What is your idea?

What is the problem you are trying to solve?

Parents in New York City have a hard time finding the right enrichment program for their kids. In selecting an enrichment program for their child, parents consider various factors like location, timings, transportation, cost, program's reputation, and their child's interest. Since there are no resources to weigh different enrichment programs based on these factors, the selection procedure becomes very tedious for the parents.

Describe your business

I propose an app/website to make the enrichment program selection procedure smooth, easy, and well-informing for parents. The app will have a comprehensive collection of enrichment programs in New York City. Users may have accounts and rate and review the programs. The app will also have a search feature with filters such as location, tuition fee, class timings, and program subject. This filtering of programs will let parents find programs across New York City that fit their needs and their child's interests. The ratings and review for each program will let parents know about the program's reputation and standards.

Who is it for?

Who is your customer and why is your solution valuable to them?

The main intended user of this site/app are parents of grade school students. Teachers and students are also encouraged to use this app. Parents need a resource that can aid them in finding the best match enrichment program for their child. Our app Enrich is the ideal resource that will let parents seamlessly find these programs. The search feature is valuable for parents as it lets them find programs that meet their specific requirements. Parents are always concerned about the credibility and reputation of programs. Therefore, being able to see other parents' reviews about the program will prove very valuable for our users. As a child moves from grades 1-12, his/her needs and interests will change. With an app that will always have current and up to date information parents will not have to look anywhere else to find new enrichment programs. Parents can keep coming back to the app in search of new enrichment programs.

Why is your idea important?

Why do you care about this problem?

Enrichment activities outside of classroom are very important for children's growth and development. New York City offers a wide selection of enrichment programs, however, many students and parents remain unaware of these opportunities. Students who only go to schools are not exposed to other fields that might be of interest to them. Especially children from underprivileged schools and neighborhoods do not get any exposure to subjects other than what their school teaches. I believe that with enrichment programs children can better explore their interests and talents, and can make better decisions about their future career paths. My team members and I are very much concerned about enrichment of our younger siblings, our younger cousins, and the youth in general. We are very passionate in making a difference in children's lives from our skills and expertise. We believe with our app parents and students can discover the available enrichment programs and take benefit from them.

How is your idea different?

What is innovative about your solution?

The Enrich app is a unique solution as no such comprehensive resource exists in the marketplace that can let parents find and weigh various enrichment programs in one place. From our interviews we discovered that most parents discover enrichment programs only by word of mouth. Other parents have to spend hours attending school seminars and parent teacher information sessions to discover the available programs. In such a fast paced and busy world most parents do not have the time to interact with school and other parents in order to find an enrichment program for their child. For this reason many children are missing out the opportunity to broaden their intellect and develop new skills. We realized that in the age of technology when majority of parents have smart phones and computers at home, we can make an easy to use application that parents can use in their free time to find an enrichment program in no time. An application seems the right take on solving this problem and will change the game completely for busy parents who already have a hard time balancing their work and family time.

Who are your competitors?

In New York City, the Department of Education maintains a list of current enrichment programs, but that list is only in pdf format where most of the contact information is outdated. Another website Insideschools.org also tries its best in maintaining a list of

enrichment programs, but that again is only a list with no additional information of program location, tution cost, class timings, and program reputation.

How are you different from your competitors?

The DOE and Insideschools.org only maintain a list of enrichment programs across NYC, but they do not provide any information about the program itself. Parents will have to visit each program's website individually to gather enough information so that they can make a decision. Enrich is different from these websites as Enrich provides you with additional information about each program. Being able to view this additional information about all programs in one place will allow parents to compare and contrast their choices and select the best program for their child. This site/app is therefore different and one a kind in providing such comprehensive details and information about these schools/programs. The search feature will make the lives of parents very easy as they do not have to scroll down through multiple pages of programs that they are not interested in or simply do not meet their needs. The reviews and ratings for each program will further give parents the confidence that their child will be attending a reliable, meaningful, and well reputed program.

Who else thinks your idea is great?

Who will be your mentor?

Wajeeha Din

Does anyone else back your application?

 Prof. Michael Grossberg

How far have you gotten with this idea?

Is your main idea an assigned class project?

Yes

If so, please list your class, professor and department.

Website Development, Professor Michael Grossberg, Computer Science dept.

How did you discover the problem or idea for your solution?

I discovered the problem when me and my parents were struggling to find an enrichment program for my younger sister. Not many opportunities reached her school, and so she ended up attending the same enrichment program for first three years of her high school. I was very furious as to why her school was not recommending her to other enrichment programs. I decided to search online and find a program for her myself . My online search left me hopeless as there was no one resource where I could search for a program that was under our budget, close to our home, and of my sister's interest. Next year I was working with an extraordinary enrichment program, the New York City Urban Debate League. The debate program was completely free yet in the year 2015 barely any new kids joined their program. After realizing this gap between the available opportunities and the number of students availing these opportunities, I took it upon me to close this gap. After sharing my ideas with the debate program director, and discussing the problem with one of my team member, who also works at an enrichment program, we realized that a web application will be a great way to tackle this problem. I being a computer science student and having prior application development experience began framing the basics of our application immediately and that's how Enrich came into being.

What stage are you at with your idea?

3) Validated problem with an idea for a solution (nothing built yet)

What do you see as your next step for this project?

Even though we have the basic solution in mind we want to do extensive customer research so we can best serve our audience. The next step for this project is reaching out to enrichment programs across New York City. We plan on collecting surveys from parents whose children are currently enrolled in an enrichment program. We will be collecting information such as the procedure parents take in finding an enrichment program and what specific factors they consider when selecting an enrichment program. Similarly, we will also conduct surveys with parents whose children do not attend any enrichment program to discover any problems and concerns they might have. Once we have all our data, we will be performing some data mining and data analysis. Simultaneously we will also be developing a prototype of our basic application so that we can show a demo to our audience and get their feedback. We also have to formalize our business and marketing strategy where we think Zahn will be a great help. With Zahn's guidance we believe we will build the ideal business model and realize the best way to serve our customers.

How is your team the best team to execute on this idea?

Why will your team succeed

Our team will succeed because we are organized of members who are very passionate about helping others overcome their challenges. We are able to recognize a vital challenge that many parents face, and we have the skills necessary to go full force into solving it and making sure that our solution is accessible to our audience. All three of the members have a clear idea of what path we want our application to go and know that now is the right time to go ahead with it. Two of our members have experience working with enrichment programs, which provides us insight about the market and the problem we are trying to solve. Our product developer's technical expertise in application development and industry informed technical knowledge will allow our team to deploy our app smoothly. We believe each of us team members bring unique skills and talents to the table which are perfectly suited to build Enrich.

Why should we choose you?

Why do you want to enter the competition?

Aside from putting our own skills to use and showcasing our talents we want to enter the competition to learn more from the valuable resources Zahn has to offer us. We believe the opportunity to be part of a startup is a once in a lifetime experience where we can acquire business expertise, customer research skills, marketing strategies knowledge, customer relationships insight, tips on landing investors, and much more skills that are core to any business. Whether we become future entrepreneurs or employees this knowledge will always prove valuable for us. This competition will let us experience an enriching and stimulating environment where our potential will be unlocked, whether it be through small challenges or success.