



Meet the Team!



Christine Xu
Product



Alhassan Lamin
Tech



Carel Soney
Tech



Jaydeep Golla
Product



Rahul Nandyala
Design



Britney Chong
Product



Vanshik Aluri
Tech

OVERVIEW

Meet Rahul



Overview

Problem

Solution

Demonstration

Implementation

Conclusion

Meet Rahul

Student at UT Austin



Overview

Problem

Solution

Demonstration

Implementation

Conclusion

Meet Rahul



Student at UT Austin

Flu Positive



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Meet Rahul



Student at UT Austin

Flu Positive

Can't go to class



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Meet Rahul

Student at UT Austin

Now, Rahul is sad and wishes this situation could have been prevented somehow

Flu Positive

Can't go to class



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PROBLEM

Problem

What are people unaware or unsure of?

Prevalent
Illnesses

Seasonal
Illnesses

Fast
Transmission



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Problem

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



SOLUTION

What is Raven?

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



Solution

Overview

Problem

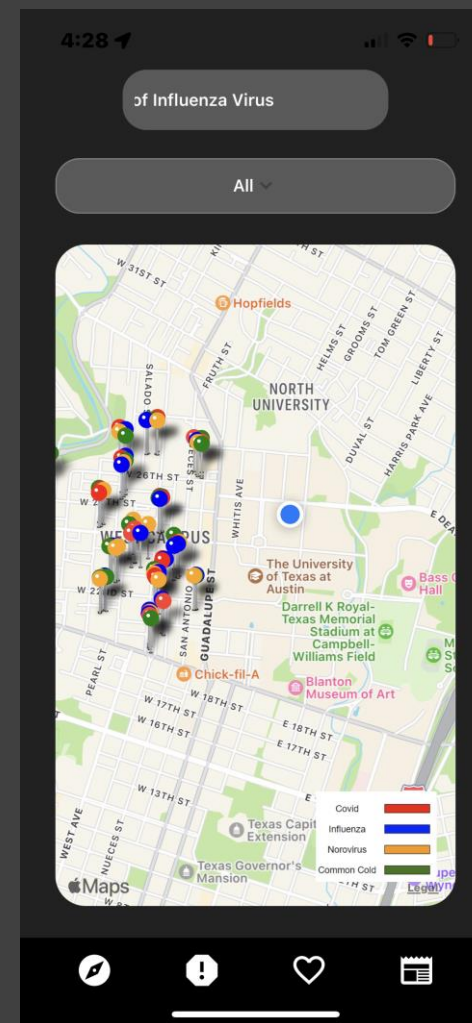
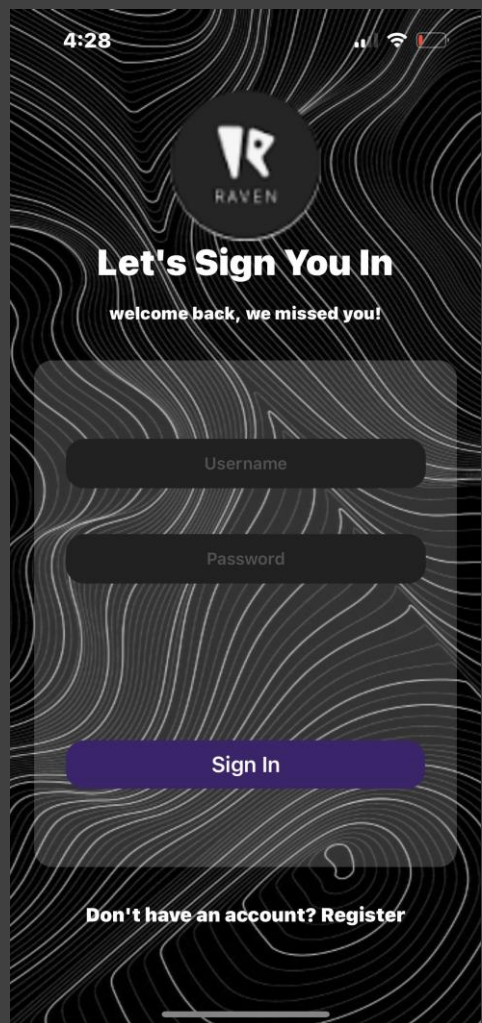
Demonstration

Implementation

Conclusion

DEMONSTRATION

Features



Overview

Problem

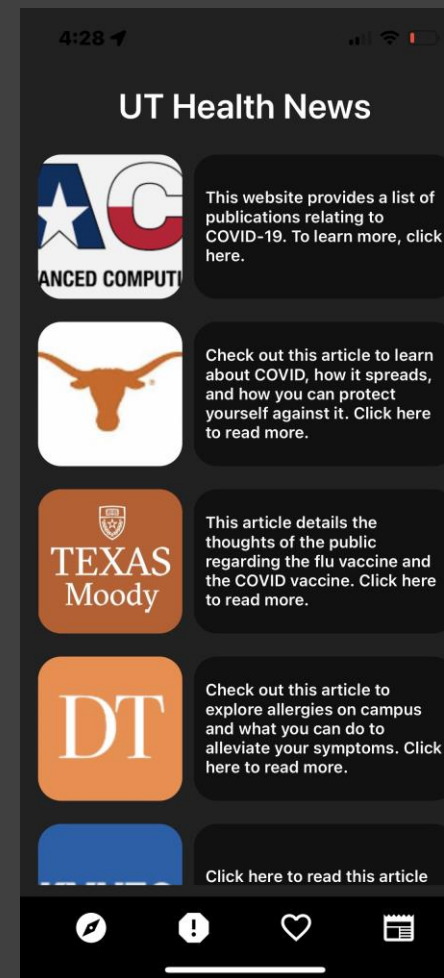
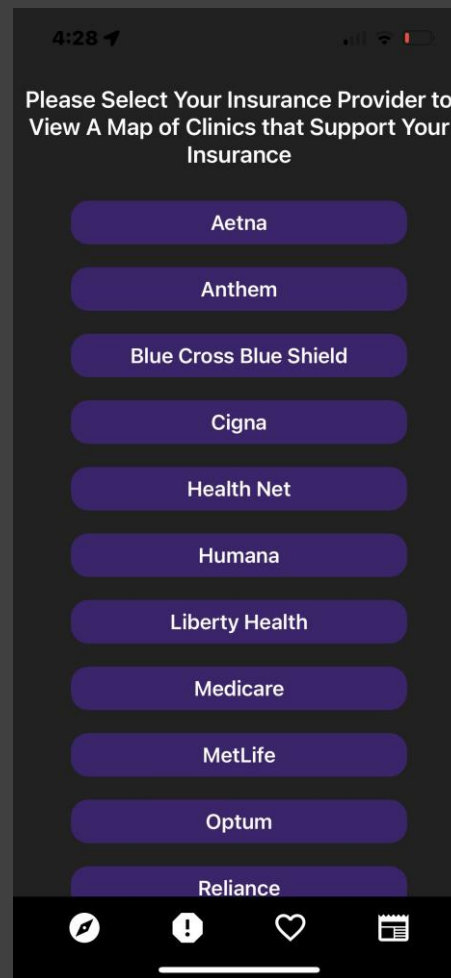
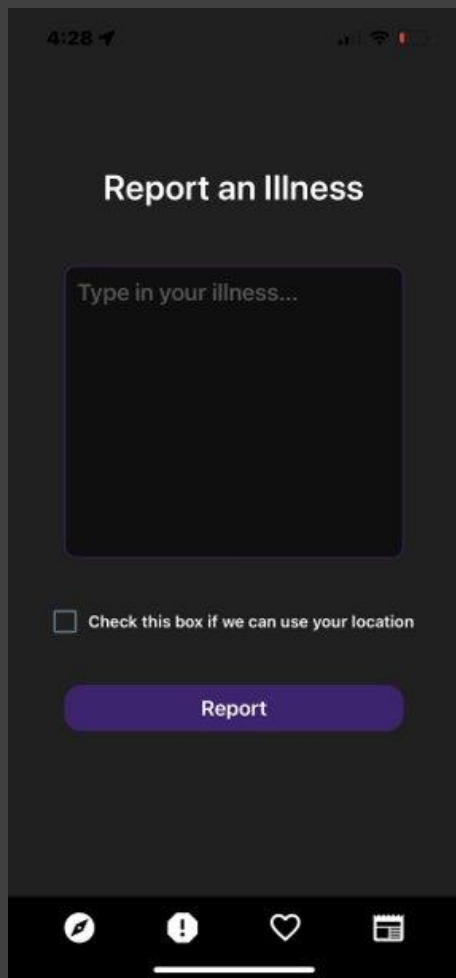
Solution

Demonstration

Implementation

Conclusion

Features



Overview

Problem

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Demonstration

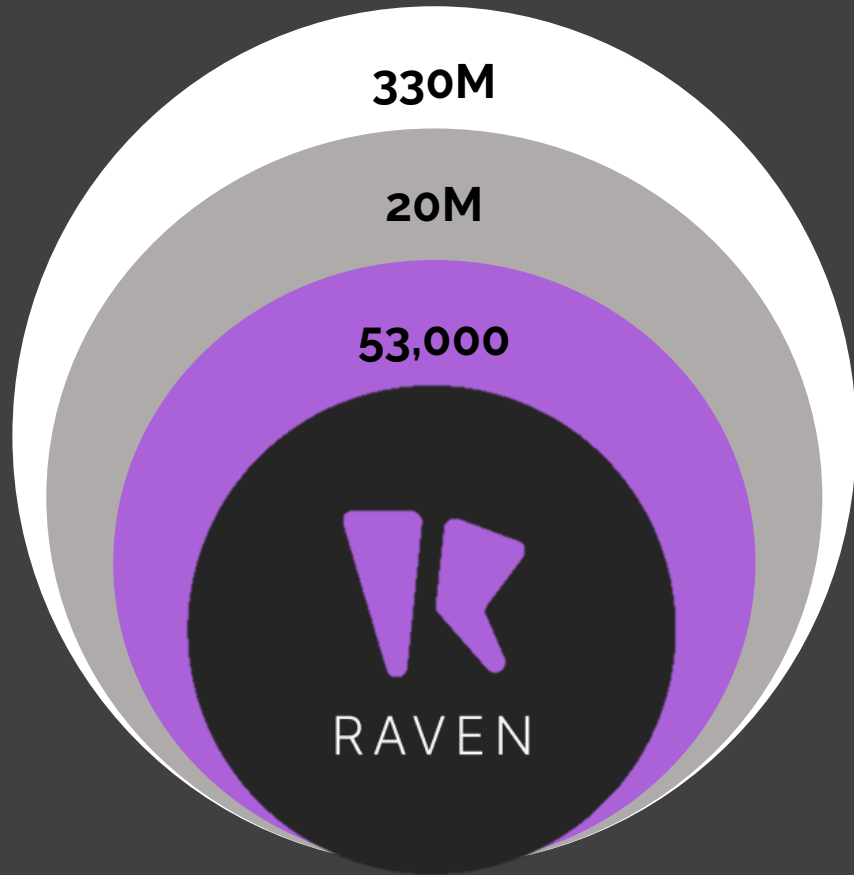
Implementation

Conclusion

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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Conclusion

Competitor Comparison

How do we compare to competitors?

WebMD



Updated map of illnesses



Tracks a variety of common illnesses



Up-to-date, locally relevant data



Overview

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Go-To-Market Strategy



Next Steps



Overview

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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

APPENDIX

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

SWOT Analysis

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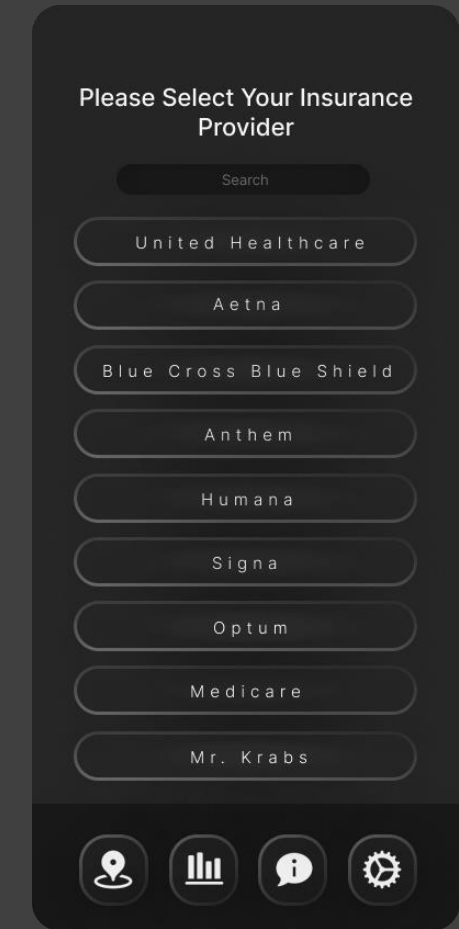
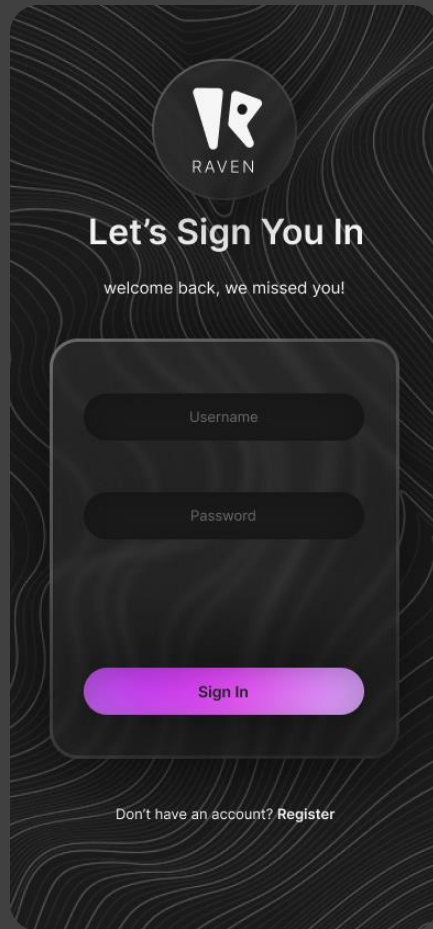
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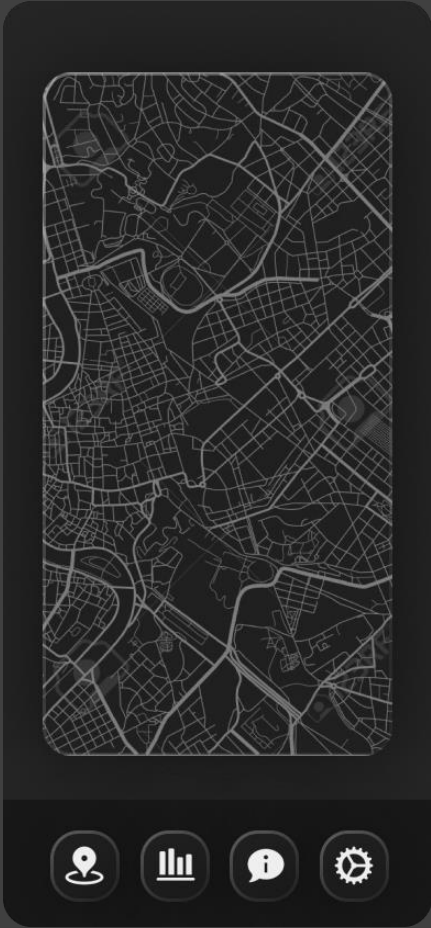
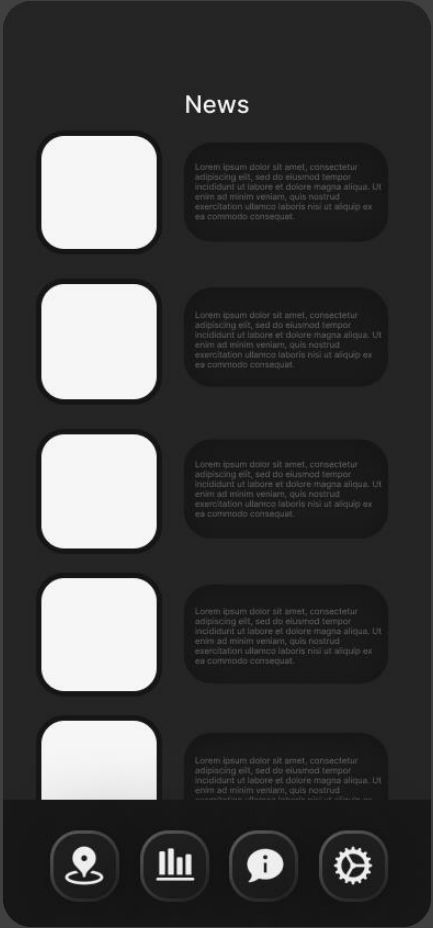
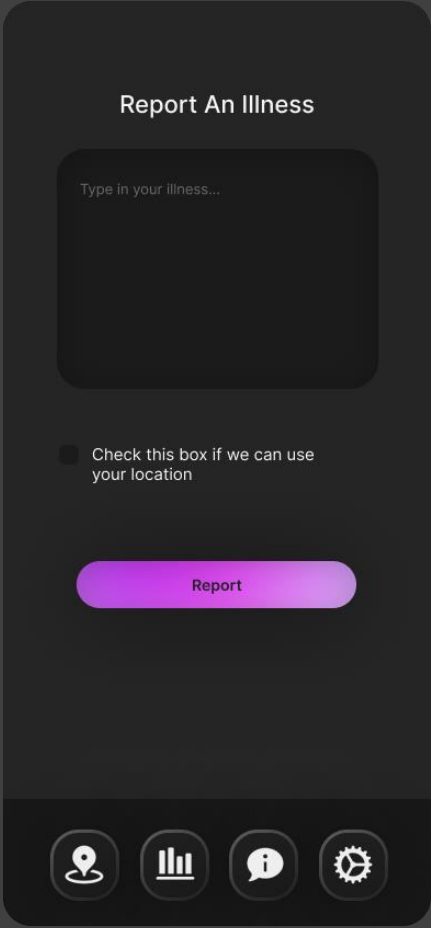
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Wireframes



Wireframes

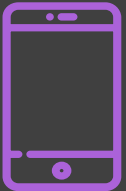


Costs

FIXED



Front end
development

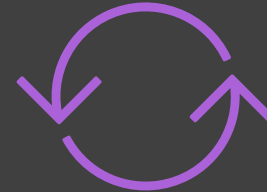


Maintenance
costs



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">• Estimate around \$3 per user
3) Revenue	<ul style="list-style-type: none">• User base grows 50% in Year 1 and Unit price drops 20% in Year 1 so...• $(1000 \text{ users in Year 0} * 150\%) * (\\$2 * 80\%) = 1500 \text{ users} * \\$2.40 = \\$3600 \text{ in Year 1}$