**Agnes App Pitch**

**Overview of Product**

**What is the product (in 2 sentences or less)**

The Agnes app is a mobile application that connects students to events, groups and news on campus through personalized recommendations, curated suggestions, and time-sensitive feeds. App content would be derived through web crawlers and organic creation.

**How does the product align to our vision/mission?**

By providing an aggregate of the news, events, and groups on campus, and organizing it in a format that is more familiar to students (i.e. a feed similar to Facebook or Instagram), through which they can filter and save content, we are making it easier for them to find things they care about and act on them in the real world.

**What problem does this product solve?**

Agnes solves the problem of having to check multiple different sources to find campus news, events and groups.

**What is the value proposition?**

Personalized recommendations for things to do on campus. Share events with friends, see what student groups are trending, and stay informed with campus news.

**Who is the target audience?**

The target audience is students who are active in at least one student organization are the target audience for this project.

**Why is this the ideal time for this product to come to market?**

This is the ideal time for this product to come to market because more students than ever are coming into college without Facebook, who is currently the biggest competitor in the space, meaning there is an opening within the first weeks of the semester to get Freshman onto Agnes as their go-to resource for group news/campus events/etc.

**What is our unfair advantage?**

Our unfair advantage is that we have relationships with administrators/students at Cornell and GWU.

**What hypotheses/assumptions are we making?**

The hypotheses/assumptions we are making are: (1) We are assuming that students see having to look at multiple websites for news/events and groups as a problem. (2) That a mobile application is the best way to deliver this information to students (3) That students will find the content valuable enough to use the app on a daily basis

**How can you definitively test these assumptions/hypotheses?**  
We can test these assumptions by:

(1) Market Research/Surveys: Interviewing students to see if they are actively seeking out this content from a variety of sources. If not, how are they finding out what's going on? etc.

(2) Doing a competitor analysis: See how are similar apps performing with this demographic, what their market share is, etc.

(3) Setting up analytics on the backend to see if students come into the app/what they're clicking on when they do: Daily active user, ave. session length, user path, etc.

**People Involved, Benchmarks, Timelines & Monetization**

**Who would be involved in this project? (Include what stage of development they would come on)**

Involvement in this project would follow:

Ideation: Everyone

Testing the Concept in the Market (mocks/wireframes/surveys/etc): Marketing Team

MVP: Dev team

Testing the MVP in the Market: Marketing Team

Build: Dev Team

Marketing the Product/Selling the Service: Marketing Team

**What are the proposed benchmarks of success to determine if this project is worth**

**pursuing? Please include how you developed these values.**

The proposed benchmarks of success could be: Get 2% of the people we market the app to to download the app ; and 10% of those people to come back on a weekly basis. 2% click through rate is the industry average.

**What is the timeline for this project?**

The timeline for this project could be:

3 months research

6 months development

6 months growth & retention to determine if benchmarks were met in a sustainable way

**How could the product be monetized?**

The product could be monetized by selling advertising space on the app; doing a freemium model

**Supporting Documentation**

See [Notion](https://www.notion.so/agnesio/Agnes-Home-16d58d6533a043dfb74afa6b9fffccee) Marketing Section

.