

Say hi to  
referrals  
learning  
**mentors**  
guidance  
growth

say  
**#hihito**

## The Magicians

*from the Order of Team Resquare*



Wt. Renuka Rajpuria



Wz. Reuben Reny

## Proceed at your own risk!

*Virality potion in the making that helps in*



user acquisition



marketing



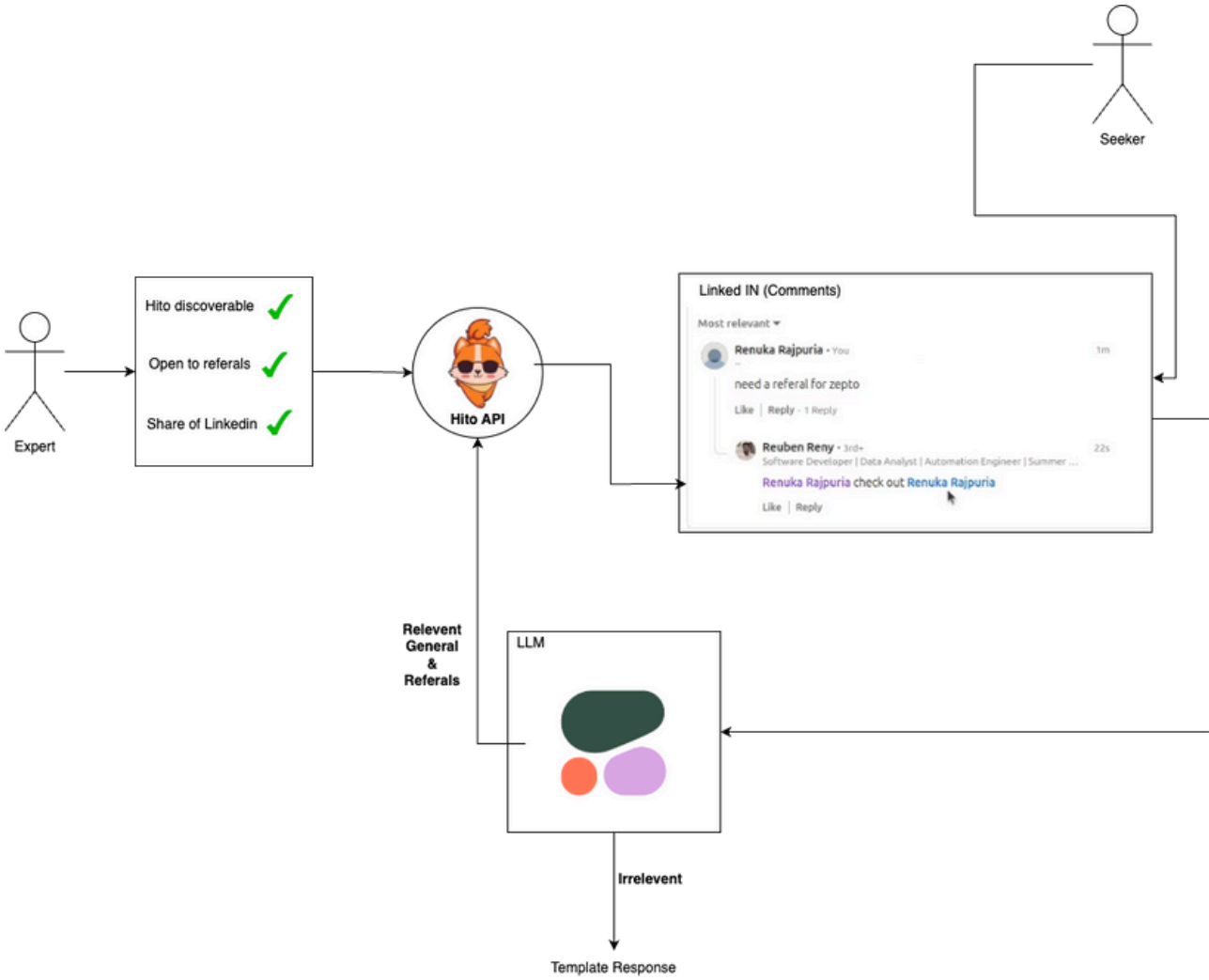
organic engagement



# Sorcery Blueprint

How it works?

Step	Action	Outcome
1. User Query	User comments on a LinkedIn post with #hihito.	Triggers LLM based classification
2. LLM Analysis	The LLM categorizes the comment as: Relevant-General, Relevant-Referral, or Irrelevant.	Ensures only relevant queries are sent to Hito to get tailored responses.
3. Hito's Magic	For relevant comments, Hito processes the query and crafts a personalized response.	Personalized mentor profiles and responses are prepared.
4. Final Response	Hito posts the crafted response as a reply to the user's comment, encouraging them to try Hito and Topmate	Drives user engagement and showcases Hito's mentor-matching capabilities on Link



sshhh...

eh?

## Enchanted Artifacts

Leveraging the APIs

### Hito API



Responsible for **AI matching of mentors** based on requirements special case of referral requests to mentors who are open to referring

### LLM (Cohere)



Responsible for **initial classification** of LinkedIn comment query as: relevant-general, relevant-referral, irrelevant for appropriate next steps

### LinkedIn Posts API



Will help to **retrieve** the particular **posts** that use **#hihito** in their description for us to showcase Hito's capabilities in the comment section

### LinkedIn Comments API



Will help to **reply to user queries** based on Hito's responses directly on LinkedIn and encourage them to try out Hito and Topmate!

## Virality Elixir

*How will it make Hito go viral?*

Mentee engagement      Referrals made easy  
Network Expansion      Increased unique users on Hito & Topmate  
Multiple WOW Factors      More comments = High Engagement  
Experimentation      #hihito  
LinkedIn Likey!      **One of a kind campaign**      Brand engagement  
Hashtag Volume      AI is trending      Ripple Effect      Mentors engagement  
Word-of-mouth      Share-worthy to friends and colleagues  
FOMO      Engagement of priority target audience  
Personalized >>> Generic

**woww!**

## Potion effects

*impact Analysis*

viral  
rizz



**upto 4x**

**engagement** in LinkedIn Comments



**20%**

increase in weekly **unique users** on  
Hito and Topmate combined

**5%**

increase in **conversions** on Topmate



## Potion in motion

*How many users it could reach?*

Experts

**500+**

**new experts** checking out topmate to be their preferred mentoring platform



Seekers

**2000+**

**new seekers** using Hito to find referrals and mentors



no cap

## Spellbounding magic

*What's the viral hook?*

*Say hi to*

Mocks

Experts

Referrals

Resume Reviews

Career Guidance

Mentoring

Mr. Ankit Agarwal

Interview Preparation

Software Engineering Roles

Upskilling

Dream Jobs

Placements

Product

*Say*

**#hihito**

drippin'

## Abracadabraa

*Implementation Plan and Timeline*

### Phase 01

Design and development of #hihito

**Preparing the cauldron**

### Phase 02

Launching #hihito to gather early feedback

**Magic spell is cast**

### Phase 03

Analysing data insights for further decisions

**Looking at the star chart**

green flag

4-5 weeks

2-4 weeks

continuous ongoing  
post launch