

Concept Poster

Concept Name
Make it memorable

Pocket Network Financing

Who does it involve?
Key users & stakeholders

- Entrepreneurs
- Small business owners
- Start-up company (owners)
- Professional finance advisors/bankers

What's the big idea?
Your elevator pitch

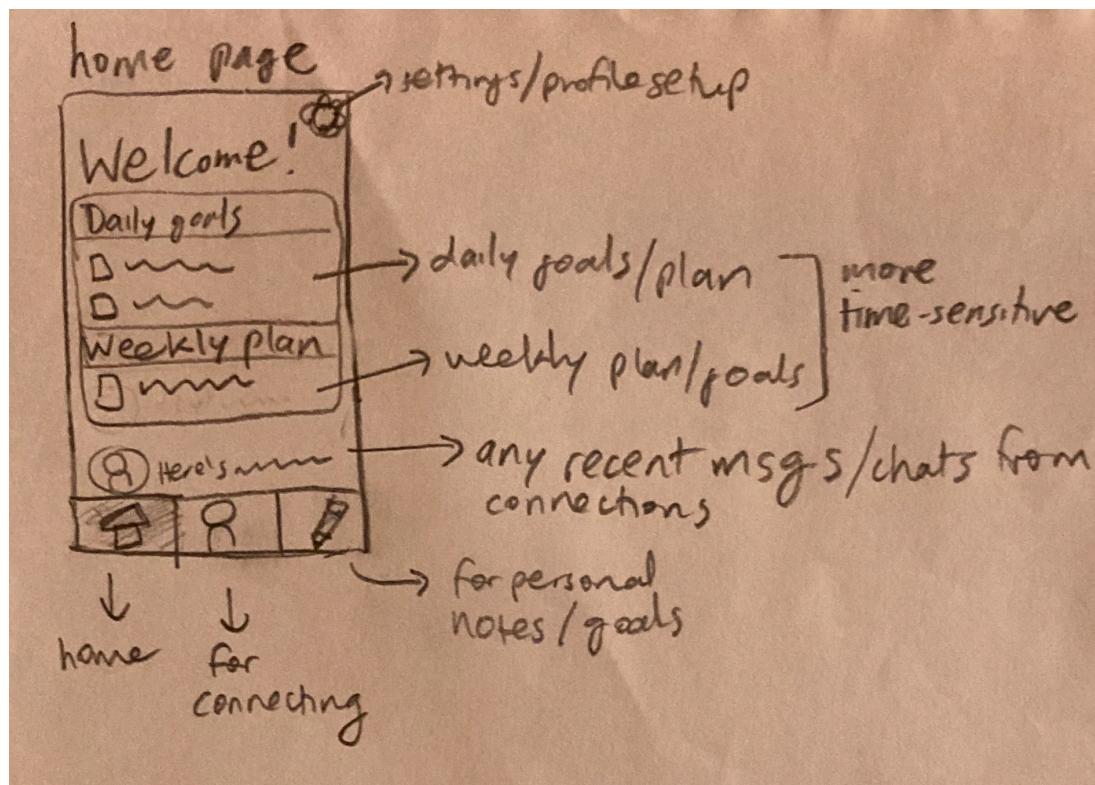
This would be a mobile app that would allow users (such as small business owners or beginning entrepreneurs) to network with others like themselves. It would additionally have an option to connect with professionals who would be able to offer their advice and expertise.

The main premise of this app would be for networking and connecting with others, as well as a mentoring aspect.

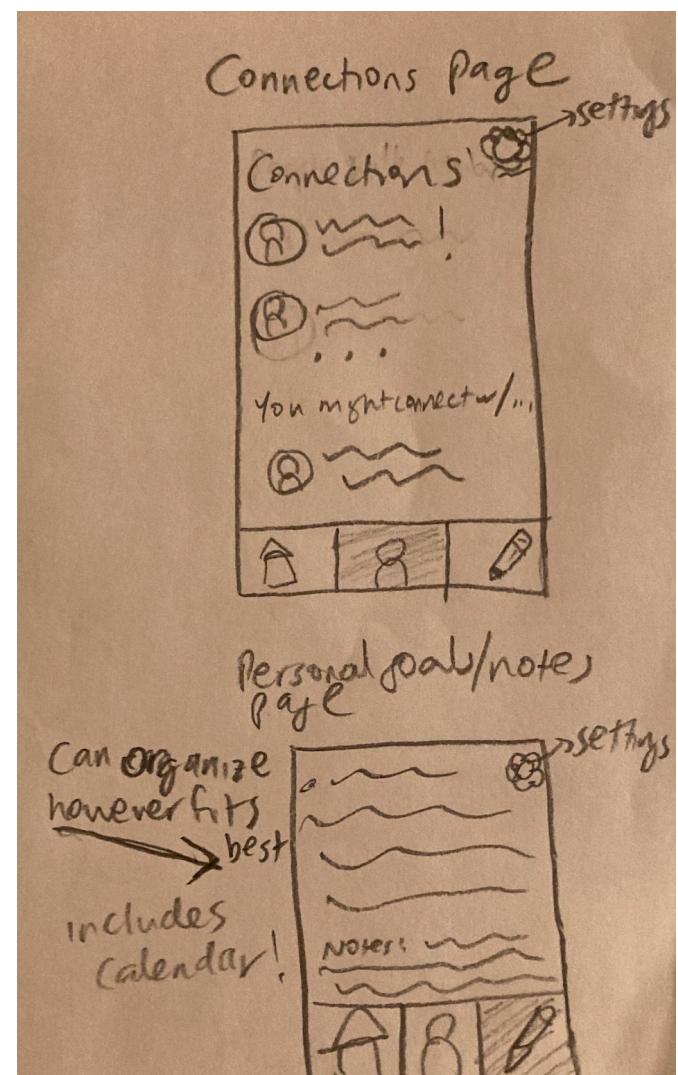
How does it work? Illustrate how it might work and include lots of rich details

Feel free to use graphics, illustrations, wireframes to tell a visual story.

You can also print this file if you prefer to draw using pen and paper.



home page/landing page of app



Connections page and
Personal goals/notes page

How might it fail?
What challenges do you foresee?

- if people do not actively use the networking/mentoring aspects of this app, it won't have a lot of use
- might be daunting for people who might feel less inclined to reach out to others for help

What can you begin to prototype?
How will you begin testing this idea?

- make a paper prototype or a rough digital prototype (i.e. with Figma), and ask users to go through tasks

How will you measure success?
How will you know it's catching on?

- if users appear receptive to networking on this app
- if users seem excited at the ability to network and mentor using this app
- if users check the app as frequently as they want to without feeling bogged down or annoyed