

Synapse

Developing first handshakes
into genuine connections

Meet A4ever



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Business Need Overview



Addressing Pain Points

◆ Information Overload:

- ◆ Hard to recall names, roles, and personal details after events



Missed Follow-Ups:

- Connections go cold without timely outreach

◆ Fragmented Notes:

- ◆ Details scattered across LinkedIn, notes, emails, and spreadsheets

◆ Generic Messaging:

- ◆ Forgetting context leads to impersonal thank-yous and weak engagement



Time Pressure:

- Busy schedules leave little room for organized follow-ups

◆ Competitive Disadvantage:

- ◆ Students who follow up better stand out in recruiting

User Persona + Data Insights

Alice | Student | 23 Years Old | Lives in Los Angeles



Key Behaviors

- Attends several networking events and finds multiple new connections per month
- Struggles with organizing all her new connections
- Currently pursuing an internship/full-time job

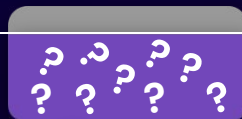
Client Survey Data

60% attended 8+ events and made 10+ connections in the past month



30% made 30+ connections in the past month

75%



75% forget conversation details after events



90% say a solution would add significant value

Unique Positioning

From Handshake to Hire: Owning the Relationship Gap



First Hand Shake

Primary Tool 

State:
Scattered Data



Nurture Relationship

Our App's Core Value

Transformation:
Organized Summary

The Market Gap



Referral or Offer

Strategic Advantage

Result:
Data-Driven Actions

Key Features + Functionality

Smart Capture & Auto-sort

Data Input via Voice, Text, or Scan
AI Information Extraction & Auto-categorization



NLP Summarization

3-4 Key Highlights → Personalized Guidance

Reminder & Task Management

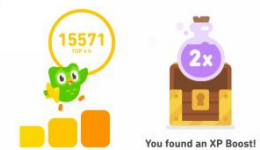
Remind to follow-up
A dashboard to track follow-up pipeline

AI Follow-up Draft

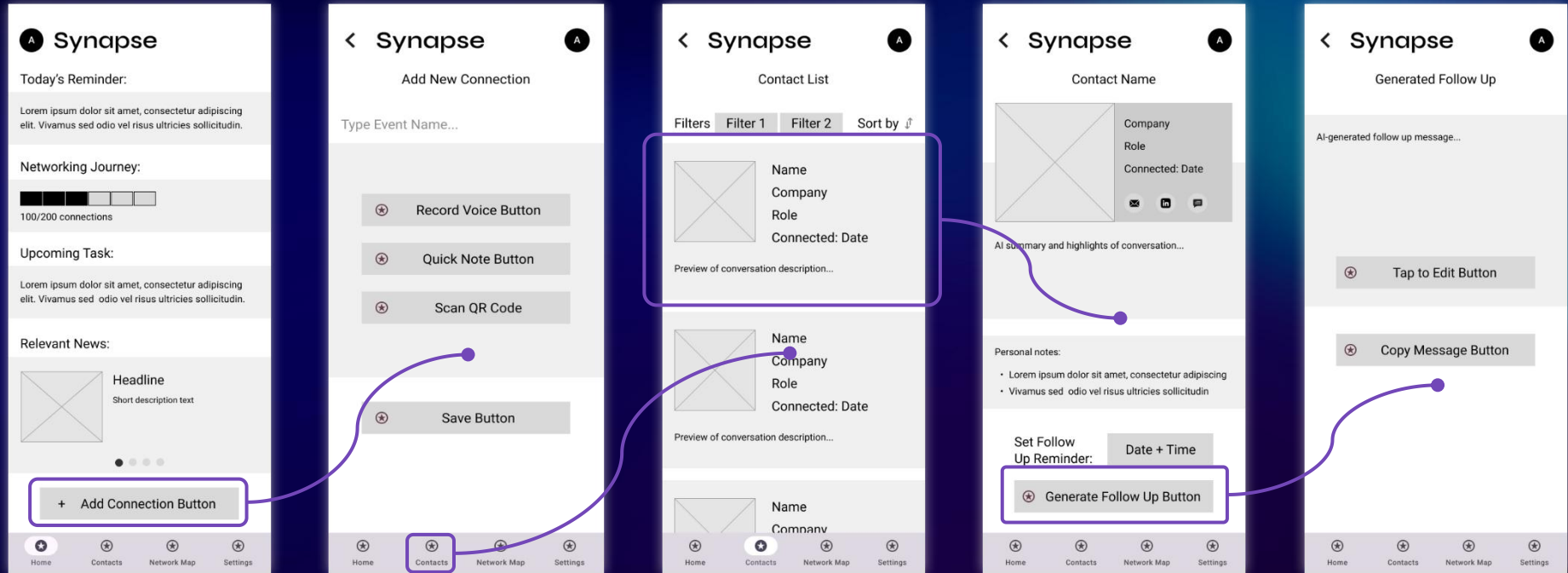
Generate follow-up emails and warm messages that feel personal – not robotic

Gamification/Streaks

Award Badges and Streaks for Consistent Follow-ups
Leveling Up & Unlock Levels



User Journey and Experience



AI's Role in User Experience

< Synapse

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Add New Connection

Type Event Name...

Record Voice Memo

Quick Text Note

Scan QR Code

Save

Home

Users

Location

Settings



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Add New Connection

AI Camp

"Uh... hi Synapse, today I met an old friend mike at usc ai camp. We used to do business analytics research in china. He's now at microsoft working as a product manager. He told me about a tech networking event in sf next month, could be good for job hunting..."

Save

Home

Users

Location

Settings



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Add New Connection

AI Camp

Extracted Info:

- Name: Mike
- Company: Microsoft
- Role: Product Manager

Conversation Highlights

- Reconnected over past research experience in China
- Potential career development at tech networking event in San Francisco

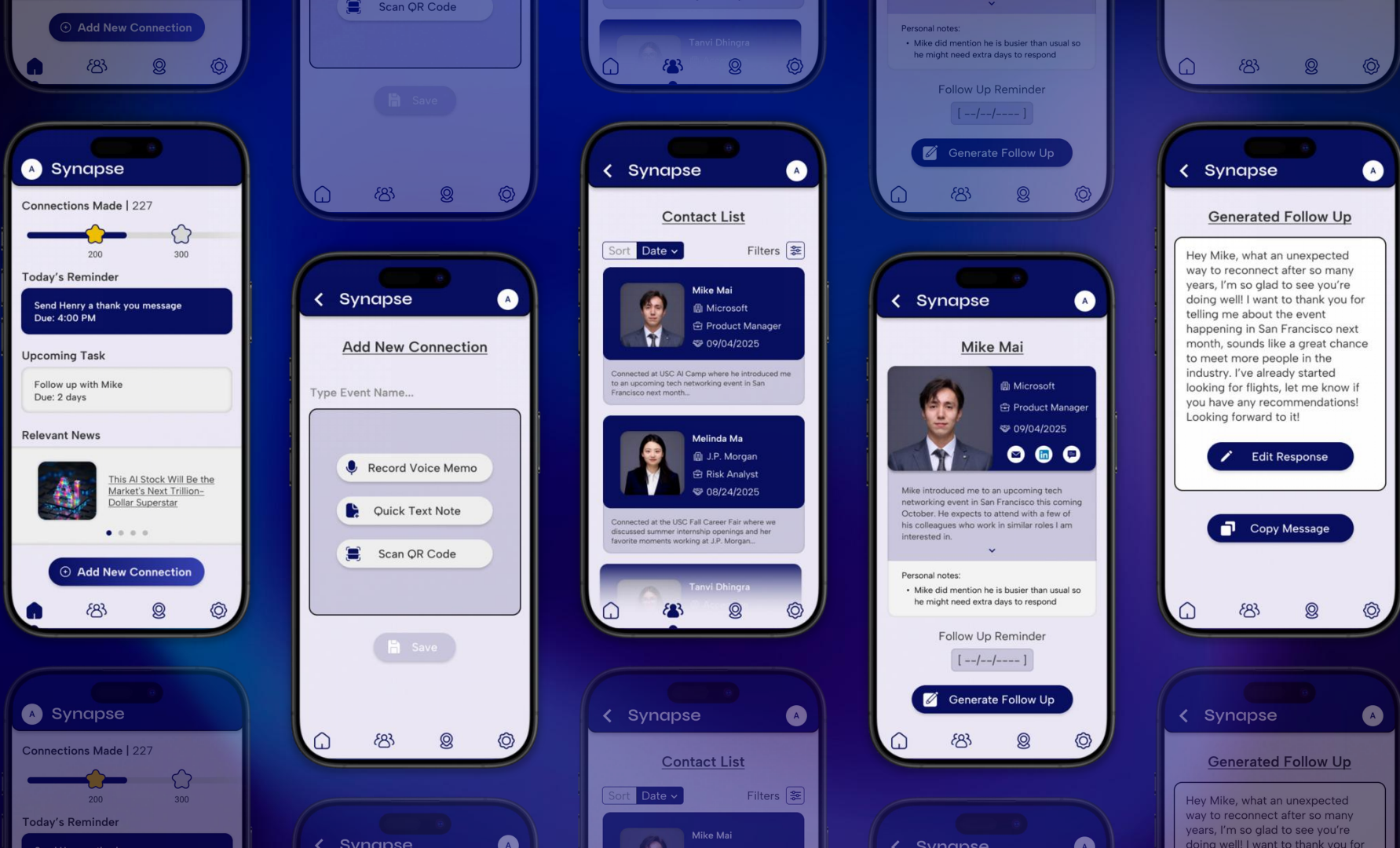
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Privacy & Trust by Design

Privacy Concerns

Sensitive conversation notes may leak



Guests may feel uncomfortable being “recorded”



Uncertainty about where data is stored and who controls it



Solutions

Opt-in only + encrypted local-first storage

No background recording, clear “visible only to you” message

User full control + Career Center endorsement for trust

Implementation Roadmap

Phase 1: Pilot (0–3 months)

- Small pilot with 10–20 MSBA students
- Test core workflow w/ low-fidelity prototype

Goal: Validate needs & collect feedback

Phase 3: Community (6–12 months)

- Expand to whole MSBA community
- Career Center endorsement + gamification

Goal: Make follow-up a community norm

Phase 2: MVP Rollout (3–6 months)

- Release MVP with core features
- Onboard more MSBA students with training & calendar integration

Goal: Build stable user base & early habits

Phase 4: Expansion (12+ months)

- Extend to Marshall programs beyond MSBA
- Add advanced features

Goal: Position it as Marshall's standard networking journal

Successful Implementation

Behavior Change Mechanism

Successful Implementation Outcome

 Calendar triggers

≥80% follow-ups in 48h

 Low-friction capture

Draft time ≤3min

 AI follow-ups

Higher quality & confidence

 Gamification

≥80% weekly active usage

Thank You!

Now Open for Q&A