



Team AA

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Target Persona (Student Sally)

Challenges:

- work-life balance
- living on their own
- social media presence

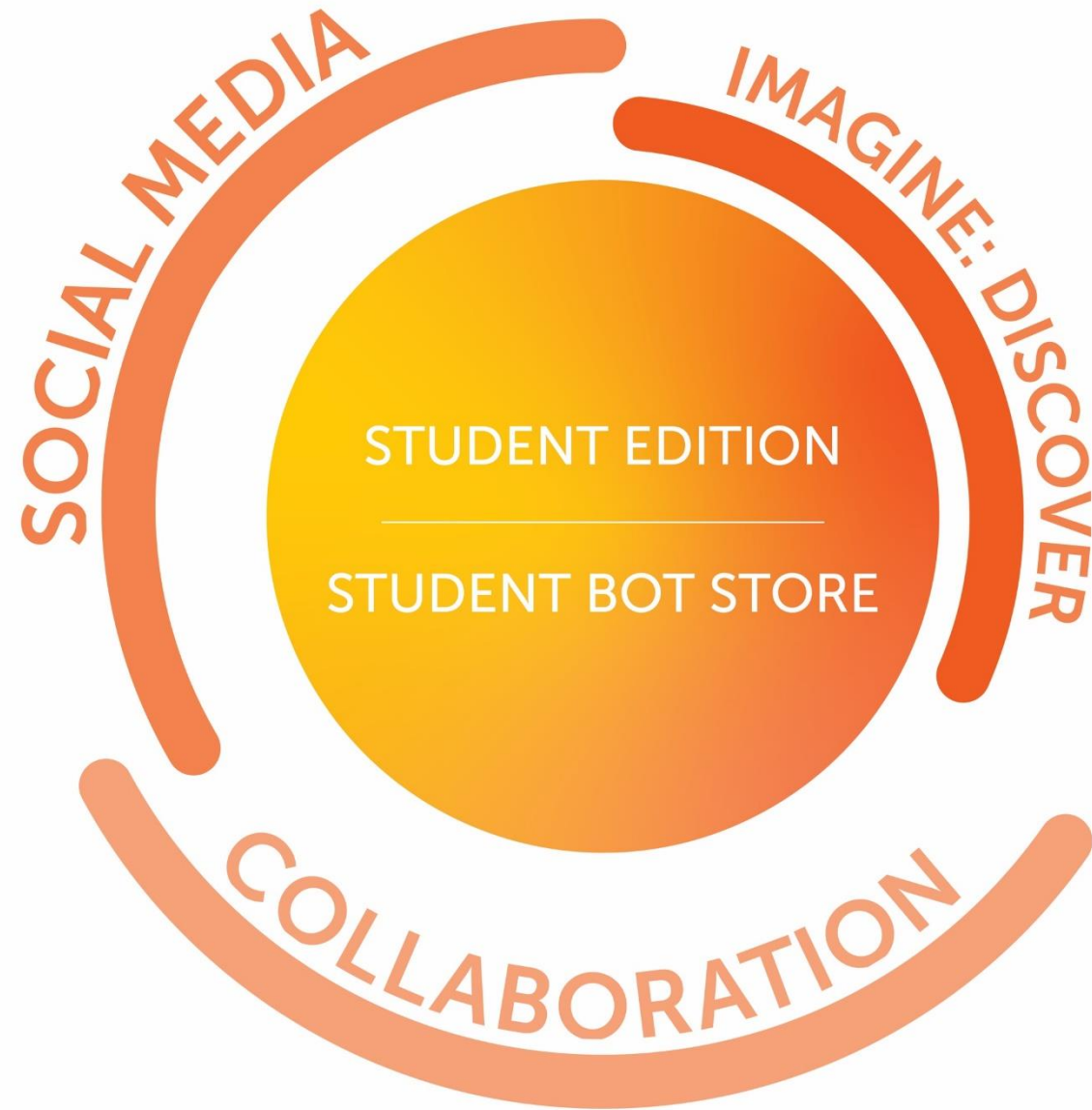
Fears:

- failure
- dropping out of college
- not getting a job

Description:

- Aspirational
- lower 25% income
- trying to make parents proud
- stable income/life
- make parents proud





The background is a complex geometric composition. It features several large, overlapping chevron and zigzag shapes in shades of orange and grey. These shapes are separated by thin white lines. Some of the grey areas are filled with a pattern of small white dots, while others have small orange dots. The overall effect is a modern, abstract, and high-contrast design.

WHAT?



STUDENT

P A C K A G E



AUTOMATE

Tasks

- My Tasks
- Sample Tasks
- My Exes
- My Scripts
- My Docs

My Tasks

 Delete  Upload  Actions

File Name	Type	Repeat	Status	Last Run Time
CaliforniaLicenseTest.atmx	Task File	Do not Repeat	Complete	08/13/2019 13:25:17
CourseRegistration.atmx	Task File	Do not Repeat	Failed	08/14/2019 09:23:41
Courses.atmx	Task File	Do not Repeat	Failed	08/14/2019 09:11:27
Emails.atmx	Task File	Do not Repeat	Complete	06/03/2019 21:03:30
ExcelTest.atmx	Task File	Do not Repeat	Failed	05/29/2019 16:33:03
IndiaDL.atmx	Task File	Do not Repeat	Complete	07/16/2019 08:59:18
InvoiceType1Test.atmx	Task File	Do not Repeat	Failed	07/19/2019 11:41:58
MathChecker.atmx	Task File	Do not Repeat	Complete	07/17/2019 15:33:04
MathProblem.atmx	Task File	Do not Repeat	Complete	07/17/2019 15:51:20
Nasdaq.atmx	Task File	Do not Repeat	Complete	05/29/2019 19:55:05
SingleLicenceUpload.atmx	Task File	Do not Repeat	Complete	08/07/2019 10:44:43
Test.atmx	Task File	Do not Repeat	Complete	06/20/2019 11:04:46
TestLicenceRun.atmx	Task File	Do not Repeat	Complete	06/27/2019 12:12:27
TestTask.atmx	Task File	Do not Repeat	Complete	06/20/2019 13:37:36

PROPERTIES

SCHEDULE

TRIGGER

General

Repeat File Name : CourseRegistration.atmx

Speed Created at : 08/14/2019 09:16:13

Status : Failed

Notification Last Run Time : 08/14/2019 09:23:41 [View Log](#)

Hotkey Priority (for queuing) : Low ?

Security Timeout (in minutes) : 0 ?

Analytics ☐ Enable this task to run with other similar files or window titles ?

Task Report

Mouse Clicks 0


Keystrokes 0

Total Clicks 0

Description / Notes :


Student Bot Store



Course Registration




Course Registration Bot

Application: Automation Anywhere








Personal Organization




Calendar Bot

Application: Automation Anywhere








Personal Organization




Course Requirement Bot

Application: Automation Anywhere








Course Registration



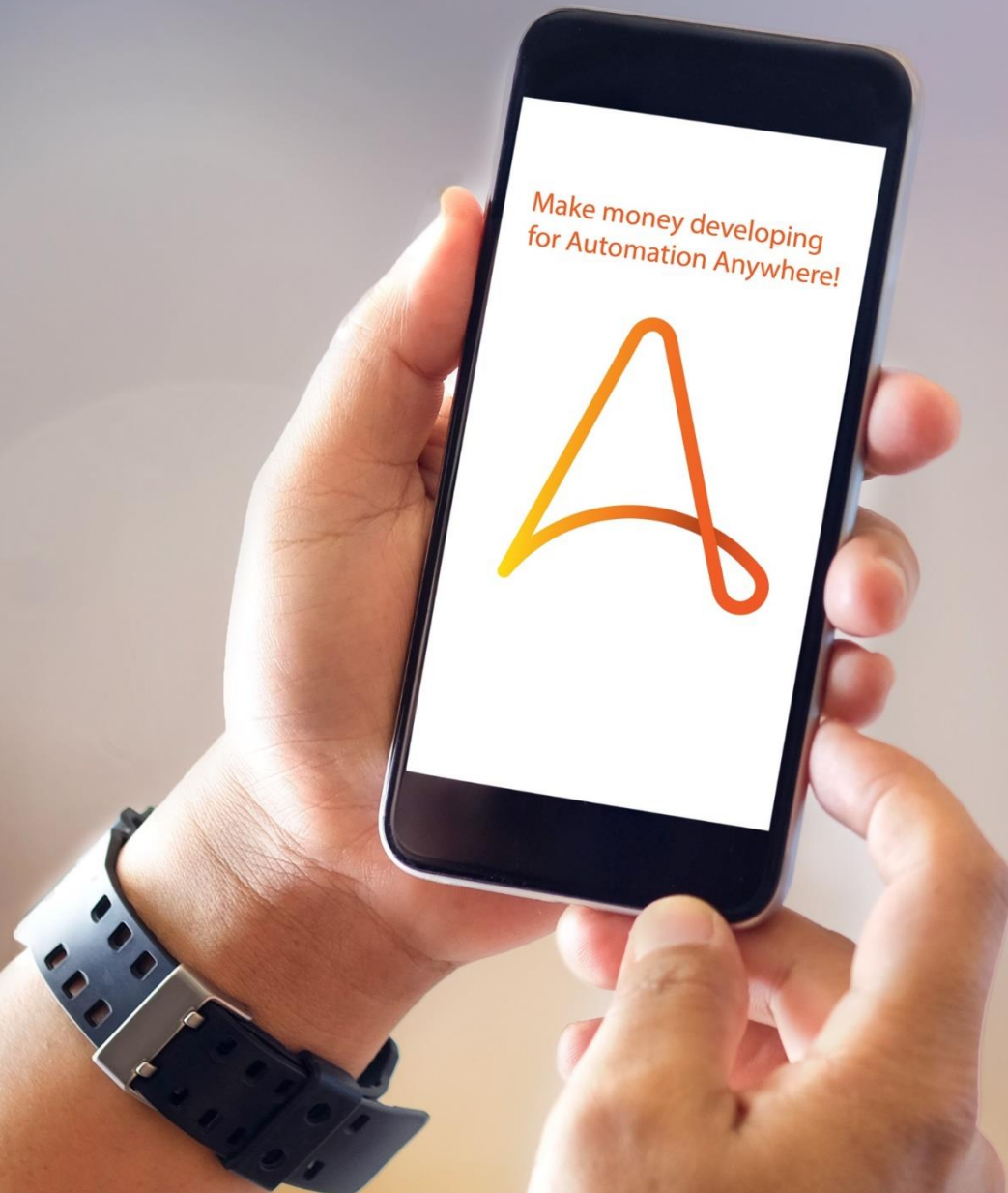
Waitlist Bot


Application: Automation Anywhere



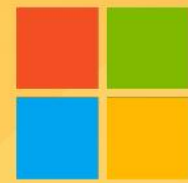


Monetization



The background is a complex geometric composition. It features several large, overlapping chevron and triangular shapes. The color palette is primarily orange, grey, and white. Some of the orange shapes are filled with a pattern of small white dots. Thin white lines delineate the various geometric sections. The overall effect is modern and abstract.

HOW?



Microsoft



AUTOMATION[®]
ANYWHERE

Go be great.



BENEFITS TO COLLABORATION

- Direct access to Office 365's 180 million user base
- Pre-existing:
 - Relationship and partnership with Microsoft
 - Integration with Office 365



MARKETING

S O C I A L M E D I A



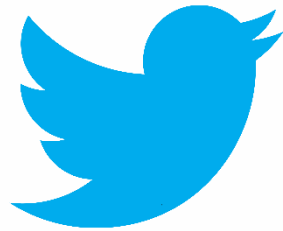
INSTRUCTIONAL



PROFESSIONAL




BRAND



EVERY DAY

MARKETING:
SOCIAL MEDIA



@automationanywhere

 Reply
 Retweet
 Favorite



The background is a vibrant orange with several diagonal stripes of varying shades, creating a sense of movement. There are also several thin, white diagonal lines scattered across the image, adding to the dynamic feel.

#AutomatedChallenge



IMAGINE

D I S C O V E R



IMAGINE: DISCOVER

- Integrate student component into Imagine
 - Partnership with CS student groups
 - Reward top 10 RPA students nationwide
- Potential for dedicated student conference in the future

Timeline



Promotion

SOCIAL MEDIA



Imagine: Discover

COLLABORATION REVEAL



Ad Campaigns

SOCIAL MEDIA OUTREACH



Collaboration Launch

PRODUCT & BOT STORE: STUDENT

- KPIs measuring
 - Increase in CE installs
 - Bot store accounts created
 - .edu emails registered
- Goals:
 - 10% YOY growth in overall installs
 - 25% YOY growth in “.edu” installs

SUCCESS METRICS

Go be great.TM