
SIFT



Sift

**Need to change name. it's taken :/ **

Prepared for: Lizzy Nammour (lol. will change this.)

Prepared by: Hannah Cutler

October 17, 2015

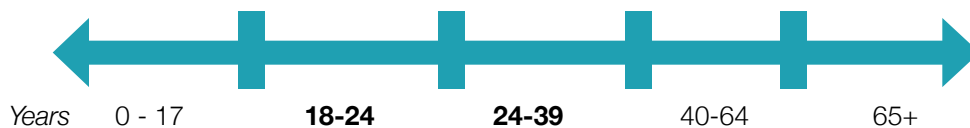
OVERVIEW

The Problem

There no shortage of information available to anyone with connection to Internet. This is a good because gives people freedom to express themselves, connect with people and opportunities and stay informed about what's happening in one's neighborhood and globally. However, with no compass to navigate this maze, it is difficult for people to find opportunities — interesting lectures, well-written articles, career development events, networking and job opportunities, conferences — because this **useful information is not well-advertised, it is in most cases hidden under a lot of useless information** (e.g. on people's Facebook NewsFeeds (assuming the person uses Facebook), within a botched-together e-mail from a Career services center, or through a listserv that someone has to subscribe to).

Objective

We can segment the American population into the following five groups:



People in college and new/mid-career individuals (bolded groups) have the most exposure to these kinds of opportunities because they interact most with career centers, job sites, social networking platforms.

however, there is **no centralized location where every opportunity for everyone** — *teachers, software engineers, teachers, pharmacists, doctors, lawyers, construction workers, CEOs, undergraduate college students, nurses, grandmothers* — **can be found**. As a result, many people, including but not limited to students do not:

- apply for trips (e.g. Penn Tech Trek, WAX Spring Trip)
 - apply for fellowships (e.g. Penn Social Impact House)
 - register for free speaking events at your school/hometown or somewhere nearby (e.g. Harvard Igniting Innovation Conference)
-

SIFT

- enroll in free online courses on Coursera or edX (e.g. Intro to CS, Accounting/Finance, etc.)
- participate in stimulating competitions (e.g. Business plan competitions, hackathons)

The list goes on. Bottom line — there are SO MANY opportunities that people do not take advantage of that could be incredibly worthwhile to just about anyone — whether you're a cashier at the Fresh Grocer born and raised in West Philly, a Masters Student at Penn in Embedded Systems whose first language is not English, or an undergraduate in the College of Arts & Science — simply because people do not know about them! Sift is our attempt to fill that gap. We filter out the archaic junk and present people with relevant opportunities they'd want to see as well as some wildcards to push them outside of their comfort zone.

Case example:

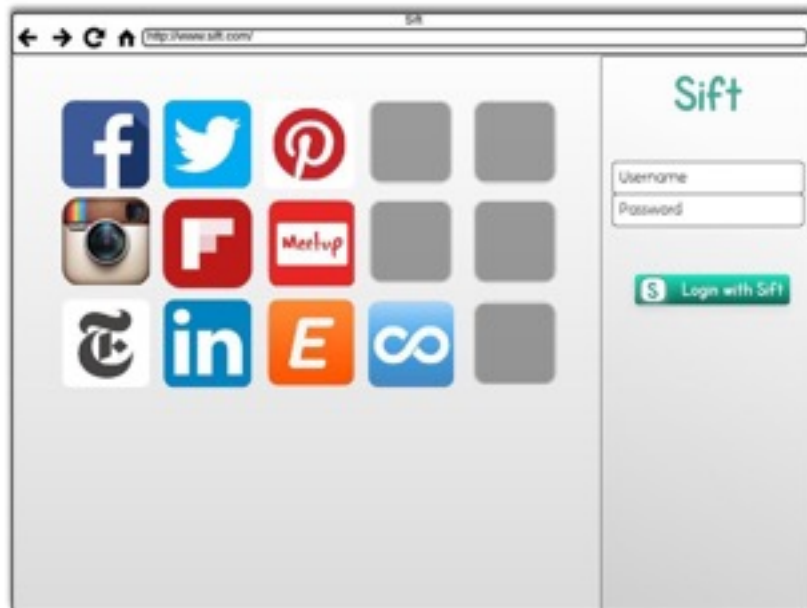
You're a local chef in Philadelphia. Well, did you know Michael Solomonov gave a free talk on October 8th at the Free Library of Philadelphia. Potentially a great networking opportunity and in general an interesting way to spend a Friday evening. But if you don't read the pedantic events section of the Philly Inquirer or subscribe to the archaic Free Library of Philadelphia e-mail listserv, you'd never know about this. It was advertised on Facebook, but you'd only see it if you had a friend of a friend of a friend who "liked" the Free Library of Philadelphia Facebook page. Two additional opportunities: *Thursday, October 22nd* is the Wharton Social Impact Conference hosted at UPenn and *Friday November 12th* is *ThinkFest Philly*. Also not well advertised. This is only the beginning. If we start looking at career-related and recruiting events for college students, it's an absolute mess.

We aren't just informing people about "cool events" — We're exposing people to opportunities where they will:

- learn something new about an industry they may or may not be familiar with
 - broaden people's awareness and perception to what's happening in the world
 - connect likeminded people who otherwise would probably not cross paths
 - stimulate interest in events, funding opportunities, lectures, etc. which ideally will improve attendance and generate revenue for the host organizations and institutions
 - foster cross-pollination across different industries
-

HOW IT WORKS

Below image is a random mock-up login page I made. If it doesn't make sense, ignore it lol.



Gathering data

Sift out useful information from various sources about <opportunities> and <events>

- from events calendars on web*

- from Facebook, Twitter, other social media platforms*

- account information has to be encrypted? refer to Clever.*

- users can submit opportunities*

- this is how events@penn gathers information (student-submitted)*

ability to have certain privileges if affiliated with certain organization

- e.g. logging in feature with PennKey so have access to Penn-specific stuff*

TIMELINE

Research

- **Talk to people**
 - Adil Qalieh (Penn Labs director)
 - pitch idea to Mayor Michael Nutter, Mayor of Philadelphia ? *** *this could be good b/c he's a champion of "creating opportunities for people"* ***
 - pitch idea to Swap?
 - Nadia Heninger (about security stuff...but maybe not necessary yet)
- **Look at existing platforms**
 - events@Penn
 - handshake
 - Clever
 - Catchafire
 - Datassembly (500 Startups company)
- **Consider use cases of potential users**
 - people who use Facebook and/or Twitter (social media savvy)
 - people who don't own smartphone
 - people who don't have college degree
 - college students
 - people 60+
 - Are we trying to target all these groups? Just one? A few?
 - We need to identify how our app would be valuable to each of these potential users
 - Why does a college student care?

Team

- Hannah + Lizzy +
 - Potential candidates:
 - Nova Fallen
 - Sahil Shab (Penn Integrated Product Design IPD student)
 - Brent Schulman
 - Reed Rosenbluth
 - Derek Jobst
-

Sponsorship (?)

- **Professors**
 - Nadia Heninger
 - Swap
- **Industry**
 - Matt Stempeck (Microsoft NYC)
 - Arnaud Sahuguet (Cornell Tech @ Google)
 - Stanford d.School (reach out to Doug Dietz)
 - Peter Frumkin/Cosmo/Kaveh (Penn Center for Social Impact Strategy / Wharton Social Impact Initiative)

Funding

- **Create a business plan**
 - to pitch to Dorm Room Fund
 - to pitch to someone else too???

Build

- **Technical stuff**
 - start getting DATA
 - gather sources with events (calendars, sites like Eventbrite/Facebook/meetups, etc.)
 - then, we have to get smarter about possible ways to automate process of scraping/streaming this information
 - APIs, submission system for people to submit opportunities, etc.
 - create website
 - Build an app
 - API's to look at

Monetization

- **Some potential ideas...**
 - If we gather information from Facebook or Twitter and relay it to people, we could somehow track the specific opportunities, events, etc. people actually take advantage of. This could give us useful information about people's habits which we could sell to someone like a Facebook
-

-
- If we managed to get sponsorship from actual companies, we could charge them to host their events, etc. on our site s.t. depending on how many people register *through Sift*, we'd take X% of the revenue they generate.
 - *gather sources with events (calendars, sites like Eventbrite/Facebook/meetups, etc.)*
 - *get smarter about how we can automate process of scraping/streaming this information*
 - If we have a feature where people can login through their organization (e.g. with PennKey), we could charge Penn a fee for hosting information related to Penn on the site.
 - Premium subscription?
 - *not sure if this would be a good thing...?*
 -

Impact Assessment

- **Categorize opportunities by:**
 - **Learning** (e.g. attending an event)
 - **Skill-building** (e.g. taking online course on Coursera)
 - **Personal development** (e.g. networking with/meeting someone)
 - **Career** (e.g. applying for fellowship, job, internship)
 - **Social** (e.g. something fun like attending local farmers' market, charity walk, etc.)
 - **Challenges/outside comfort zone/"Wildcards"** (i.e. things you would not typically do or consider doing because either outside realm of what you're traditionally interested in, not related to your career goals, something you're afraid of..)
 - Tracking user "behavior"
 - We can track for a user, the percentage of stuff they take advantage related to each of the above categories (i.e. 20% opportunities social, 10% challenge).
 - In theory, opportunities that a cashier could see would be same as a CEO so you could show a cashier, oh if you want to do X — like attend speaking event with some Venture Capitalist (random example), consider....
 - enrolling in <X> online course
 - reading <Y> article
 - participating in <Z> meetup (use Meetup API) and participate in the course with <A,B,C> people also interested (other Sift users)
-