**DELIVERABLES**

Pitch Deck: Pain Points, Solutions, Features and Benefits, Demo, Team, Value Proposition, Business Model, etc.

**ESSTEEM:** Promoting careers through inclusive reserve monitoring

**Challenge:** How might we increase equal representation of women among executives?

**Solution:** Development of a mentorship transition to sponsorship-based app that enables women in tech to build and share their expertise internally or externally to a company through “inclusive reverse mentoring” with executives.

Things that need to be done this week:

1. Define who the user in order to create a MVP
   * MVP (minimum viable product) is a technique to develop a product with sufficient features to satisfy early adapters.
2. Questionnaire or finding data sets that involve a user’s dislikes/likes, aspiration, interests, and interactions to match with a complimentary executive that would aid in their development and/or promotion to higher positions
   * Using the information collected sort the junior users to move forward with what matches them best – either a mentor or a sponsor dependent on their aspiration: are they looking for advice and guidance in their current role? Looking to make career transitions? 🡪 Mentor or are they looking for someone to help them attain a higher position in the company? 🡪 Sponsor
3. Use data to create personas
4. What are the user and business goals? What are the needs that we’re addressing?
   * Users:
     + Sponsors/Mentors
       - What are their pain points?
       - What will they gain?
       - What can they provide?
       - What do they need the app to do?
     + Sponsees/Mentees
       - Who will most likely benefit from the program?
       - What are they looking for in a mentor/sponsor?
       - What can they gain?
       - What can they provide?
       - What problems can the app solve?
   * Business/Company Goals
     + How would this program assist in the growth of the company?
     + What can the company do?
5. Features
   * What features are important in the creation of the app?
   * What are the 1st priority features? 2nd? 3rd?
6. What platform do we want to focus on?
   * iOS or Android