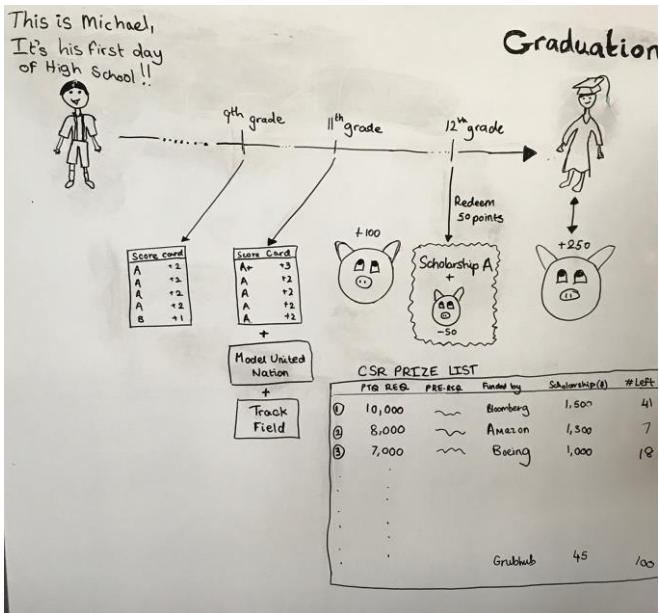


Fund the Future

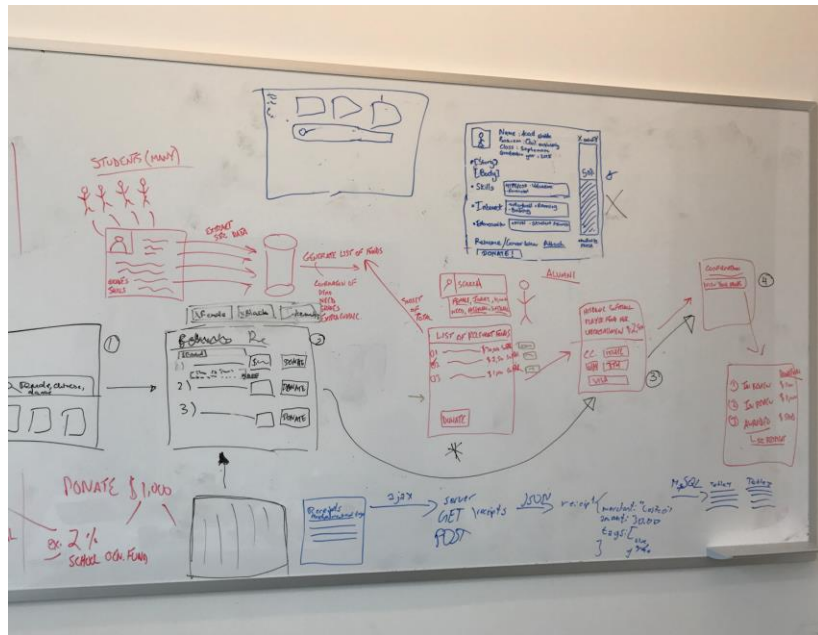
A scholarship fund for everyone.

Road so Far

SPRINT 1



SPRINT 2



User Findings

As an alumni, I have never donated to my school, so there is definitely a gap that needs to be addressed here. How would you make an Alumni care enough to donate?



Heather Luipold
Creative Lead, Google Creative Lab

I'd be more willing to donate if I knew where the money was going and I'd also donate earlier if I could donate in smaller amounts



David Frost
Student, MBA Candidate

Tax deductions are a key incentive for scholarship/university donations



Raymond Lutzky
Senior Director of Admissions,
Cornell Tech

Alumni donations have been on a decrease in the last few years. There is a need to innovate how we approach the new digital generation of Alumni



Kathleen Bolton
Stewardship and Donor Relations

Road so Far

How might we help college students find the best available scholarships that match their area of expertise, grades and interests?



How might we **deliver** scholarships to college students that match their area of expertise, grades and interests?

What are we doing

TODAY



Attend College



Graduate



Work



*No
Thanks*



Donate to Your
College

What are we doing

FUTURE



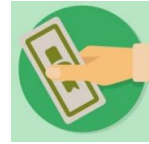
Attend College



Graduate



Work



I'm Intrigued



Donate to
Someone Like
You

First: Learn who your students are and create funds

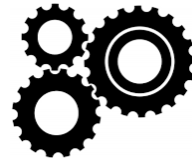
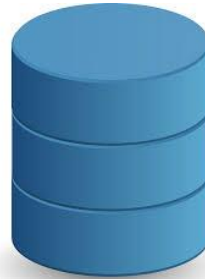


Input Student
Body Data



Output Potential
Scholarship Funds

Name	Wayne Brady
Gender	Male
Ethnicity	African American
GPA	3.70
Major	Musical Theater
Country	USA



1	Scholarship Fund 1
2	Scholarship Fund 2
3	Scholarship Fund 3
4	Scholarship Fund 4
5	Scholarship Fund 5
5	Scholarship Fund 6

Demo

Evolution of our Product

Sprint 1

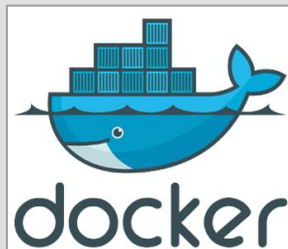


Sprint 2

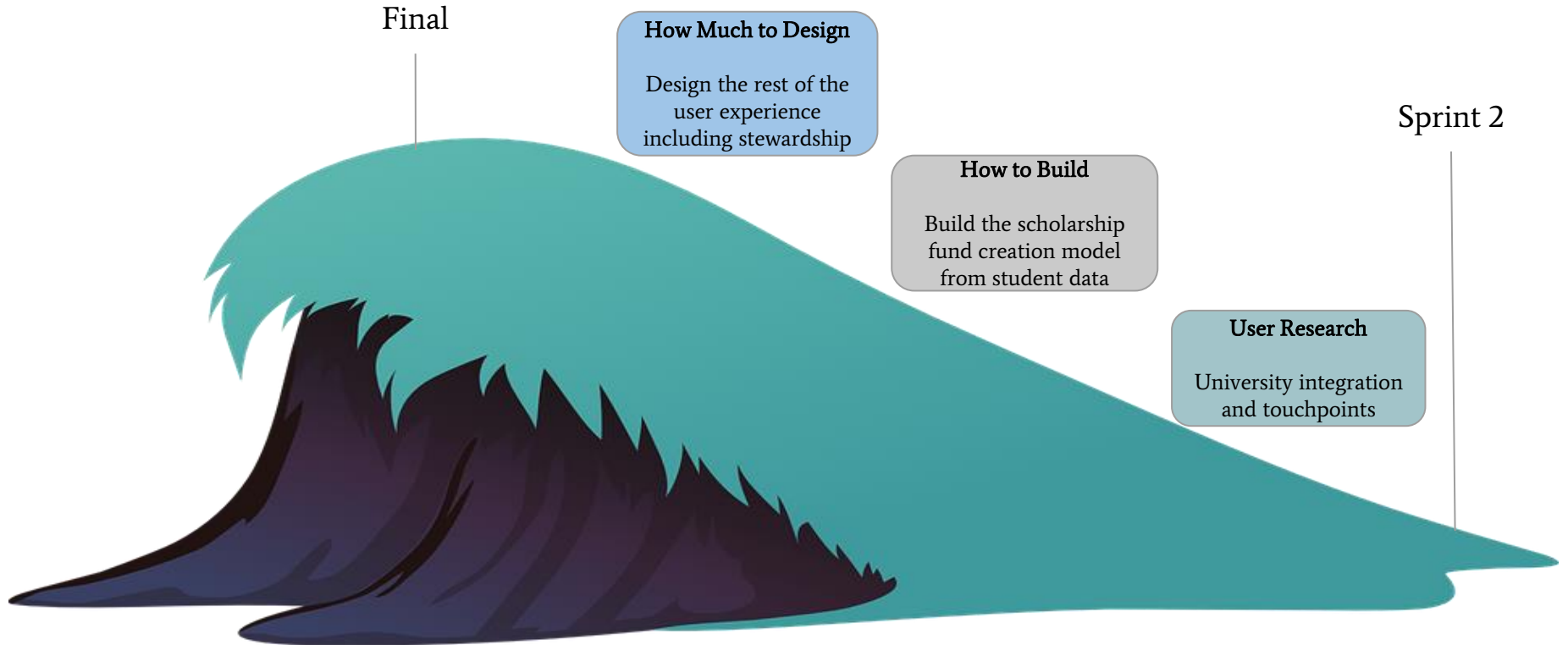


SQLAlchemy

Final Product



Where to from here?



Narrative (SPEAK TO, NOT A PRESENTATION SLIDE)

Most universities receive contributions from less than half of their alumni. The main reason for this is related to the perceived “worthiness” of the donation. Alumni think the money could be put to better use and are not sure what their donation would truly achieve so they just move on with their lives. Therefore, alumni engagement stays low and schools spend time and money chasing after those alumni trying to change their minds. Since initial donations are normally the seed for ongoing donations, initial engagement from potential donors is extremely valuable. Meanwhile, many college students become weary looking for alternative funding and end up taking on student loans that slow down their post-graduation plans.

What if we flipped the current system upside down? Students receive scholarships for the work they are already doing. Alumni are able to give back to students that exist today and meet criteria alumni care about. Universities are able to engage their alumni base in a new way and shift resources away from contacting alumni and over to awarding students all through a sleek and easy user experience.

Why? - (Probably Delete, needs to be spoken to as part of demo)

Actor	Reason
Current College Students	Fund their education through scholarships based on their characteristics and activities
Alumni	Give back to candidates at their alma matter whose characteristics and activities match what they care about
Universities	Increase alumni engagement, decrease student's need for financial aid,