

*I'm like Procter & Gamble - I [move fast](#),
Hiring me is no gamble - effect'll last;
I could've worked for Satya, but it's a lie of sort:
Being huge and inflexible - and calling "micro, soft"*

*Instead I'm versatile, just like Diddy's stage names,
I'm bout that lifestyle - like Bitcoin's price changes.
I did programming olympics, that shit is badass -
My analysis is deeper than Silk Road's address.*

*I see big picture, like emergence of the bio tech,
My detail attention's like McKinsey & Co slide deck.
I dedicate to Rapt this matrix array of chars
That's it; I hope you liked my 1100 bars!*

Summarize Rapt as you see it: what we are, where we are going, our industry:

Rapt.fm is a platform that hosts online live video rap battles. Currently rapt.fm is focused on expanding its user base. Even though its current focus is on rap battles, in the longer term it will cover other types of activities, like poetry slams and debates, where head-to-head competition or collaboration is needed. The industry can be defined as live video broadcasting of events involving competing or collaborating participants in different locations. There are no truly major players in the industry, but the similar services like Skype and Google Hangouts with large user bases might consider expanding into the industry if it proves profitable.

What you think Rapt needs exactly to get to the next level from a business and product perspective?

From the business perspective the next need is to grow a substantial user base so to be interesting as a source of talent and advertising platform.

From the product perspective the next need is to maintain satisfactory functionality (response time, etc) when the product scales. If that need is taken care of, the next step should be updating user interface to give it a cleaner and simpler look.

What should Rapt's marketing strategy be and what you would do for it?

Despite that other activity types like poetry slams and debates are potentially attractive, at this point the rap battles niche is far from saturation and the strategy should focus on popularizing it. As usual with the products in the introductory stage of a product life cycle the first users are early adopters, i.e. people most capable and willing to try the new product. For Rapt this segment is actual rappers, i.e. people who already rap for living and for fun. The most appropriate way for a startup to target them is to use inexpensive guerilla marketing tactics. For starters, the founders should make use of their existing connections in the Detroit rap scene to popularize the product locally by attending physical events and demoing the product. Next, it can focus on local events in other major rap centers such as NY, LA, Chicago, and Atlanta. After the critical mass of early adopters gets on board, the word of mouth should lead the general customer to follow.

I would actually go out to freestyle battles and demo the product.

What impact you think you could bring to the team this summer?

From my conversation with Erik I understand that the biggest impact I can make is to define the key analytics metrics and to analyze the data to understand our users better and measure our progress. I had some experience with [competitive programming](#) that involved a lot of analysis and can also use JMP that I learned during a Statistics class at Wharton.

What your ideal summer would look like?

My ideal summer is spent at an awesome startup working 24/7 in an exciting atmosphere. As a result of the summer ideally I want to get significantly better at hard skills such as data analysis and/or software development. Moreover, as someone planning a startup on my own, I wish to gain a first-hand experience at growing one.

Your professional and personal goals during and after college, as you see them now:

My professional goal during college is to become an ultimate startup ninja: to be great at coding, selling, and pitching. After college I plan to start a startup.

My personal goal after college is to get married to my beloved fiancée 😊

Thank you for your consideration, Erik! Looking forward to hearing from you soon.

Arman

[Github](#)

[Website](#)

[Resume](#)

arman@wharton.upenn.edu

215-882-1051