

Idea 1

Company Name		Bookworm
Hypothesis to be tested		<ul style="list-style-type: none"> • People do not have a place to share their thoughts on books • People get stumped on what book to read next
Interview Questions		<ol style="list-style-type: none"> 1) How often do you read? 2) What do you read? 3) How often are you unsure about what book or genre of novel to read next? 4) How long does this uncertain period last? 5) How often do you want to express your thoughts and feelings about a particular book to other people? 6) To what extent do you feel like you have people to relate to through and about literature? 7) How many people do you have that read along with you? <ol style="list-style-type: none"> a) Who? 8) How many people do you have to talk about literature with? <ol style="list-style-type: none"> a) Who? 9) How often do you get to engage in dialogue on literature? 10) How diverse would you consider your dialogue on literature to be? 11) What literature topics do you like to talk about most? 12) How often do you find books overpriced? 13) What frustrates you about books in general? 14) How often do you use social media? <ol style="list-style-type: none"> a) What kind? <ol style="list-style-type: none"> i) Why?
1	Name	Srikavin
	Notes	<ol style="list-style-type: none"> 1. Not often over the summer, occasionally/casually during school year 2. Some books, but mostly of articles 3. Often 4. About a week 5. Not often 6. Not often 7. 0 8. 0 9. Not often 10. Not very diverse 11. Narration Style 12. Not much of a book buyer 13. Sometimes boring; Poor reading

2	Name	Donald Poindexter
	Notes	<ol style="list-style-type: none"> 1. Every other day 2. Manga, Horror, Academic Papers, Textbooks 3. Weekly 4. A week 5. All the time, constantly (!) 6. Anime Manga: All the time Phil. and Math: less 7. None 8. 4, 1-2 regularly <ol style="list-style-type: none"> a. Friends 9. 2x per week 10. Pretty diverse: Articulate and critical of each other. Common and unique interests. Differing economic, racial, cultural backgrounds 11. Fiction in general, Math, Philosophy, content-based 12. Not very, not much of a buyer due to free accessibility 13. Occasional Density 14. Reddit all the time <ol style="list-style-type: none"> a. Interact w/ interests, Fair opportunity to talk about books
3	Name	Clare Martin
	Notes	<ol style="list-style-type: none"> 1) ctmartin@andrew.cmu.edu 2) She read once or twice a week, not for class. In total around 4 hours spread throughout the week 3) She knows what a readers rut is, she normally experiences when she gets really busy. It really depends on school assignments but as an estimate, once every 2 months. 4) She reads around 2 books a month and 24 a year 5) She likes to read realistic fiction which is also her favorite genre 6) Her favorite book is "I'll give you the Sun" by Jady Nelson 7) She has people to talk about the books she reads, her friend group: they all read a lot 8) She is very comfortable with talking with other people about the books she reads 9) She uses social media everyday, for staying in touch with other people 10) Out of the list of types of social media she used Instagram the most. 11) She would join a book club if it was focused on the same genre as you. She may not join an online one because she doesn't like meeting people online. 12) She does not organized read along with other people but it does commonly occur randomly within their friend group. 13) A Lot of her friend group also do theater so they commonly discuss musicals and since she lives in a small town so whatever is going on in town 14) What frustrates her about books the most is reading one too quickly or reading one in a way she doesn't like for assignments.

		15) She commonly finds books to be overpriced, she doesn't really like e-books and prefers physical book, and instead would just rather go to the library to get a book
4	Name	Soughtout Olasupo-ojo
	Notes	<ol style="list-style-type: none"> 1. Once every day 2. Fiction: Adventures, Quests, Epics, Historical; History books 3. Once a month 4. A week 5. Very often 6. Not very 7. Very very rare 8. 10 <ol style="list-style-type: none"> a. Friends 9. Not often 10. Not very diverse, not as often as would like 11. Hidden meanings, real-world application, represents 12. Less common 13. Fragility of physical copies 14. Usually look up posts on <ol style="list-style-type: none"> a. snap insta b. something pleasant, reassuring, Funny
5	Name	Timothy Labra
	Notes	<ol style="list-style-type: none"> 1) timilabra4@gmail.com 2) He does not read often, he reads around 3 books a year. 3) He did know what a readers rut, and after telling him what it is he said that he does not encounter that type of situation. He knows what type of books he wants to read. 4) His favorite genre is fiction, science fiction 5) His favorite book is "The cell" by Stephen King 6) He does not have people to talk to about books and would not want to have books to read because he believes books are personal. 7) On the scale he is very good at talking with other people about his interests 8) He does not use social media often, only around 30mins per day 9) On the scale he uses Snapchat is the most often 10) He would join a book club if it was focused on the same interest as him, if he made the time. If it was electronic he probably would not because it would be very easy to slack off. If it was person to person and he told someone he was going to meet them there that makes him want to follow through with it 11) Books don't really frustrate him, but sometimes the print is too small, sometimes the smell bad 12) He prefers physical books over electronic books even if electronic books were cheaper

		<p>13) He would talk about the character and how they develop, how they mature what happens to them, how they each have a meaning in the story</p> <p>14) He never reads along with people, he doesn't feel that works</p> <p>15) He doesn't really relate to anyone about books</p> <p>16) He not often wants to express his thoughts and opinions about books</p> <p>17) He considers the books he reads to be pretty diverse. He likes Sci-fi and also Historical</p>
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Idea 2

Company Name	Potentia
Hypothesis to be tested	<ul style="list-style-type: none"> Many students don't have a clear understanding of how to navigate the college process People desire a simple and straight forward collection of ALL the information needed to get into university and top institutes Parents that did not go through high school and college in America are not able to fully comprehend or be fully involved in their children's

		college application process without additional efforts.
Interview Questions		<ol style="list-style-type: none"> 1) Do you know how to get into college or how to navigate the college process 2) Do you have access to websites about specific necessary college information (FAFSA, the SAT, ACT, etc) 3) How easy would you consider the college application process 4) Do you believe knowledge is key to giving you opportunities and opportunities the possibility of success 5) Are you a first generation or oldest child and how prepared do you think your parents are for the college process 6) Are you a senior and if not would you have desired to have knowledge about the college process previously when you were in 9th grade. 7) Coming into high school did you know any cheats or clubs to join that may help on your college application
1	Name	Thamid Hussain
	Notes	<ol style="list-style-type: none"> 1) tthusai@andrew.cmu 2) Yes, but in a different country. My mom just has a high school degree, my dad has a Master's degree in social sciences 3) English is not my first language it is actually my fourth language. He speaks Bangali, Hindi, and Arabic 4) His parents weren't born in the US, but in Bangladesh 5) He has one younger brother who is 8, so he is the first born 6) He knows a good amount of the college application process but there are still things he doesn't know such as the FAFSA, ATOP, some of the questions they like to ask, a few nuances 7) He has taken 4 AP exams, one PSAT and one SAT 8) He knows about the common App but his parents do not. His parents do know about some activities needed to get into good colleges 9) He is a rising senior, he took 4 Ap exams in order to get a glimpse of what college is like in a comforting setting (his school). He thought balancing the 4 AP classes with all the other extracurriculars would be a good replica of what college life would be in terms of academically 10) His parents are always reminding him of things he needs to, hasn't done yet, things he is doing well. They are there for moral support and reminders, around 70%. They help with filling out taxes and things of that nature but other than that, most of the things he does himself 11) When his parents came to the US they had to teach themselves the US college process because it is different than in bangladesh. They knew about the college process because they have friends they talk too, and their friends have kids and their kids teach them, and their parents teach his parents, like a domino effect. It is just like rumors and other things their friends teach them. 12) If his parents didn't know about the college application process he would have probably been more lazy. If their not aware of the things he needs to do they wouldn't constantly remind him or bother him of the things he needs to do and if they don't do that he will be more lazy and more

		<p>behind on his work, possibly hindering him going to a good college</p> <p>13) The fact that his parents weren't born in the US and english is not his family first language hinders his college application process. If his parents were born here they would be better in terms of socio-economic status, they would have a better job,them having a better job would mean more opportunities in terms of money. He would be able to get SAT prep, stuff like that, also they would be more physically involved in the college application, they would help actually fill out the papers. They could also write his essays and visit colleges as well. On the other hand they are just here for moral support and reminders.</p> <p>14) His mom barely speaks english she understands well, his dad speaks and understands it but at a moderate level.</p> <p>15) Parents probably should know to start early. There are alot of things he believes he should have done when he was a freshman or sophomore, for example he still doesn't have any volunteer hours, only 15 hours. Wish he had done more, starting earlier. Stuff like that. You should relax your freshman and sophomore year but parents should always be keeping college in mind, know about the checkleist type thing, in the sense of finding your passion early</p>
2	Name	Christopher Pena
	Notes	<p>1) cpena2@andrew.cmu.edu</p> <p>2) His mom came from Mexico to apply to college in New York. My dad just has a basic high school diploma</p> <p>3) Enlgish is my first language. My mom knows Spanish, my dad is muslim so he knows a little bit of a range of languages</p> <p>4) My dad was born in Pakistan, my mom was born in Mexico</p> <p>5) I have an older sister, she is 22, she has applied to colleges</p> <p>6) He is neutral in the college application process meaning he knows nothing about the college application process.</p> <p>7) He has taken one SAT, he took AP English and AP US History</p> <p>8) Despite his sister having been to college neither him nor his parents know about the Common App</p> <p>9) His junior year wasn't really preparing them for going into college they were just giving him basic course. For English they had a college level course in which they got credit for Syracuse university. That's the only kind of class they had for that</p> <p>10) His parents haven't really prepared for the college application process, but they plan to start preparing around September.</p> <p>11) He wants to go through the college process on his own, but if there are any advanced questions to be dealt with he would ask his parents for help.</p> <p>12) His mom had to teach herself the college application process and she had to teach his sister. They didn't ask any friends because none of his parents really went to college.</p> <p>13) His mom has given him advice on what colleges to go to and the standard of colleges to go to.</p> <p>14) If his parents didn't know anything about the college application process</p>

		<p>he believes that would have made the college application process harder because he would have to figure out the steps for finding colleges and understand the standards for each college</p> <p>15) He believes that english not being the first language of his parents helps him because it gives him a range of languages in college and the job application process because jobs find it more appealing to know more languages</p> <p>16) Parents should know their limits when applying to colleges. They should have their safe schools, and certain schools they feel safe money wise.</p> <p>17) He never realized how important sports were for colleges because colleges really like it when you play a sport on your resume. He wish he could have known that early on</p> <p>18) He wished he knew when he was a Freshman, to start by challenging himself early on because by the time you get to the end of highschool it will be hard to manage all your different classes.</p> <p>19) Right now he believes the college application process to be very hard</p>
3	Name	Stephanie Xu yinuox@andrew.cmu.edu
	Notes	<p>1) Her parents have gone to college.</p> <p>2) Her parents both spoke mandarin first and she grew up speaking two languages. Both her parents were born in China.</p> <p>3) She has a younger brother and is the first born child.</p> <p>4) She believes that she has a fairly good range of knowledge in the college application process. She knows what's she doing and the general process but not the specifics.</p> <p>5) She has taken the SATs and AP exams.</p> <p>6) Both her and her mother are aware of what the common app is. She has an account and believes she understands it almost completely. She believes her mother understands it fairly, and that her dad has little to no knowledge regarding it.</p> <p>7) She is a rising senior. She hasn't really done much in terms of college applications so she feels in terms of college prep, her junior year wasn't hard.</p> <p>8) Her parents were not very involved in her college prep process.</p> <p>9) When asked if they had tried to teach themselves anything, she said her mom knows stuff about it. She considers her mom's efforts to be successful as she got her to apply for exams and into a precollege program.</p> <p>10) When asked about why were parents weren't super involved, she responded saying she feels like her dad was too lazy to research or that he simply didn't have the time and her mom has looked into it but she doesn't really have the time to look into it a lot or she just doesn't really have resources.</p> <p>11) She didn't really believe her parent's lack of knowledge made a difference in terms of difficulty for her college apps.</p> <p>12) She does think that for her dad, he just doesn't really understand some stuff like the information and she believes it's harder to really understand the process because there might be some vocab that they don't really</p>

		<p>understand or the process might have some differences from the one in China so she believes that might have really affected him.</p> <p>13) Overall, her college experience has been pretty smooth because she got all the exams done pretty early and her counselor has been helping her with colleges.</p> <p>14) She believes that parents, for their children, should know when their kids should finish their exams and their SATs because if they push it off too far like taking their exams late Junior year, it might be more stressful. She took her SATs late sophomore year so she had time to focus on her APs in her junior year. She believes that parents should look at all the qualities of a college and not just their ranking because she doesn't believe that it really represents the school accurately. She thinks parents should know more about the good qualities of a school for their child and not through ranking.</p>
4	Name	Jonathan Chen jyc2@andrew.cmu.edu
	Notes	<ol style="list-style-type: none"> 1) His parents went to undergrad in china and grad in the US. 2) Mandarin is his parents' first language. 3) He has two older siblings. 4) His parents were born in China. 5) He considers himself neutral in his knowledge of the college application process. 6) He has taken SAT subject tests and AP tests. 7) Both he and his parents know about the common app. He considers himself fairly knowledgeable in it. He believes his parents are pretty familiar with it because they had to go through it with his older siblings. 8) He is a rising junior; he is expecting a good amount of difficulty - just more work on top of actual school. 9) In regards to his parent's involvement with his college process, he's not really sure how to rank it. He thinks they would help with looking at colleges and campus tours, but that for apps, they wouldn't know much about it just because english isn't their first language and they grew up in China so he's not really sure if it's the same system. 10) He believes his parents did teach themselves information about the college preparation process for his older siblings and that it was successful. 11) When asked why they might have limited involvement, he said that they probably want him to do it himself so that he could make his own decisions in terms of college. 12) He doesn't think that his parents limited knowledge made much of a difference because he could simply translate the information to mandarin. 13) He doesn't think that his parents being from a different country will affect his college prep process. 14) He believes that a parent should know what are the best schools and areas for what their kid wants and the finances are important for parents to know as well.

5	Name	John Lorenzo
	Notes	<ol style="list-style-type: none"> 1) jmlorenz@andrew.cmu.edu 2) His mom has applied to college but his dad has not 3) English is his first language and also for his parents 4) His parents were born in the US 5) He has one sibling, one younger brother 6) He knows very little about the college application process. He knows that they look at your SAT scores and that you have to write about why you should go there. 7) He has taken the SAT twice and AP Statistics 8) He has heard about the Common App but neither him nor his parents really know about the Common App. 9) He is a rising senior and he believes his junior was very difficult because he was stressing about the SAT 10) His mom participates a lot in his college application process but not his dad 11) His mom knows about the college process but she has to update herself about the college process because things are changing. 12) If his parents didn't know much about the college process it would be harder on him because he would have to learn the process by himself and ask friends and stuff like that 13) One key information a parent should know to assist their child is what kind of environment their child wants to be in for college. 14) He wished he knew about how much freshman year matters when he was a freshman 15) On a scale of 1-5(hardest), he considers the college application process to be a 4 because there are a bunch of colleges you can go to and you have to find the one that is right for you 16) Coming into highschool he knew clubs would help him in the process but he didn't know which one would help him the most 17) He has access to a website about college information through his school website
6	Name	Lucia Barrera lbarrera@andrew.cmu.edu
	Notes	<ol style="list-style-type: none"> 1) Both her parents went to college but out of the country. Her dad did grad school here. They went to college in Columbia and her dad got his masters at NYU. 2) Spanish is their first language. 3) Where parents lived outside of the country though her mom was born here. 4) She believes that she has a good range of information in regards to the college application process. 5) She has not taken any SATs, ACTs, or AP tests. 6) Both her and her mom know about what the common app is, but her dad does not. She believes that she has a neutral amount of understanding of it while her parents have a fair understanding of it. 7) She is a rising junior.

		<p>8) Her mom is involved in her college process. Her dad is less involved. She says he doesn't really know that much about it. He's gone on tours and helps with class selection but he doesn't really know much beyond that. (These are the classes HE thinks he doesn't research it) he doesn't know about the process. She believes her being the first one and the process in Columbia being a lot different affects his understanding and how he doesn't really know what things like the SATs are. She says that they want to be more involved but that she doesn't really listen to them because most of their information is from word of mouth or stories from their friends that don't necessarily apply to her.</p> <p>9) She thinks that they have taught themselves some information in regards to the college application process but that they do actual research - they ask their friends. She considers it somewhat successful because a lot of their information doesn't necessarily apply to her.</p> <p>10) She believes that her parents were not fully involved because they aren't always accurate because their source of information is often other people or their friends or specific stories. This didn't make her college application process more difficult but more frustrating because she often got into arguments with her mom as to who was right and why.</p> <p>11) She believes that they don't know about the process because they never went through it.</p> <p>12) She believes that parents should have a basic knowledge of how the system works - SATS, ACTs, AP classes, how you apply, what you need for the common app, etc. She believes it's important for her to know because it is such a big process and it is a difficult process. She believes that being able to rely on them for some things and being able to reach out to them for help with certain decisions helped her vs. if she had to had done it all on her own.</p>
7	Name	Niva Laurent at klaurent@andrew.cmu.edu
	Notes	<p>1) Her parents haven't gone to college. English is not their first language- Haitian Creole is. Her mother was born in Haiti.</p> <p>2) She has two siblings and she is the middle child.</p> <p>3) She believes that has a very good range of knowledge in regards to college applications and processes.</p> <p>4) She has taken the SAT, ACT, and AP tests.</p> <p>5) She knows what the common app is and believes she has a good range of knowledge, but her parents don't know what it is.</p> <p>6) She is a rising senior and she did believe that her junior year was difficult in terms of college prep. She was taking two extra classes, managing clubs, and applying to summer programs.</p> <p>7) Her mother is barely involved with the college prep process. Her mother only provides financial aid information.</p> <p>8) Her mother tried to teach herself some information. Niva considers her efforts somewhat successful because her mother can understand what's necessary and what she needs to do to submit documents.</p> <p>9) She believes that her parents weren't tremendously involved due to cultural understanding. She considers herself an independent person</p>

		<p>and prefers to do the work on her own because she finds it easier.</p> <p>10) Her mother's limited knowledge did make her process slightly more difficult. Her mother would be slow to hand in documents or tax forms, so it'd slow down the process.</p> <p>11) When asked if being from a different country made her college prep or her mother's involvement more difficult she said it substantially did; she didn't know the college process in the US.</p> <p>12) She believes that a parent should know the importance of financial tax forms, timelines, different summer programs, and different scholarship programs available.</p>
8	Name	Sabrina Romansky; sromansk@andrew.cmu.edu
	Notes	<p>1) Both her parents have gone to college. They were born in the US and english is their first language.</p> <p>2) She is the first born child.</p> <p>3) She believes that she has a good range of knowledge in regards to college info.</p> <p>4) She has taken the SAT, ACT, and AP tests.</p> <p>5) Both her parents know about the common app and she believes that she has a good range of knowledge regarding it.</p> <p>6) She believes her junior year was fairly difficult in terms of college prep.</p> <p>7) Her parents were involved with the college application process but not thoroughly. They were aware of what was going on but they didn't play a role in decision making.</p> <p>8) Her parents did try to teach themselves about the college prep process and she considers it successful.</p> <p>9) They taught themselves information because they wanted to be a better resource for her and later her brother.</p> <p>10) She doesn't think that if her parents didn't know much about the process, her life would have been more difficult.</p> <p>11) She does believe that being the first born child affected how much or how involved her parents were able to be.</p> <p>12) She believes that parents need to have a good understanding of what their child wants in order to help them through the college process.</p>
9	Name	Vanessa Peng vanessap@andrew.cmu.edu
	Notes	<p>1) One parent went to college in the US the other in Taiwan</p> <p>2) Mandarin is their first language</p> <p>3) Her parents were born in Taiwan.</p> <p>4) She is the first born child.</p> <p>5) She believes that she has a neutral amount of college application process knowledge; not as much as she would like.</p> <p>6) She has taken the SATs, ACTs, and AP tests.</p> <p>7) She and her parents know what the common app is. She believes she has a neutral amount of knowledge regarding them and that her parents have a little less knowledge than her.</p> <p>8) She is a rising senior. She felt like her junior year started off easy but got</p>

		<p>harder towards the end as work started to pile up with APs, finals, and SATs.</p> <p>9) Her dad was very involved in her college application process, and her mom a little less. Her dad is more involved, but her mom is still relatively new to the idea of college applications so she's learning as well.</p> <p>10) Her parents did teach themselves about the college preparation process. Her dad was the first of the family to apply to college in America and her mom is reading up more on college application in America. She believes their efforts are successful.</p> <p>11) She believes her mom didn't have a thorough amount of knowledge or isn't thoroughly involved because she hasn't been exposed to it. She's only been exposed to it through her.</p> <p>12) Her college process wasn't made more difficult by her mom's lack of knowledge. She doesn't believe her mother struggled learning, but that she was happier knowing more.</p> <p>13) She believes that her mother's background affected her knowledge because she just didn't know as much about college application in America.</p> <p>14) She believes parents should know how standardized tests work, how the scores work, extracurriculars, and overall how in America it's not just grades it's everything.</p>
10	Name	Jourdyn Crowl Jcrowl@andrew.cmu.edu
	Notes	<p>1) Her parents applied to college but never finished. They were born in the US and english is their first language.</p> <p>2) She has two older siblings who both finished college.</p> <p>3) She believes she has a fair amount of knowledge in regards to the college application process. She knows a decent amount - just a majority and the main stuff.</p> <p>4) She has not taken the SATs, ACTs, or any AP tests.</p> <p>5) Neither her nor her parents know what the common app is.</p> <p>6) She is a rising junior. She isn't expecting a lot of difficulty with her junior year.</p> <p>7) She believes that her parents have a very good amount of knowledge in regards to the college application process. She does believe that their amount of knowledge has to do with the fact that they had been through the process more than once.</p> <p>8) Her parents taught themselves information successfully, but their information was limited when they were helping her brothers because they came first.</p> <p>9) She does think that their limited knowledge would have made her process more difficult and that it could have made it more difficult for her brothers because they didn't have as much experience.</p> <p>10) She doesn't think that her parents not finishing college made much of a difference. Her dad works at a college now and is going through college too.</p> <p>11) She believes that parents should know and establish an idea of what their child wants to do to help them find the right school for their child</p>

		and what they want to do in the future. She believes that they shouldn't go to a college for ranking but because it is good for what the child currently wants.
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