



VOTE-Y BEVERAGE PROJECT



WHY ARE WE HERE?



- Global Sports and Energy Drinks Market is Expected to Reach **\$52 Billion** by 2016
- USER WANTS TO INTERACT WITH ENERGY DRINK
- USER WANTS CREDIT FOR MAKING DRINK AWESOME

THIS IS FOR A REAL LIVE CLIENT(Probably)

The elevator pitch

- For teenagers to young adults
- who want to share their artwork with the world
- the votey beverage project
- is a service
- that lets artists get exposure, credit, and money
- Unlike boring other energy drinks
- our project lets users interact with the brand, and decide what it looks like.



BEVERAGE MASTER

BLOWING UP IN YOUR HAND

EXPOSE NEW ARTISTS / DESIGNERS

GREAT USER FEEDBACK

INTEGRATED WITH SOCIAL MEDIA PRESENCE



NOT

IN	OUT
	VOTING

UNRESOLVED

Project community



TEENAGERS



A-TEAM



ME



ENERGY HUNGRY
ADULTS



Everyone else !

... is always bigger than you think!

TECHNICAL SOLUTION

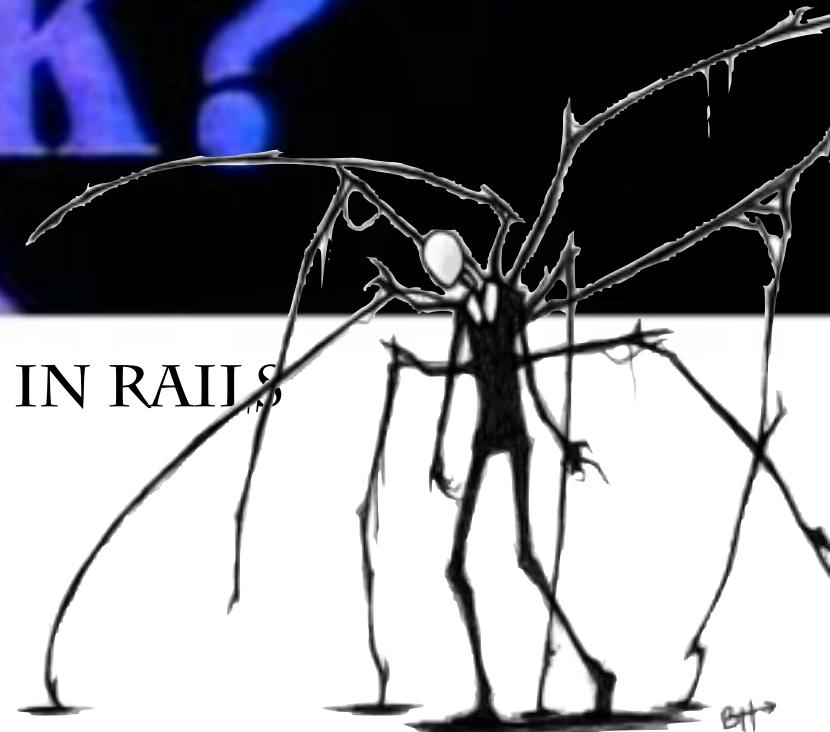
Technologies:

- Ruby on Rails/ AngularJS
- Postgresql
- Paperclip, Facebook API
- Testosterone



Are You Afraid of the Dark?

- ANGULAR IMPLEMENTATION IN RAILS
- NOT ENOUGH TIME
- SPIDERS



THE ONE MAN ARMY

#	Role	Competencies/Expectations
1	Analyst	Testing Guy
2	Developers	Rails, Javascript, Angular Binding
0.5	Project manager	Keeping myself on track



Trade-off sliders

The classic four	
	Feature completeness (scope)
	Stay within budget (budget)
	Deliver project on time (time)
	High quality, low defects (quality)
Other important things	
	Ease of use
	Don't make me think!
	Detailed audits (log everything)
	Awesome Interface

RELEASE I



1 Person, 2 weeks, \$0K

1 Person, 2 weeks, \$0K