



## R!oT Accelerator Program Application Form

This form should be filled out and included with your online application to the R!oT Accelerator program at [www.ncriot.org/riot-rap/](http://www.ncriot.org/riot-rap/). The form should be uploaded with the filename "[Your Company Name] - RAP Fall 2019 Application" in .pdf format

The company founder or co-founder should complete the application.

Founder Name: Anna Kirkland Smith of the Data Scientista Society  
Company Name: \_\_\_\_\_Redcoat\_\_\_\_\_

### Executive Summary

Brief description of the market need and solution your company offers, along with the current state/maturity of the company.

1-2 paragraphs

Redcoat aims to support open-source software for in-person success groups and community empowerment groups, particularly women's groups. The software will not only integrate several online platforms, but will fill in gaps that are necessarily remediated for group success: attendance with survey questions and automated community newsletter, member attribute inventories, and group consensus building tools. A minimum viable product does not exist, but first adopters have been performing the processes manually for three years.

### Detailed Description

Detailed description of your product/service/idea. Include specifics on how it addresses a market need and how that need was vetted. Explain what stage of product development has been completed and the immediate next steps. Note that you will be able to upload additional supporting documentation if you desire (video links, pictures, diagrams, etc in the online application portal). Supporting documents should be referenced in this description section.

You can upload additional supporting files in the online portal

There are three functions of a desired app.

#### Attendance Survey-to-Newsletter Pipeline

It has been at each meeting, that members sign in, along with completing a questionnaire, with such questions as, *Are you looking for a job?* and *Are you hiring for a job?* The organizer would collect these hand-signed surveys at the end of every meeting and manually compile them into a monthly newsletter, which included news items about the group as well. This monthly newsletter not only created a sense of community, but helped women find jobs, proving that tech women can and do support one another. Manually creating the newsletter is burdensome. However, creating the app to take attendance and collect survey data, and then convert all data into simple newsletter is doable.

See sample survey attached and also see sample newsletter [here](#).



### **Attendance Analytics to Accelerate Consensus**

What can be gleaned from attendance data? Assuming attendance is a substitute variable for eye contact, we can use techniques from social network analysis to rank or weight members. This weighting can be used to prioritize, recognize, and reward the most active members — which is exactly what eye contact does in the first place. The ranking can be used for many purposes: identify potential leaders based on the commitment of their attendance; create a reimbursement queue; distribute limited perks; quantify consensus. In the end, the ranking makes leadership less burdensome, so leadership is less likely to burn out. Members can remain engaged, because their place in the hierarchy is not fixed, but changeable, based on their attendance. All of this is possible through an app that easily collects attendance data.

### **Attribute Data to Grow and Leverage Competencies**

All support groups and success groups exist to enable the members to arise from some state A to a better state B. Usually, better B members impart their wisdom and knowledge to A members. In the case of career groups, skills and other attributes are already captured in LinkedIn data. With an app to which members may upload their LinkedIn data, the data can then be compiled and analyzed. Clustering techniques will allow identification of a group of B members with an expertise to share about at a meeting. Any success group can also analyze the data to make sure programs are successfully converting A members to B members, for any given attribute.

### **Technological Foundation**

Clearly there is a need for a minimum viable product. The project can be open-source on Git, coded in Python with the Django framework.

## **Innovation Description**

Describe the key innovation(s) that differentiate your solution from others on the market.

1 paragraph max

The key differentiation is that we completely reject anonymity and embrace identity with in-real-life eye contact from the beginning. Identity makes long-term relationships possible, and we have faith in leaders who take responsibility for their groups, but need support in doing so; groups don't just happen; they are deliberate structures.



## Target Customers

Who is the primary customer for your product or service? What secondary customers may be pursued later?

1-2 paragraphs

While women's groups are the core market of this application, the true target market is any success group, support group, or community empowerment group that is likewise volunteer dependent, cooperative, connecting, and exists to get members from an observable state A to state B. A few examples are activist groups, benefit societies, guilds, neighborhood associations, support groups, support groups for caretakers.

Even RIOT is currently using a manual sign-in sheet for its community meetings.

## Go To Market Plan

What is the go-to-market strategy to reach and convert the customers described above?

1-2 paragraphs

Once the MVP is stable, and has a value proposition for non-technical women's groups, we begin to invite other local women's groups to use the app, at a small fee per person, per group. Example networks we may pitch to in the long run could be the local Girl Scout network or the Women's League.

## Revenue Model

What is the proposed primary and any secondary sources of revenue?

### Primary

Insights made possible through the apps data could help the respective groups grow, which will yield more subscribers.

Open source software typically sources revenue from software support contracts.

### Secondary

The data belongs to the group that supplies it. However, the possibility remains for any group to donate or sell its data to be used for further purposes. For example, the Data Scientist Society may license its data to be used in school that teaches women data science.



## IP Description

What intellectual property rights have been secured, or are in process of being secured?

A legacy opportunity is clearly created: while there has been much analysis and general understanding of largely male sports teams and hierarchies, there is little study of women's groups. Humanity has a missing pocket of knowledge that can be filled. We believe that platform analytics and social network analytics will yield something previously unknown.

## Competition

How is the market addressed today? What competing solutions and customers exist and how do you position yourself relative to other solutions? What future threats exist in the competitive space?

1-2 paragraphs

We have used (and still use) other platforms, and are aware of their shortcomings. Meetup takes attendance, but does not complete the cycle with a newsletter/communication piece. Alerts and bulletin boards are far from the structured, routine communication that builds a sense of community and grows the group. Facebook is ubiquitous, but doesn't allow data-driven management of the group. Git fosters contributing community, but that community is for technical people doing technical work, not women voting on books for book club, or groups making decisions nearly as formally as Robert's Rules. LinkedIn, with good conscience, doesn't provide a (non-recruiter) group leader access to combined profile data. All of these platforms can serve a group, but what is necessary is a central app glueing them together to ensure group growth.

## Risk

What significant areas of risk should investors be aware of? What are you doing/do you plan to do to de-risk the business overall?

Right now, the proposed growth plan is largely organic. This growth plan may not be fast enough for many investors.



### Expected Funding Needed

Describe your cash flow strategy. How much initial capital is needed to reach revenue? How much to reach a break-even point or other inflection point in revenue growth? •

We are looking for partners to help us develop such a strategy. One of our key challenges is the Catch-22: While the founder has been to code school and can create the MVP, the founder needs a job, but if she gets a job, she'll barely have any time to develop the MVP.

### Team

Give the background of the founding team and any key employees/partners in place today.

1-2 sentences per key team member. Resume/CV can be uploaded separately in the online portal if desired.

We are beginning to envision a team

- [Anna Kirkland Smith](#), social architecture, committed social networks, women, groups expertise, design
- [Janel Kinlaw](#), necessary and proper, operations
- Jeffrey Ritter, retired attorney, legal advice

### Partnerships

What specific partnerships do you need to establish to be successful?

We need:

- Someone *not* familiar with our group to develop a description of our product, and probably with drawings.
- We need a “value communicator” who loves to communicate to potential investors; someone who knows how to get a “yes” when asking for funding

### RAP

Why do you want to be part of the R!oT Accelerator Program? How do you anticipate RAP can help you? What are your expectations for the program?



1-2 paragraphs

We appreciate RIOT's invitation to apply to the program, although we know we are PRE early stage, without even an MVP, so that we can matriculate anyway.

- (1) We are hoping that RIOT can help us find interested partners, particularly characters mentioned just above.
- (2) We are open to having a surrogate go through the Fall program for us.
- (3) We've been advised to execute a "Lean StartUp" survey about women's groups, so a partner/surrogate to do that would be great.
- (4) Any ideas about "Catch-22:" While the founder has been to code school and can create the MVP, the founder needs a job, but if she gets a job, she'll barely have any time to develop the MVP.

We believe this product could *give back* in helping RIOT build its communities.