

# Spectra



A Modern News Platform



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# Executive Summary

## Statement of Interest

Spectra is seeking investment and funding opportunities to support our marketing and other start-up expenses. Spectra's initial funds will be spent on targeted marketing campaigns aimed towards achieving our first milestone of 10,000 subscribers (Appendix, Figure 7 for Use of Funds). 10,000 subscribers would lead to \$120,000 of annual revenue and less than \$4,000 dollars of operational costs. The majority of all funding will go towards the marketing costs shown on Page 7.

## The Service

Spectra is an online news platform that combines global news aggregation with automatic translation. We source articles from media publications all over the world, in a variety of languages, and translate the content into the user's preferred language. Spectra provides a main feed of categorized news and a topics page to allow users to research specific topics they may be interested in. Every article includes a concise description of the source's background, political leaning, and their history of factual reporting. Our service allows users to read content that has been previously inaccessible and allows users to understand perspectives that they have never been exposed to. Spectra makes accessing this information simple, entertaining, and beautiful. Spectra will be available on mobile and as a web service.

## The Market

Consumers are currently seeking global news from sources such as The Economist, Reuters, and BBC. These publications offer consumers an overview of events happening all over the world. But what if consumers want more than an overview? Local media outlets around the world are writing incredible pieces, but until now, consumers have not been able to access their articles. Spectra is simply the only news platform that streamlines the process of reading foreign news articles. Spectra targets consumers with an interest in any foreign topic. Ranging from a 15-year-old interested in the latest coverage of a video game competition in South Korea to a 60-year-old activist wanting to read coverage of the latest United Nations Climate Change Conference.

## The Competition

A variety of news aggregation services have seen immense success, such as Flipboard, Smart News, and Apple News. These are services growing at an unprecedented rate, growth that is especially apparent when compared to the growth rates of traditional media publications. Spectra differentiates itself from its competitors by creating one package that sources foreign publications, integrates automatic translation features, and allows users to view media by topics.

## Sustainable Advantage

Spectra currently has a first mover advantage in the area of providing global news not limited by language barriers. Through capitalizing on this market, we aim to grow a user base that is both geographically and linguistically diverse. Through allowing user-submitted content, Spectra will be able to move beyond just sharing news and start a global conversation. Spectra could allow people in Venezuela to share their experiences with their government, the Rohingya people of Myanmar to share details about the current genocide of their people, and anyone can share anything knowing that the world can understand them. Spectra's sustainable advantage will be its diverse user base.



## Service Summary

### **Value Proposition**

Spectra provides users with content that would be inaccessible otherwise. We are the only news aggregation service that sources content from publishers around the world; we are the only news aggregation service that has built-in translation features; and we are the only news aggregation service to provide information about every source's history, political leaning, and history of factual reporting. Consumers need all these features to be fully informed about both domestic and foreign news. There is currently a problem within the media of increasing polarization within politics. As a result, media companies have been responding to this polarization by creating an echo chamber for their user base. Spectra breaks through this echo chamber and provides our users with the widest possible spectrum of content.

### **Platform Services**

Spectra will be available as a mobile application and as a web service. We offer users access to both a news feed of categorized articles and a topics page providing a focus towards a particular subject. Our news feed currently categorizes news into a variety of categories such as Technology, Politics, Books & Literature, Sports, Science, Business, etc. Users can personalize their experience through favoriting or unfavoriting any of these categories and choose the order these categories appear in their feed. Spectra's topics page currently displays trending subjects, events, and people. Clicking on a topic will take the user to a feed of information displaying news relevant to the topic. For example, clicking on the "US Mexico Border" topic will lead you to a feed of articles, sourced from *The New York Times*, *El Universal*, *Proceso*, and other relevant sources mentioning the latest updates regarding the border. Currently, Spectra selects each topic using data from Google Trends to determine which topics are trending. Soon, our platform will allow users to create their own topics and queries. Queries would allow users to search for any possibly obscure topic that they are interested in. This means that users of Spectra's platform will always be able to access any information, about any topic.

### **Design**

Spectra uses an endless card view designed to keep users scrolling (Appendix, Figures 1,2,3). The view allows for larger images, a larger headline font size, and minimal unused space. Card views also easily adapt to different size displays and work well on phones, tablets, and websites. When clicking on a card you are initially taken to a web view of the article on the publication's website (Figure 4). While this page is loading, there is a button at the top and bottom of the screen to switch to the "Spec" view. The Spec view, similar to Apple's Reader View, shows a cleaner view of the article and translates articles into the user-preferred language (Figure 5). Allowing users access to both the web and Spec view allows users to see our translation service at work and protects Spectra from copyright infringement. Within the Spec view, we provide users with a brief history about the source, the source's typical political leaning, and the source's history of factual reporting (Figure 6). Our design is centered around providing information and keeping users on our platform. Spectra's design maximizes the information available to the user by including a card-based image layout, scrollable trending topics, a web and Spec view, and a brief summary of each source.



## Marketing Summary

### **Market Analysis**

Spectra was created to address a knowledge gap that exists between the consumer's expectation of what news aggregation services provide, and the service that these companies deliver. News aggregation companies are trying to deliver the most relevant global news, but these articles are often written with a western perspective. The New York Times, The Economist, Wall Street Journal, and many other sources typically exhibit incredible journalism. However, their journalists are naturally limited in resources and time to properly report a holistic view on these international issues. Domestic media outlets around the world have journalists living through these events, their perspectives matter. Consumers want a solution to this problem, but currently, most do not know a possible solution exists. We have identified three target segments that Spectra will initially focus on optimizing our service towards.

**Segment #1 Academics:** Initially, Spectra aims to target the academic circle that exists within the United States. These are people already familiar with the majority of events happening around the world and want more in-depth information surrounding these events. We use a very broad definition of the word “academics” to include researchers, students, and the intellectually curious. Researchers could use the Spectra platform to find foreign articles relating to the specific topics they are interested in. Students could use the Spectra platform to increase their access to primary and secondary sources that they would otherwise not be available to them. And the intellectually curious can use the Spectra platform to educate themselves on a variety of topics that they may have been previously unaware of. Focusing on delivering an optimal experience to our academic segment of users will help Spectra deliver a better experience to all our users.

**Segment #2 Legacy Supporters:** Spectra will also target consumers with a legacy of supporting quality journalism. We want to target consumers who already have a subscription to The New York Times, The Economist, and the Wall Street Journal. We seek to allow subscribers of these publications to use Spectra's platform to gain further insight into the events that they read about. This market of consumers subscribes to multiple news publications and services and would be enamored with our translation and topics features. Spectra will cater to these users by continually developing our ability to deliver information from internationally distinguished sources that have previously been inaccessible.

**Segment #3 Young Progressives:** The final segment Spectra will initially focus on are the young and progressive consumers. This segment is filled with younger generations who are fluent with technology and realize the importance of being an informed citizen. These are generations of people who are more attuned to discern fake news and looking trying to navigate through a cluttered media landscape. These are users who are accustomed to global platforms like Reddit and Twitter where users from around the world share their own thoughts, comments, and opinions. These generations have only been alive in an era of global communication and interdependence between countries. Yet, most of the people that fall into this segment are still not multilingual. Spectra will offer these users access to media that is as culturally diverse as the world around them.



## Financial Summary

### Revenue Model

Spectra will use a subscription model to make revenue. A \$2 monthly subscription fee will give users access to our app and website. For users subscribing through our iOS app, this subscription will cost \$2.85 monthly to offset Apple's 30% payment fee. However, users can avoid this upcharge by subscribing to our service through our website. Initially, in order to grow our user base, each month, users can bypass this payment by inviting four friends to try out the app. Our subscription fee is designed to make our platform accessible to all consumers. Initially, Spectra will avoid using advertisements to focus on delivering our users the best possible experience. Spectra's greatest asset lies in its user base. Growing our initial user base is far more important than our initial profit. To illustrate this point, imagine our \$2 monthly subscription fee would allow us to double our user base every month. A hypothetical change to a \$10 monthly subscription fee would decrease our growth rate by 10% each month. It would only take sixteen months before the \$2 subscription fee would start bringing in more revenue than the \$10 monthly subscription fee ( $16 \approx (\ln(5))/(\ln(2/1.8))$ ). This hypothetical example shows the value of building a user base within a subscription model. As we capitalize on Spectra's first mover advantage, our main priority is to grow our user base.

#### Monthly Revenue Formula

$$\$2.00 \times (\text{Paying Monthly Subscribers}) = \text{Monthly Revenue}$$

$$\text{Example: } \$2.00 \times 6,000 = \$12,000 \text{ of Monthly Revenue}$$

### Cost/Price Analysis

Spectra's costs are extraordinarily low and will continually decrease per user as Spectra grows. All of our costs are detailed below:

**Translation Costs:** Currently, we use the Google Translate API to translate articles. Using this API costs \$20 per million characters of text translated (\$0.00002 per character). The average length on an online news article is 2,416 characters of text. Assuming this average is true, this leads us to believe that it will cost around 5¢ to translate an article. Each article translated is cached within Spectra's servers allowing us to never translate the same article twice. Therefore, if our platform is showing 200 unique translated articles a day, it would cost \$10 a day to run our service; and 2,000 unique translated articles would cost \$100 dollars a day. The key word in this analysis is 'unique' articles. As our user base grows, most articles shown on our platform will have already been translated. Meaning that as Spectra grows, our translation cost per user will continually decline. We estimate that getting to a point of translating 2,000 unique articles a day would take at least 6,000 users (assuming each user is translating 10 unique articles a month). If you accept these estimates, our monthly revenue at 6,000 users (\$12,000) would be quadruple our estimated translation costs (\$3,000).

#### Monthly Translation Cost Formula

$$\$0.00002 \times (\text{Character Length}) \times (\text{Unique Articles Translated Monthly}) = \text{Monthly Translation Cost}$$

$$\text{Example: } \$0.00002 \times 2,416 \times 6,000 = \$289.92 \text{ in Monthly Translation Cost}$$

(To translate 200 articles per day)



**Aggregation Costs:** Spectra uses News API as our news aggregate. Currently, we are on the free tier and there are no costs associated with using News API. However, using the free tier limits us to making 500 API requests a day. Every time that we update our feed or update a topic it uses one of these API requests. Updating our news feed every 30 minutes would take 48 API requests a day. This leaves us with 452 remaining requests that we are using to update our individual topics. Once we have the funds, we will switch off of this free tier and move to News API's business tier. This tier costs \$449 a month billed monthly or \$359 a month billed yearly. The business tier would allow us 250,000 API requests per month. This should be more requests than Spectra will need in the foreseeable future, but if we ever went over this quota, it would cost \$44.90 per 25,000 additional requests.

#### **Monthly Aggregation Costs**

Currently: \$0.00 Per Month

Potentially: \$449 Per Month (Discounted to \$359 when Billed Yearly)

**Marketing Costs:** Spectra's marketing costs will always be variable and dependent on a variety of factors. If we get \$15,000 of funding, we will use \$12,000 to go towards social media campaigns on Facebook, Instagram, LinkedIn, and Twitter. The average cost per click on each of these platforms varies: Facebook (\$0.51), Instagram (\$1.28), LinkedIn (\$5.61), Tencent (NA), and Twitter (\$0.51). The average cost per 1,000 impressions on these platforms also varies: Facebook (\$9.06), Instagram (\$6.70), LinkedIn (\$6.05), and Twitter (\$5.76). Using these numbers, we estimate that it will cost an average of \$4.00 to gain a new subscriber. Therefore, \$12,000 dollars of marketing would lead us to an estimated initial user base of 3,000 subscribers. 3,000 subscribers would lead to initial annual revenues of \$72,000. Higher amounts of funding would allow us to further increase our user base and the value of our platform. For example, if \$100,000 of marketing efforts would lead us to 25,000 subscribers, then we would make an initial annual revenue of \$600,000. Increasing our initial user base will increase our future subscriber growth rates and increase the future value of Spectra.

**Negligible Costs:** Spectra is serverless and therefore, does not pay to use a server. Instead, we pay every time someone contacts our API. We get 125,000 calls free each month, with each additional million calls costing 40¢. Storing articles on our platform costs Spectra 18¢ per Gibibyte. In addition, Spectra uses Google's Natural Language Processing API to categorize our feed. Google allows 5,000 requests a month for free and then charges between \$1.00 to \$2.00 for every additional thousand requests. Spectra's platform is designed in a way that minimizes these costs even as our user base grows. Therefore, these costs are low enough to not be included in our financial forecasts.

**Administrative Costs:** Spectra's administrative costs refers to all expenses previously unmentioned: payroll, travel, legal fees, and other expenses. As Spectra grows, the members of our team will start to take more profit, our team will start to travel more, and we will likely have to pay more legal fees. Our team is prioritizing the growth of Spectra over initial payroll. Therefore, we currently pay almost no administrative costs, however, as Spectra grows, these costs will also grow.

**Taxes:** Spectra plans to file as an S-corporation. An S-corporation is a pass-through entity that does not pay federal income tax on the corporate level. An S-corporation's profit is allocated to its shareholders and taxed at the shareholder level.





## Financial Projections

Spectra's already low costs will further decrease per user as our user base grows. This provides Spectra with amazing potential scalability. Pessimistic and optimistic projections for the next five years are detailed below:

Spectra's Pessimistic 5 Year Plan					
FORECASTED REVENUE					
	Subscribers	Cost of Subscription			Monthly Revenue
January 1st 2020	2000	\$2.00			\$4,000.00
January 1st 2021	6000	\$2.00			\$12,000.00
January 1st 2022	30,000	\$2.00			\$60,000.00
January 1st 2023	60,000	\$2.00			\$120,000.00
January 1st 2024	150,000	\$2.00			\$300,000.00
Costs					
	Monthly Translation Cost	Monthly Aggregation Cost	Monthly Marketing Costs	Monthly Admin. Costs	Total Monthly Cost
January 1st 2020	\$289.92 (200 Articles Per Day)	\$0.00	\$3,000.00	\$710.08	\$4,000.00
January 1st 2021	\$579.84 (400 Articles Per Day)	\$359.00	\$6,061.16	\$5,000.00	\$12,000.00
January 1st 2022	\$1,304.64 (900 Articles Per Day)	\$359.00	\$20,000.00	\$20,000.00	\$41,663.64
January 1st 2023	\$2,174.40 (1,500 Articles Per Day)	\$359.00	\$40,000.00	\$40,000.00	\$82,533.40
January 1st 2024	\$3,624.00 (2,500 Articles Per Day)	\$359.00	\$100,000.00	\$60,000.00	\$163,983.00
Total Profit Before Tax and Inflation					
	January 1st 2020		\$0.00		
	January 1st 2021		\$0.00		
	January 1st 2022		\$220,036.32		
	January 1st 2023		\$449,599.20		
	January 1st 2024		\$1,632,204.00		

Spectra's Optimistic 5 Year Plan					
FORECASTED REVENUE					
	Subscribers	Cost of Subscription			Monthly Revenue
January 1st 2020	20,000	\$2.00			\$40,000.00
January 1st 2021	500,000	\$2.00			\$1,000,000.00
January 1st 2022	1,000,000	\$2.00			\$2,000,000.00
January 1st 2023	2,000,000	\$2.00			\$4,000,000.00
January 1st 2024	3,000,000	\$2.00			\$6,000,000.00
Costs					
	Monthly Translation Cost	Monthly Aggregation Cost	Monthly Marketing Costs	Monthly Admin. Costs	Total Monthly Cost
January 1st 2020	\$1,159.68 (800 Articles Per Day)	\$359.00	\$20,000.00	\$15,000.00	\$36,518.68
January 1st 2021	\$14,496.00 (10,000 Articles Per Day)	\$359.00	\$500,000.00	\$400,000.00	\$914,855.00
January 1st 2022	\$21,744.00 (15,000 Articles Per Day)	\$359.00	\$1,000,000.00	\$800,000.00	\$1,822,103.00
January 1st 2023	\$36,240.00 (25,000 Articles Per Day)	\$359.00	\$1,500,000.00	\$1,500,000.00	\$3,036,599.00
January 1st 2024	\$43,488.00 (30,000 Articles Per Day)	\$359.00	\$2,000,000.00	\$2,000,000.00	\$4,043,847.00
Total Annual Profit Before Tax and Inflation					
	January 1st 2020		\$41,775.84		
	January 1st 2021		\$1,021,740.00		
	January 1st 2022		\$2,134,764.00		
	January 1st 2023		\$11,560,812.00		
	January 1st 2024		\$23,473,836.00		





## The Team

# Jacob Sokora

Software Developer

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(314) 974-0966  
[jacobsokora@gmail.com](mailto:jacobsokora@gmail.com)

### EDUCATION

#### **University of Missouri, Columbia — Software Engineering**

January 2017 - May 2020

### EXPERIENCE

#### **University of Missouri — Head Teaching Assistant**

Found more effective methods to teach introductory programming students, including those outside CS/IT programs, to further understanding a retention

January 2018 - Present

#### **Camp Emeth — Lead Camp Counselor**

May 2015 - August 2017

### PROJECTS

#### **Waddl — [waddl.info](http://waddl.info)**

An iOS application built from the ground up by two people with no prior experience in two months and published to the app store. Uses MapKit, CoreLocation, and Core Data. Currently rated 4.8 on the App Store with over 6000 impressions

February 2017 - Present

#### **Spectra — [spectranews.org](http://spectranews.org)**

Winning project for TigerHacks 2018 and RJI Competition 2019 finalist. A cross platform application that aggregates and translates news from around the globe in an effort to broaden people's perspective of the world.

October 2018 - Present

### SKILLS

Swift/iOS, Java, MySQL, NodeJS, C, C#/.NET, Bash, PHP, Python

Experience with scrum and agile concepts

Understanding of Object and Protocol Oriented Design

Experience with linux and system administration

XCode, Eclipse, Sublime, Netbeans, IntelliJ, Visual Studio

### EXTRACURRICULAR

#### **Alpha Phi Omega**

I've held leadership positions as a pledge trainer, secretary, and as a Vice President of Recruitment.

I've also implemented bylaw changes to make the chapter more efficient and effective at providing service to our community

#### **Algorithm Fight Club**

Participated in solving 2-3 difficult logic puzzles or riddles every week

#### **Mizzou Computing Association**



# BRIAN DUGAN

## MARKETING

## CONTACT

+1 (314)960-3431

DUGANBRIANJ@GMAIL.COM

WWW.BRIANDUGAN.ME

## SKILLS

• Facebook Ad Manager	(Proficient)
• Twitter Ads	(Proficient)
• LinkedIn Ads	(Proficient)
• Spredfast	(Proficient)
• Netbase	(Proficient)
• Tableau	(Proficient)
• ArcMap	(Proficient)
• Excel	(Proficient)
• Python	(Working Knowledge)
• HTML	(Working Knowledge)

## PROFILE

I am a student graduating from the University of Missouri with degrees in Business Marketing and Political Science. In my time at Mizzou, I have co-founded two start-up businesses, volunteered over 200 hours at various non-profits, and won multiple student competitions. I am interested in applying innovative marketing tactics to the new era of data-driven marketing campaigns.

## EXPERIENCE

### SOCIAL & INNOVATIONS INTERN

FLEISHMANHILLARD | JUNE 2018 - AUGUST 2018

- Executed end-to-end Facebook, Twitter, and LinkedIn paid social media campaigns
- Analyzed performance of social campaigns and drafted monthly reports providing insights and recommendations
- Drafted content on behalf of several clients in healthcare and technology industries

### SOCIAL MEDIA INTERN

ST. LOUIS AQUARIUM & LHM HOTELS | DEC 2018 - JAN 2019

- Drafted and posted content on behalf of LHM Hotels and future content for the new St. Louis Aquarium
- Conducted market research and provided competitor analysis for the St. Louis Aquarium

### CO-FOUNDER

SPECTRA NEWS | JAN 2019 - PRESENT

- Worked with a team to develop a global news aggregate that provides built-in translation services
- Coordinated the development, profit model, and marketing strategy for Spectra News

### CO-FOUNDER

LOST IN THE SAUCE LLC | AUG 2018 - PRESENT

- Created, managed, and staffed a specialty sauce store operated within the Mizzou Student Center
- Organized marketing events such as festivals, competitions, and BBQ's

## EDUCATION

### BA IN BUSINESS MARKETING & BA IN POLITICAL SCIENCE

UNIVERSITY OF MIZZOU | 2015 - 2019

GPA: 3.3

## AWARDS & LEADERSHIP

1ST PLACE IN THE 2018 TIGERHACKS COMPETITION

WINNING TEAM IN THE MEMORIAL UNIONS  
ENTREPRENEURSHIP PROGRAM

COMPETITOR IN THE 2019 RJI STUDENT COMPETITION

AWARDED AS A 2018 KINDER SCHOLAR AND ACCEPTED INTO  
THE OXFORD FELLOWSHIP BY THE KINDER INSTITUTE

HELD VARIOUS EXECUTIVE POSITIONS WITHIN THE SERVICE  
FRATERNITY ALPHA PHI OMEGA

# Jonah Zukosky

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2500 Old 63 S Apt 623  
Columbia MO, 65201

## Education

### **University of Missouri – Columbia, Missouri**

**August 2016 – May 2020**

BS Computer Science, Mathematics Minor – 3.80 GPA

**Coursework:** Advanced Alg. Design, Advanced OO Design, Operating Systems, Team Based Mobile App Dev, Software Engineering

**Extracurricular Activities:** RJI Competition Finalist 2018, 2019; TigerHacks Director of Applications 2018, 2019; Mizzou Water Polo President 2018; Member of UPE 2018-Present;

## Skills

**Languages/Technologies:** Swift, Flutter, Dart, Java C, Python, Git, MySQL, Travis CI

**IDEs/Environments:** Xcode, VSCode, NetBeans, Android Studio, Apple App Store/iTunes Connect

## Experience

### **Undergraduate Research Assistant**

**August 2018 – Present**

University of Missouri, Columbia, MO

- Developed a plan for executing user experience research
- Created a cross platform mobile application using Flutter/Dart to display open source project metrics to community managers by leveraging our team's web application, Python library, and API.

### **Teaching Assistant**

**August 2018 – Present**

University of Missouri, Columbia, MO

- Helped 200+ students across 5 courses understand assignments and concepts ranging from basic Information Technology, to beginner/intermediate Python, and beginner Swift and iOS development.
- Assisted with grading and assessment of assignments in the previously mentioned categories/courses.

### **Software Development Intern**

**May – August 2018**

Cerner Corporation, Kansas City, MO

- Improved usability of Android application shell via background threading.
- Implemented algorithmic PIN blacklist for the authentication engine, increasing user security.
- Delivered and designed the base of a web application for testing authentication engine routes.

## Projects

### **Waddl – waddl.info**

**February 2018 – October 2018**

- Worked on a team of two developers to create and maintain a restaurant discovery, storage, and tracking iOS application that was accepted onto the Apple App Store. Since release, it has over 150 downloads and 6000 impressions.
- Used the Yelp API and Core Data to populate and store restaurant information while following Apple's Human Interface Guideline to create an intelligent user experience.

### **TigerHacks – tigerhacks.missouri.edu**

**February 2018 – Present**

- Led a team in the planning and creation of the official iOS application for The University of Missouri's annual hackathon, along with the planning of the Android Application, which together served over 250 attendees with information about the hackathon.
- Utilized Agile methodologies, such as scrums, sprints, and continuous integration to effectively distribute work among a team and deploy changes to the Apple App Store.



# AR

# ALEX RING

## PERSONAL PROFILE:

I believe in the power of people, and I look to solve problems through leadership and my studies in strategic communications. I'm interested in careers on the forefront of human and technological progress both domestically and internationally.

## EDUCATION:

University of Missouri / Bachelor's of Journalism

Emphasis: Strategic Communications / Account Management - Business Minor

David Novak Leadership Institute

## SKILLS

Adobe Creative Suite, Microsoft Office, Drupal, Video Production, Google Analytics, Social Media Analytics, Social Media Marketing, Experiential Marketing.

## CONTACT DETAILS:

76 Webster Woods Dr.  
St. Louis, MO 63119  
EMAIL: ring.alexlee@gmail.com  
LINKEDIN: Alex Ring  
CELL: 314.550.8373

## EXPERIENCE:

### REYNOLDS JOURNALISM INSTITUTE (RJI)

*Student Competition*

*September 2018 - Present*

- Developed an international news-aggregation IOS app with a team of 3 other students.
- Currently competing in the RJI student competition where we are developing an application for a smart mirror.
- Attend multiple weekly meetings with mentors and the team to design the application and develop the business model, market research, and pitch decks for investors.

### MISSOURI BUSINESS ALERT

*Marketing and Events Intern*

*September 2018 - February 2019*

- Created multi-month marketing campaigns to increase subscriptions among two customer segments.
- Wrote a demographic and psychographic report of our reader base using Google, Facebook, and Twitter analytics and primary data from IDI's and focus groups.
- Production of networking and charitable events targeted at entrepreneurial figures in Columbia, MO.

### SWIFT

*Communications intern - Belgium*

*November 2018*

- Designed and published website layout and online content using Drupal (CMS) for Swift.com.
- Copy edited General Data Protection Regulation (GDPR) compliance outreach.
- Authored a competitor analysis report comparing social media analytics from SWIFT against two market competitors.
- Organized and modified webforms to ensure internal compliance. The project included extensive use of Excel, Salesforce and Drupal.

### ANSIRA

*Experiential Marketing Intern*

*June 2017 - August 2017*

- Event Production from shipping to load out including work with virtual reality installation and operation.
- Developed and produced corporate events on the Subaru of America account.
- Sourced vendors and shipping logistics for Subaru events.

## COMMUNITY INVOLVEMENT:

- Created a website for a medical advocacy group in Mexico, MO
- Running social media for a student-created small business on campus
- Coached athletes with special needs through the Special Olympics and SPENSA for over 50 hours.
- Volunteered 40 hours of private lessons for middle school band students in a month.
- Produced a collegiate radio show through KCOU that gave me recording board skills.
- Worked at an Urban Farm in Detroit through Mizzou Alternative Breaks.



## Appendix

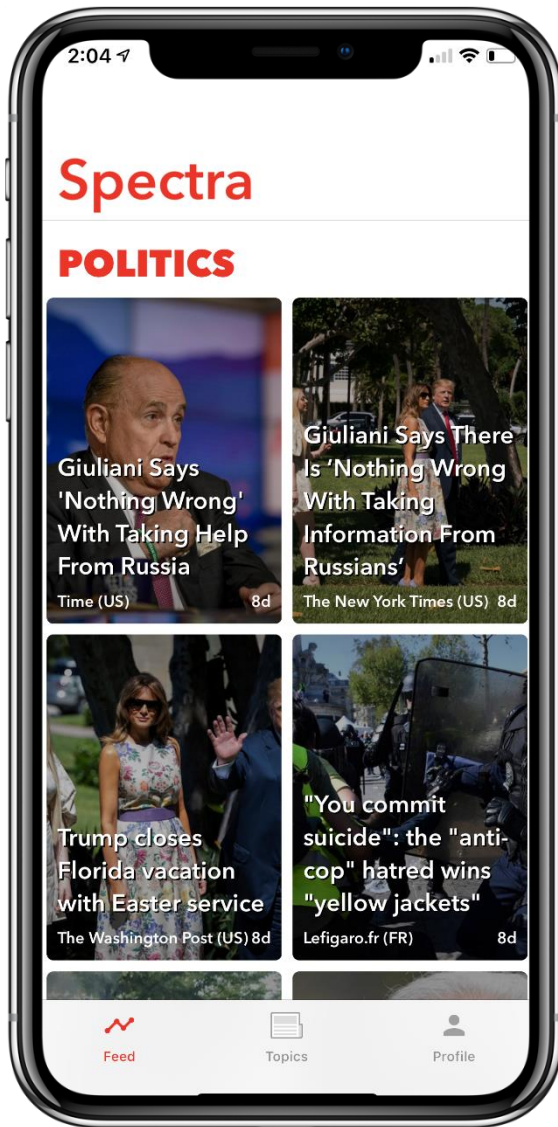


Figure 1

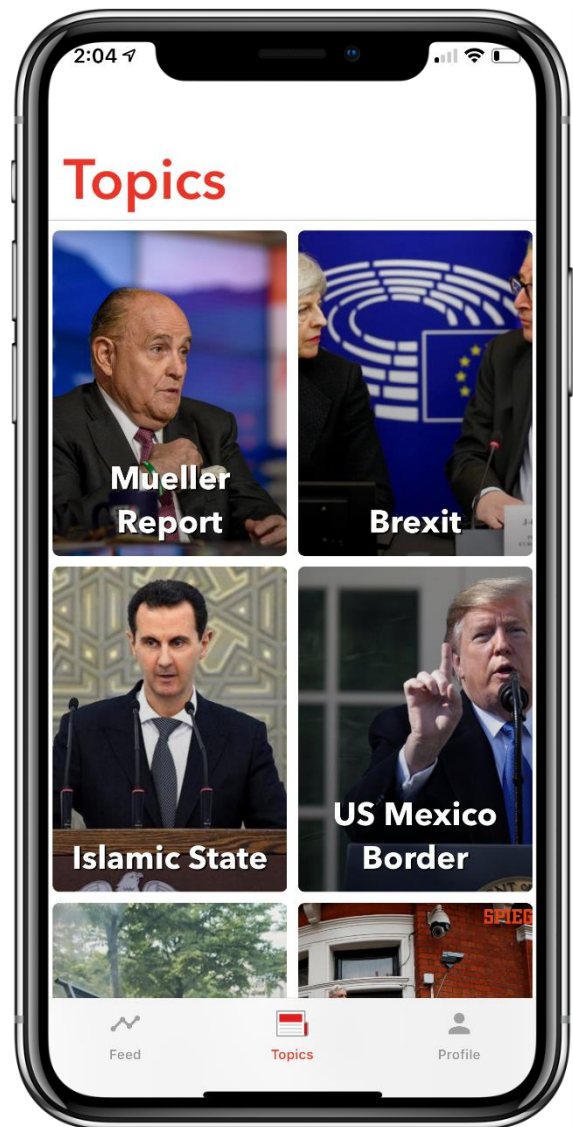


Figure 2



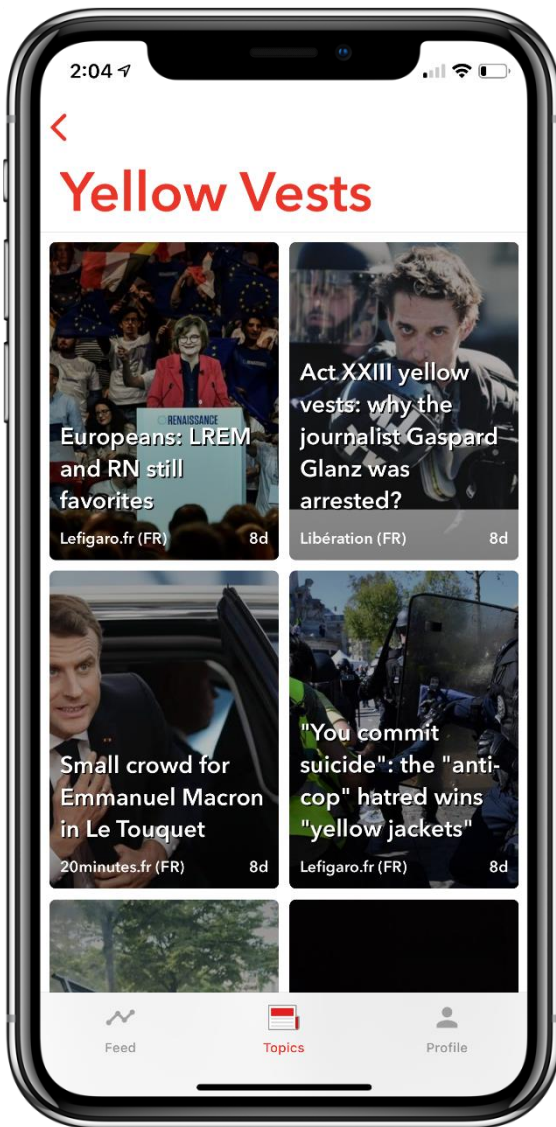


Figure 3



Figure 4

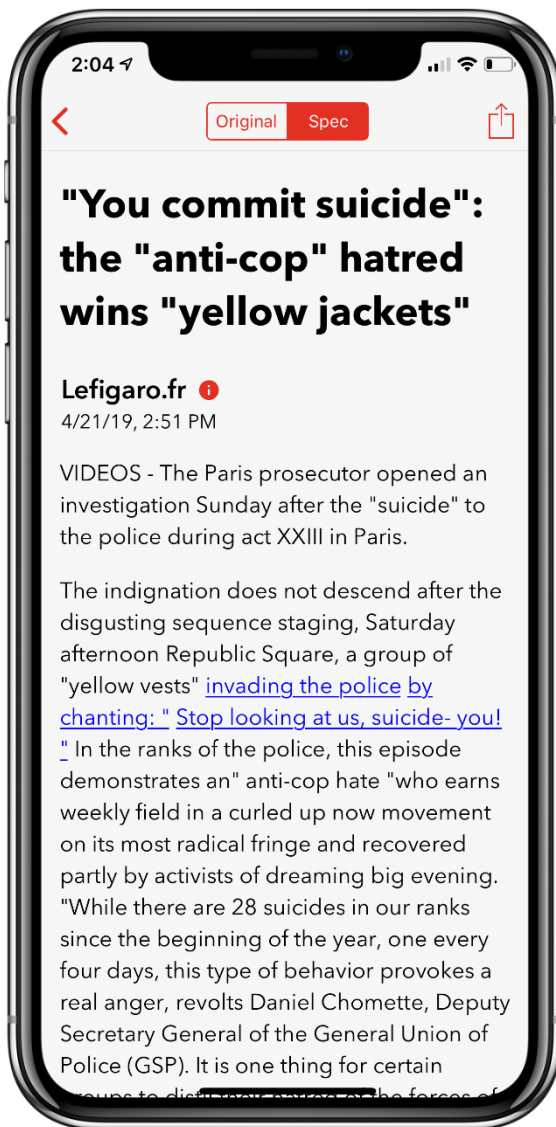


Figure 5

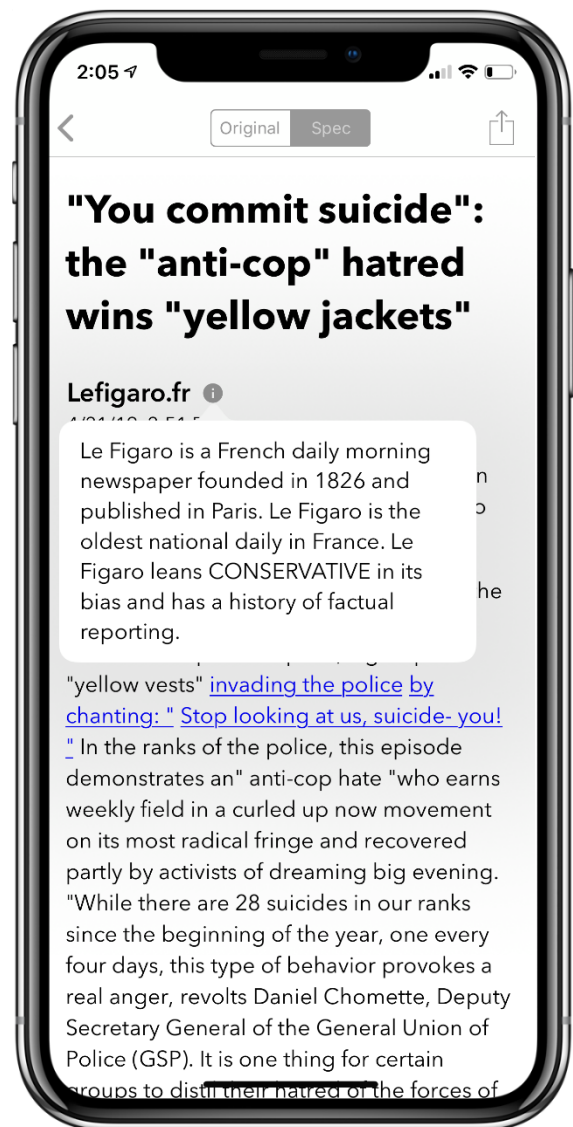


Figure 6





## Contact Us

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**LinkedIn:** Spectra World News