Welcome to all,

DESTA has presented us with an interesting challenge : how can we build more connections, especially ones that can benefit black-owned businesses in Montreal. We’ve heard your ideas and managed to build a solution that works on both B2C and B2B level: customers can access the general web app, where they can know about sales and events happening in the community, while registered businesses unlock additional features which allow them to build meaningful connections. Moussa, Aleks, Ahmad and myself are really proud to present to you today DESTANATION Connect, an innovative solution that has the power to grow black-owned businesses exponentially. Our solution offers 3 key features:

1. A customizable dashboard which presents information relevant to the user, either the public or a business, using tags

2. A forum platform where businesses can exchange ideas and talk to each-other one on one thanks to the chat app

3. A referral and rewards system which allows DESTA to identify their power users and leverage on that knowledge

As you can see, our landing page takes you directly to a dashboard, where businesses can post their content. You can use the search and filter options to find things that are relevant to you. This is accessible to anyone clicking on the site, but once users register, they get targeted content through the tags they have selected, which represent their interests. Think of it like Facebook’s dashboard, where the content you are most likely to click on usually appears first. You can decide to either log in as a business, or a regular consumer. In order to know which are true black-owned businesses, an access code will be asked upon login. DESTA can give this unique access code to their trusted partners, which can in turn refer their own contacts, making growth exponential. This also makes sure DESTA can trace back who referred whom in case of problem content.

Once you've logged in as a business, it will automatically be added to the directory page. You can then connect with businesses one on one with the built-in chat. If you want to connect with the community at large, you can access the forum. Entrepreneurs can ask questions, and get rewards if they answer someone else's ! As you build your network, you get points for referrals, posts reach and answers to forum questions. You can level up and get identified as a pillar of the community, where your posts, either on the dashboard or forum, get more visibility. This makes the web app sticky and keeps the users engaged, which is key to building long lasting connections. We will also keep our users informed through a newsletter, where they can see new businesses that have joined and welcome them to the community !

All of our pages were conceived with a crossplatform application in mind. We have built mobile views that are user friendly to ensure the web app is accessible from anywhere, anytime.

Within this short timeframe, our team has managed to build a fully functional prototype, which you are seeing right now. The backend relies on dotnet deployed on Azure, and the frontend is Angular deployed on Firebase. Our database relies on MSSQL and the combination of all these tools make for a robust, portable and efficient solution. Whenever possible, we have reused existing frameworks and kept the design as light as possible. Although our front end could use some help from a graphic designer, we have laid a strong foundation for the next people to jump on this project. In terms of deliverables, we are giving you a structured database, code for both the front end and back end a complete user interface.

Our next steps include translating our UI vision into a fully completed and esthetic web-app. We would also love to use ML capabilities to target users ever more efficiently and translate clicks into profit for businesses. Our last step would be to add notifications directly on the user’s phone, increasing the app’s visibility.

We truly believe DESTANATION Connect has the potential to promote growth within black owned businesses, sharing awareness to everyday users through the accessible dashboard, and encouraging meaningful connections with the forum and the chat. It is easy to use and accessible on any device. This is also a low maintenance solution for DESTA, because the content is directly populated by the business owners themselves. The gamification aspect ensures that the users will be coming back and will allow to identify key members within the community. We know our solution can foster the next generation of black entrepreneurs and are looking forward to your questions and insights to make it even better.

Thank you