📊 Get Perk’d – UTSA Launch Recap Deck

# Slide 1: Title

Get Perk’d: UTSA Launch Recap  
August 2025

# Slide 2: Launch Goals

- Activate 9 partner businesses within 3-mile radius  
- Recruit 10+ student ambassadors  
- Reach 1,000 student users within first 30 days  
- Deliver 300+ redemptions in Week 1  
- Validate platform stability + engagement mechanics

# Slide 3: Key Metrics

- Students Onboarded: 1,482  
- Redemptions Completed: 936  
- Ambassador Signups: 17  
- Total Partnered Businesses: 10  
- Highest Performing Deal: Top Golf (207 redemptions)

# Slide 4: Campus Engagement Highlights

- 5-day campaign activation across 3 zones on campus  
- 1,200 flyers distributed  
- 300+ QR scans from story posts and flyers  
- IG Live campaign reached over 4,000 student accounts

# Slide 5: Platform Performance

- Launch Dashboard uptime: 99.9%  
- Notification delivery rate: 96.4%  
- Student click rate: 23.7%  
- Skill system completions: 38  
- AI ambassador insights generated: 24 reports

# Slide 6: Student & Merchant Testimonials

“Best campus launch I’ve seen – students actually use it.” – Sarah C. (Platinum Ambassador)   
“This brought us 30 new customers in one week.” – Local Restaurant Owner   
“I earned $100 my first week as an ambassador.” – Marcus R. (Gold Ambassador)

# Slide 7: What’s Next

- Expansion to: Alamo Colleges, Texas State, UT Austin  
- Franchisee interest & lead capture  
- Ambassador certifications & leadership tiers  
- “Deal of the Day” and loyalty multiplier rollout  
- Campus Clubs & Greek Org Integration