



# Problem

People living in **large, dense communities** aren't fully aware of **which diseases are spreading rapidly** around them at any given time



Problem

Overview

Solution

Demonstration

Implementation

Conclusion

SOLUTION

# What is Raven?

Raven is an application that **increases user awareness and knowledge on illnesses** within the community



**Solution**

Overview

Problem

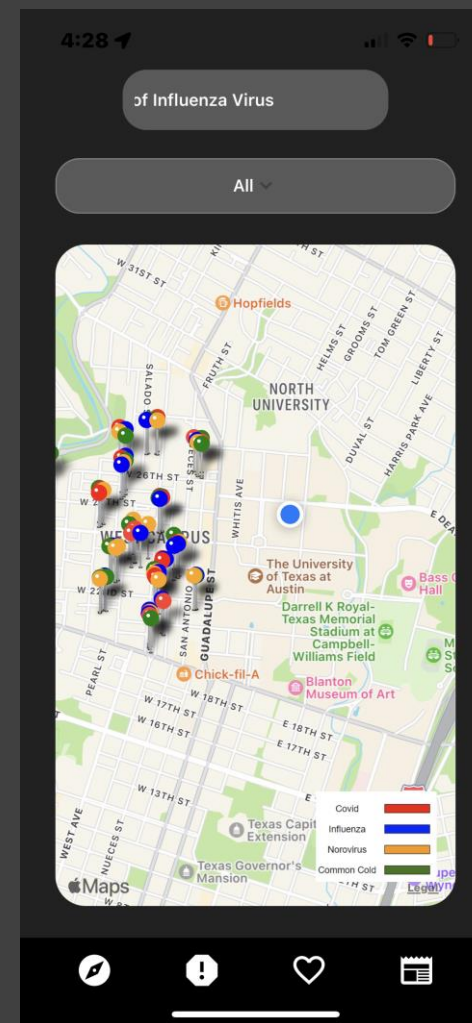
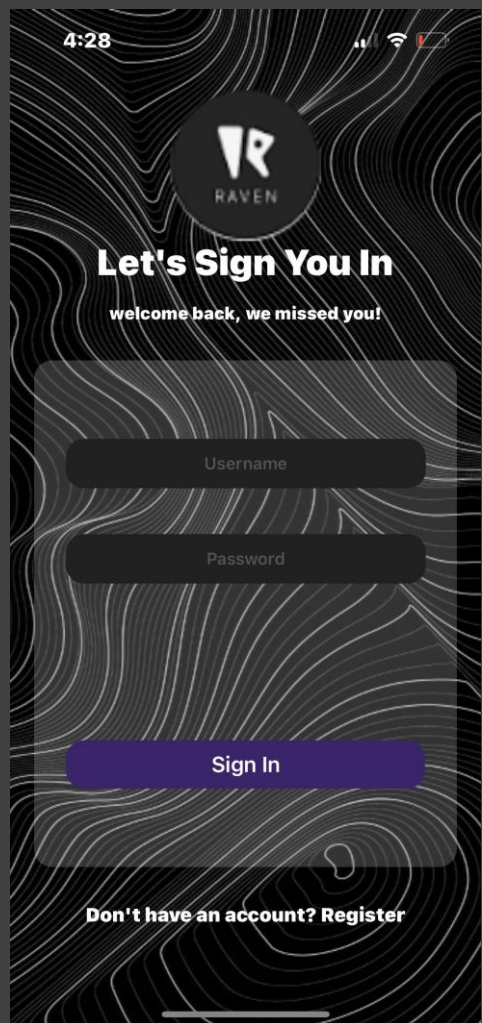
Demonstration

Implementation

Conclusion

DEMONSTRATION

# Features



Overview

Problem

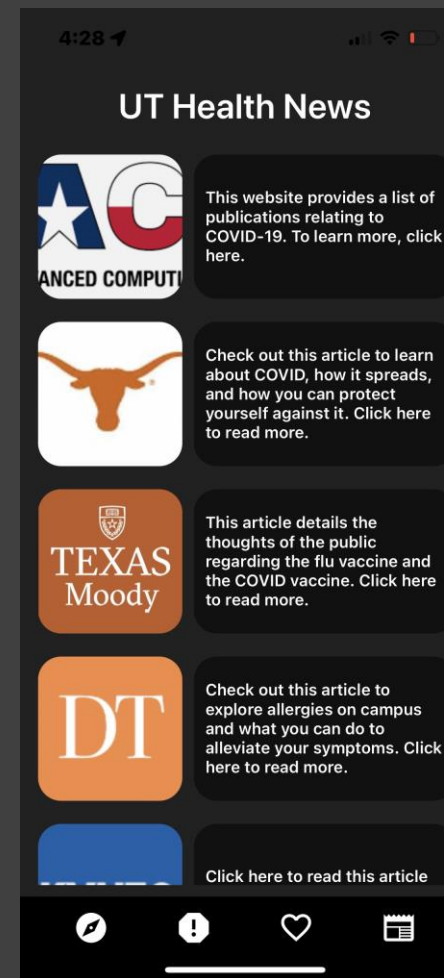
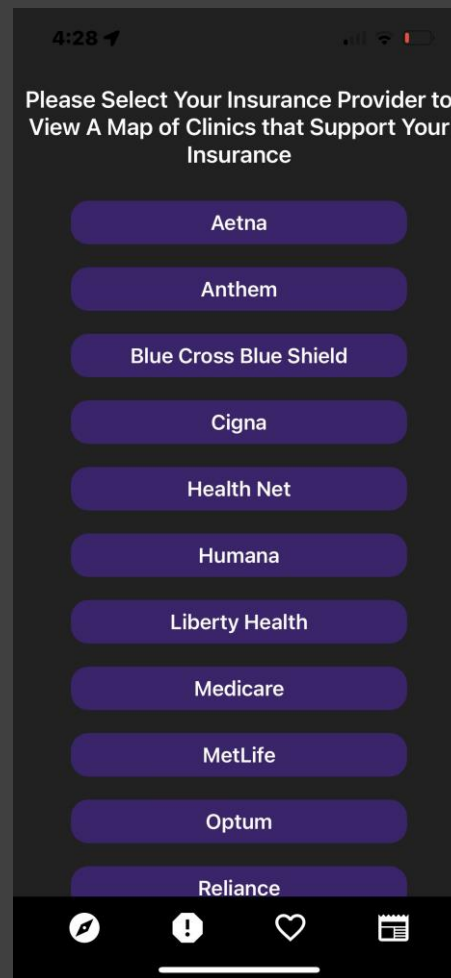
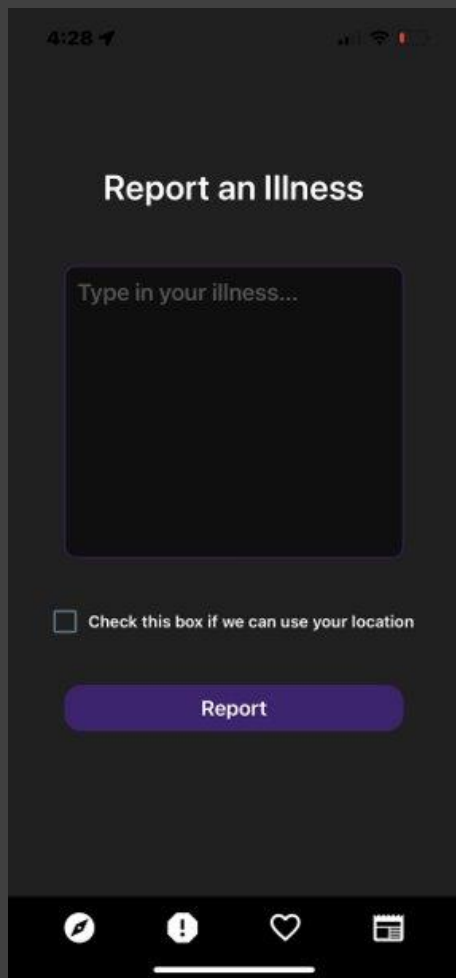
Solution

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# Features



Overview

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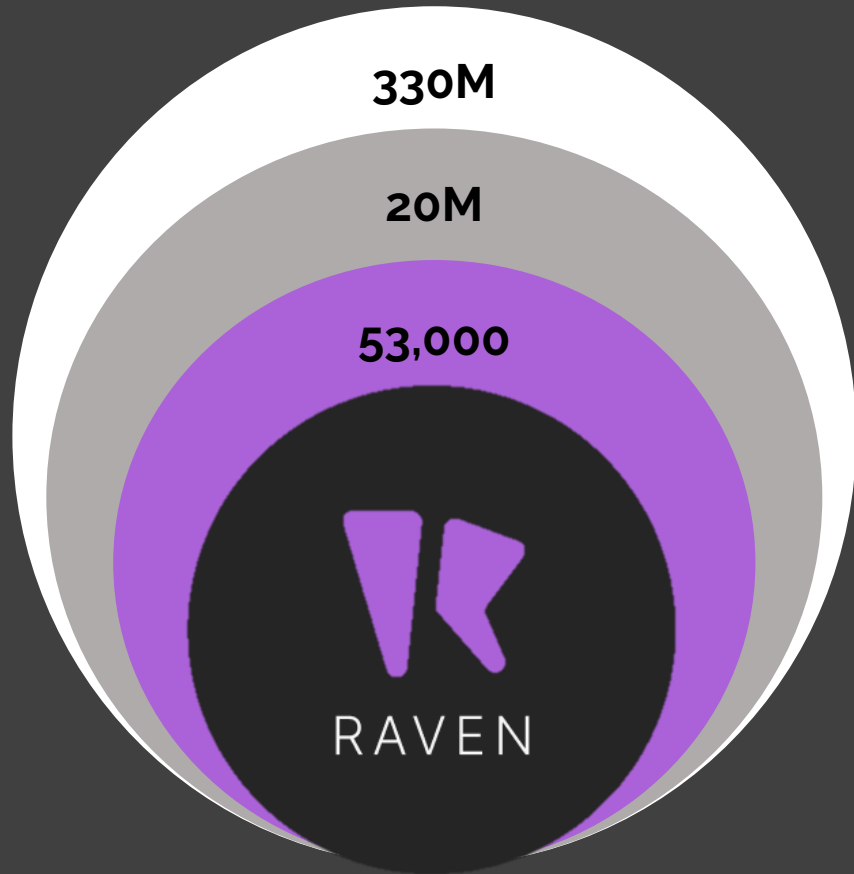


IMPLEMENTATION



# Target Market

Market Sizes and Opportunity



**TAM – Total Addressable Market**

U.S. Population

**SAM – Serviceable Available Market**

U.S. College Students

**SOM – Serviceable Addressable Market**

UT Austin Students



Implementation

Overview

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# Competitor Comparison

How do we compare to competitors?

WebMD



PROTECT  
TEXAS  
TOGETHER



Updated map of illnesses



Tracks a variety of common illnesses



Up-to-date, locally relevant data



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# Go-To-Market Strategy



Overview

Problem

Solution

Demonstration

**Implementation**

Conclusion

# Next Steps



Overview

Problem

Solution

Demonstration

**Implementation**

Conclusion

CONCLUSION

# Why are we unique?

Rather than only tracking one illness...

We target **numerous illnesses** in a very **niche area**.

Rather than a state or country...

We focus on **specific communities**.

Rather than presenting vague, confusing data...

We offer an **effective visualization** of relevant information.





**Thank you so much!**

Any questions?



# APPENDIX

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SWOT Analysis

Wireframes

Costs

Revenues

# SWOT Analysis

## Strengths

- Live map
- Niche target market
- Multiple illnesses tracked

## Weaknesses

- Limited resources
- Need large user base
- New entrant

## Opportunities

- Other colleges
- Elderly population
- Clinic partnerships

## Threats

- Inadequate data
- Other applications

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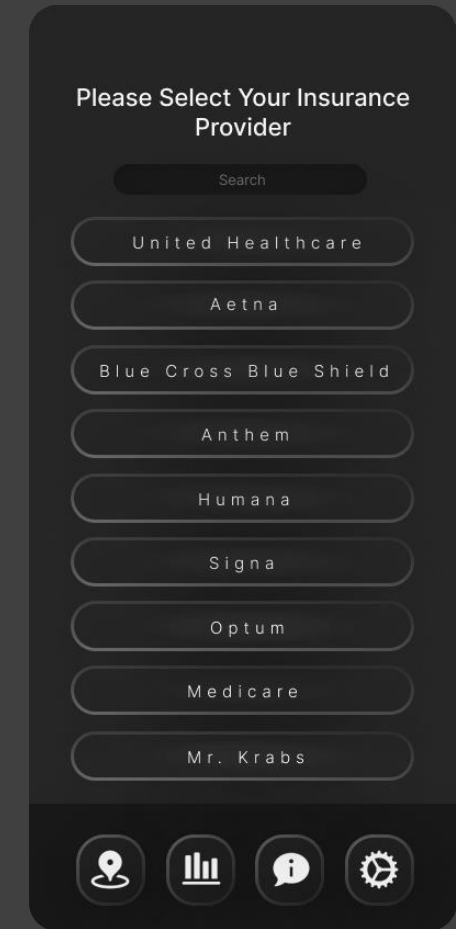
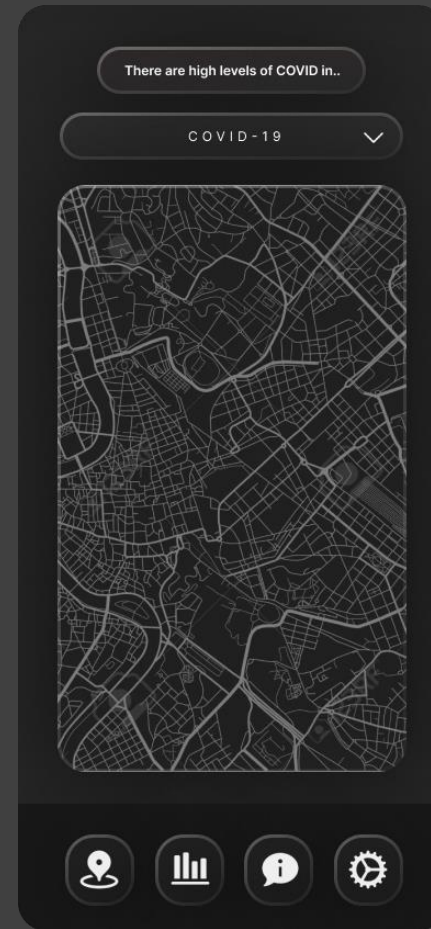
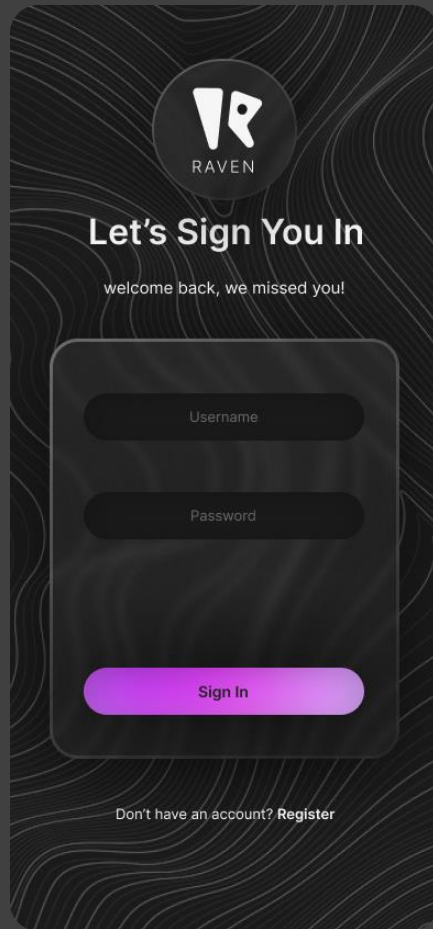
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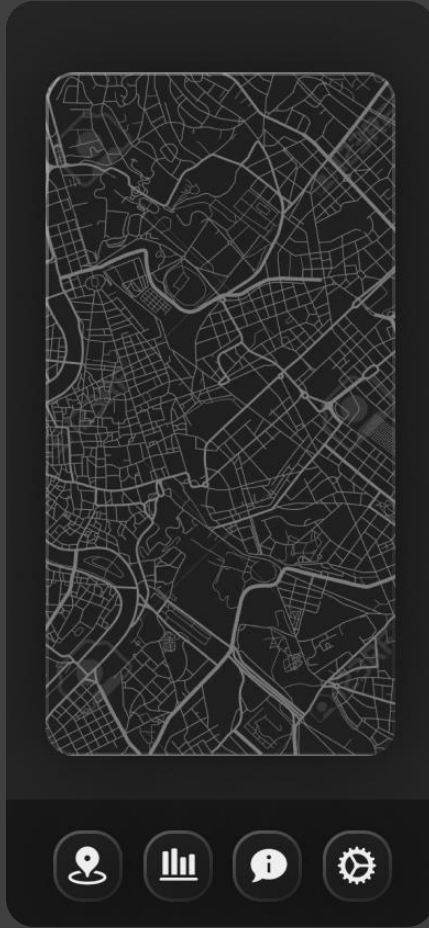
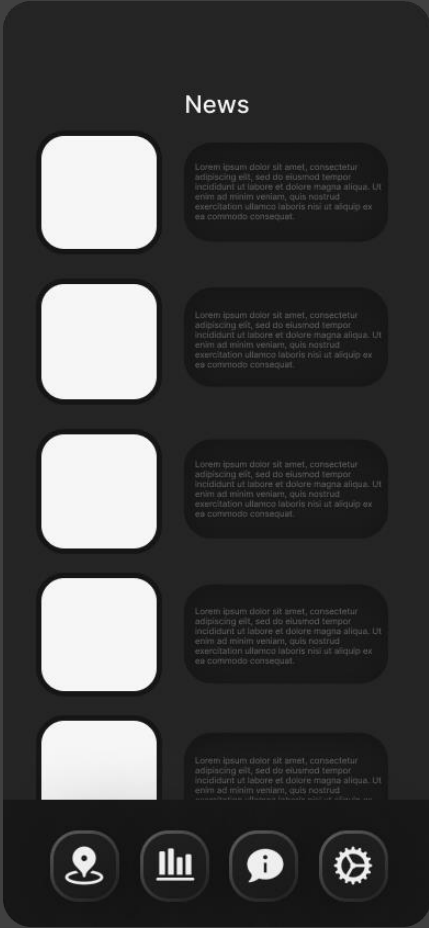
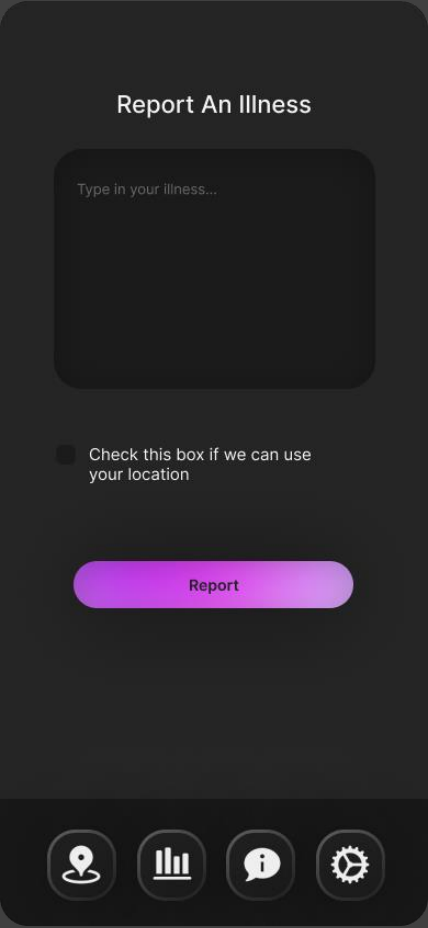
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# Wireframes





# Wireframes

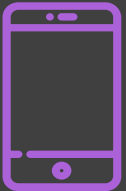


# Costs

## FIXED



Front end  
development

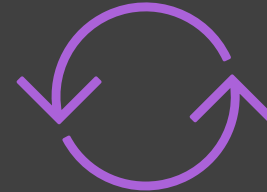


Maintenance  
costs



Marketing costs

## VARIABLE



Implementing updates

# Revenues

	Financial Projection
1) Number of Users	In Year 0, 1000 users will use Raven
2) Price	Cost to maintain the app per additional user <ul style="list-style-type: none"><li>• Estimate around \$3 per user</li></ul>
3) Revenue	<ul style="list-style-type: none"><li>• User base grows 50% in Year 1 and Unit price drops 20% in Year 1 so...</li><li>• <math>(1000 \text{ users in Year 0} * 150\%) * (\\$2 * 80\%) = 1500 \text{ users} * \\$2.40 = \\$3600 \text{ in Year 1}</math></li></ul>