

Synapse

Developing first handshakes
into genuine connections

Meet A4ever



Tanvi Dhingra



Di Ma



Linlan Ma



Mike Mai



Alexander Tang



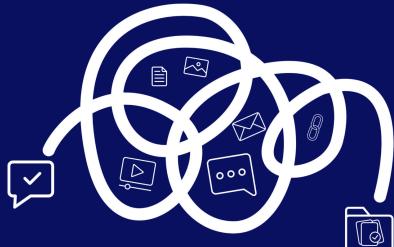
Louise Wang



Henry Yao



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% forgot conversation details after events



90% say a solution would add significant value

Unique Positioning

From Handshake to Hire: Owning the Relationship Gap



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

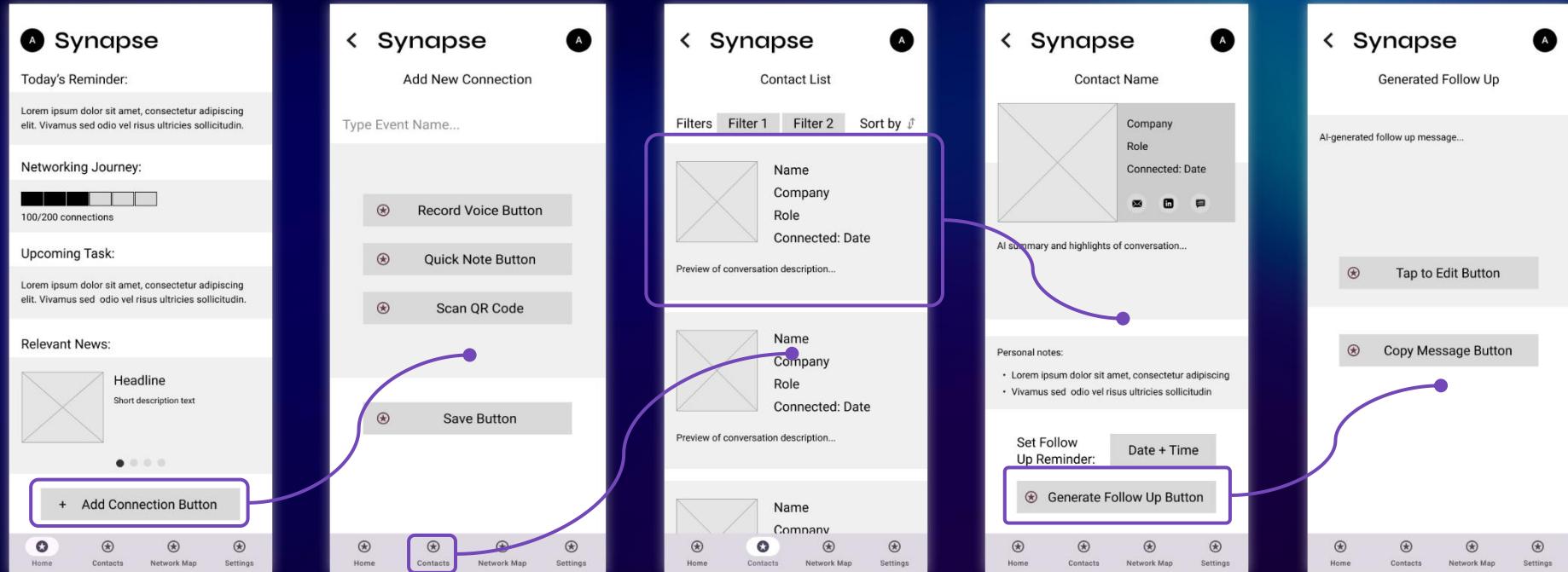
Gamification/Streaks

Award Badges and Streaks for Consistent Follow-ups

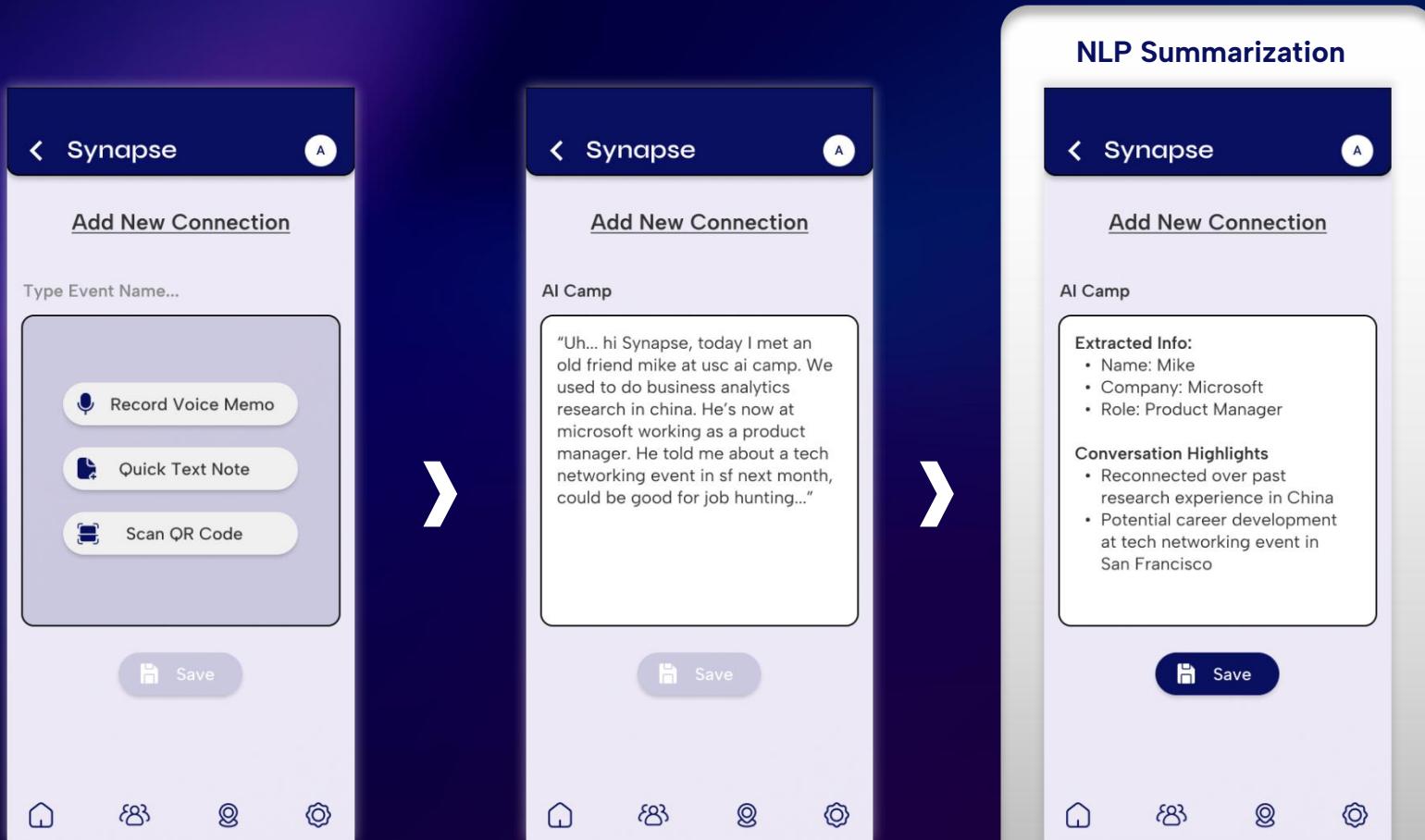
Leveling Up & Unlock Levels



User Journey and Experience



AI's Role in User Experience



Synapse

Connections Made | 227

Today's Reminder

Send Henry a thank you message
Due: 4:00 PM

Upcoming Task

Follow up with Mike
Due: 2 days

Relevant News

This AI Stock Will Be the Market's Next Trillion-Dollar Superstar

Add New Connection

Record Voice Memo

Quick Text Note

Scan QR Code

Save

Scan QR Code

Save

Tanvi Dhingra

Mike Mai

Melinda Ma

Tanvi Dhingra

Personal notes:

- Mike did mention he is busier than usual so he might need extra days to respond

Follow Up Reminder

[--/--/----]

Generate Follow Up

Synapse

Contact List

Sort Date Filters

Mike Mai Microsoft Product Manager 09/04/2025

Connected at USC AI Camp where he introduced me to an upcoming tech networking event in San Francisco next month...

Melinda Ma J.P. Morgan Risk Analyst 08/24/2025

Connected at the USC Fall Career Fair where we discussed summer internship openings and her favorite moments working at J.P. Morgan...

Tanvi Dhingra

Personal notes:

- Mike did mention he is busier than usual so he might need extra days to respond

Follow Up Reminder

[--/--/----]

Generate Follow Up

Synapse

Generated Follow Up

Hey Mike, what an unexpected way to reconnect after so many years, I'm so glad to see you're doing well! I want to thank you for telling me about the event happening in San Francisco next month, sounds like a great chance to meet more people in the industry. I've already started looking for flights, let me know if you have any recommendations! Looking forward to it!

Edit Response

Copy Message

Synapse

Connections Made | 227

Today's Reminder

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Synapse

Contact List

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Tanvi Dhingra

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Privacy & Trust by Design

Privacy Concerns

Sensitive conversation notes may leak → Opt-in only + encrypted local-first storage

Guests may feel uncomfortable being “recorded” → No background recording, clear “visible only to you” message

Uncertainty about where data is stored and who controls it → User full control + Career Center endorsement for trust

Solutions

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