HobBe: 201_U_09

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Solution Space (Ordered by Increasing Relevance to Project)

See Appendix for Detailed Charts; Relevance Determined by User Goals & Requirements

1. *Founder's Nation*
2. *Startup Tree*
3. *Founder Dating*
4. *Startup Weekend*
5. *Meetup*

Overview/Summary:

This problem space's existing solutions comprise mostly of digital products and services, focused on 1) helping founders expedite the buildout of their business idea and 2) connecting individuals via online profiles. These solutions work very well for general populations. Many of the existing solutions successfully tackled the issue of having a candidate base dispersed across cities, countries, or even continents. Users could search thousands of profiles for their ideal co-founder or new team member. Many services also tackled the issue of finding candidates that were not only interested but qualified, through pre-signup surveys and questionnaires. These services addressed the time-constraint issue that many founders have through solutions that were focused around quick result turnaround time or, in some cases, instantaneous turn-around time (such as forming weekend-event teams).

Prominent technological solutions include databases, job boards, and websites with online profile creation, online profile suggestions, and online messaging capabilities. In short, many of the existing technological solutions are not unlike the core features of many social media sites. Prominent non-technological solutions primarily revolve around in-person weekend events or meetups, though these are often facilitated by first contact through a digital platform.

Though this solution space is quite robust already, we believe that none of these solutions yet tackles the core needs and wants of our target audience. Though these may be great tools for individuals spread out across the globe, these do not work particularly well for team formation in local communities and strengthening the social fabric within them (in keeping with this year's CHI theme). For example, we found that our target audience of founders perfers face-to-face contact over somewhat-anonymous online communication. Additionally, we found that our target audience values team member co-location. Finally, we found that in regard to technical skills, many founders evaluate and value team dynamic and fit in addition to concrete technical skills when recruiting potential team members.

The existing solution space understands the traditional recruiting process for enterprises. However, many of these solutions simply assume that early-stage startups' attributes and needs are the same as those of larger corporations. Thus, existing solutions focus their features and user experience on the needs of users in that group. However, as we have learned from our interviews and user research, startups-- even late-stage ones-- have different needs and pain points when it comes to recruiting new members. This is our opportunity to innovate: to create a tool that provides superior recruiting experiences for startups by considering the unique needs of early-stage company founders, such as discovering colocated candidates, engaging in face-to-face interaction, and often weighing team dynamic more heavily than a candidate's concrete technical skills.

Idea Generation: Group Session

I2 Presentation: During our brainstorming session, each of us took turns presenting the twenty ideas that we generated for I2. We discussed at a high level the pitfalls and merits of each idea, how they related to the overall problem that we chose (connecting founders and job seekers on college campuses), and how they fit into our user requirements and persona goals. Next, we took about twenty minutes to pick our top three favorite/most viable ideas from our own idea generation sessions. We presented these to each other and again discussed the previous factors. We also noted teammate design ideas that particularly resonated with us, though this was done more informally since we had already gone through all eighty of our ideas.

Grouping: Once we had a more focused idea of what we were looking for in a potential solution, we grouped similar ideas into piles. We were quite liberal with how we grouped them since we recognized that certain elements of one design idea could be incorporated into another design idea and make it stronger. We ended up with four common piles: an AR/VR solution (8 sketches), a "hobby-first" solution (11 sketches), a "dating-app" solution (3 sketches), and a "speed-recruiting" solution (4 sketches). We constructed two charts (see appendix) to better visualize how each of these solution areas applied to our requirements and goals.

Ideas Considered: These four piles formed because each particularly satisfies different goals, requirements, or combinations of the two. For example, AR and VR solutions incorporate face-to-face interaction, saving time, showcasing a variety of skills, and evaluating candidate qualifications very well, but does not address colocation or assessing team fit. The "dating app" solution, on the other hand, addresses colocation, assessing team fit, and saving time very well, while it falters on finding committed team members and ensuring candidates are qualified. Upon

analysis, the speed recruiting app does help identify candidate pros and cons and does save time but falls short on most of the other goals and requirements.

How We Chose Our Final Design Idea: We ultimately chose our final design idea by analyzing the above charts and determining which solution space best met our user goals and requirements. Initially, we were interested in exploring an AR or VR solution; however, upon further reflection, we realized that a "hobby-first" solution best met our personas' goals and needs.

Originality Check: Initially, we were concerned that our solution would be too similar to those of LinkedIn or Meetup. However, upon further inspection, we determined that these services do not tackle many of the core goals and requirements that we identified in our interviews. For example, MeetUp does not provide any support or tools for checking candidate qualifications or for saving time in the recruitment process. Likewise, LinkedIn does not provide any specific support or tools for finding colocated candidates, assessing team fit and chemistry, encouraging face-to-face interaction, or for filtering cultural values. Additionally, both of these services focus on larger enterprises, rather than smaller entities such as startups.

Initial Choice: We chose a "hobby first" solution in the form of a mobile application.

What: Our solution helps founders, particularly those on college campuses, organize recruiting events focused around a common interest or hobby. The idea is to rally a group of people around a collective interest, allowing them to gauge how well they would interact or mesh together as a team.

What It Does: Our solution provides potential hobbies that a group of people can participate in together. Within each hobby is a list of upcoming local group events focused around the

particular hobby. Users can then sign up to participate in the hobby and the solution provides a platform for communicating and coordinating on logistics.

How It Works: The application first asks new users to specify whether they are founders or whether they specialize in development, design, or business. If they are a founder, it also asks what role they are looking to fill: developer, designer, business professional, or no preference. The mobile application provides a list of event categories for founders or job-seekers to choose from; however, founders and job seekers alike can create a new event category if it does not yet exist. Once a category has been created or chosen, the upcoming opportunities for that category are displayed with time, location, and attendee information (particularly whether a person with the type of position they are seeking to fill will be in attendance). Both founders and job-seekers can join the event and their profiles are then listed in the event details. Attendees then meet at the specified location and time to engage in the activity.

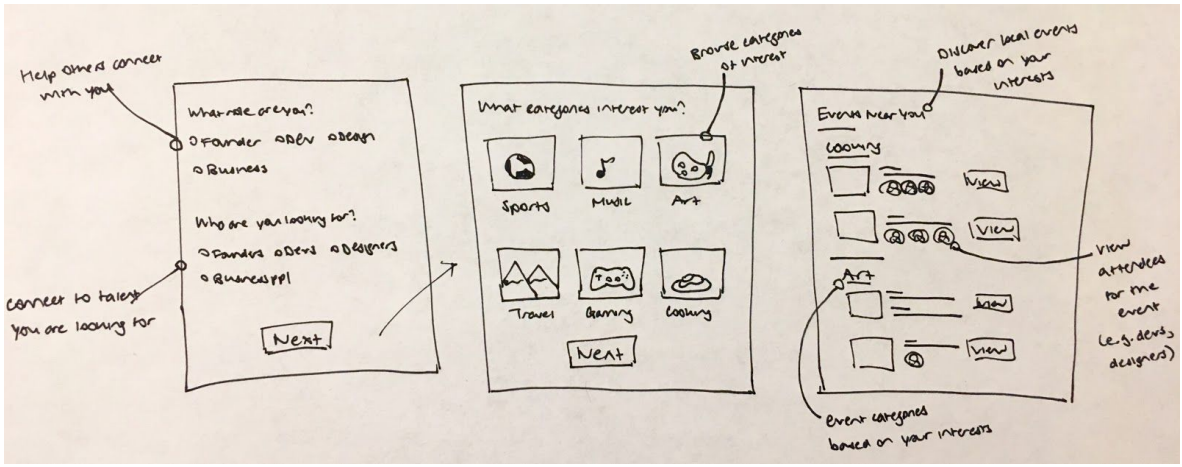
Features:

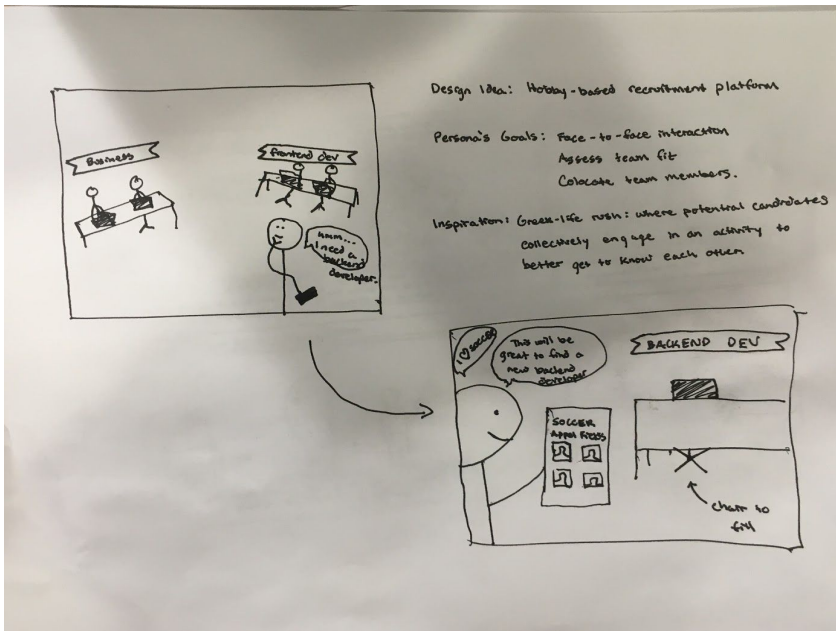
1. **Find Local Group Activities:** Founders and job seekers can browse and sign up for events focused around a common hobby.
2. **Organize Activities:** Founders and job seekers alike can create new hobbies or events within hobbies.
3. **Make A Profile With An Attached Resume:** Founders can request/job-seekers can include a copy of their resume for qualification analysis.
4. **View Participant Resumes:** Attendees can view their fellow attendees' resumes to understand who they will be meeting with.

Persona Interaction: Max, our persona, is expected to use this solution as soon as he thinks about expanding his team. Max would download the mobile application, find or create a hobby that interests him, select an event, and then attend. Since Max cares about his connection to people and believes that people with chemistry work better together, he makes sure that he does not miss the event and takes full advantage of the opportunity to get to know some new people. But Max also cares about trust and hard work, so he checks everybody's resumes in the application beforehand. Max enjoys the event and determines some potential candidates, but he isn't quite sure yet, so he continues using the application to continue to develop relationships with past candidates and to meet more new candidates.

Persona Goals & User Requirements: Our goals and user requirements chart is available in the appendix. Overall, one of the reasons why we decided upon the "hobby first" solution was because it met our goals and user requirements so well. There are not any goals or requirements that are not met, though some are loosely met. For example, "hobby-first" meets the user requirement of filtering cultural values indirectly: existing company and candidate cultures will determine what types of hobbies they feel comfortable engaging in. Our solution does not currently directly address this requirement by, for example, surveying users for their cultural choice before searching. Additionally, this solution loosely meets the goal of ensuring that candidates are qualified. Though users can view resumes and thus determine skill sets and work experience, just as with any other resume, it does not constitute a 100% representation of a candidate's ability and qualifications. Thus, this assessment may have to wait until the employer and candidate meet in-person.

Additional Free Hand Sketches:





Design Concept:

Tasks

1. Users should be able to **create and set up their accounts**. An account would contain a user's name, email, and password, while setup would include the type of roles they are looking for and events they're interested in. We want the user to be able to do this so they can be discoverable on the platform, and so they will find relevant results on the platform

for meeting people their venture needs at events where those people share a mutual interest. This supports founders' ability to find team members with common interests and potentially leads to better team chemistry/fit.

2. Users should be able to **discover and find events**. An example of this would be a user looking for a video gaming event; we would like this user to find local activities where he/she can play video games with potential team members. We want them to be able to complete this task so the user can find like-minded people. We chose this task to meet the requirement of team chemistry and creating face-to-face opportunities. Assessing team fit comes across informally through how people interact during the hobby. For example, measuring sportsmanship in a pick-up basketball game or teamwork in a multiplayer video game could be good indicators of how well potential team members would work together towards a common goal.
3. Users should be able to **manage the guest list** of their own event based on attendees' resumes. We want them to be able to do this so that if they have a private event, they can choose who they want to meet based on their qualifications. This meets the requirement of filtering for qualified candidates. A subtask of this task could be viewing the profile associated with each attendee.
4. Users to be able to **add their resume** to an event. Candidates should be able to do this so they can provide proof of their experience and skills to founders; we chose this to meet our requirement of showcasing a variety of skills. A related subtask of adding a resume would be adding interests.

5. Users should be able to find people with specific skill sets that they are looking for. We want them to be able to do this in relation to our persona's goal to ensure that candidates are qualified for the roles he/she is actively hiring for.

All of these tasks are related sequentially. A founder can create an account and set up her preferences for events and candidates, from which she can view relevant upcoming local events and attendees. The event detail page is where founders can track the guest list of their events, find people in specific roles, and view their resumes.

Scenario

Max is currently a 20-year-old junior in college and has been developing an app in his free time with some buddies. Max would like to build out his team and recruit a front-end developer and a UX designer. He heads to eHub to try and talk to some potential hires but doesn't have much luck. Instead, he opens a new app that he downloaded for finding potential team members by participating in local events.

Max opens the app and is prompted to create an account, so he enters his name, email, and a password. He's then prompted to an onboarding to select what role he is (e.g. founder), what roles he is looking to meet (e.g. developers) and what categories of events he would be interested in meeting them at. Based on this information, he's taken to a list view of upcoming local events attended by people on the app who fit those roles.

Max clicks into a music event that interests him and is able to find event details, as well as view the list of attendees who signed up for the event and are developers. He marks himself as

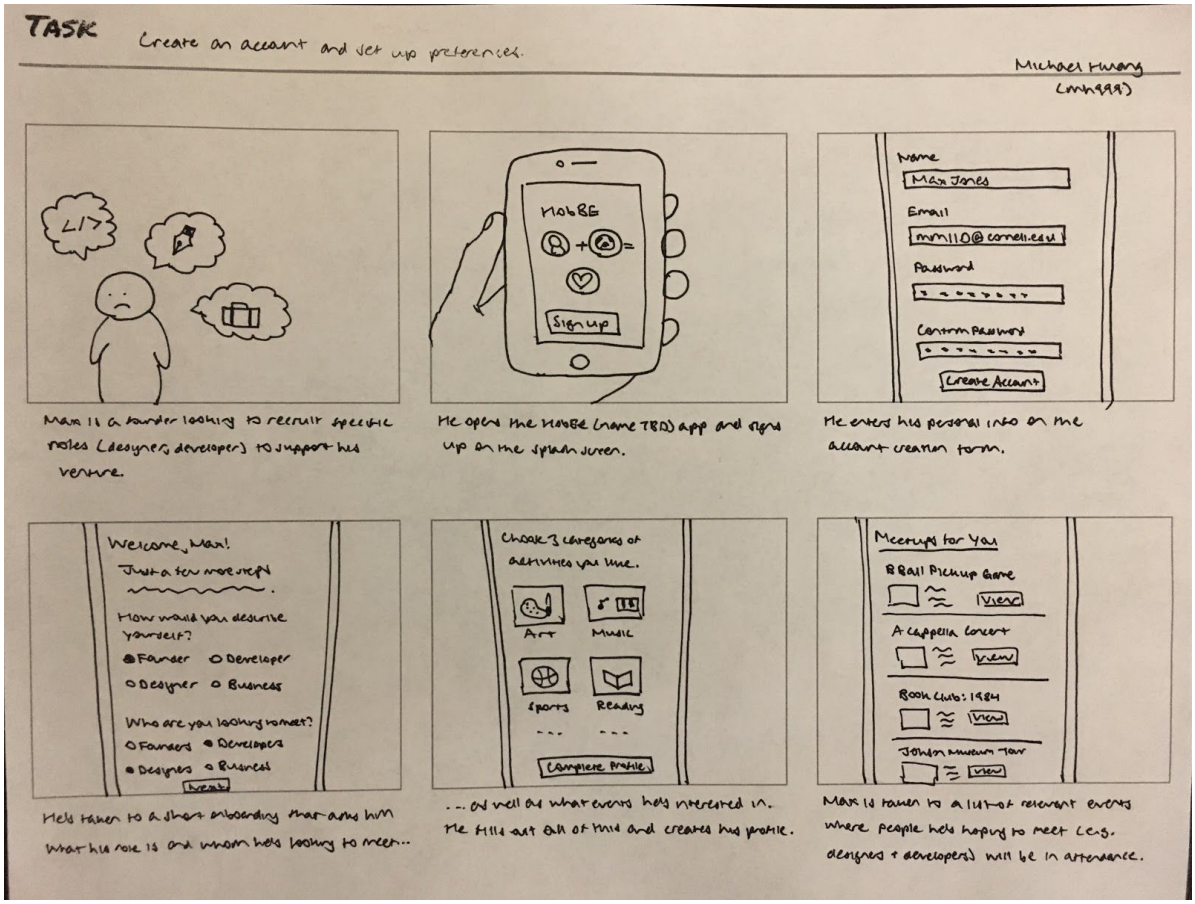
going, and his attendance is made publicly visible to other attendees. He is excited to find that many potential team members will also be attending this music event.

From the attendee list, Max is able to preview each attendee's name, basic info (year, major) and resume. Based on this, he is able to identify specific developers who might fit with his team's current needs (e.g. front-end developers with experience in React) and is excited to get to know them better at the event. He feels reassured that candidates are qualified and that they all share a common interest with him, making first contact a little less awkward.

At the music event, Max spends time with some of the developers he was interested in, and through face-to-face interaction, gets a feel for whom he would have good chemistry within a team. At the end of the event, he's feeling content and invigorated from meeting new people, and hopeful to keep in touch with those candidates who stood out based on their online profile and personality during the event.

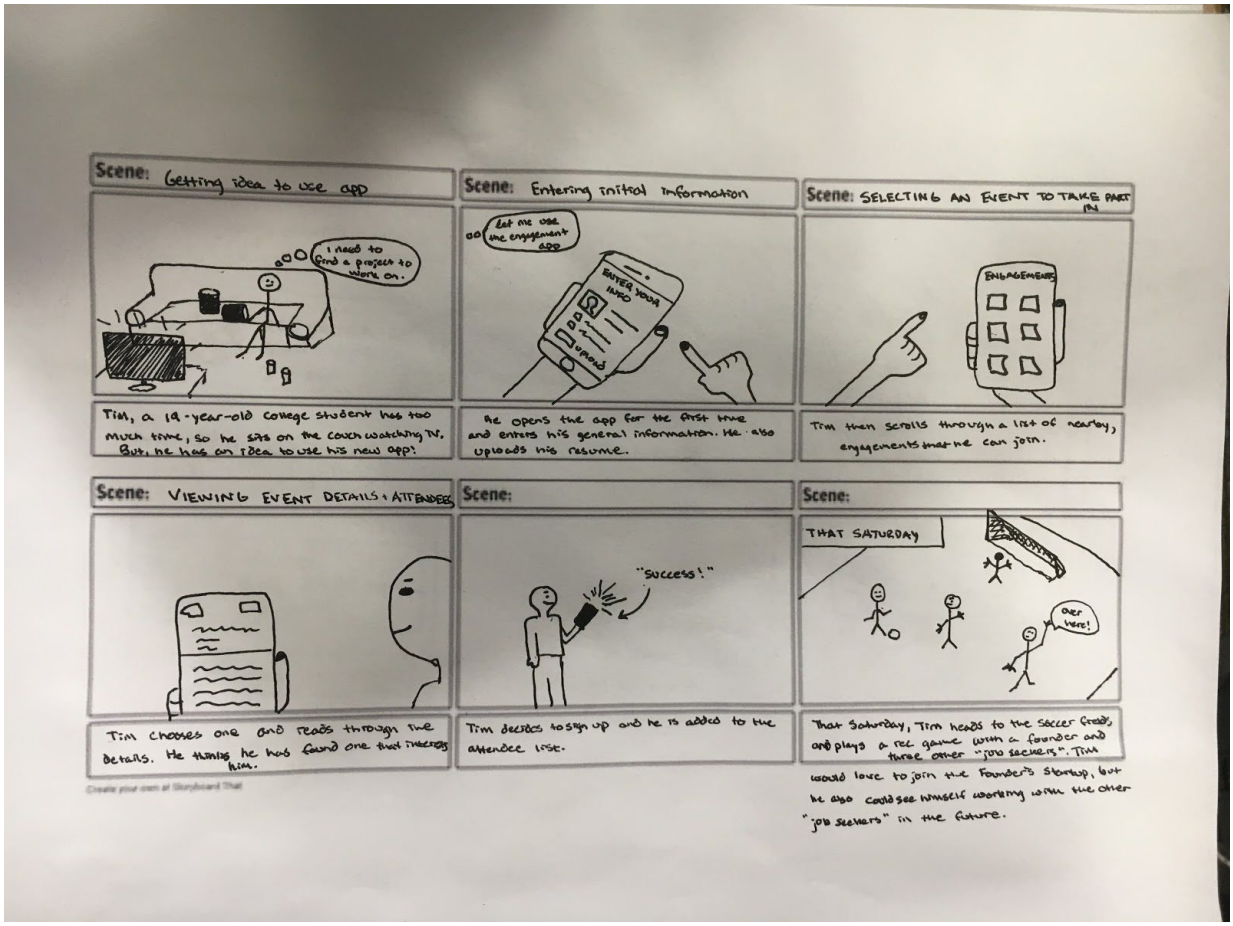
Storyboards

Storyboard: Michael Huang



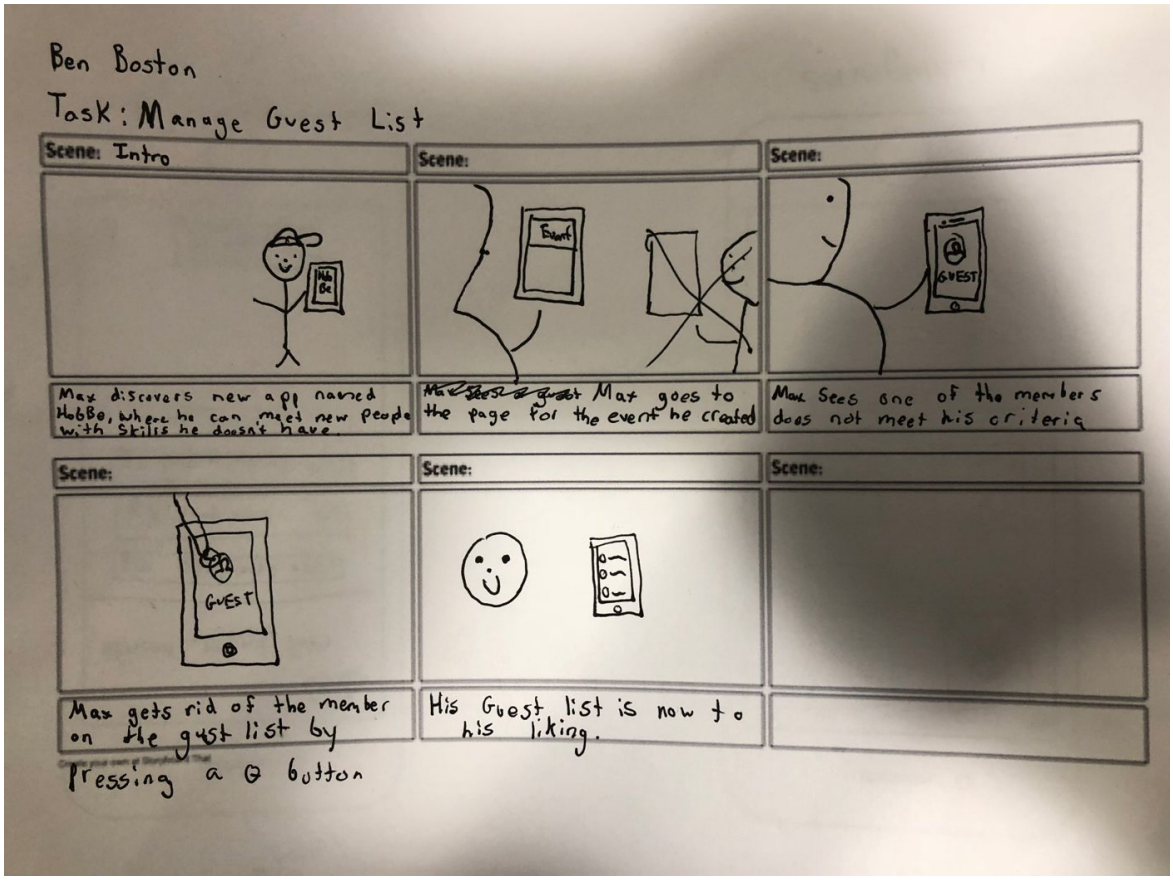
The storyboard shows our persona, Max, opening our application and signing up for an account. He is looking to recruit for specific roles (e.g. developers) to help with his venture, so after entering his personal info for the account, he fills out his preferences for whom he is looking for. He also fills out what events he's interested in meeting them at, and completes the flow for his account creation.

Storyboard: Constantin Miranda



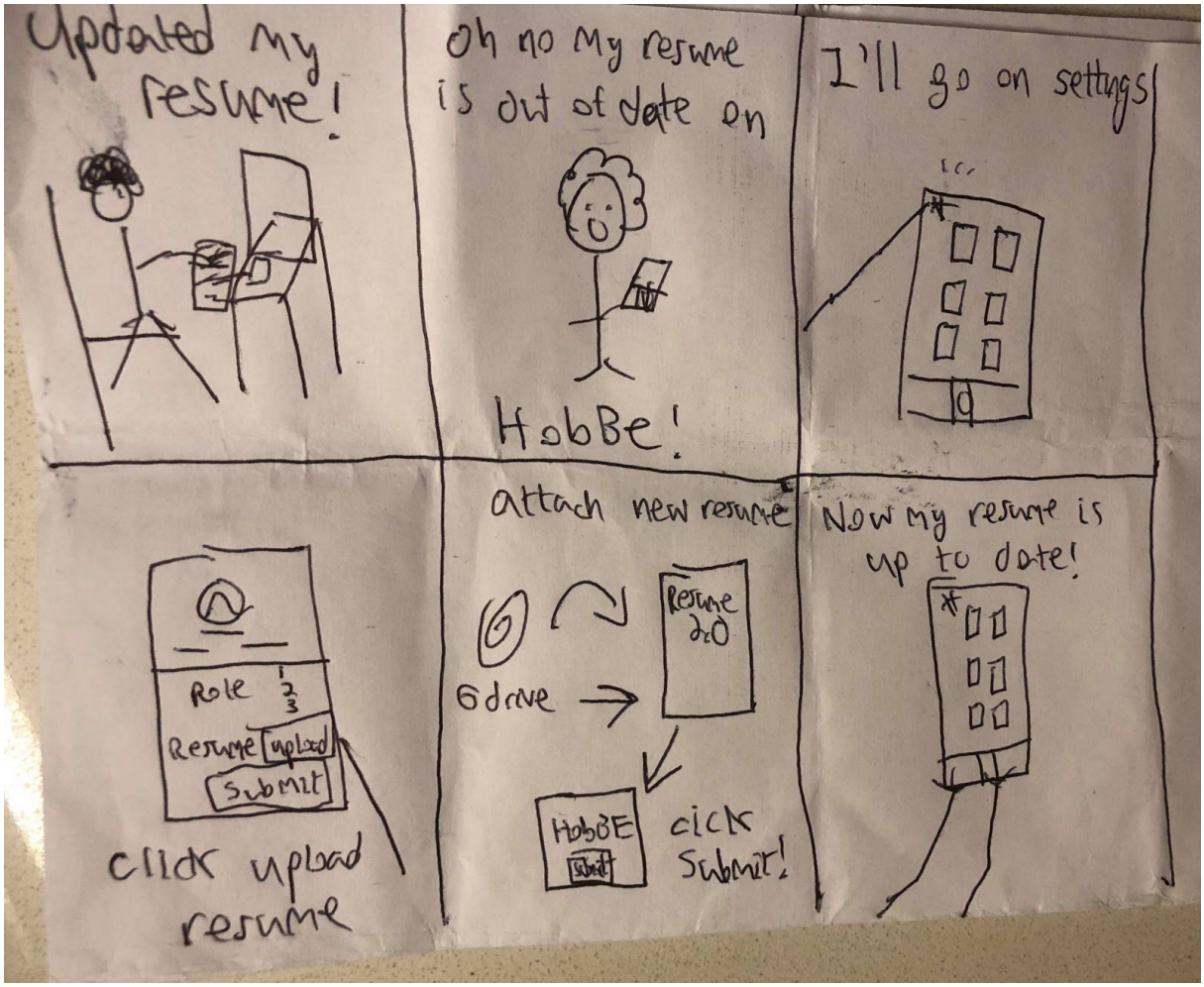
This storyboard shows a user discovering and finding events through our proposed solution. The user is first depicted thinking about thinking about joining a project. He then opens the new application that he downloaded, inputting his general information to create an account. The user views a list of potential hobbies and selects one, thus allowing him to view the upcoming event details. Since the activity is of interest to the user, he clicks “join” and successfully signs up. That Saturday, the user plays a fun game of recreational soccer and creates some potential future connections!

Storyboard: Ben Boston



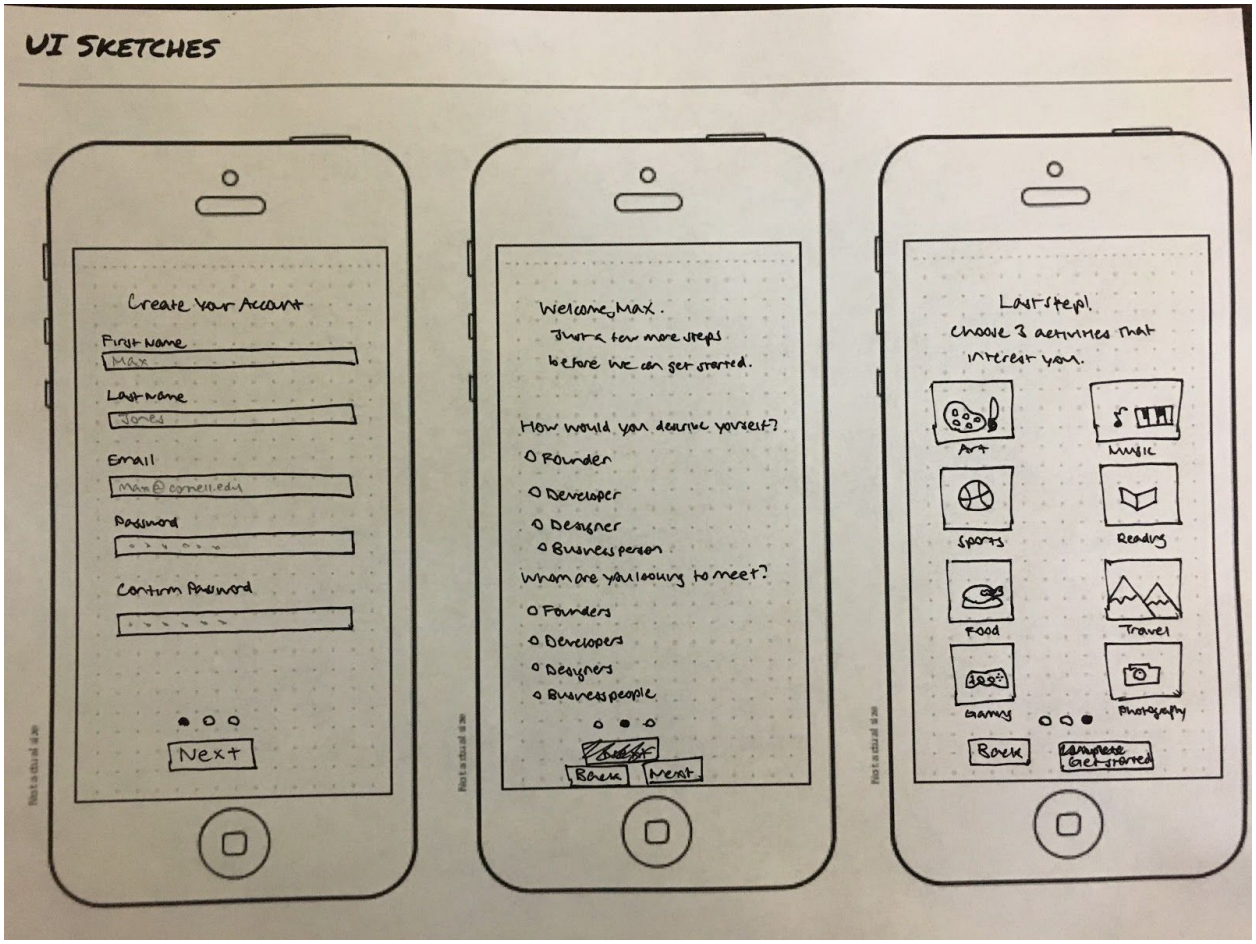
The storyboard shows the user Max, looking over his guest list for his event that he created. He realizes that there is one person that doesn't quite meet the criteria that he is looking for. He then removes this person from the guest list.

Storyboard: Hamed Rabah



The storyboard shows the user uploading a new resume to his profile. He realizes that his resume is out of date, so he heads to the ‘settings’ page to upload his updated document.

UI Sketches [Insert sketches of the primary screen/primary point of interaction]



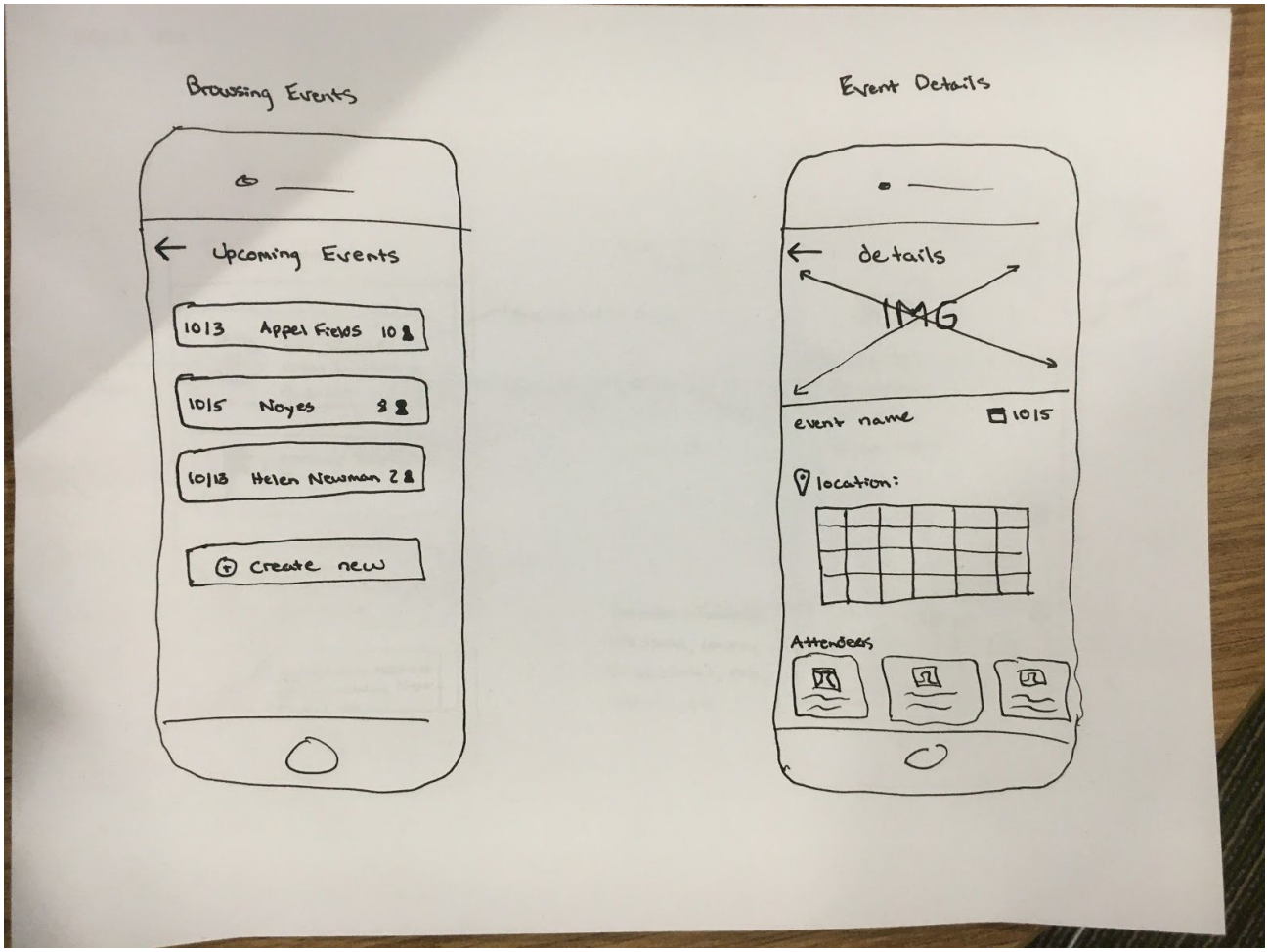
The account creation and setup task consists of 3 screens contained in one flow.

The first screen includes fields for entering account information, such as first and last name, email, and password. Blank text fields convey the **affordance** of being able to enter information, and are **standardized** across many online systems that require user input (e.g. online purchases on Amazon, writing a tweet on Twitter). The confirm password field is included for **error recovery**, in case a user accidentally misenters his/her password the first time. The "next" button would be greyed out/disabled until all required fields are filled in as a **constraint** before a user can proceed to the next step.

The next screen asks the user to answer two questions, one about what role they are and the other about what they're looking for. The former could be implemented with radio buttons as a **constraint** that forces the user to choose one, while the latter could be a checkbox group for users interested in meeting multiple types of people. Elements of personalization, such as using the user's previous-entered name ("Max") and adopting a conversational tone (use of "you") appeal to the **emotional** dimension of user experience to make users feel pleasantly surprised and at ease during the account creation/setup process.

The last screen allows the user to select up to 3 activities that most interest them, to later populate their feed with events. A **constraint** that would be necessary here would be selecting up to 3 categories max, and a good way to improve **visibility** might be to show a checkmark on the category when selected.

Across all 3 primary screens, the progress indicator provides **natural mapping** of how far along the user is in the account creation process. Back buttons on the 2nd and 3rd screen also allow for **error recovery**. The overall account creation flow is relatively quick (e.g. the 2nd screen is only 2 questions), appealing to **contextual** and **holistic** UX, since users most likely want to get started as quickly as possible and would be frustrated by an excessively-long account creation process.

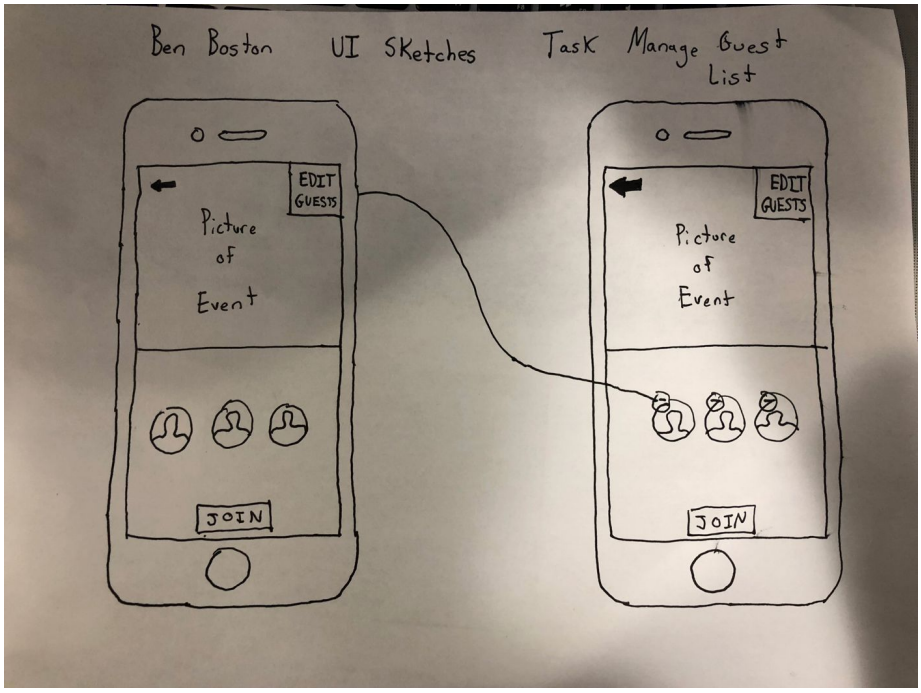


The “Browse & Find Events” task consists of two screens: the overall event list and the specific event detail view.

The first screen shows a list of upcoming events, complete with date, location, and attendee details. The event buttons provide the **affordance** of being tappable for the user to enter into its detail page. Furthermore, these buttons would provide **feedback** by changing color when the user taps on them. The back button provides **error recovery** in case the user finds themselves at this screen accidentally. The design takes a very simple approach, minimizing the amount of metadata on this screen (e.g. times, list of attendees) to only the most necessary details since the next screen provides far more space to display that information for a specific event.

The second screen shows a particular event's details. At the very top of the screen, a back button again helps with **error recovery** and maintains consistency across the UI. The map under the "location" header **affords** the ability to open the event's location in their mapping application of choice. The attendee cards at the bottom of the page provide just enough detail for the user but suggest that the user clicks on them to open up a more detailed view.

UI Sketch - Ben Boston

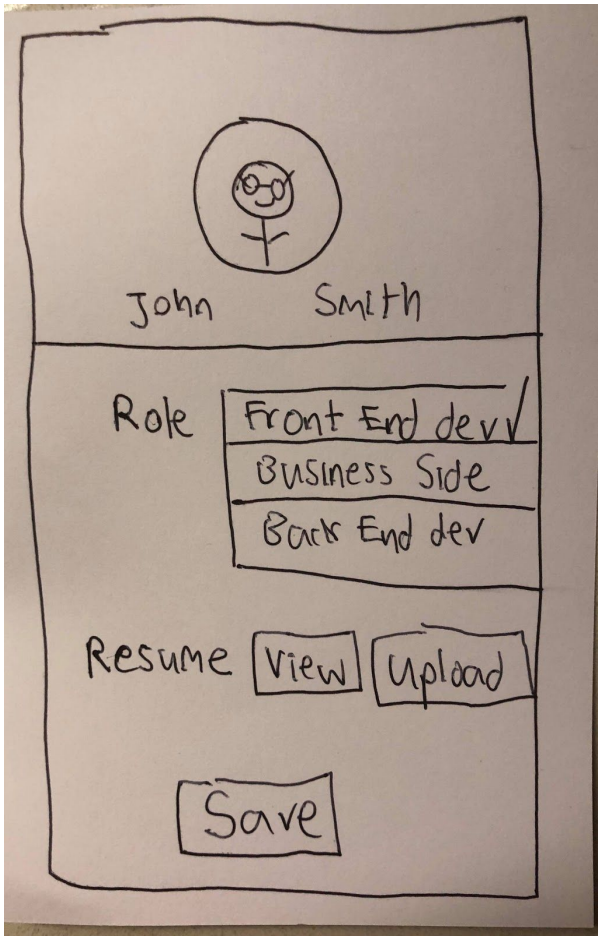


The task for management for the guest list is fairly simple. There are two screens in order for the user to get to guest management.

The first screen is the picture of the event and the guests that are arriving. In the top left corner, there is a back button in order to go back. In the right-hand corner there is an edit guest button. Once that button is clicked, '-' signs come up inside circles above every guest. A user can then press the circle in order to get rid of someone from the guest list.

The - buttons have a clear natural **mapping** for the user, as people understand that subtraction means taking away something. The buttons on the screen all have **affordances** of completing a certain task, whether it be to go back or to manage the guest list.

UI Sketch - Hamed Rabah



The task for uploading a new resume only involves one screen: the ‘settings’ screen, accessible via the settings cog on the home screen.

The screen consists of the user’s profile information. A level of **personalization** is included by displaying the logged-in user’s name and photo. Additionally, the design provides **feedback** by displaying the previously selected options and giving the user the opportunity to

view their existing resume document. The various input elements on the screen **afford** the user the ability to change their current information, such as the upload resume button and the role selection interface. A save button at the bottom of the screen provides an opportunity to exit out of the screen and return to the home screen.

Paper Prototype

Link to Youtube Upload of Video Animation

Task 1: Discover & Find Events

- User begins on the main screen displaying all available hobbies
    - **Design Decision: We included an image/icon with each hobby in order to help the user quickly decide. Icons/images will help the user to quickly find the hobby they are interested in participating in. Or, if the user does not yet have an idea in mind, these images/icons will help him/her think of some ideas for a new hobby to add to the application.**
- User selects "Jogging" hobby
    - User is taken to list of upcoming jogging events
    - User selects closest event to current date.
        - **Design Decision: We ordered the upcoming events in chronological order with the closest event at the top of the list. We decided upon this organizational structure because our users want to save time and follow a sensible hierarchy as they browse down the feed.**
- User is taken to the "event details" screen
    - User sees "join" button in bottom right corner

    - User clicks “join”
    - User’s profile is added to the event, now viewable by the event creator and other attendees.

Task 2: Upload Resume

- User begins on the main screen displaying all available hobbies
- User sees the gear icon in the top left corner.
- User clicks the gear icon.
    - This brings the user to their profile.
- User clicks “upload”
    - Upload interface opens with a file browser to select the particular file to upload.
    - User selects “resume.pdf”
    - Upload interface closes
    - **Design Decisions: Since this is a mobile application, we wanted to reduce the number of “clicks” it would take to carry out an action. Thus, we decided that the upload interface should automatically close upon selection of a file.**
- User clicks “save” button
- User is returned to main screen.
    - **Design Decision: By returning to the home screen, our design communicates to the user that their requested changes were successfully made.**

Task 3: Manage Event Guest List

- User begins on the “upcoming events” page
- User selects an event that they created.

- User is taken to the “event details” page
    - Since the user created the event, they now have an “edit attendees” button in the top right corner of the screen.
    - **Design Decision: We placed the “edit attendees” button in the top right corner since most mobile applications follow this layout. Thus, users new to our application will feel more comfortable/familiar with using the application the first time.**
- User clicks “edit attendees”
    - “Delete” icons (circular minus signs) appear above each attendee profile picture
    - User clicks on the “delete” icon to remove an attendee.
    - **Design Decision: We chose to implement the attendee removal functionality this way because it allows the user to delete multiple attendees at a time, which may be useful when attendee lists get particularly long.**
- Attendee profile disappears from event, an attendee has been successfully removed.

<u>Task 4: Create an Account</u>

- Upon first opening the application, the user is prompted to create an account
    - The user is prompted to input their email, first name, last name, and to create a password.
    - User enters all relevant information, and then clicks “sign up”
    - User is brought to the onboarding screen.
- User responds to 2 quick questions on the role that they currently serve and the role that they are currently searching for.

    - **Design Decision: We included both questions on the same page to make it more apparent to the user why we are asking these questions. By placing them directly next to each other, the user can deduce their purpose. We only selected two questions to make the onboarding flow quick and painless, and facilitate our user's goal of meeting people to fill specific roles in their team.**
- User is placed on the main screen to select categories of hobbies that interest them.

Task 5: Discover Candidates with Particular Skills

- User selects a hobby from the main screen and sees upcoming events for that hobby
- User selects an event, which brings the user to the event details page.
- User selects a profile from the attendee list.
- A modal appears with the attendee's basic information (name, year, major) and resume.
    - User skims the resume for any skills or information relevant to their needs.
- User clicks an "x" to close the attendee profile modal.
    - **Design Decision: We chose to implement the resume viewer as a modal rather than an entirely new screen because we believe our target users will want to quickly browse through several resumes. By using a modal, the user can quickly skim a resume, close it, and then move on to the next candidate's resume.**

User Feedback

User Test #1

Profile

The first user tester is an entrepreneur at Cornell who is looking for team members for his company. He is in the field of computer science and currently only has programmers helping him with his company. He was very interested in our design as the idea sounded like it would be helpful towards him as he is in the early stages of his company. He would like to recruit people who have other skills such as business skills or design skills.

Responses to design and feedback and Preventions

1. The user questioned whether he would want to have events with random strangers. However, the user did like the fact that he was able to do some hobbies that he loved.
2. The user found a problem with doing task 1. They were unable to go back to the list of events screen because the back button was backwards.
3. The user was unable to figure out if he had pressed something or not.

This was good feedback that the user had about the app. We didn't catch the back button without him.

Changes to make for the future

1. Add feedback to button presses, ex. a little buzz when a button is pressed or a highlight in order to make this clearer.

2. Fix back button on event description page so the user is able to go back to the event list screen.

User Test #2

Profile

The second user is the CEO of a small company. He works in the field of business as he is currently a hotel student at Cornell. He has a lot of team members already and has gone through the team member process already. However, this app may be able to help him find more members for the future.

Responses to design and feedback and preventions

1. The user was able to get a lot of the tasks done, however, he mentioned he was never sure when a task was actually done.

2. The user wondered what he would do if he would want to exit a certain event. This is important because a user should be able to respond whether or not they can make an event, because it might be a lot clearer to the event starter what the headcount of their event would be.

We always thought that the user would be available to do a certain event but we didn't account for the fact that a user wouldn't be able to make an event.

Changes to make for the future

1. Add feedback screens ex. When something is done a confirmation screen appears.

2. Add a button or screen to manage the events signed up for.

User Test #3

Profile:

The third user doubles as the CFO and recruiting officer for an eLab startup in the news space. He is an engineering student and does not often have a lot of time. He will be working at Goldman Sachs next year if this startup does not accelerate quickly enough.

Responses to Design and Feedback and Preventions

1. The user first mentioned that he did not like the color scheme very much, but we explained that the color of a paper prototype is not accurate.
2. User first went to the settings page. After viewing the options, they mentioned that they wanted to change their profile picture, but no functionality was included for this.
3. On the home screen, the user wanted to set the picture of his hobby but did not understand that an image would automatically generate based on the keyword.
4. The user mentioned that he wanted more feedback overall on button presses, value entries, and other changes to the UI.
5. When asked what would prevent him from using this application, the user mentioned the customizability. The user said that he tends to only use applications that he can heavily change to his liking. For example, he mentioned using a specific launcher on his Android phone to achieve the look he was going for.

   Upon review, we realized from this user test, particularly, that some users seek an extremely high level of customization. They want a personalized experience. We also realized how important feedback is since often the user was confused as to whether an action was successful or not.

Changes to make for future:

1. As previously noted, add more feedback screens, animations, and emphases.
2. Include functionality for changing or switching profile picture or profile icon.

Note: We did not address the hobby-picture issue since this was a misunderstanding of the functionality of the application. The intent was for the icons to look cartoonish or emoji-like, not actual photographs. Thus, when we create a higher-fidelity mockup, this will be clear to the user.

Team Contributions

Our strategy for completing G3 was to regularly meet as a group to complete the parts that required collaboration and then agree on a set of tasks to complete individually by our next group meeting. These individual tasks ranged from adding to our overall G3 document to creating elements for our paper prototype. Constantin took the lead on the solution space, sourcing existing product and solution ideas from the rest of the group. Each team member contributed to the comparison tables, and then Constantin handled the editing, compilation, and ordering of this section. Our idea generation and design concept sections were completed collaboratively, with each of us working on specific parts ourselves and then our entire group meeting to discuss how to best formulate and synthesize our responses. Some parts, like the UI sketches and storyboards, were completed individually (since each team member needed to contribute one of each). Ben and Hamed led the effort to organize, build, and film the paper prototype. Everyone helped to create paper UI elements since this was pretty time-intensive. Michael covered the user feedback section, scheduling and organizing user feedback sessions and collecting team members' notes on the sessions.

Appendix:

SECTION 1: SOLUTION SPACE

1. Founders-Nation.com

Name & Source	Founder's Nation (www.founders-nation.com)
Target Problem:	Founder's Nation directly tackles the problems of finding a) individuals to join entrepreneurial teams and b) entrepreneurial teams to work on.
Solution:	Founder's Nation provides posting boards both for founders of entrepreneurial ventures seeking additional team members and for individuals seeking to join those ventures.
Functionality:	Founder's Nation includes a brief survey upon sign-up to determine candidate attributes or how far along the startup is (funding, product development, etc.), depending on which type of account is being created. Then, Founder's Nation provides listing boards for ventures and candidates. Individuals from both sides can then contact the party in question via an instant message.
Limitations for College Entrepreneurs:	Founder's Nation is limited for college entrepreneurs since it does not provide a start-to-finish recruitment platform. College entrepreneurs cannot organize meetings, schedule calls, or accept applications. They are only able to send and receive short instant messages. Any

	additional forms of communication must be coordinated and carried out through other services.

2. Startup Tree

Name & Source	StartUp Tree (cornell.startuptree.co or www.startuptree.co)
Target Problem:	StartUp Tree tries to tackle the lack of organization and statistical understanding that often plagues university or college entrepreneurial programs. Their focus is on the problems that college and university administrators face on a day-to-day basis.
Solution:	Startup Tree provides an online platform that helps to manage, track, and support founders and startups on university campuses. The platform is campus specific and is open to all students to join.
Functionality:	StartUp Tree primarily functions as a database, allowing both individual users and entrepreneurial teams to create profiles on their site. They also provide an online listing board for those interested in joining entrepreneurial ventures as well as for those interested in expanding their teams.
Limitations for College	StartUp Tree is limiting for college entrepreneurs since it too does not appropriately tackle the issues of speed and efficiency. College

Entrepreneurs:	entrepreneurs want a) a quick candidate search experience from their end and b) a quick application process for candidates. StartUp Tree's functionality is limited to profile creation and viewing, which does not make either side of the application cycle any quicker. Furthermore, StartUp Tree is limited by the bloat of stale profiles that remain on their site, which frustrates the browsing experience.

3. Founder Dating

Name & Source	Founder Dating (www.founderdating.com)
Target Problem:	Founder Dating aims to tackle two problems. The first is finding a co-founder. The second is networking or connecting people with fellow entrepreneurs and mentors/advisors.
Solution:	Founder Dating provides an online platform on which users can create an online profile and link their LinkedIn profile. The platform then tries to match individuals together.
Functionality:	Founder Dating provides several functions. They facilitate peer discussions with their online message board, organize events in select cities, and provides profile recommendations based on a user's needs. Finally, they provide a database on which entrepreneurs can find people with specific skill sets.

Limitations:	Though they do organize occasional opportunities for face-to-face interaction, such as events and discussion sessions, Founder Dating is focused on major metropolitan cities. This is a limitation for many college entrepreneurs since this site's focus is exclusively in large metropolitan areas, which excludes a large segment of founders on college campuses located outside of major cities. This is also a limitation since those founders are looking to attract colocated candidates, so they would not necessarily want to hire from a candidate pool based in major cities.

4. Startup Weekend

Name & Source	Startup Weekend (www.startupweekend.org)
Target Problem:	Startup Weekend tries to tackle the hardest part of a startup: getting going. The problem is that many of the things that contribute to a great startup (investors, co-founders, mentors, sponsors, resources, etc.) take time to acquire, so Startup Weekend wants to expedite this.
Solution:	Startup Weekend's solution is to provide a 54-hour event at which people with dreams of starting their own companies learn how to create a real company, meet potential co-founders, and connect with investors. During the weekend, attendees network, choose a project, pitch their ideas, build a team, build a product, and present their

	solution.
Functionality:	Startup Weekend is not a platform or a technological innovation, rather it is an organization dedicated to hosting these events. Startup Weekend works by setting up events in various regions and cities, organizing sponsors and mentors, and facilitating the weekend events.
Limitations for College Entrepreneurs:	Startup Weekend is limiting for college entrepreneurs since it restricts company stage to the very earliest stages. Founders with existing ideas and already built-out teams cannot continue growing their venture with Startup Weekend.

5. Meetup

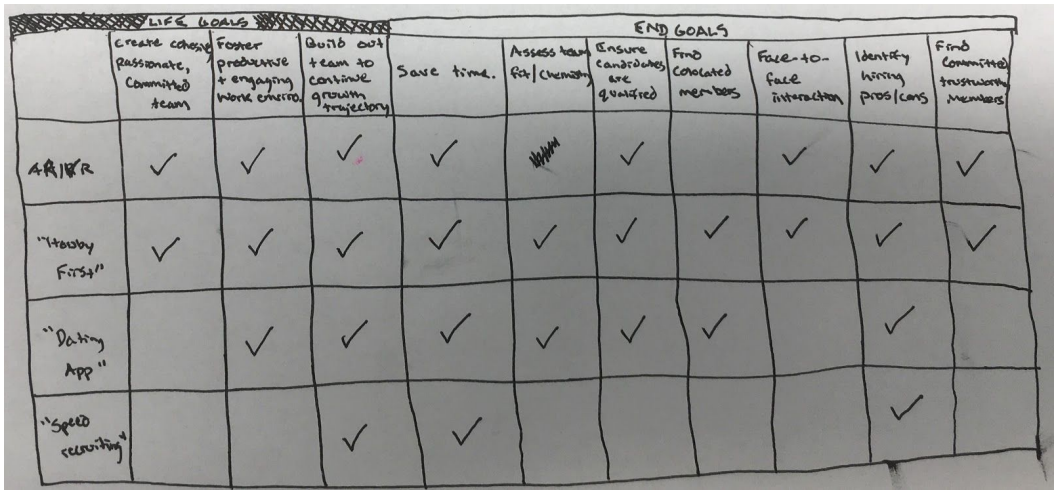
Name & Source	Meetup (www.meetup.com)
Target Problem:	Meetup wants to tackle the problem of finding someone to do something or work on something with. Their goal is to allow people to do more of what they love by organizing group events where people can engage in the same activity in person.
Solution:	Meetup tries to facilitate more face-to-face interactions between strangers - whether that be through group athletics, learning a new skill, or talking about a business idea. Their solution is an online platform where users can sign up for unique activities to do with others

	in their areas.
Functionality:	Meetup has built an online platform where users can sign up or post unique activities that they would like to do with other people. Other users can join in by signing up on Meetup's site.
Limitations for College Entrepreneurs:	Meetup is limiting for college entrepreneurs since it does not provide any requirement that the event be for recruitment. Thus, the "applicant" and event pools accessed via Meetup are not strictly job-related. Additionally, Meetup is limiting for college entrepreneurs since there is no opportunity to request qualification materials and, thus, no opportunity to filter based on skill set.

SECTION 2: IDEA GENERATION

Requirements Chart:

Goals Chart:



	LIFE GOALS			END GOALS						
	Create cohesive, passionate, committed team	Foster productive + engaging work environ.	Build out team to continue growth trajectory	Save time.	Assess team fit/chemistry	Ensure candidates are qualified	Find colocated members	Face-to-face interaction	Identify hiring pros/cons	Find committed, trustworthy members
AR/BR	✓	✓	✓	✓	✓	✓		✓	✓	✓
"Hinge First"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
"Dating App"		✓	✓	✓	✓	✓	✓		✓	
"Speed recruiting"			✓	✓					✓	