



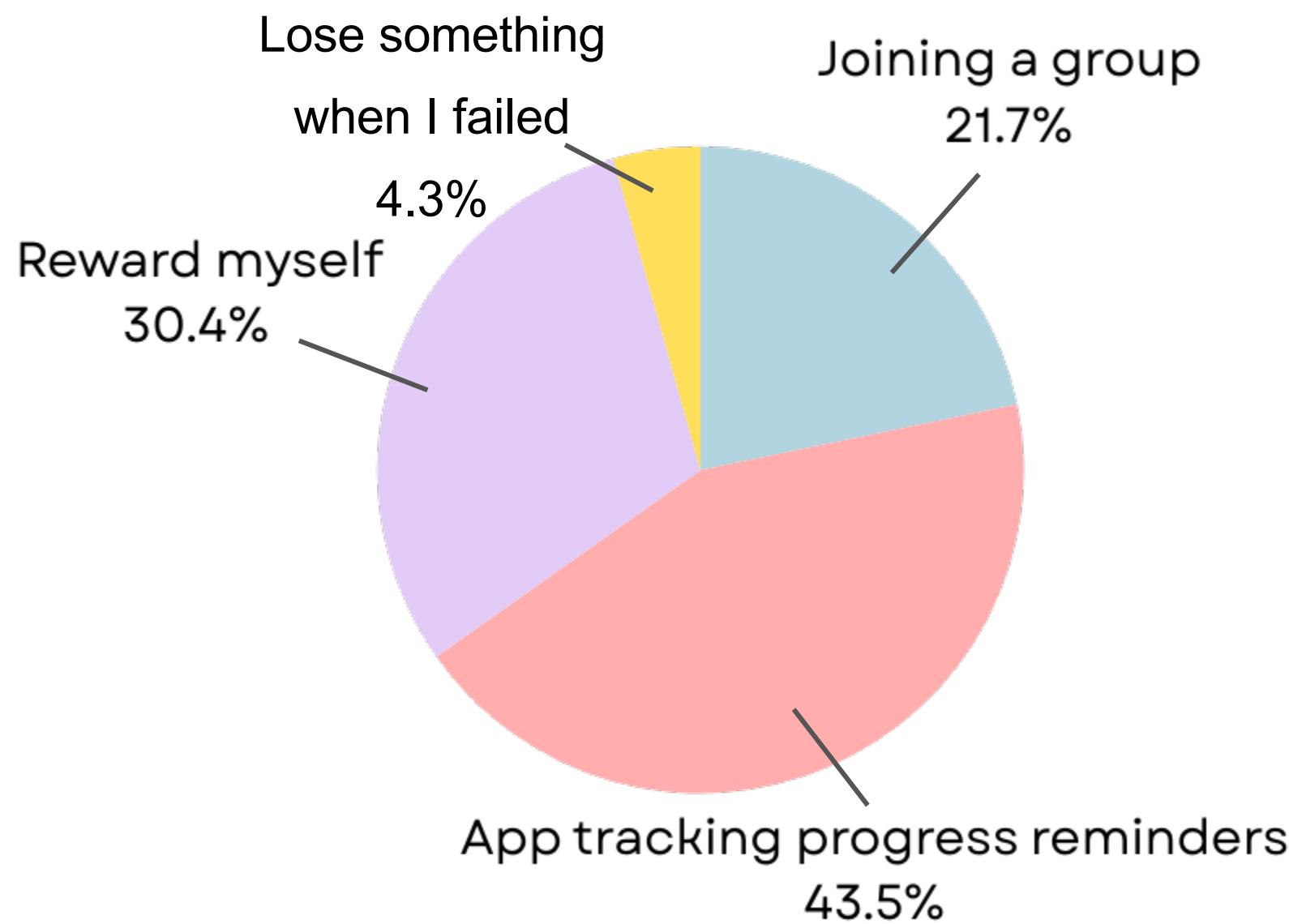
USChallenger

Turn effort into achievement

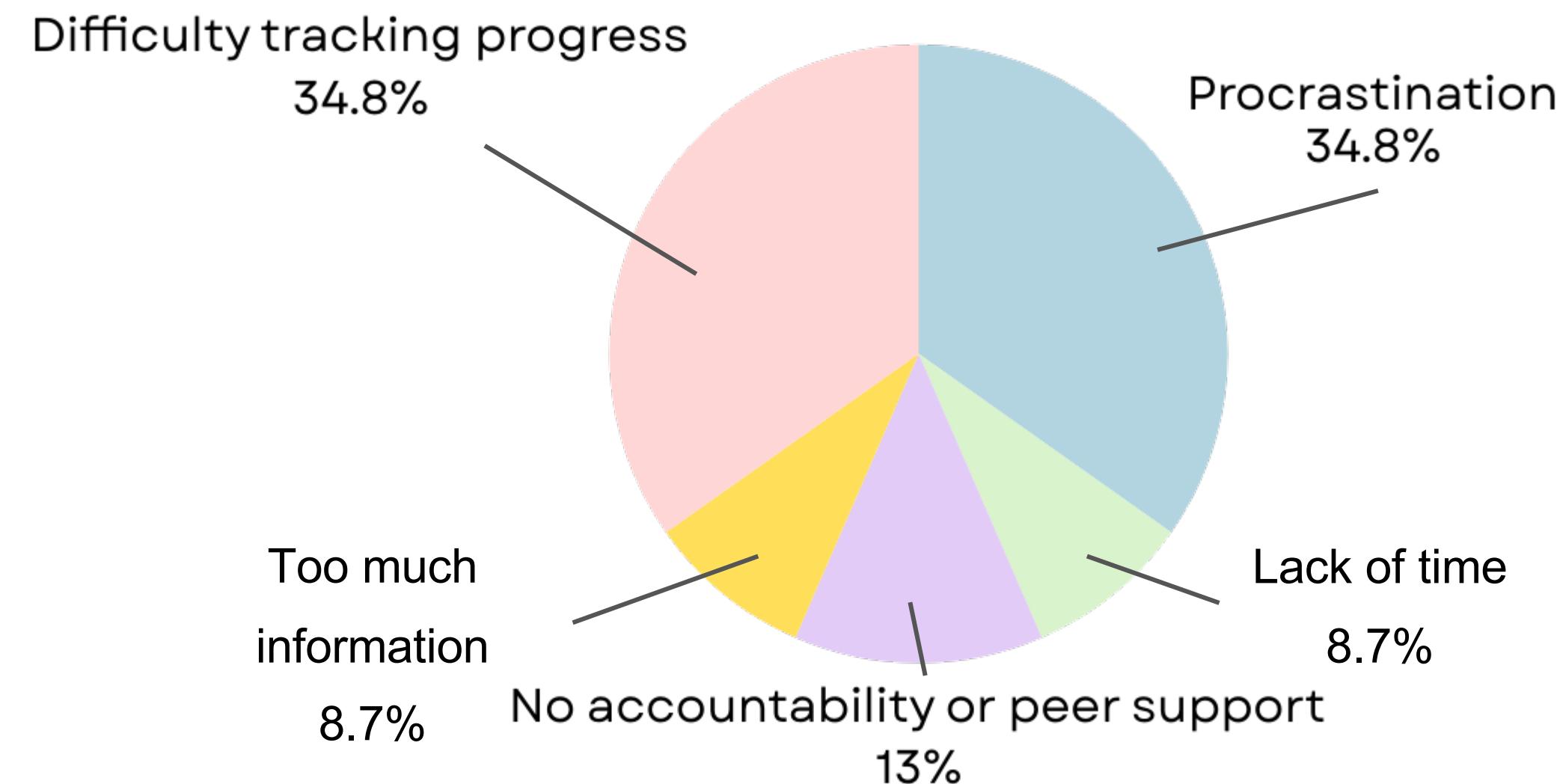
¹
By Cre8tors

Survey Insight

What would help you follow through on a 7-day goal?



What are your biggest challenges in achieving personal/professional development goals during the program?



Persona



Value

Personal growth, accountability, and long-term success.

Lifestyle

Busy but motivated — balancing classes, job applications, and personal wellness routines. Loves being part of a supportive community.

Grace Yang

- Age: 23
- Location: Los Angeles
- Education: MSBA in USC
- Identity: Graduate Student, Aspiring Data Analyst

Interest

Networking events, fitness classes, case competitions, and professional development books.

Media Usage

Frequently uses LinkedIn, Handshake, and Slack for career opportunities, but also follows productivity hacks and motivational content on TikTok and Instagram.

USChallengers

A community platform for students, professors, and alumni

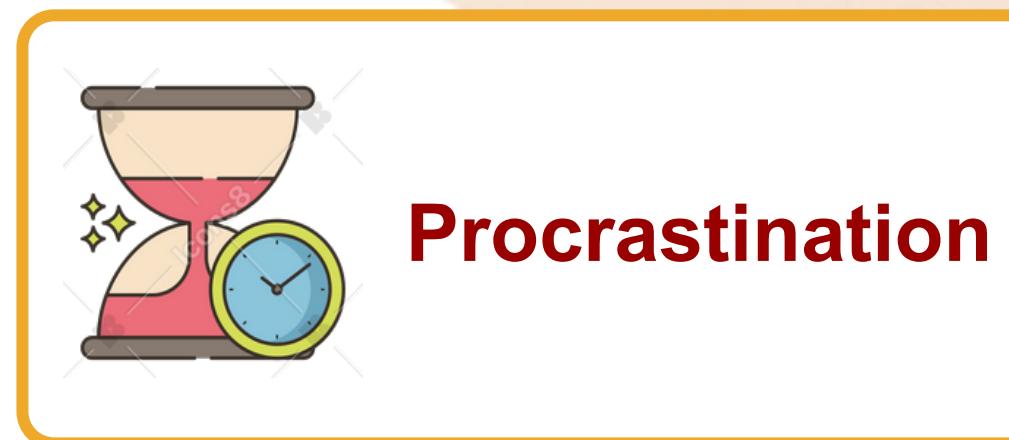
Gamification + Data Tracking + Social Engagement → Build Long-Term Habits



We Turn Pain Points into Solutions...



“Make progress fun”



“Skin in the game”



“Success is a shared journey”



USChallengers

Q Search challenges, people, or keywords...

All Challenges

Your Challenges

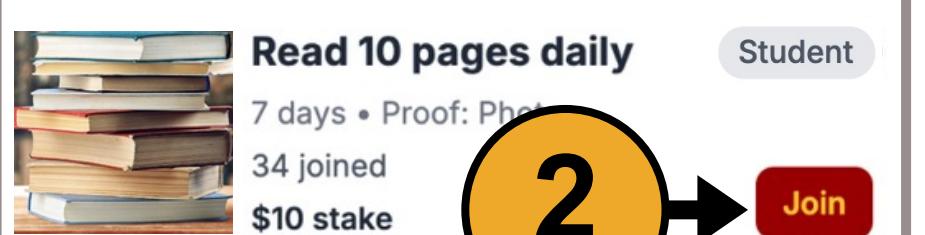
All

Networking

Study

Fitness

Skills



2

Your Search Result

Discover new challenges, people, and interests in the USC community.

Q finance

1

All

Recommended Profiles

Challenges

Recommended Profiles

Based on similar interests

Chris Lee

ALUMNI



Student

Student



Research Top 5 Co.
in your industry

5 days • Proof: Slides

97 joined

\$20 stake

Public (no stake)

JOIN

Join



Practice 5 behavioral...

Student

7 days • Proof: Photo

34 joined

\$10 stake

JOIN



Analyze one company...

Student

7 days • Proof: Analysis PDF

34 joined

\$10 stake

Join



Home



Progress



Explore



Profile



Home



Progress



Explore



Profile

Home & Challenge Flow

Home Page Features

User Flow

1

Discover

2

Join

3

Track Progress

Challenge Flow

Deposit to join
\$20

100% Achiever

80% or above

below 80 %

40%

Receive deposit + α

(\$20)
keep deposit

(\$20)

keep deposit up to progress

(-\$16)

$(\$16) \times 80\% = \$12.8/n$

$(-\$16) \times 20\% = -\3.2

to platform

Challenge cards

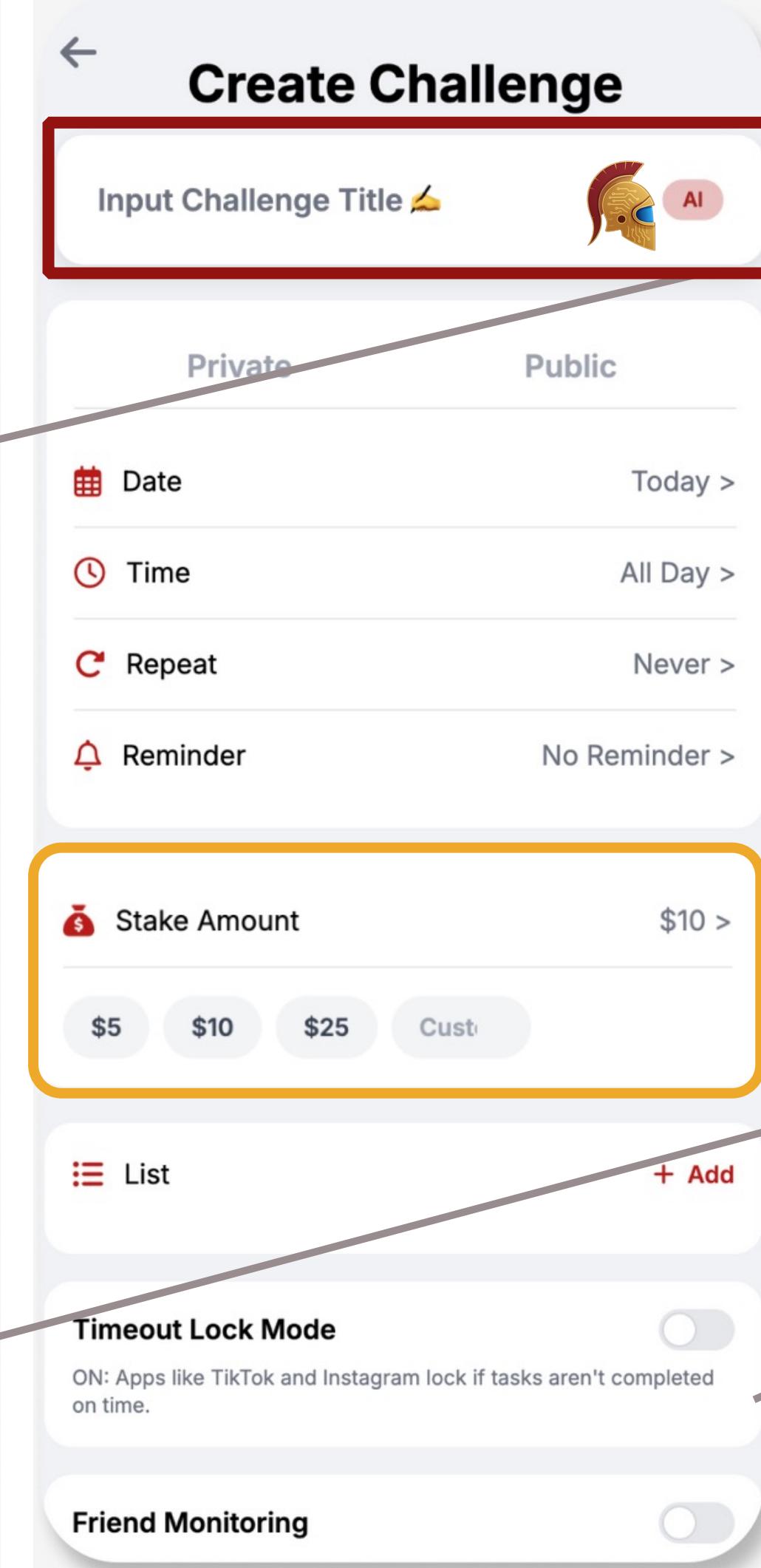
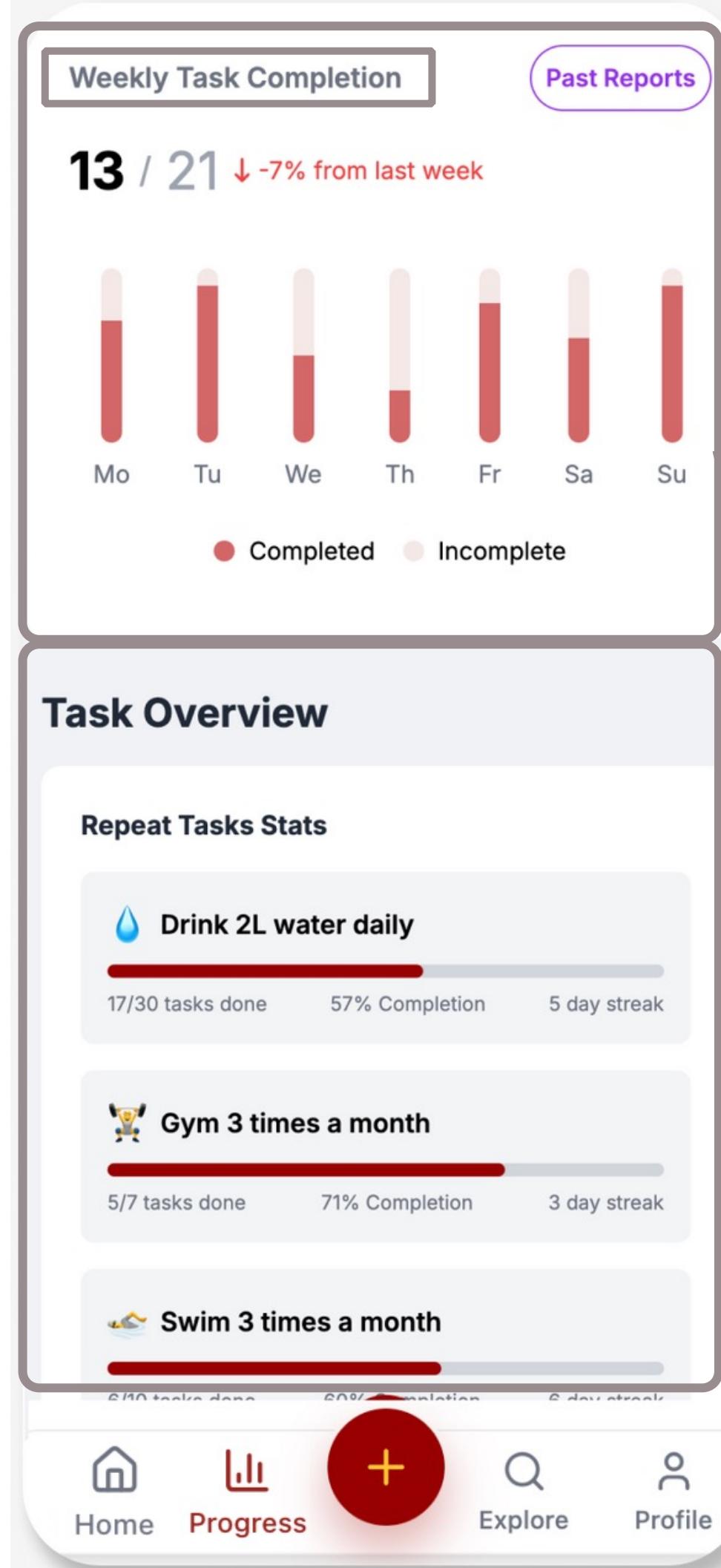
:Duration, Proof type, Participants, Stake, Public/Private

- Motivation

- Collaborative Community

- Commitment to Goal

Progress & Create Challenge



- Weekly report with completion stats, streaks, and progress tracking
- Create personalized, private or public challenges with **AI assistant**
- **Stake Amount:** choose the level of commitment for the goal, push Yourself!
- Visual overview of repeated tasks (e.g., water intake, gym, study)
- Advanced options: app lock mode and friend monitoring for accountability



AI Assistant



Hello, I'm your USC AI assistant

You can ask me like this

7-Day 6AM Wake-Up Challenge

2 Alumni Coffee Chat a Week

1 Linkedin Post a Week

2 Weeks, 1 Day - 1 Article

Let AI help you draft a full-day schedule



AI Assistant



Hello, I'm your USC AI assistant

You can ask me like this

I have a consulting interview next week, how should I prepare?

Hello! Here is a simple challenge designed to help you prepare:

Consulting Interview Prep

- Research the company and role.
- Practice behavioral questions.
- Practice one full case study.

Frequency

Add to My Challenges

Frequency

Daily >

Add to My Challenges

AI Assistant

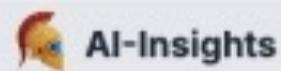
- One click to stay fit, Just Commit

- Simply choose a trending challenge ideas or ask your needs
- Customize and Publish your challenge
- Commit with your community

Let AI help you draft a full-day schedule



Explore



Community Posts



Student Challenge Trends Report

A look into top challenges by field of study.

Our latest data shows a clear trend: computer science students are most interested in coding challenges, while business students are gravitating towards networking and case studies. This report provides a breakdown of what skills and topics are most in-demand among your peers.

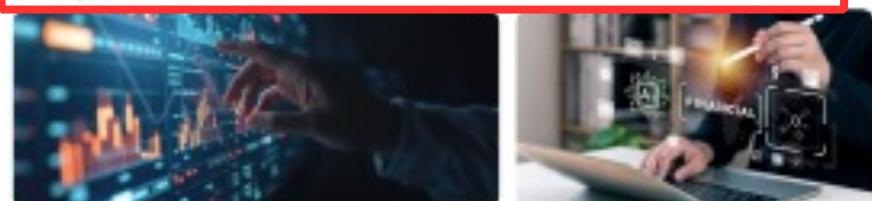


#Report #StudentLife #Data

The Future of AI in Finance

A guide for aspiring analysts

AI is rapidly changing the finance industry, from algorithmic trading to fraud detection. Learn what skills are most valuable for students hoping to enter this competitive field.



#AI #Finance #Jobs

Read: 215

Top Skills for the Modern Data Scientist

Navigating the job market with confidence

The demand for data scientists continues to grow. We break down the essential technical and soft skills you



Home



Progress

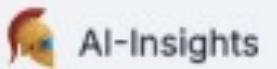


Explore



Profile

Explore



Community Posts



SQL Week is here!

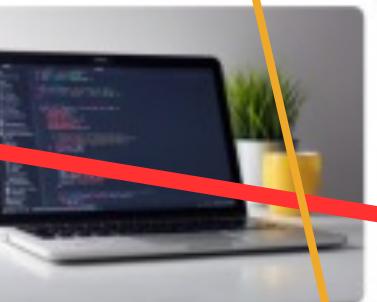
Level up your database skill .

PwC

Alumni

80

SQL Week is here! Join us for a series of workshops on advanced SQL functions, query optimization, and database design. All skill levels are welcome to attend!



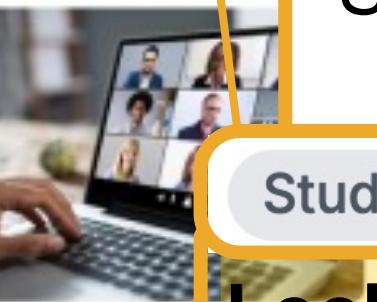
Looking for a study partner!

Let's take on the Python challenge together

Student

15

Looking for a study partner for the daily Python challenge! Let's hold each other accountable and crush this challenge together. We can meet virtually to discuss problems.



Retail Analytics Challenge

Join a new case study

Professor

25



Home



Progress



Explore



Profile

Explore - AI & the MSBA Community

Motivative & Collaborative Connection



AI - Insights

- Peer Analysis
- Industry Trend

This report provides a breakdown of what skills and topics are most in-demand **among your peers**.

Community Posts

PwC Alumni

SQL Week is here! **Join us**

for a series of workshops

- The *live* MSBA Trojan Network

Looking for a study partner for the daily Python challenge! Let's hold each other **accountable** and...

Join a new case study! **Professor**



Implementation

Phase 1 – Public Launch

(2025 Q4)

Thursday, Sept 25, 2025
10:35 PM

USC Challenger
FOR MSBA STUDENTS

REGISTER NOW TO GET A BONUS

REGISTER

USC Marshall School of Business

USC Marshall Global AI Case Competition

Featuring Record Demand!
32 Teams and 223 Participants from over 20 Countries

DEVELOPING CAREERS SUCCESS TOGETHER

MSBACHALLENGE.MARSHALL.USC.EDU

1. Orientation Launch

- Live demo
- + \$20 credit for all registrants

2. Multi-Channel Promotion

- Instagram, TikTok, WeChat, RedNote, GroupMe
- Marshall building digital billboards

3. Classroom / Workshop Integration

- Career workshops, class challenges
- Professors & Career Center staff post tasks

4. Student Ambassador Program

- 5 ambassadors promote on social media
- Promotion credits for ambassadors

Phase 2 – Habit Formation(2026 +)

Topic of the Month



- Monthly themes
- Keeps challenges fresh and engaging

AI

Personalization



- Recommends challenges based on habits and interests
- Reduce noise and increase relevance

Community



- Slack & WeChat “Challenge Groups” for sharing progress
- Alumni feedback

Smart

Notifications



- “Don’t forget to complete tasks”
- Builds habit and boosts completion rates

Revenue & Cost Breakdown

Revenue



- Personal Challenges (Private)
- Public Challenges (Competitive)
- Advertisement & Promotion
- Subscription / Partnerships
- Launch Incentive Program

Cost

- Development & Tech
- Server & Cloud
- Sign-up bonus credits for new users
- Marketing
- Operations





Key Risks & Mitigation

01



**Churn after
incentives**

Optional staking,
skill-based framing

02



**Profit-from-failure
perception**

Transfer limits,
community value

03



**Gambling
classification**

Emphasize choice,
growth tool

04



Competing apps

Student focus,
university partnerships