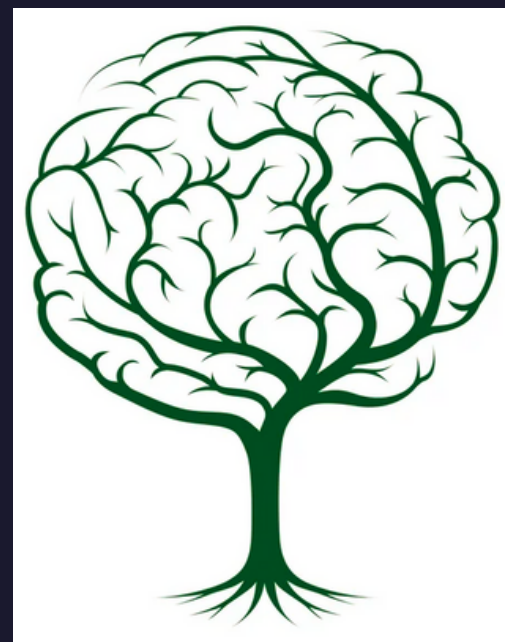
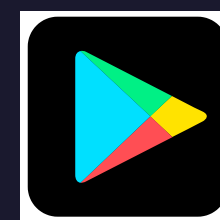


INTRODUCING **INTELLECT - ME**



—● INTELLECT-ME.COM ●—





About Me:

Carl Daou

- MSc. student in AIMS program at EPITA (engineering school)/ EM Normandie (business school)
- Studied Computer Science in Lebanon
- Learning Digital Marketing concepts
- Plan to do a PhD in the future (in 2 to 3 years)
- Wake up early and hate to be late!

Course: Data Driven Marketing And Advertising

Brian Cugelman PhD.



CONTEXT:

University can be a stressful experience, as well as being fun and exciting. You may feel stressed about starting university, exams, coursework deadlines, living with people you do not get on with, or thinking about the future...

GOALS:

- Help students to manage their routine at university better.
- Divide workload and time study for each user.
- Aid people who suffer from stress to enjoy life.
- Help students to design a doable schedule for their study goal (exam, certification).



Daily Goal:

A set of customized daily goals provides the basis for your daily health workout. These goals keep you on track with important self-care practices and help build new skills and ways of thinking and time management. User will input their desired goal.

Reminders / Notifications:

Reminders reinforce helpful messages. They show up in-app and as notifications. We give you reminder themes to choose. You can also create your own custom reminders.



Insights:

Analyze your data from many views to answer questions like what are your best days of the week, what happens when you go to bed an hour earlier or what is your perfect time to study and many more. Now you can find out.



Lean Canvas

INTELLECT - ME



PROBLEM



Feeling stressed by exams at university

You are not organized in your daily worktime.

You feel not motivated because of your social status

You spend too much time on social media and can't have good results at school

EXISTING ALTERNATIVES



Trello

Fabulous

.

SOLUTION



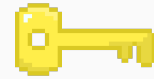
Set your goals and we help you to achieve them

Track your journey so far

Analyze your daily insights you provided us and we will help you to optimize your lifestyle.

At the end of every week you will see the difference

KEY METRICS



Number of app download

Number of active users on the application and the website

Analyzing reactions of users on social media

Number of signups for newsletter -
Number of subscribers of the paid version

UNIQUE VALUE PROPOSITION



Get reminders for your daily routine that will help you succeed every day

Reduce your stress level and focus on your exams

Find specific passions for our users which they never considered

HIGH LEVEL CONCEPTS



Ease of use

Get meaningful results that will impact your life

UNFAIR ADVANTAGE



Customizable content provided by expert in human behavior.

Instant customer support with our AI chatbot

Developing a supportive and involved community on social media

CHANNELS



Website found on internet

AppStore

Google Play

Email marketing

CUSTOMER SEGMENTS



Students going to university / college

Age range 18 -25

Male / Female

Have some hobbies

May have a part time job

EARLY ADOPTERS



Students who spend time on their mobile phone

Students who are looking for a solution

COST STRUCTURE



Digital Marketing Campaign

Salaries of employee and developers

Taxes to pay

Maintaining our Platforms (website and app)
Technical support & services

REVENUE STREAMS



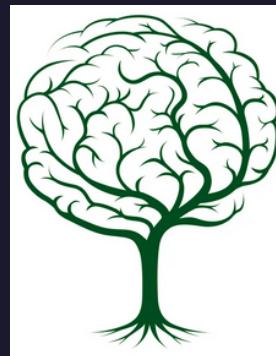
Subscribers / Subscription

In-app advertising

Data Monetization

Logic model

INTELLECT - ME



RESOURCES	PROCESS		IMPACT		
INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES (SHORT COMES)	OUTCOMES (LONG TERM)	ULTIMATE GOALS
<ul style="list-style-type: none">• Time• Money / Private Funding• Facilities• Knowledge base• Expertise from healthcare experts	<ul style="list-style-type: none">• Create content marketing campaign• Talking about stress disease and its management• Posting and creating content that will be present on the application	<ul style="list-style-type: none">• Have a weekly newsletter of meaningful content• Increase awareness by posting content on stress management as well as healthy lifestyle.• Spend 10\$ on daily paid ads on social media.	<ul style="list-style-type: none">• Get social media followers.• Get newsletter signups• Create a community who recommend our app• Increase our social media visibility on our target segment	<ul style="list-style-type: none">• Get students /users to challenge stress situation• Get market share• Get people to have a better time management• Create awareness through our mobile app• Build users loyalty from those who tried our application	<ul style="list-style-type: none">• Reduce and fight stress level on students who suffer from this disease.• Get people to achieve their goals set.• Improve quality of life by improving focus of students.• Get paid subscriptions

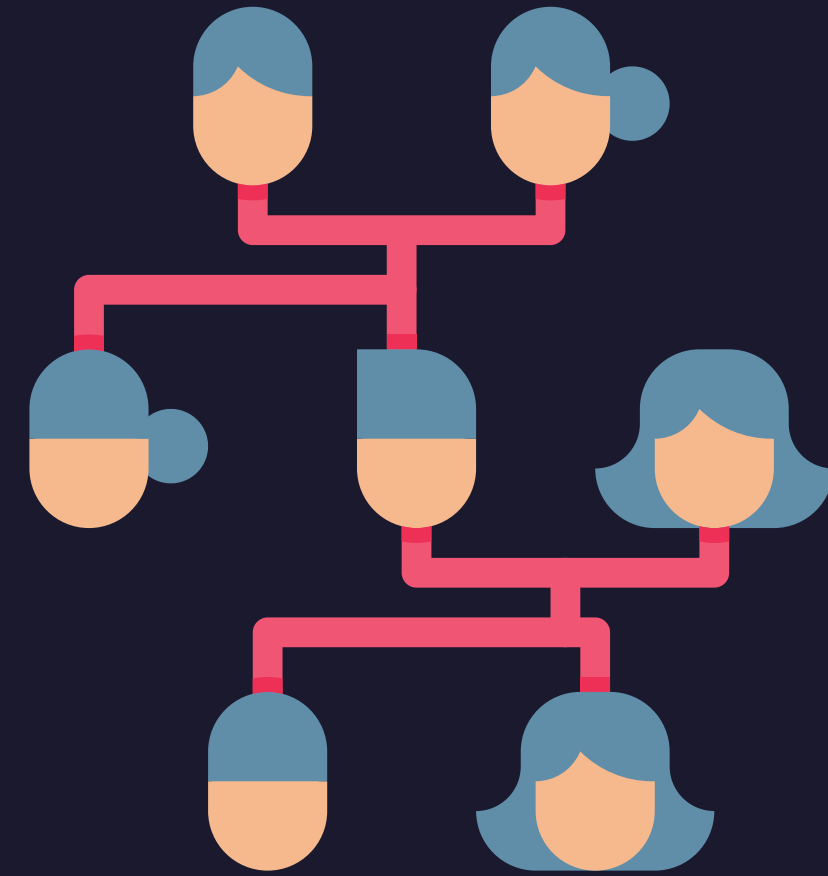
Measurement Plan

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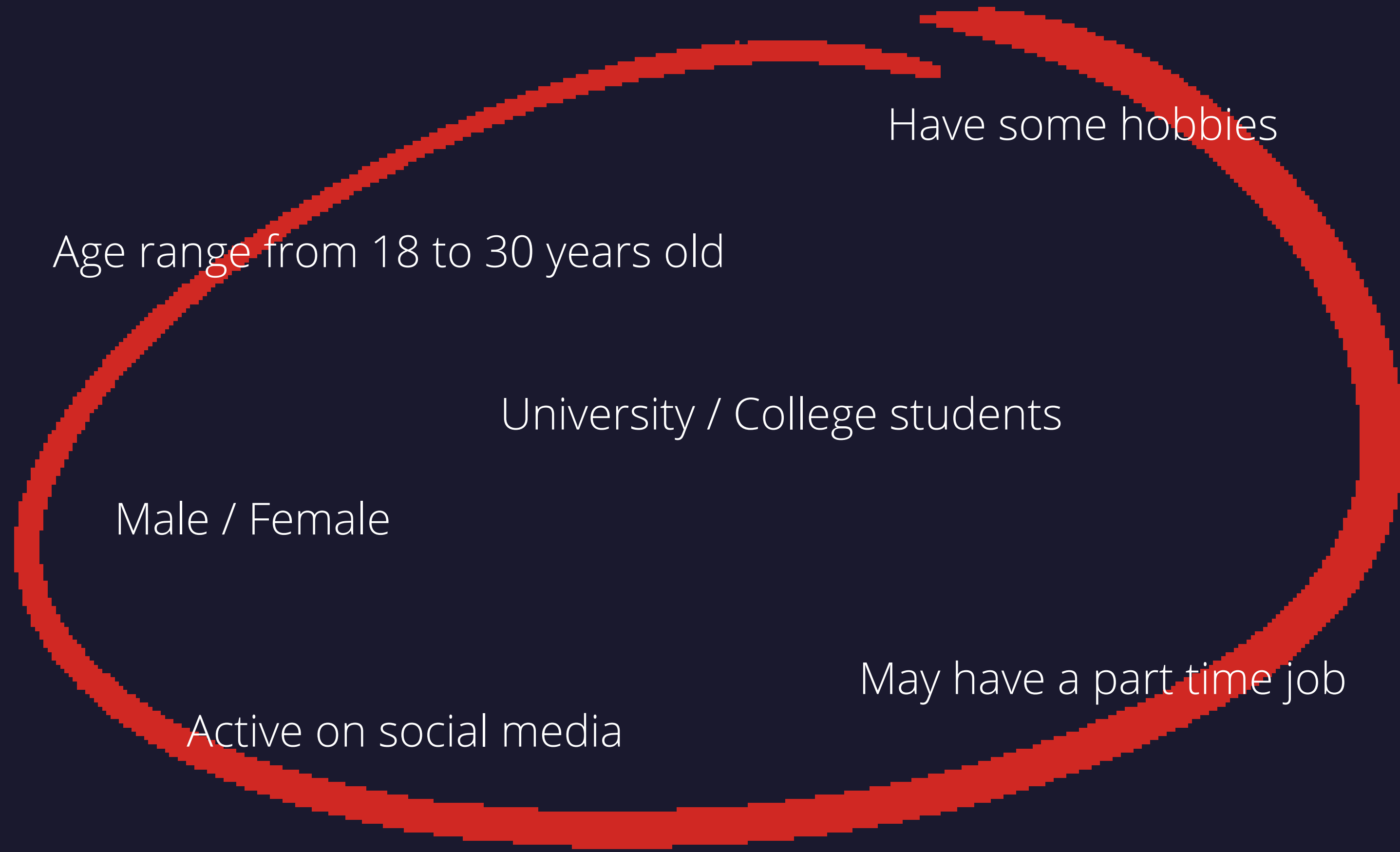
OUTCOMES	INDICATOR METRICS
Fight stress, depression, get better time management for users in their daily life.	Get reviews from users- when a new user download our application we will ask for some information about her/his performance at university / school, level of stress. Every week we will collect information from the user on the journey so far that will help us understand the improvement.
Create brand awareness through the mobile application (make interesting content, stay connected with users, reward them, grow our audience,...)	Social media interactions, Number of downloads of the application
Get newsletter signups for our newsletter	Number of subscribers to the newsletter associated to the number of frequent users.
Increase social media visibility	Increase paid advertisements on social media, hence more people will download the app.

SEGMENT



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Age range from 18 to 30 years old

Have some hobbies

University / College students

Male / Female

May have a part time job

Active on social media

PERSONA

INTELLECT - ME





Aggie

Age:22

Gender: Female

Family Status: Single

Location: Suburban, living with
her parents

Education: Doing a B.S. in
Computer Applications

Hey guys, I'm Aggie and I'm 22 years old. I'm doing a Bachelor
in Computer Applications.

I love **reading books**, and my favorite book is Romeo & Juliet
by Shakespeare.

I'm having some **trouble to study** more than **30 min** every
day since I'm **having bad stress** because I have to make
choices that may affect my future.

To go to college I need **1hour by car**, every morning and
same to come back. I'm having a **part time job** since 2
months because my parents can't afford the totality of my
tuition fees. My **average time spent on social media** is
around **1hour per day**. In the near future I want to become a
consultant in computer applications. Currently **my financial
status is not good** but I expect in the future to have an
annual **salary of 150K per year**.

PERSONA

INTELLECT - ME





Eric Doe

- 24 years old
- Single Male
- B.S. in Accounting and Finance
- Living with his brother in the city
- Loves Sports

BIO:

Eric is a **single male** living in the city in his brother loft. He lives close to the university campus. Student enrolled in an **Accounting and Finance major**.

HOBBIES:

He **like sports** and **spend time every day on social media** tracking news about his football favorite team.

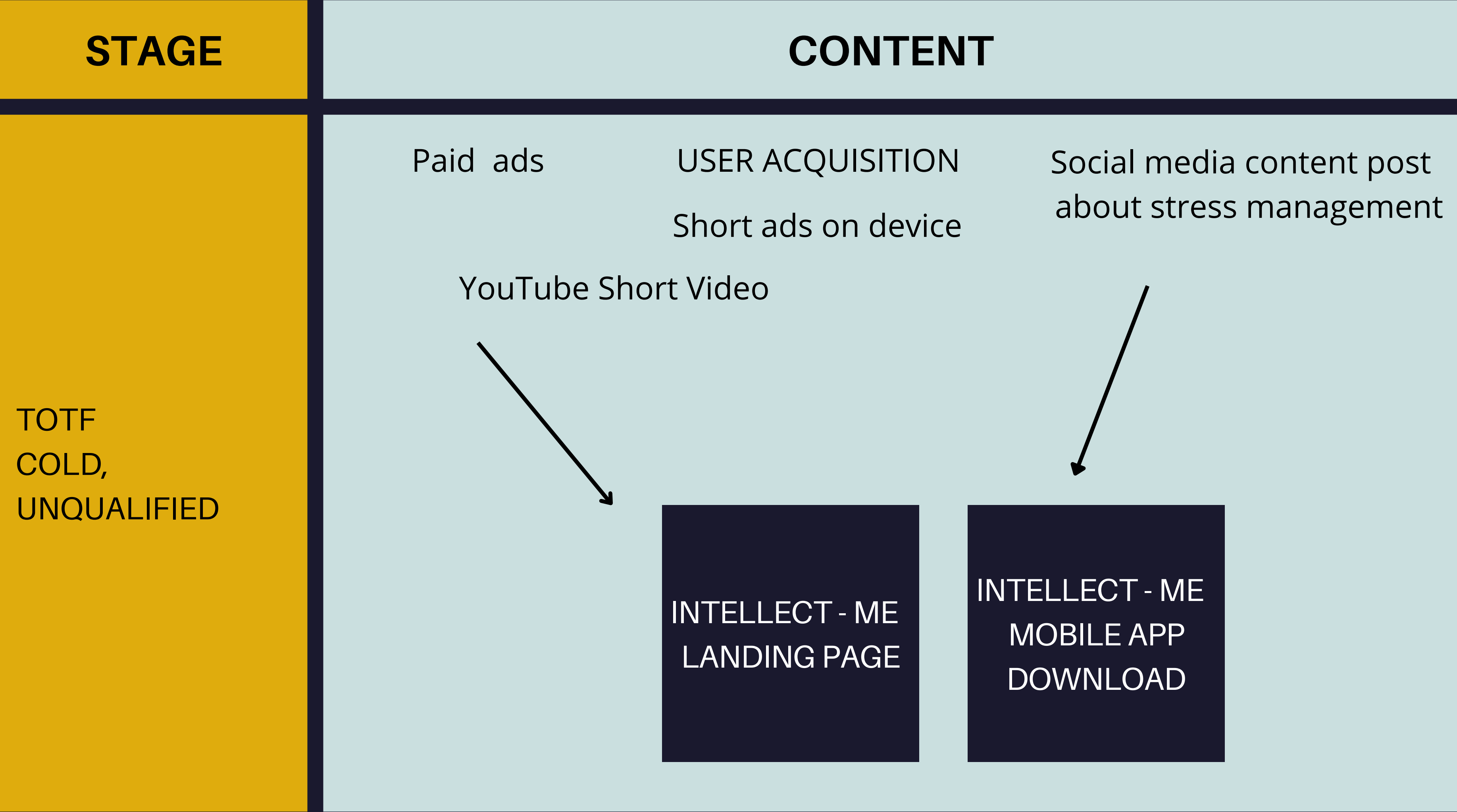
EDUCATION AND MOTIVATION:

Eric **does not manage his study time** at all and his grades have been impacted. He **study 1 hour every day at night**. He **likes what he is studying** and believe **he can choose the job** he wants and **have a good salary when he graduates**. He **spend more than 2 hours on social media each day**. He like to **play games on his phone**. Eric is **not having any part time job**, his **financial status is good**. The stress level of Eric is good meaning **he don't stress much**. He is trying to better manage his life.

FUNNEL

INTELLECT - ME





Ad

SIMPLE
TECHNIQUES &
GUIDED HELP TO
RELEASE STRESS

CLICK HERE

Ad

INTELLECT - ME



**REMOVE
STRESS**



STAGE

CONTENT

Re- targeting ads to get the full paid version instead of the freemium version of the application

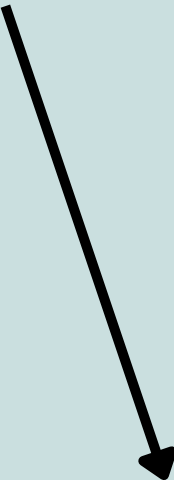
User on-boarding

Once the application is downloaded user get their personalized schedule to help them

Registration

The use of chatbot on our landing page to interact with our user.

MOTF
WARM, QUALIFIED



INTELLECT - ME
USE OF THE
FREE APP

INTELLECT - ME
CREATE
CONTENT ON
SOCIAL MEDIA
TO GET NEW
USERS

INTELLECT - ME
PERSUADE
ACTUAL USER TO
UPGRADE TO
PAID VERSION

INTELLECT - ME WEBSITE

WE HELP YOU MANAGING YOUR TIME AND REDUCE YOUR
STRESS

TESTIMONIALS:

"This is the most amazing App. I like it because it shows me how I feel. My favorite section is the weekly review because I can read what I did that week and think about it"



TESTIMONIALS:



TESTIMONIALS:

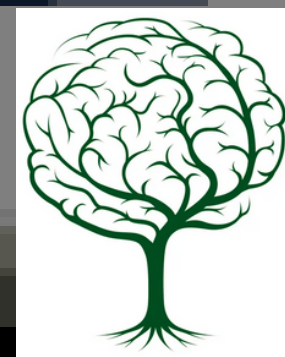


HELP YOURSELF NOW!

ABOUT INTELLECT-ME



PLAY



STAGE

BOTF
HOT,
PURCHASING

CONTENT

GET REVENUE

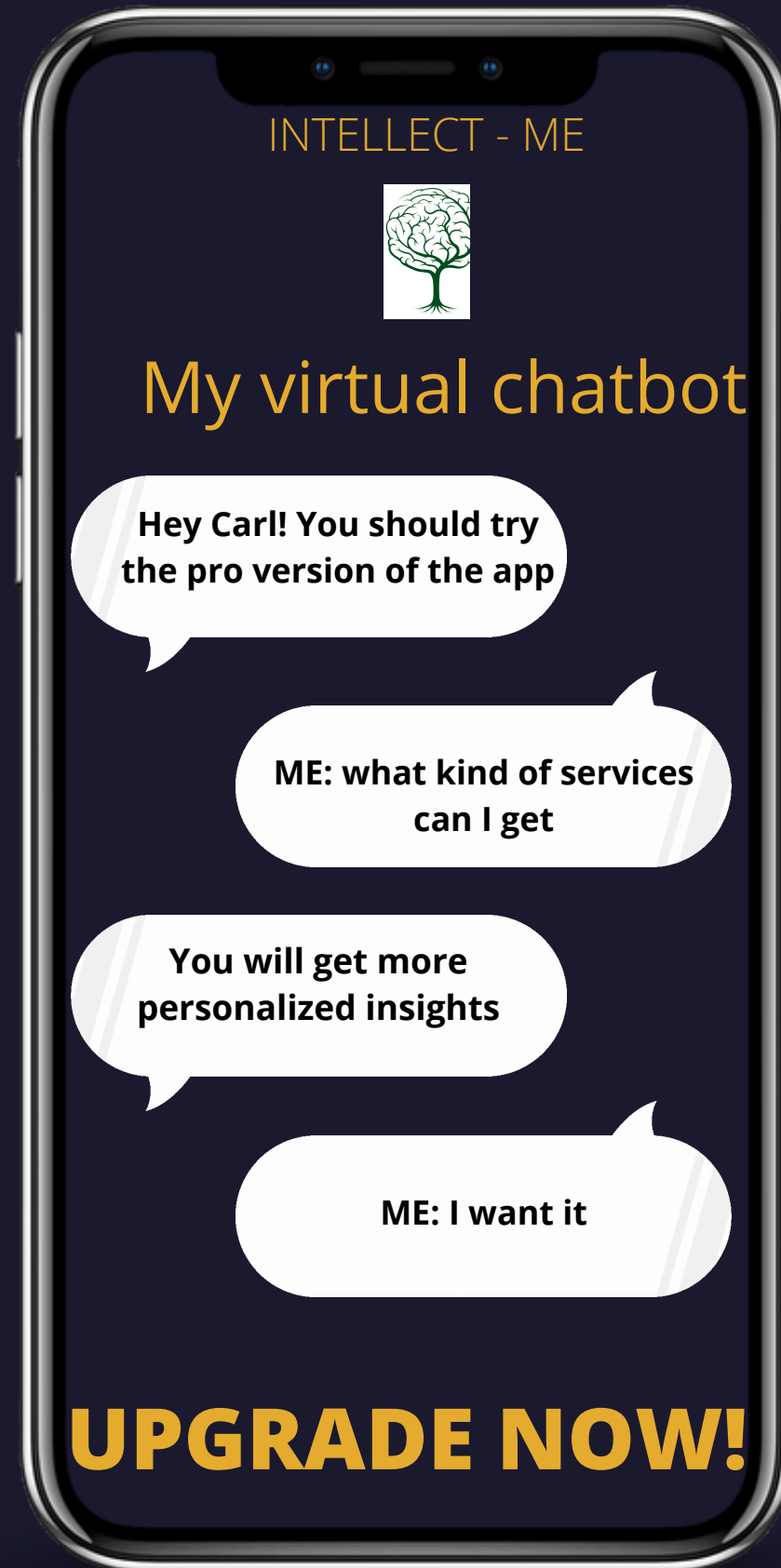
PEOPLE ARE GETTING A GOOD
EXPERIENCE

SEND NOTIFICATION ON
REFERRALS FROM USERS TO
THEIR FRIENDS

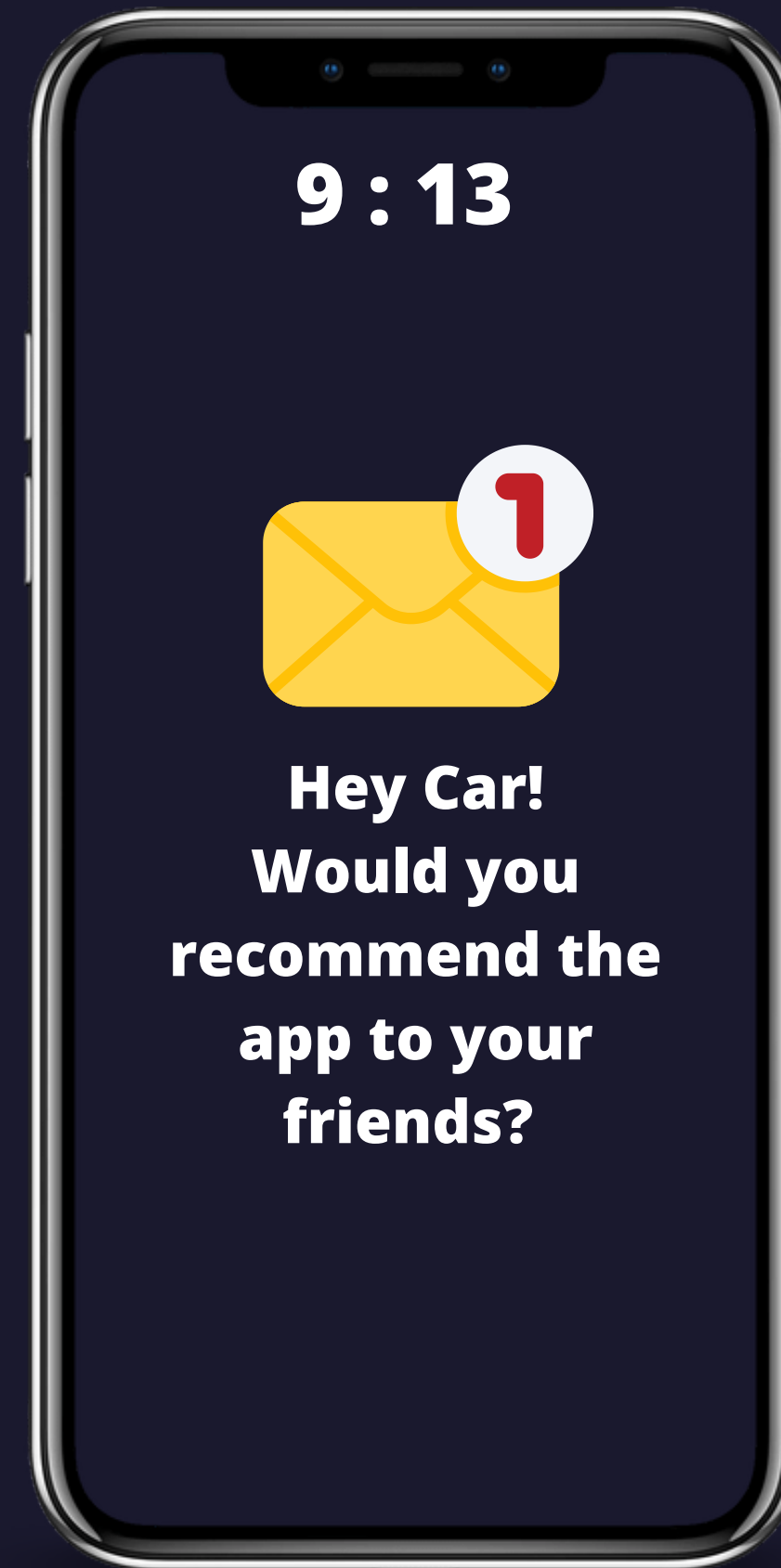
INTELLECT - ME
DECIDE TO
SWITCH TOPAID
SUBSCRIPTION

INTELLECT - ME
GET MORE
DOWNLOADS

Ad



Ad



Martech stack

INTELLECT - ME





Funnel

TOTF
COLD

MOTF
WARM

BOTF
HOT

FUNNEL

PROCESSES

TOTF

Paid Search Engine Marketing : Ads

Text analysis of audience discussions.

Use NLP to know what the audience is saying on my application : reviews analysis

MOTF

Use my data obtained to know who is using my application

Analyse the user interaction on the application using heatmaps

BOTF

Analyze feedbacks of my users

Make K-means segmentation to precisely know who is using my app (segment)

Statistical analysis

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About the dataset

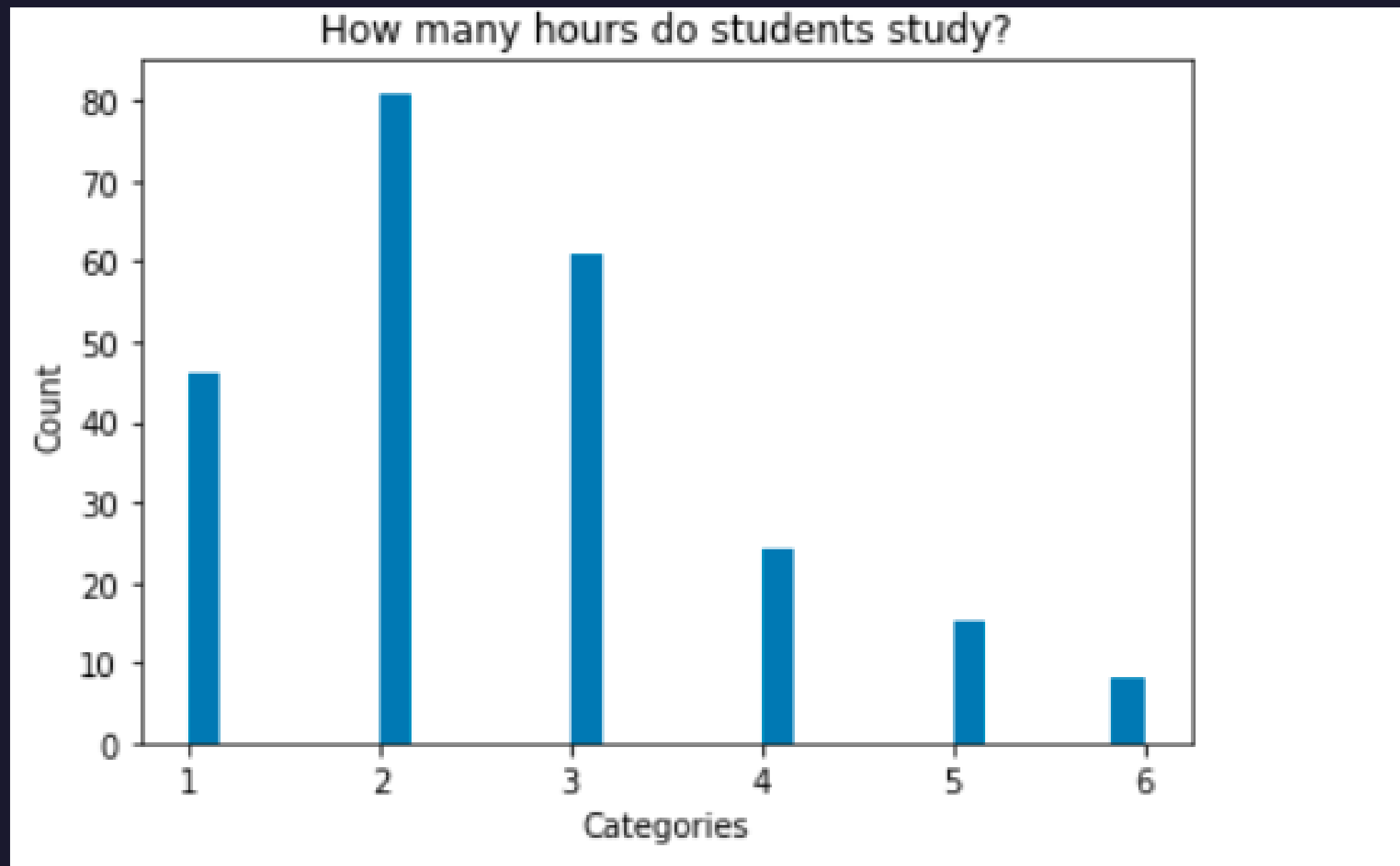
This dataset contains information on 200+ university students
It contains 19 columns and 235 rows.

Some features:

Gender, 10th, 12th, grade, hobbies, daily study time, stress level.....

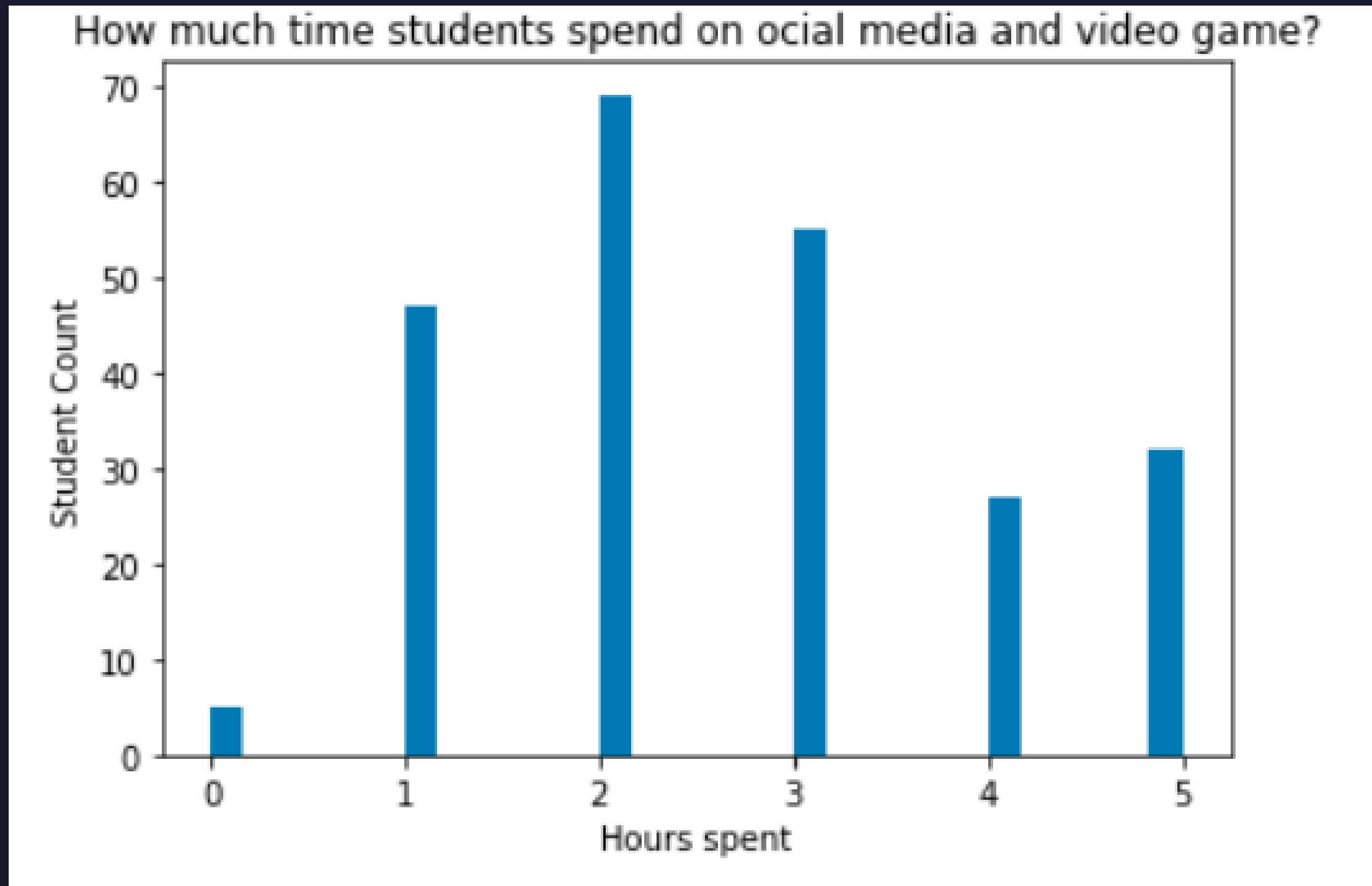
<https://www.kaggle.com/datasets/gunapro/student-behavior>

Some Information



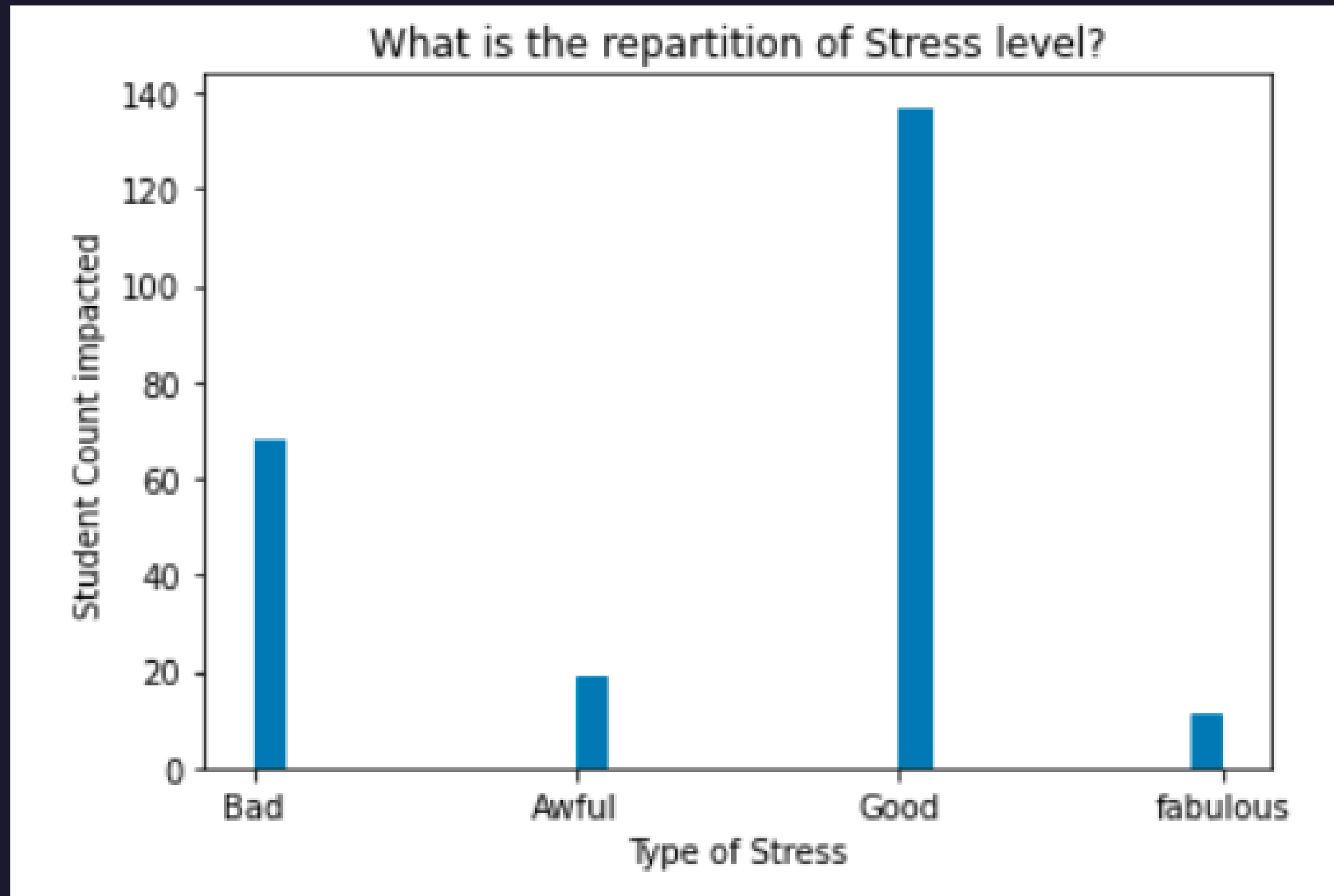
'0 - 30 minute':1,
'30 - 60 minute':2,
'1 - 2 Hour':3,
'2 - 3 hour': 4,
'3 - 4 hour':5,
'More Than 4 hour': 6

More...



'0 Minute':0,
'1 - 30 Minute':1,
'30 - 60 Minute':2,
'1 - 1.30 hour':3,
'1.30 - 2 hour':4,
'More than 2 hour': 5

I want to study the correlation between the stress level and the daily study time, the use of social media.





THANKS
FOR WATCHING

