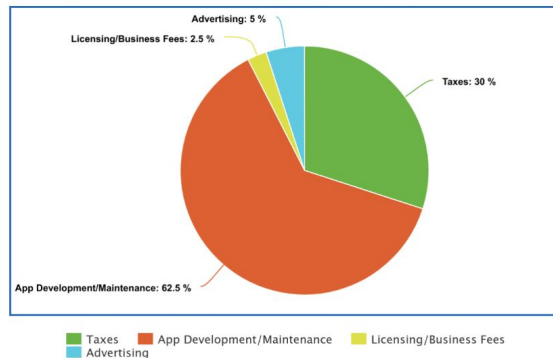
Funding Allocation

Meet the Team!

Risks

Funding Allocation

Our team will ramp up production over the next several months, but we can't do it alone - we need your help! A majority of our funding from this campaign will be going towards developing the initial app and features. Below is a breakdown of how we plan to allocate our funding.



meta-chart.com

Meet the Team!

Estimated delivery

Aug 2024

Amount remaining

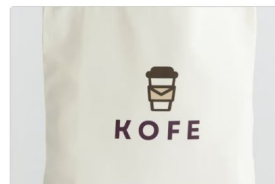
500 left of 500

1 item included



Details

Pledge \$5



KOFE Tote Bag

\$22

Backers

0

Ships to

Anywhere in the world

Estimated delivery

Aug 2024

[? Help](#)

Crowdfunding Campaign

Story

Our Mission at KOFE

Problem

Solution

How it works!

Funding Allocation

Meet the Team!

Risks

Solution

Introducing KOFE: a dynamic platform designed to streamline the job search by facilitating direct connections between job seekers and employees from their desired companies. At KOFE, users can select mentors who align with their professional interests, engage in insightful coffee chats to build meaningful relationships, and request referrals. This innovative and interactive approach significantly enhances interview prospects and simplifies navigating the competitive job market.

How it works!

How It Works



Choose Your Mentor



Schedule Your Chat



Review and Request



ATP-Based Matching



Get Coffee Vouchers



Mentor Dashboard

Funding Allocation

Our team will keep up production over the next several months. For the next

Back it because you believe in it.

Support the project for no reward, just because it speaks to you.

All gone



KOFE Sticker Pack \$5

Backers
0

Ships to
Anywhere in the
world

Estimated delivery
Aug 2024

Limited quantity
500 left of 500

1 item included

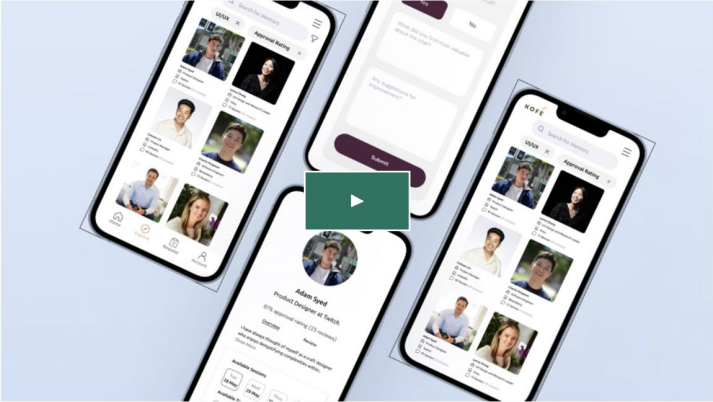


? Help

Crowdfunding Campaign

KOFE: Revolutionizing Job Connections and Mentorship

Empowering Professionals with Seamless Networking, Skill Building, and Job Referrals



\$0
pledged of \$100,000 goal

0
backers

0
to go

[Back this project](#)

[Remind me](#) [Facebook](#) [Twitter](#) [Email](#) [Code](#)

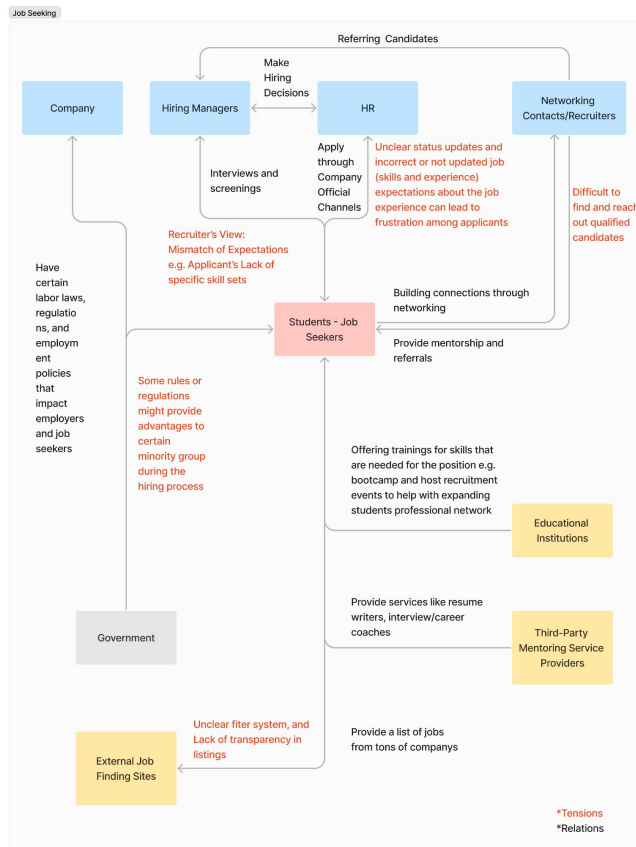
All or nothing. This project will only be funded if it reaches its goal by Sat, August 10 2024 11:59 PM PDT.

Web

La Jolla, San Diego, CA

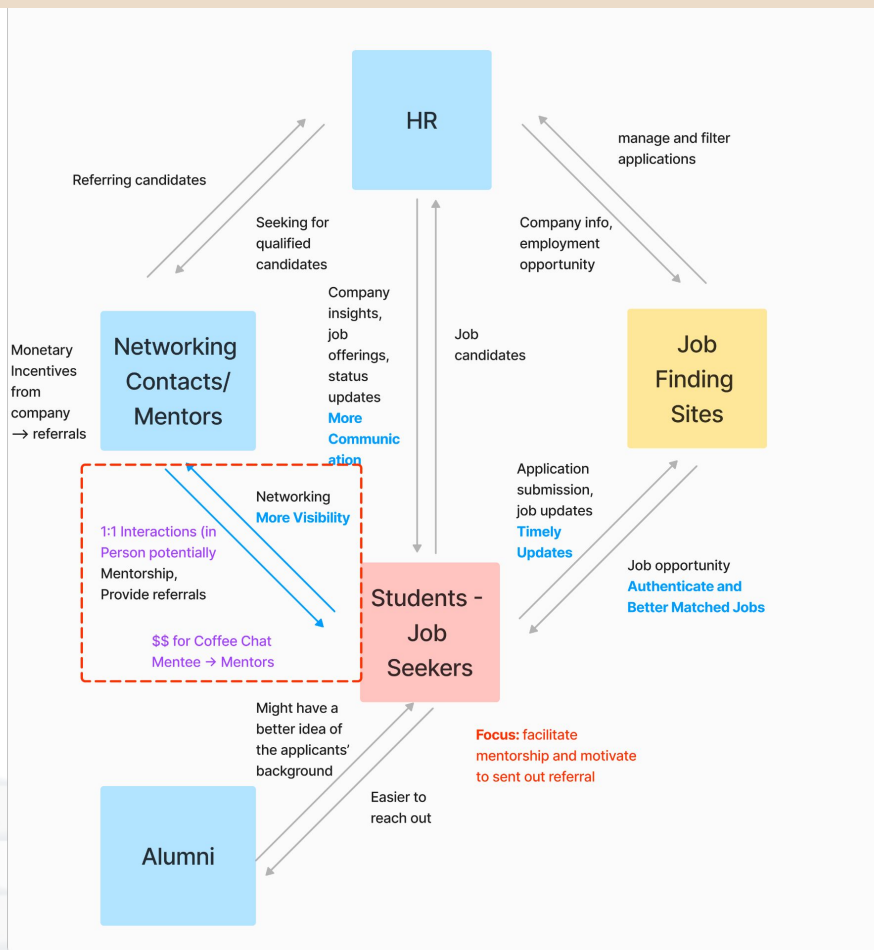
Value Flow (Before)

We Explored challenges that job seekers face when they apply for jobs and their tensions with different stakeholders in the job-hunting process

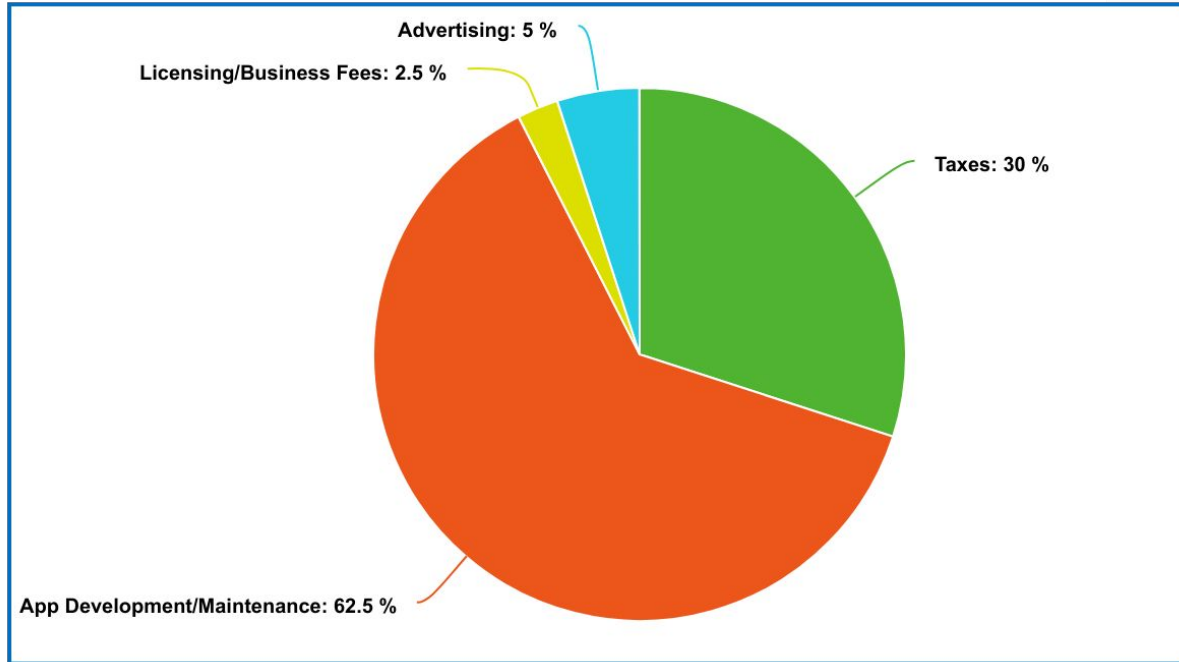


Value Flow (After)

We narrowed down our focus to challenges of networking, like mentor's lack of motivations. So, we were seeking solutions that could ease tensions between job seekers and networking contacts/mentors.

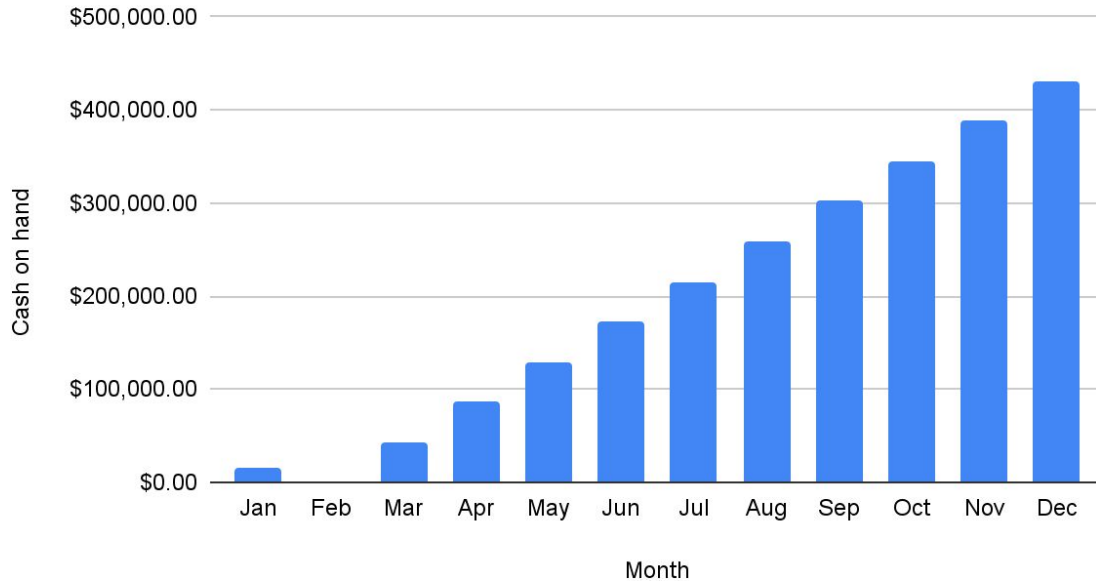


Budgeting



12-Month Budget

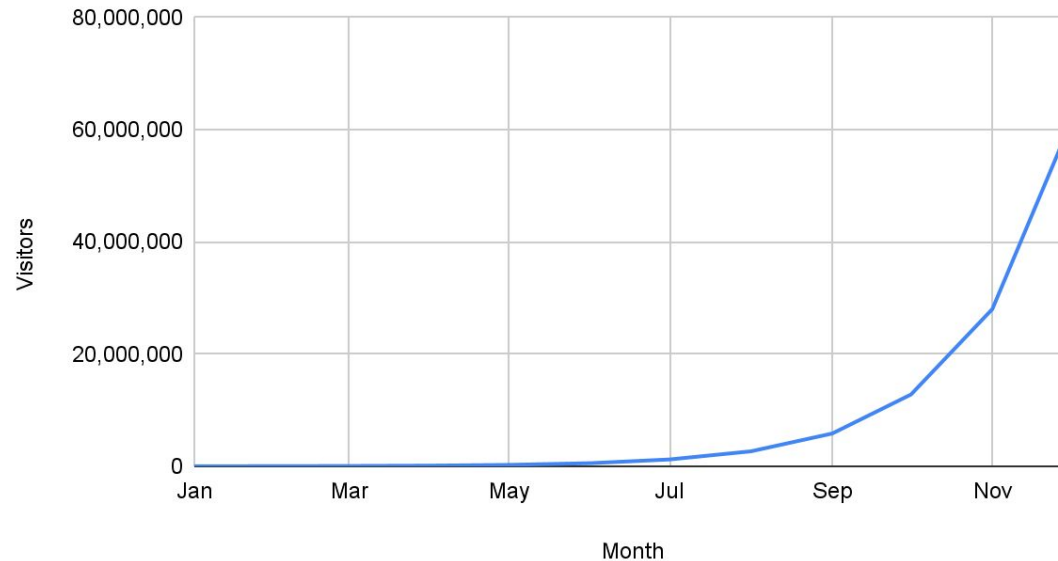
Kofé 12 Month Model - Simple Membership



- 2 source revenue model - Subscription(\$10) and credit (Kofees) purchases
- All data is averaged out due to inconsistent credit purchases

Growth Model

Kofé 12 Month Visitor Growth Model



- Visitor growth based on 3% growth starting from ~6000.
- Scaled up to 12 months exponentially with 1% drop off of visitors

Final Poster



Our poster went over the general concept of our startup idea along with high fidelity prototypes. We included our updated competitive analysis along with the results of our web probe analysis. To show the general identity of our brand, we also displayed the font that we utilized throughout the app and the colors as well. Finally, we added more technical aspects regarding the app including the value flow diagram and our budgeting data.

Poster URL

Appendix.a

- [Video Scripts draft 1](#)
- [Video Scripts draft 2](#)
- [Pitch draft](#)
- [Budgets/Quantifiable models](#)



Appendix.b - branding

KOFE



Wheat
#EDD4B2



Tan
#D0A98F



Violet
#4D243D



Dun
#CAC2B5



Almond
#ECDCC9

K O F E



Typography

Page Title - Ubuntu Bold 28pt

Section Header - Ubuntu Bold 24pt

Card Header - Ubuntu Bold 18pt

Card Header - Ubuntu 18pt

Body Emphasis - Ubuntu Bold 14pt

Body - Ubuntu 14pt

Detail Emphasis - Ubuntu Bold 12pt

Detail - Ubuntu 12pt