

Presentation Script:

Hello everyone, we are team 1 and my name is _____ -and we are here to present our application in response to Accelerate Delaware's challenge.

(Slide 2) Delaware is the second smallest state in the US, with only around ~2500 square miles, and with a population smaller than Rhode Island's. With this in mind, we tackled one of the biggest challenges presented to us: what makes Delaware unique? And of those unique traits, what stands out most to millennials?

(Slide 3) From the Accelerate Delaware website, we found this statement that we believed to capture their mission very well: "Accelerate Delaware will ultimately be the state's first non-profit to examine the root causes of why young professionals leave or decline to choose Delaware." From this mission, we derived major 2 general points of attraction for users: community and events. Using a similar event and community model as our Student Organizations do at UD, we developed a similar model and applied it to this program.

Thus introducing our application DelAWARE (Slide 4), your first step to the First State.

Through our development cycle, we settled on 4 core features in order to simplify our applications functionality. (Slide 5) Our main features are: Data Collection, Event Services, Business Integration and Gamification. Each of these features captured a function that we wanted within our application. Data collection was fundamental for our application because not only does it allow Accelerate Delaware admins to collect data from their users, it also helps us tailor content for specific users.

The Business Integration seemed like a vital part of Accelerate's program, so we allowed businesses to establish their own profiles and post events and career listings. Alongside business integration, we also had one of our own personal favorite features, Event Services. This allows the average user to create a listing about an upcoming event that they would like to host: like a football game or LAN Party. Then, local businesses could see a lists of potential events they could host along with their times and dates, this way users can help local businesses grow with events and businesses can help establish friendships in the community around them.

Lastly, our main metric to calculate success is Daily Active Users. Thus we decided to gamify our application a lot! Our rewards system is called Delaware Cash or DA\$H for short. This virtual currency has 4 major benefits. First and foremost, it can only be redeemed at Delaware businesses, which means the money can never leave Delaware and it always goes to support the Delaware community. This currency can also be exchanged with other users, which can allow for users to do things like split bills or exchange them for coupons at businesses. Currency can also be donated to local businesses so users can support their favorites. Lastly, this currency can also be purchased with actual money in order for Accelerate Delaware to fundraise for their organization. The major ways to obtain DA\$H through our reward system includes: reviewing and attending events, inviting friends to join the platform, and a daily login reward.

But with so many great minds in the room, these ideas could have been made by anyone else in the room, so the big question is: What sets us apart? (Slide 7) As we showed earlier, our mission statement is clearly defined and developed, our user-event system allows a lot of mutual growth for Delaware as a whole, and as stated earlier our multi-platform application also supports a great gamification system.

(Show off application) When users first open our web application, they are hit with this login screen, when they click register, they are redirected to our registration page where they fill out this questionnaire for data collection. But we already have an account, so we're going just drop back and log in real quick. (mynameisjohndoe57@gmail.com) After log in, you are given this home/splash page which provides users with a bunch of information, like notifications, food areas around them, and upcoming events. Also we have our DA\$H page to allow users to view their DA\$H balance.

Outside of these 2 main pages, users can also access things like their profile, a calendar of events that they are planning attend, other events around them and also career listings. Although our platform did not want to compete with LinkedIn, we still wanted the option to provide career applications to users, since long-term careers are important factor to staying within an area.

Overall we would like to hit our final point: Growth Potential. "As events attract more users, more users can create events. This cycle can allow for enormous community-based growth." Thus as the community continues to grow and as more people attend events and advertise the application on a mouth-to-mouth basis.