



# Final Submission

— —  
**Mega Hackathon 2.0**



# Mega Hackathon 2.0

**Ideate, Plan, Build, Test, Launch  
7 Day Challenge**

**Submission By –  
Team 4**

# Meet Our Team



Brij Patel  
Growth Hacker



Rishi Ashar  
UI/UX Designer



Bharti Gaur  
UI/UX Designer



Aishwarya Bhati  
UI/UX Designer



Tejal Nandapure  
UI/UX Designer



Mandar Kapse  
Product Manager



Hrishabh Dubey  
Growth Hacker



#Team4



# Problem Statement

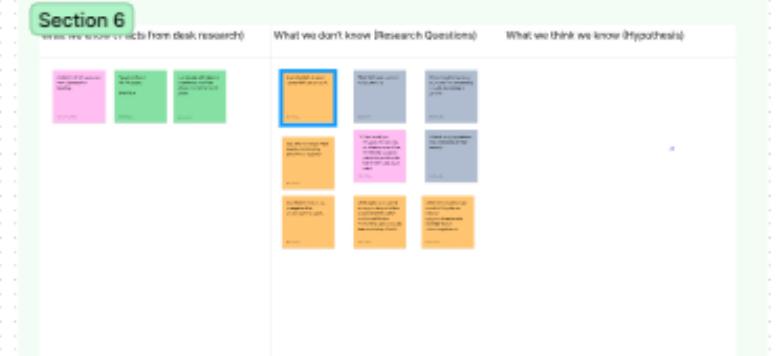
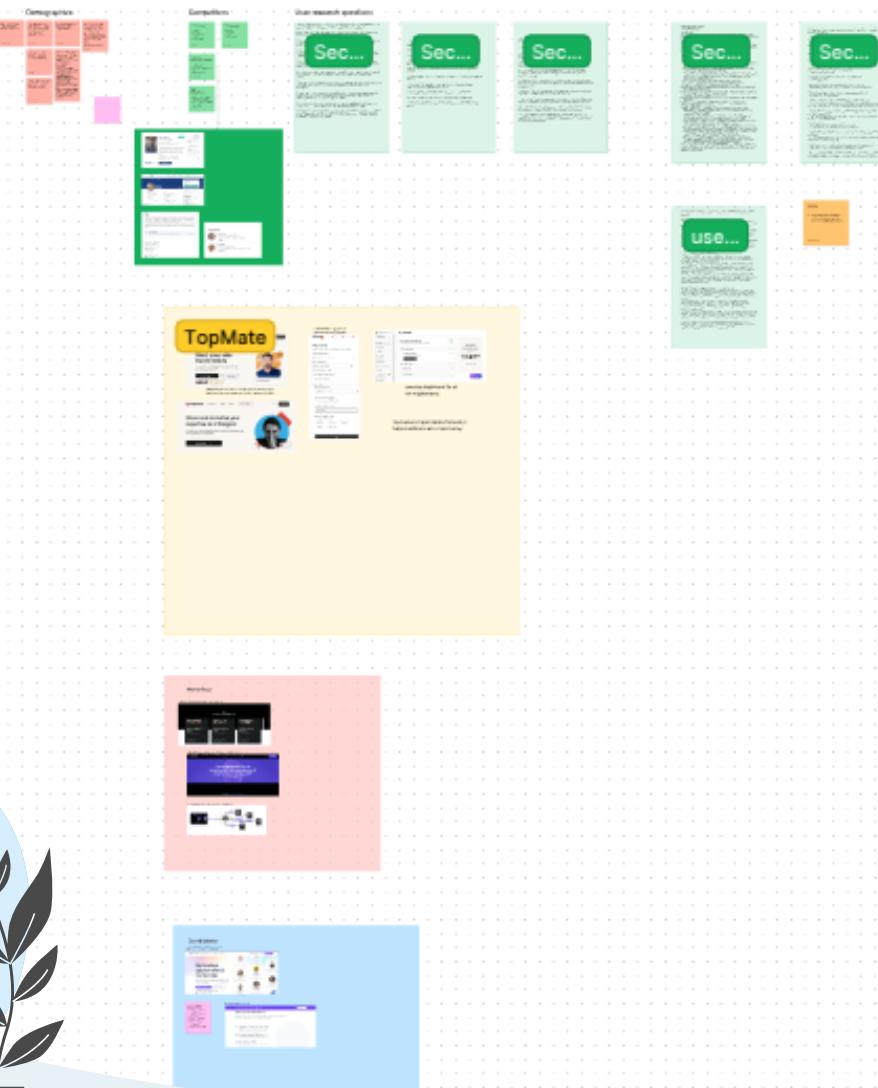
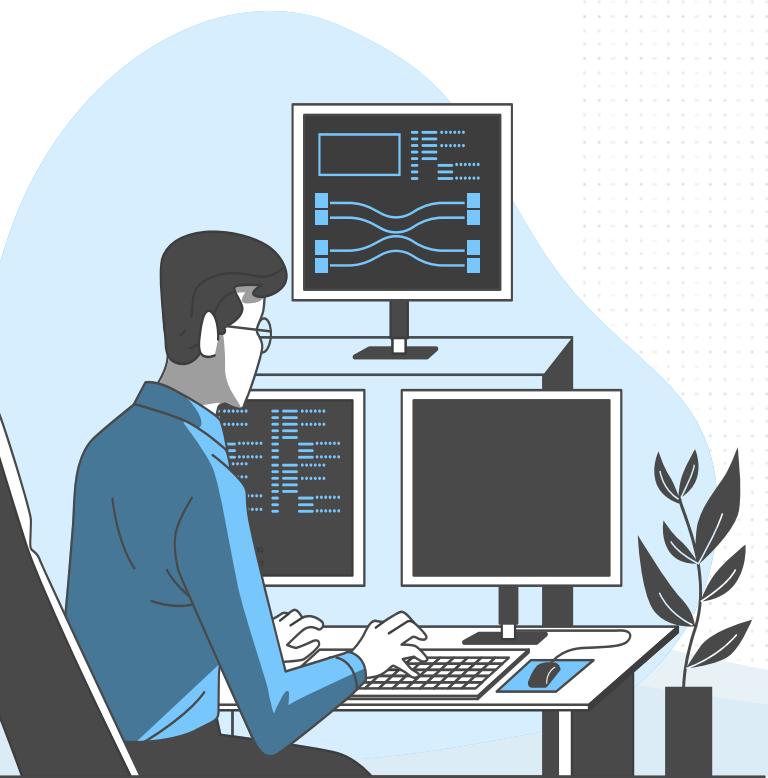
“Build a product for 1v1 Mentorship platform that can be launched by the end of the hackathon, in 7 days”

The background features abstract, organic shapes in shades of purple, teal, and light blue, resembling stylized leaves or petals, particularly on the left and right sides.

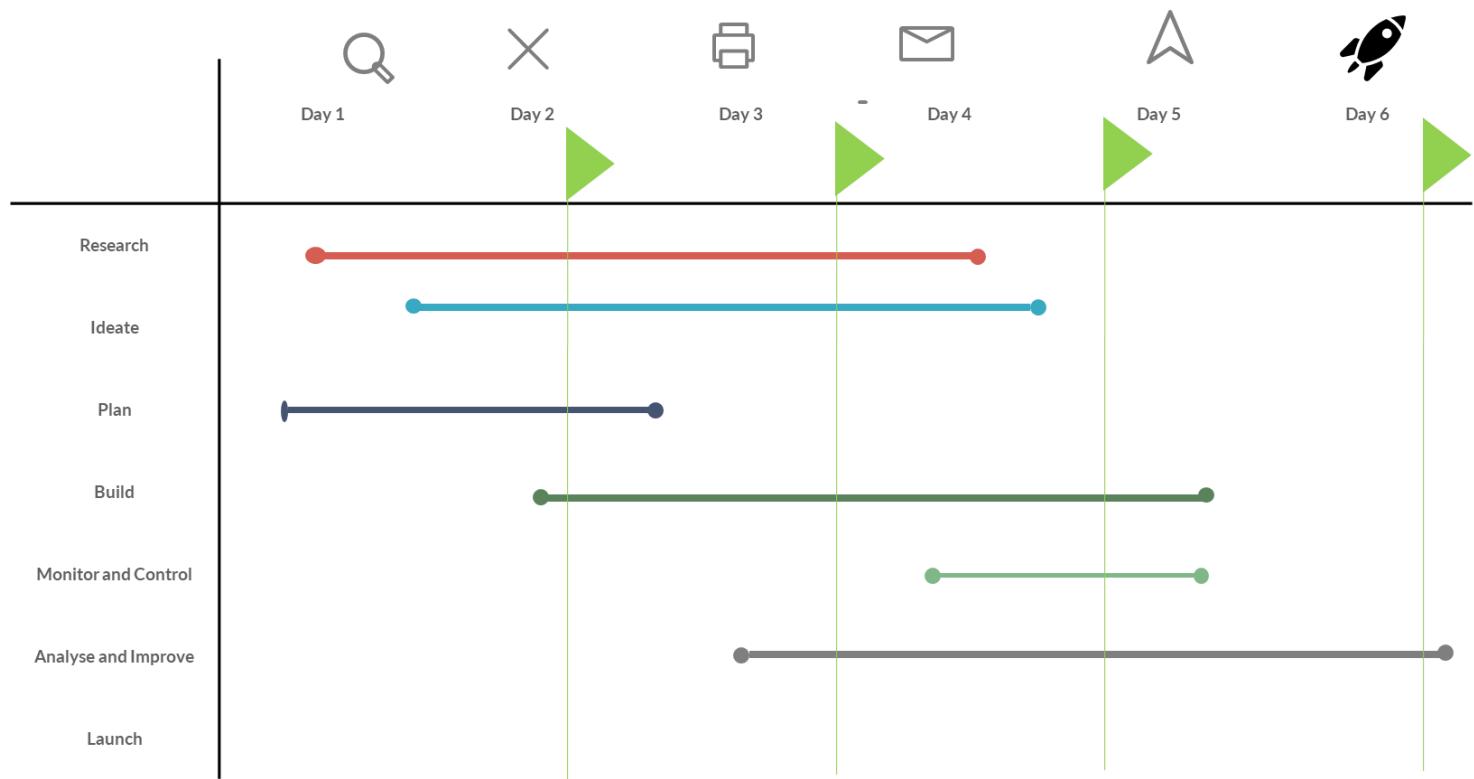
# **Stage I**

## **Ideate and Research**

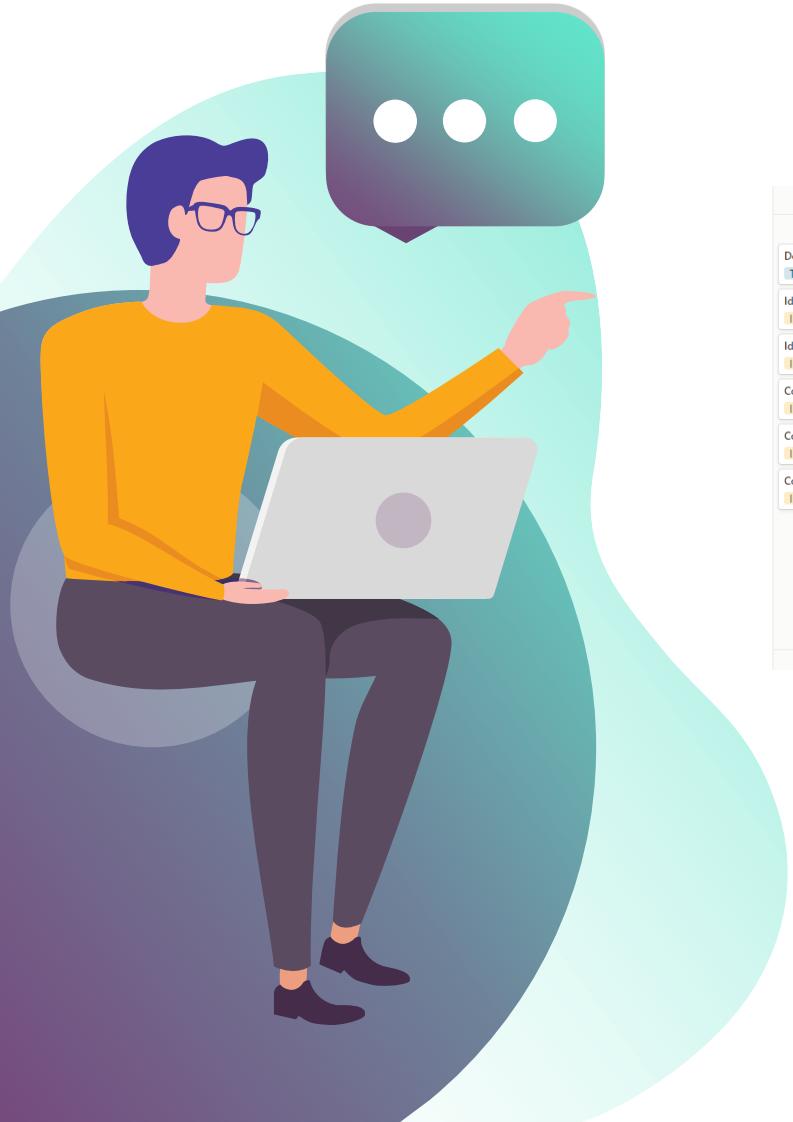
# Brainstorming



# Product Development Plan



# Sprint Planning

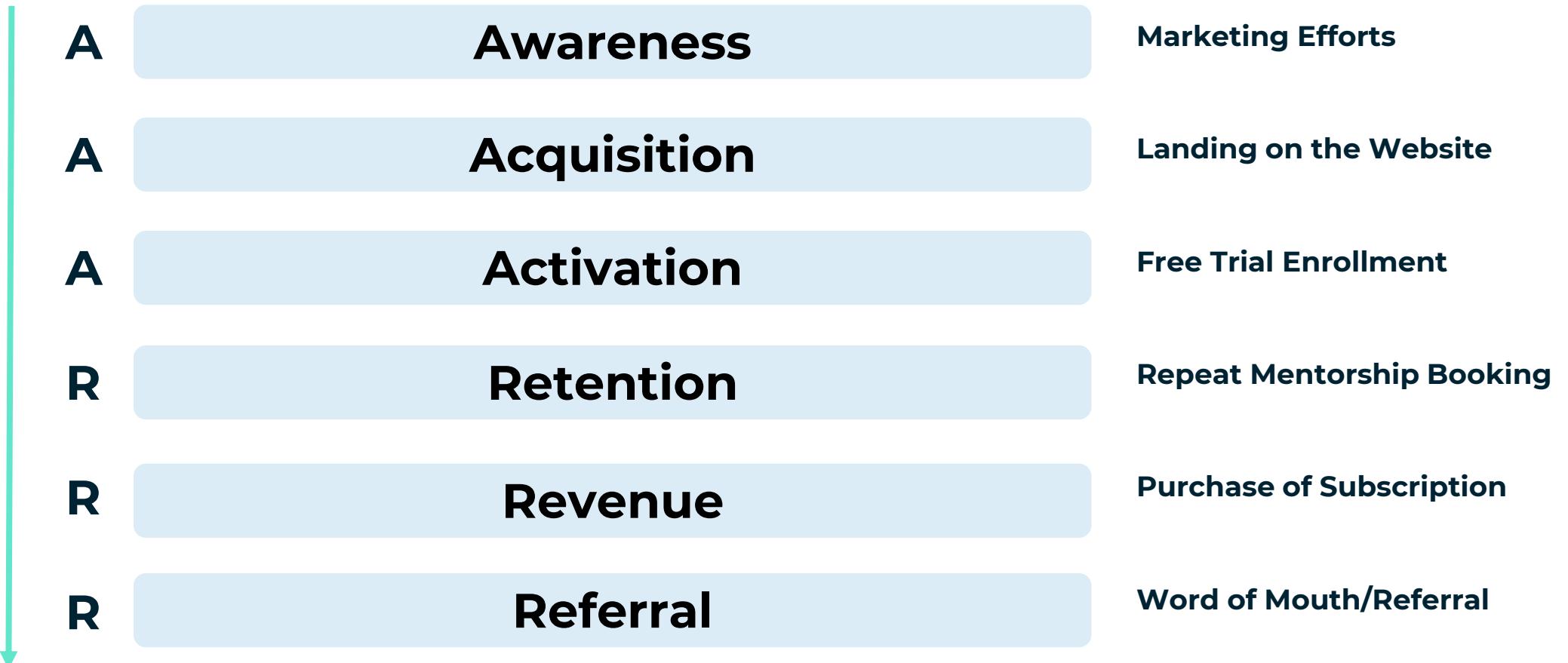


21	22	23	24	25
Determine the Technology ... <small>To Do</small>	Identify the Design Principles... <small>To Do</small>	Brand Guidelines <small>To Do</small>	Develop the MVP <small>To Do</small>	Prepare the elevator Pitch <small>To Do</small>
Identify the End goal and Outco... <small>In Progress</small>	Create a Product Requirement D... <small>To Do</small>	Determine the USP and Value... <small>To Do</small>	Build Early adopters list <small>To Do</small>	Refine the MVP post testing <small>To Do</small>
Identify the Process <small>In Progress</small>	Establish the Pricing Model <small>In Progress</small>	Prepare GTM Strategy, Busine... <small>In Progress</small>	User Testing Post MVP Build <small>To Do</small>	
Competitors Analysis - UI/UX & ... <small>In Progress</small>	Prepare the product Wirefr... <small>To Do</small>	Design Adv Creatives <small>To Do</small>	Map the Pirate Funnel, NSM,OM... <small>In Progress</small>	MVP Testing <small>To Do</small>
Competitors Analysis - GTM Stra... <small>In Progress</small>	MVP features Shortlisting <small>To Do</small>	Prepare the Launch Plan an... <small>To Do</small>	MVP Testing <small>To Do</small>	
Competitors Analysis Overall <small>In Progress</small>	Requirement Gathering <small>In Progress</small>	Identify the channels, Outreach ... <small>In Progress</small>		
	Solution -Identify our Value... <small>In Progress</small>	Determine Test we need to ... <small>In Progress</small>		
	Empathy map creation <small>To Do</small>			
	Customer Segmentation - Buyer... <small>In Progress</small>			

## Overall Task

Board - By Status		Team Tasks		Stages
				6
To Do	16	In Progress	15	Done 0
				+ New
Build Email MVP and Landing Page MVP Hishab Dubey, mishal mhd High	2	Identify the End goal and Outcome Hishab Dubey, mishal mhd High	2	Ideate
Design Adv Creatives kalpana c High	2	Competitors Analysis Overall Hishab Dubey, kalpana c High	2	Design
Determine the Technology Stack Required mishal mhd, Mehek Malhotra, kalpana c, Hishab Dubey High	1	Competitors Analysis - GTM Strategy Channels, USR Value Prop, Marketing Hishab Dubey High	1	Build MVP
Map the Pirate Funnel, NSM,OMTM, JTB Hishab Dubey High	1	Establish the Pricing Model Hishab Dubey High	1	Launch
Identify the Design Principles to be used Mehek Malhotra, Pushpalatha P N, Akhil Male High	2	Create a Product Requirement Document with user stories and VOC Mehek Malhotra, Pushpalatha P N High	2	Refine
Determine Test we need to perform Hishab Dubey, mishal mhd High	2	Prepare the Launch Plan and Acquisition Strategy Hishab Dubey High	2	Customer Success
Refine the MVP post testing mishal mhd High	2	Determine USP and Value Proposition kalpana c High	1	+ New
Develop the MVP mishal mhd High	2	Prepare GTM Strategy, Business Plan, Elevator Pitch Hishab Dubey High	2	
Brand Guidelines High	2	Determine Test we need to perform Hishab Dubey, kalpana c High	2	
Requirement Gathering mishal mhd, Hishab Dubey High	2	Refine the MVP post testing mishal mhd High	2	

# Pirate Funnel



# North Star Metric

## NSM : Mentorship Calls Booked



# Jobs To Be Done Framework.

**JOB**

What exactly is customer struggling with?

Upskill For Product Role

Lacks Time and Money

Cannot access 1v1 Mentorship at a affordable price

**Trigger**

What is the current solution they are using?

Learn Using Articles/Youtube

Cohort Based Courses

Leverage Platforms like Udemy, Coursera etc

**Outcome**

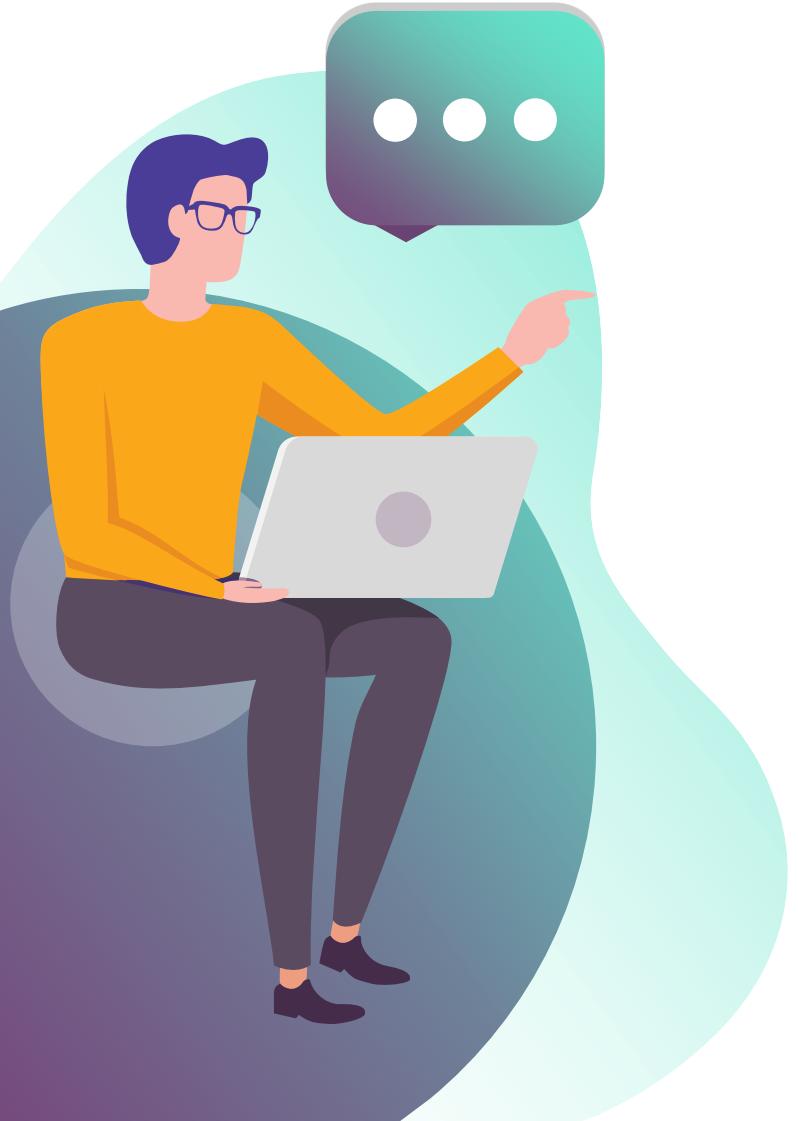
How does their life look once it is solved?

Gets 1v1 Mentorship from top mentors at affordable price

Access to Mentors across the world

Gets all the organised content at one place

# Buyer's Persona



## Neha Gupta



### Bio

Neha Gupta is an aspiring product manager with seven years of experience in the software industry. She has worked for both startups and established companies, gaining valuable insights into the product development lifecycle. Neha is highly motivated to excel in her career and believes that mentorship from experienced professionals can help her reach her goals faster.

### Need & Wants

- Upskill for Product Manager Role
- Learn from Top 1% mentors
- Keeping hydrated
- Mentorship Opportunities:
- Customized Guidance
- Flexible Scheduling
- Exclusive Access

#### Age

32

#### Gender

Female

#### Location

Bangalore

#### Education

Post-Graduate

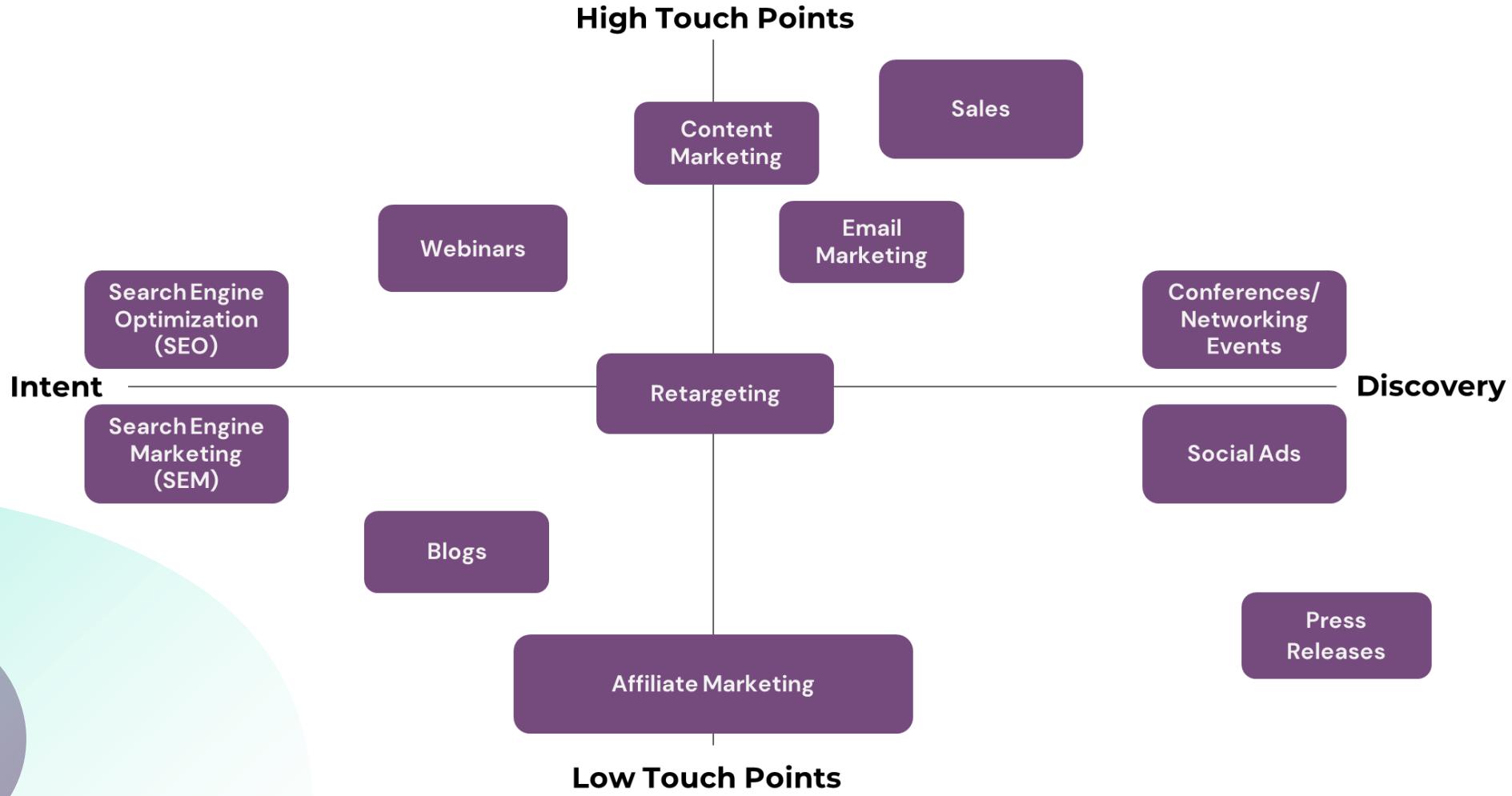
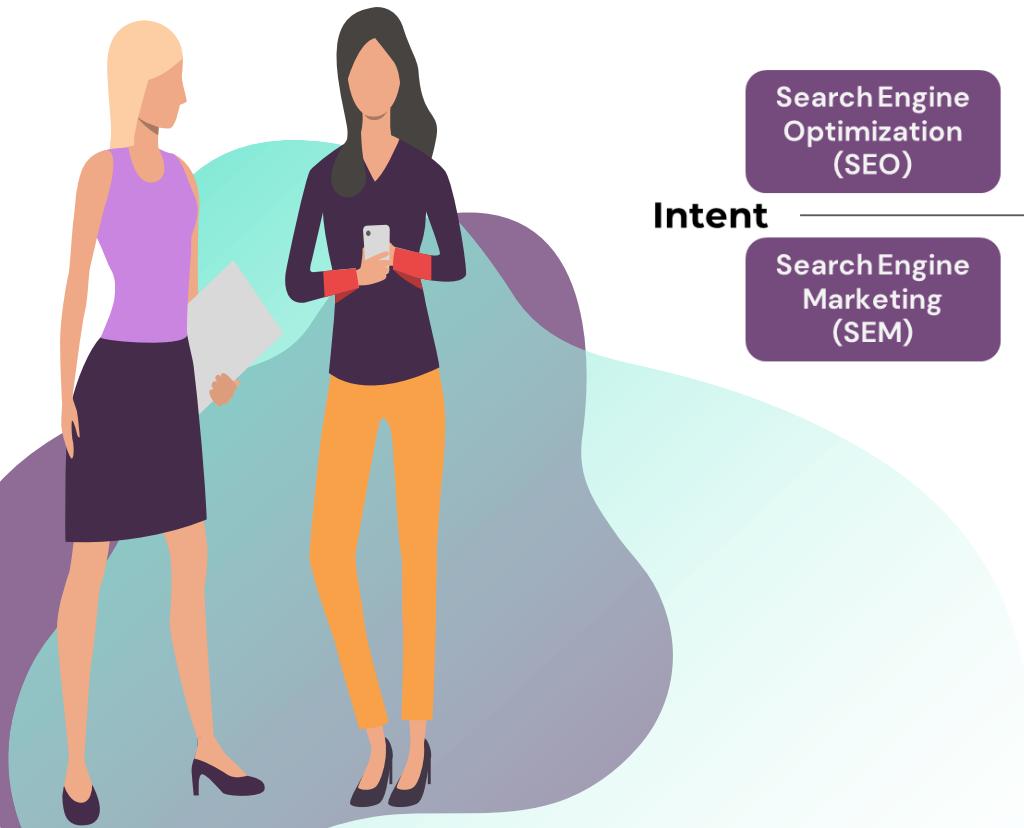
### Goals

- Enhancing Leadership Skills
- Developing Strategic Thinking
- Expanding Network

### Pain Points

- Limited Mentorship Opportunities
- Lack of Personalized Guidance
- Time Constraints
- Time Constraints

# Outreach Channels



# Competitive Analysis



**Company Name** Topmate

**Value Proposition** topmate is the easiest way to connect 1:1 with your followers and monetise your time

## Top Channels

- Social
- Direct
- Organic
- Referral
- Email

## Top organic/paid keywords

- Topmate
- Mentor Names like Shreya prasad, Muskan Agrawal

## Top Referring sites

- LinkedIn
- YouTube
- Quora
- Reddit

1

Top Countries ⓘ

India  
71.11% ▲ 4.69%

United States  
9.68% ▲ 36.56%

Canada  
3.66% ▲ 104.5%

United Kingdom  
2.75% ▲ 82.52%

Germany  
1.74% ▲ 75.63%

Others  
11.06%

See all countries →

## Top Learnings from the competitors

- Audience Age 18-34
- Male:Female - 44.15 :55.85
- Leveraging LinkedIn to the fullest

## Top Competitors

GrowMentor  
ADPlist

# Competitive Analysis



**Company Name**

ADPlist

**Value Proposition**

Learn and grow with help from world-class mentors for free

## Top Channels

- Direct
- Organic
- Social
- Email
- Referral

## Top organic/paid keywords

- ADPlist
- Free UX design
- Mentorship
- ADPlist Product Day
- Mentors Name

## Top Referring sites

- Substack
- Medium



## Top Learnings from the competitors

- Audience Age 18-34
- Male:Female - 44.24 :55.76
- Leveraging LinkedIn to the fullest

## Top Competitors

- GrowMentor
- Mentorkart
- Topmate



# **Stage II**

## **Design and Plan**

# Product Roadmap

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
New Admin Console	Integrations	Integrations	On Premise Backup	On Premise Backup	Code Review
		Secure Protocol	Self-service	API	Payment Gateway
Mobile Mock Up	UX Improvements	Cloud Support	UX Improvements		Automatic Renewal Service
	Application	Application		Application Upgrade	Q3 Initiative
Market Analysis	Customer Outreach	Customer Outreach	SEP Plan	Pricing Review	Content Review
		Legal	Analysis Evaluation	Analysis Evaluation	Performance Management

# Business Plan

Key Partners	Key Activities	Value Proposition	Relationships	Market Segmentation
<ul style="list-style-type: none"><li>Mentors</li><li>Influencers</li><li>Educators</li><li>Digital Marketing Vendors</li><li>Reputed Blogs</li><li>Vendors</li><li>Institutions</li><li>Industry Bodies</li><li>Media</li></ul>	<ul style="list-style-type: none"><li>Customer Acquisition</li><li>Customer Retention</li><li>Quality Content</li><li>Brand Building</li><li>Mentor Onboarding</li><li>Talent Acquisition</li><li>Events/Conferences</li><li>Community Building</li></ul>	<ul style="list-style-type: none"><li>Get 1v1 Mentorship</li><li>Mentor Availability</li><li>Learn at Your Pace</li><li>Affordable Price</li><li>Practical Learning</li><li>Access to Community</li><li>Quality Content</li><li>Mentors Expertise</li><li>High Customer Focus</li><li>Innovation &amp; Continuous Improvements</li><li>Flexibility</li><li>Scalability</li><li>Products that address customer pain points</li></ul>	<ul style="list-style-type: none"><li>Long Term</li><li>Strategic</li><li>Transactional</li><li>Dedicated Customer Assistance</li></ul>	<ul style="list-style-type: none"><li>Age - 18-40</li><li>Location - India + US</li><li>Male/Female</li><li>Early to Mid Professional</li><li>Looking for Start, Transition or Upskill in Product</li></ul>
	<h3>Key Resources</h3> <ul style="list-style-type: none"><li>Product Team</li><li>Technical Team</li><li>Sales and Marketing</li><li>Human Resources</li><li>Finance Team</li><li>Business Development Team</li></ul>		<h3>Channels</h3> <ul style="list-style-type: none"><li>Product Led Sales</li><li>Social and Digital</li><li>Partner Channel</li><li>Marketplace</li><li>Website</li><li>SEO</li></ul>	<ul style="list-style-type: none"><li>English Speaking</li><li>Owns Laptop/Phone</li><li>Uses Social Media</li><li>Visits ADPLIST, Topmate etc</li><li>Talks about product</li></ul>

## Revenue Streams

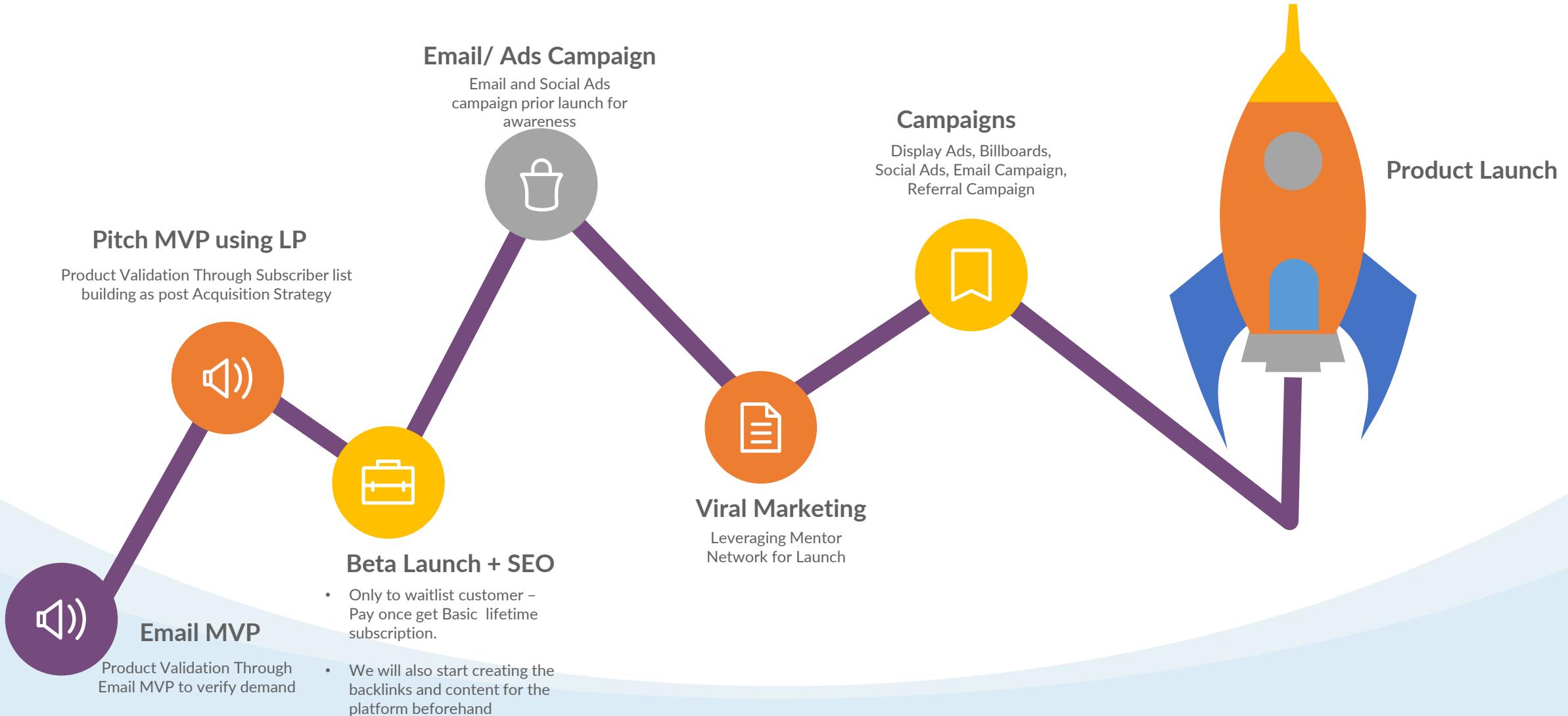
- Mentorship Calls Booked
- Subscription Sold

## Unfair Advantage

- Pricing and Features
- First Mover Advantage
- Pre-Built Community

# Launch Plan

Keeping our eyes on the stars, and our feet on the ground



# Marketing Activity Pyramid



# Setting the foundations



## Value proposition

Why should people buy from you

Mission, vision values

Messaging development

Become less faceless



## Product & service portfolio

Product or service positioning and pricing

Review Lifetime value

Quick wins vs strategic approach

Sales to existing vs new (from mktg)



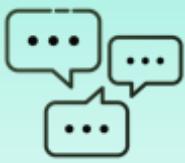
## Personas

Validating the target audience

Their pains and gains

How products and services match their needs and wants

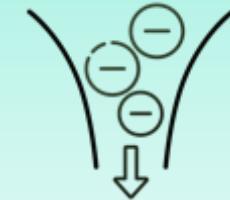
# Lead Generation



**Raise awareness of Product**  
brand influence and engagement  
within target segments & accounts



**Generate top-of-funnel leads,**  
build pipeline and nurture leads  
for Product



**Establish demand generation**  
and test, learn and iterate  
  
**Clear KPIs to demonstrate**  
**value** of a consistent approach  
to lead generation

# Driving Awareness And Engagement



## Paid ads

Promoting valuable content  
that is hidden behind a data  
capture form



## Organic social posts

Regular consistent posts to  
share insights and expertise



## Social Selling

Personal Branding on  
Multiple channels

# Setting the foundations



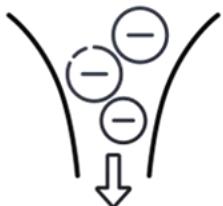
**Single product/ service focus**



**Defined target audience**



**Time-limited**



**Generates engagement and leads at pace**



**Supports brand building activity**



**Learnings applied to future campaigns**

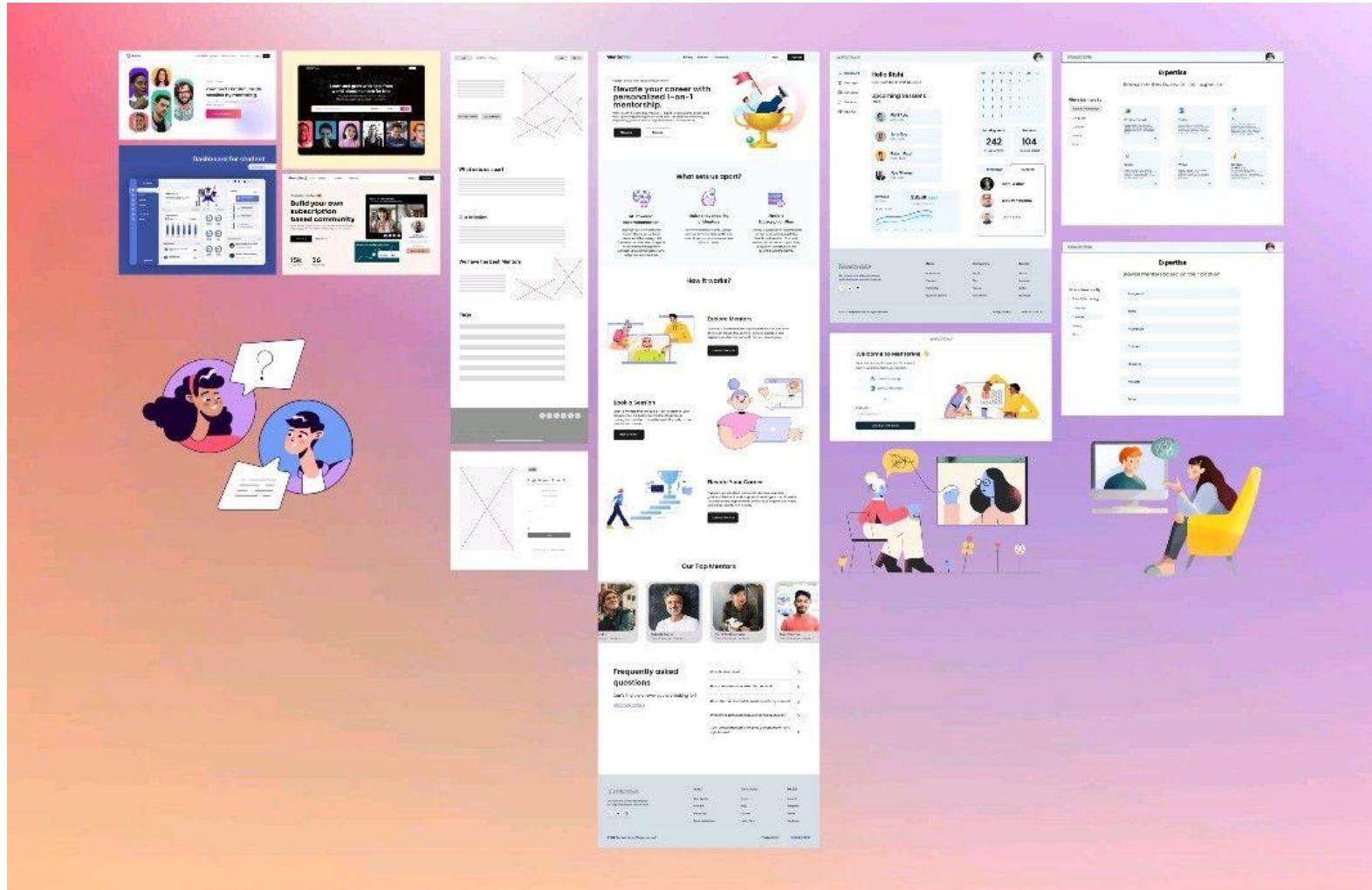
# Stage 2 Wireframing

From Shortlisting the features to finalizing the look, feel and theme, we did a lot.....

The wireframe illustrates the layout of the PM Mentorship website. It begins with a header "PM Mentorship" and a main title "Unleashing Product Potential". Below this, a sub-copy states: "Master the art of product management with our exclusive one-on-one mentorship program. Empower yourself by learning from the best in the industry." Two buttons, "Become a Mentee" and "Join as Mentor", are positioned below the sub-copy. Three circular images are displayed: a group of people at a conference, a person holding a sign that reads "I AM A WOMAN ON A MISSION TO...", and a magazine cover titled "foundr". The pricing section shows three plans: Starter (\$49.99/mo), Pro (\$99.99/mo), and Elite (\$199.99/mo), each with a "Sign Up" button. The FAQ section contains four questions: "How do I get matched with a mentor?", "Can I change my mentor during the program?", "Do you offer any scholarships or discounts?", and "Can I pause or cancel my subscription?". At the bottom, a section titled "Know Your Mentors" provides statistics: 200 Elite Mentors, 5 Years+ Experience, and 300 Success Stories. The footer includes copyright information ("©2023 Product Manager Mentorship") and a generation date ("Generated on June 22, 2023").

# Stage 2 Whiteboarding

Snapshot of the work..... Just a teaser!



# Pricing Model

Based on our User Research and Competitors Analysis



## Free

₹ 0/Mo

3 Free Mentorship Session

Session Duration 15 min

Live Chat

Customized Plan

Access to Level 2 Mentors

Get Started Now

## Basic

₹500/Session

Pay Per Session

Waitlist Applicable

45 Min Duration

Live Chat for 1 month

Access to all mentors on the platform

Get Started Now

## Subscription

₹1000/3 Months

Quarterly Subscription

6 Mentorship Sessions

Live Chat

Customized Plan

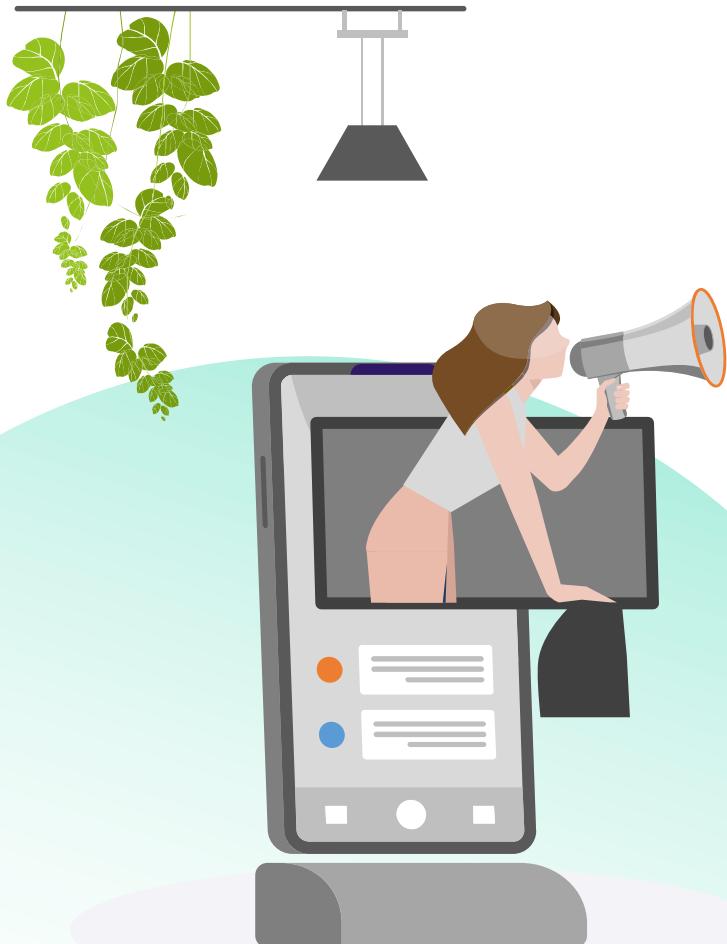
Access to all mentors on the platform

Get Started Now

Pay Annually and Save upto 42% on your subscription

# Coming Soon.

Just a Trailer!



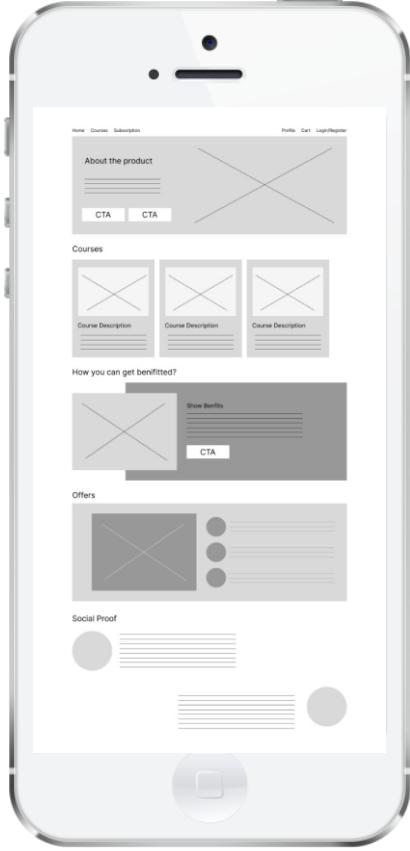
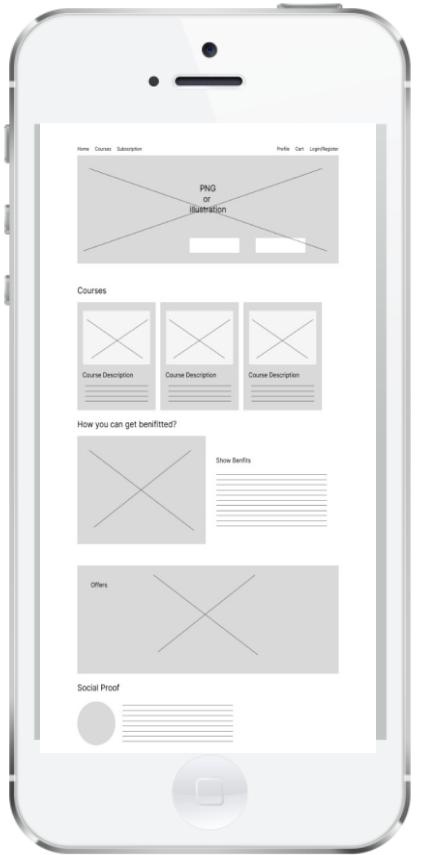
The laptop screen displays a website for "PM Mentorship". The main heading is "Unleashing Product Potential". Below it, a subtext reads: "Master the art of product management with our exclusive one-on-one mentorship program. Empower yourself by learning from the best in the industry." Two buttons are visible: "Become a Mentee" and "Join as Mentor". Below the text are three smaller images: a group of people at a conference table, a poster with the text "I AM A WOMAN ON A MISSION TO...", and a person holding a magazine cover for "foundr".



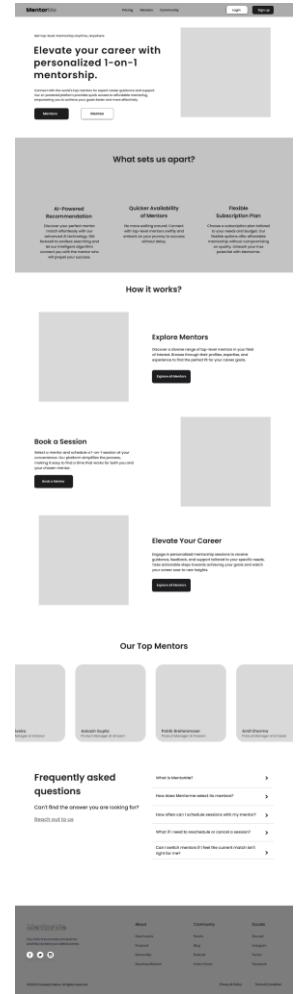
# **Stage III**

## **Build & Test**

# Wireframes



# Wireframes



A wireframe of the MentorMe dashboard for user 'Hello Rishi'. The top navigation includes 'Dashboard', 'Messages', 'Schedules', 'Students', and 'Revenue'. The main area shows 'Upcoming Sessions' for five students: Rishi Ashar, John Doe, Rajesh Patel, Ajay Sharma, and a summary row for 'Tutoring Hours' (242) and 'Students' (104). To the right is a calendar for June 2023 and a 'Revenue' chart comparing sales and cost over the last 7 days. The bottom navigation includes 'Messages' and 'Students' tabs, and a sidebar with profile cards for Rishi Ashar, Ashish Sharma, and John Doe.

A wireframe of the MentorMe sign-up page. It features a 'Welcome to MentorMe' header with a yellow hand icon. Below it is a message: 'Today is a new day. It's your day. You shape it. Sign in to start managing your projects.' There are three sign-in buttons: 'Continue with Google', 'Continue with LinkedIn', and 'Continue with Email'. An 'Email Address' input field is provided, followed by a 'Continue with Email' button.

A wireframe of the MentorMe footer. It includes links for 'About', 'Community', 'Socials', 'Events', 'Blog', 'Podcast', 'Invite a friend', 'Discord', 'Instagram', 'Twitter', and 'Facebook'. The footer also contains the company vision: 'Our vision is to provide convenience and help increase your sales business.', copyright information ('©2022 Company Name. All rights reserved'), and links to 'Privacy &amp; Policy' and 'Terms &amp; Condition'.

# Mockups

MentorMe

Hello Rishi

Upcoming Sessions

5 today

Rishi Ashar 8:00 - 9:00

John Doe 9:00 - 10:00

Rajesh Patel 11:00 - 12:00

Ajay Sharma 2:00 - 3:00

Tutoring Hours 242 in June 2023

Students 104 in June 2023

Messages Students Rishi Ashar

Mon Tue Wed Thu Fri Sat Sun

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Welcome to MentorMe 🌟

Today is a new day. It's your day. You shape it.  
Sign in to start managing your projects.

Continue with Google

Continue with LinkedIn

Or

Email Address Example@email.com

Continue with Email

MentorMe

Pricing Mentors Community Login Sign up

Get top-level mentorship anytime, anywhere

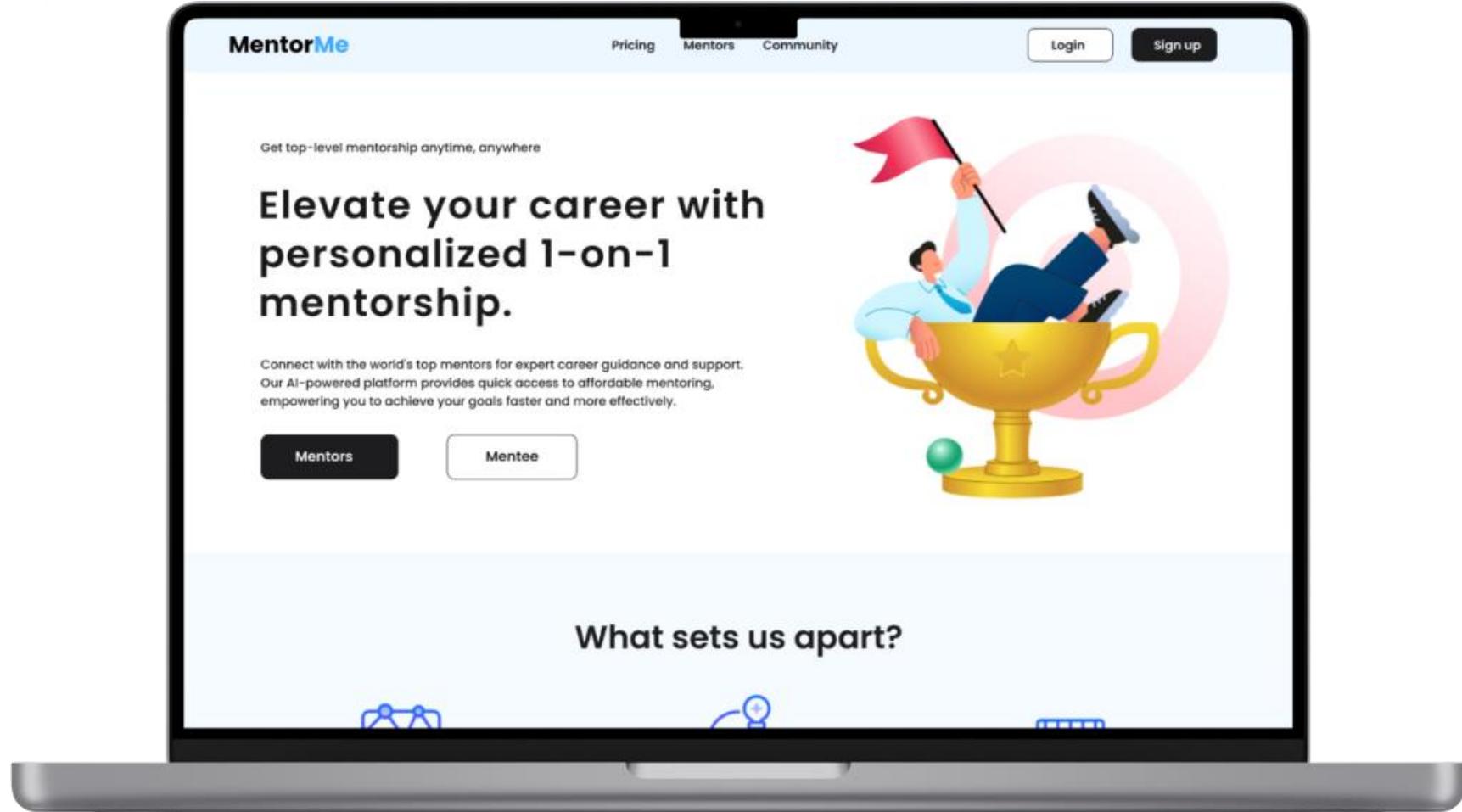
Elevate your career with personalized 1-on-1 mentorship.

Connect with the world's top mentors for expert career guidance and support. Our AI-powered platform provides quick access to affordable mentoring, empowering you to achieve your goals faster and more effectively.

Mentors Mentee

What sets us apart?

# Prototype



<https://mentorme.framer.website/>

# **Stage IV**

## **Launch**



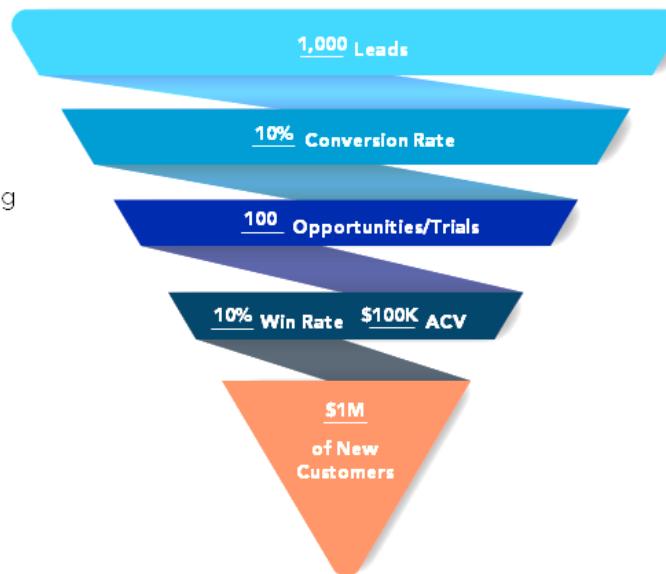
# Go-To Market Strategy

To Acquire the first 1000 Customers ... The Repetitive Success Model

## GTM STRATEGY AND EXECUTION

### Tactics

- Inbound Marketing/Social Media Marketing
- Content Marketing
- Website and SEO
- Video Marketing
- Ads
- Outbound Marketing



### Strategy

- Define your Ideal Customer Profile (ICP)
- Refine your Strategic Narrative

### Execution

- Formulate your Marketing and Sales Activities and implement them

# Email MVP.....

To : Bill Adams (bill.adams@homeretailgroup.com)  
From : Hrishabh Dubey  
Subject : Bill, We are Building Product School. Help us, please?



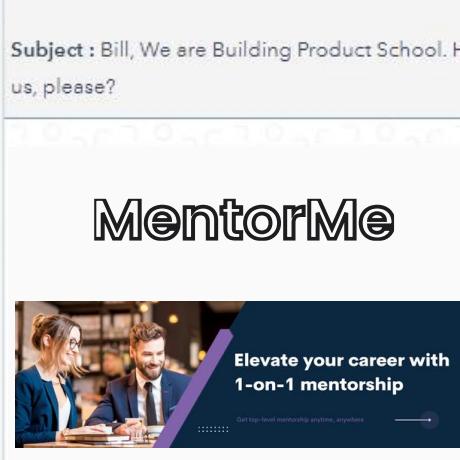
Hi Bill,

This is Hrishabh,

Based on our prior learning experience, We recognised the need for a dedicated subscription-based ed-tech platform where people who are either starting, transitioning or Leveling up their product career can upskill themselves and arm themselves with the latest tools, techniques and knowledge.

We also realised that there were many challenges faced by people in this field. With that

To : Bill Adams (bill.adams@homeretailgroup.com)  
From : Hrishabh Dubey  
Subject : Bill, We are Building Product School. Help us, please?

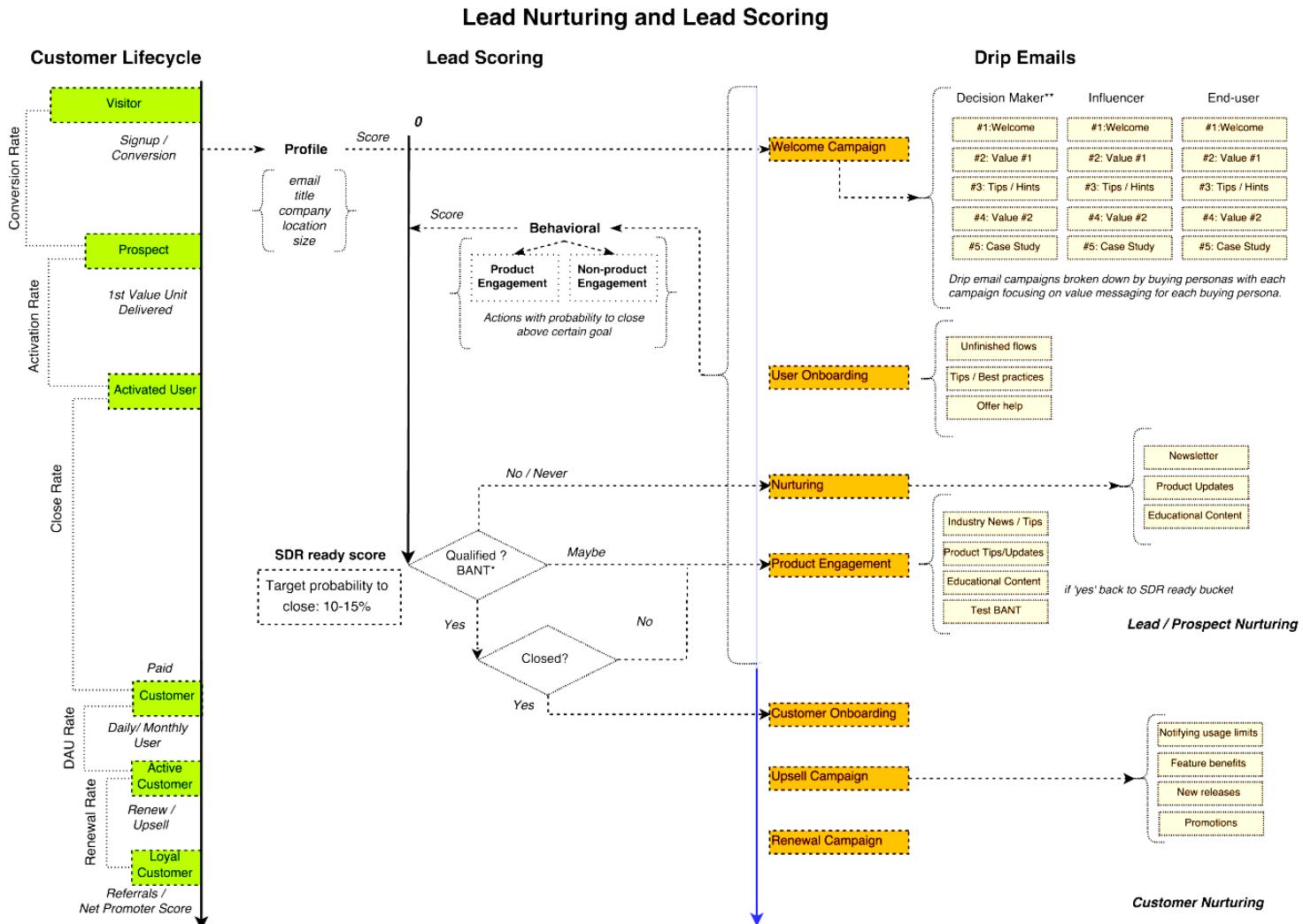


Hi Bill,

This is Hrishabh,

Based on our prior learning experience, We recognised the need for a dedicated subscription-based ed-tech platform

# Email Nurture Sequence



# Pitch Experiment MVP

MentorMe

## Elevate your career with 1-on-1 mentorship

Connect with the world's top mentors for personalized career guidance and support. Our AI-powered platform provides quick access to affordable mentoring, so you can achieve your goals faster

Join Waitlist Now

Beta Launch in

01 01 25 00

DAYSHOURSMINS SEC



<https://lp.growthschool.io/MentorMe>

# Pitch Experiment MVP



# Ad Creatives



Level Up Your  
**Career with MentorMe**

Get Mentored From the top 1% industry experts

**SIGNUP NOW**



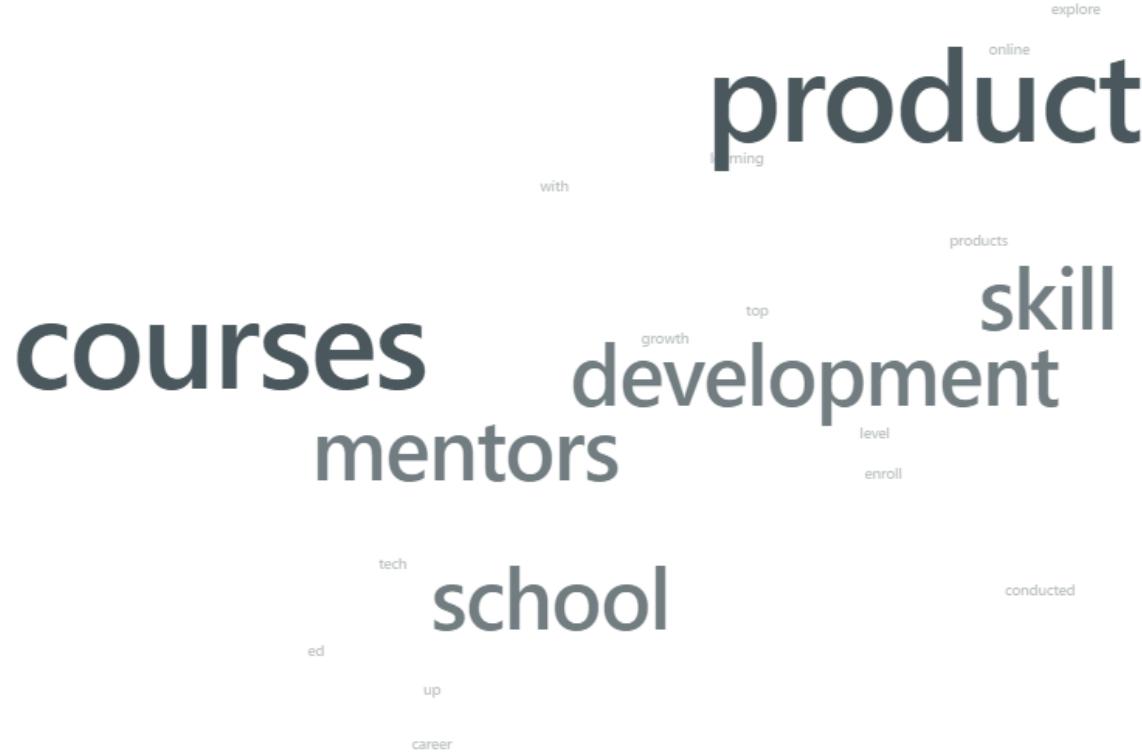
**MENTORME**

Get top-level mentorship anytime, anywhere

**Elevate your career  
with 1-on-1 Mentorship**

Get started with MentorMe

# Usability Test – 5 Second Test



Word Cloud - What Users perceived in

**5 Sec**

1b. Long text question

What words or sentences do you recall?

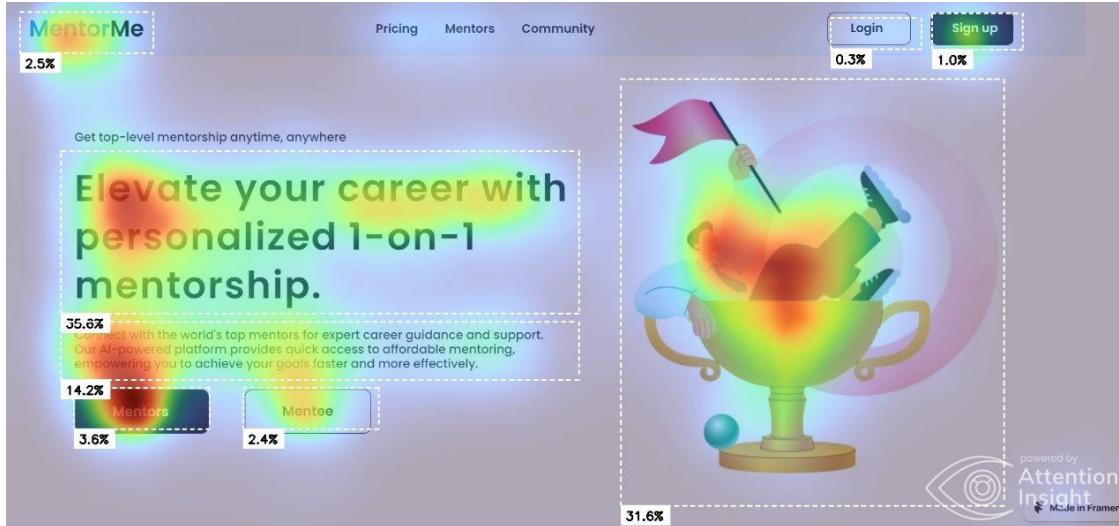
[Answers 9](#) [Tags 0](#) [Word cloud](#)

Select all  Search responses [Add/edit tags](#)

- nothing
- Enroll, Mentor, Start , Career
- enroll now
- mentors
- Enroll now, product courses, mentors
- Attractive
- product school explore enroll learn mentors
- Shouldve been the first question forgot everything now XD Learn from 50+ somethings i guess
- top mentors

What Next?

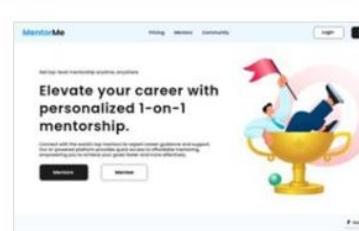
# Attention Insight Score



# GT Metrix Test

GTmetrix

Features ▾ Pricing Resources ▾ Blog



Latest Performance Report for:  
<https://mentorme.framer.website/>

Report generated: Sun, Jun 25, 2023 8:34 AM -0700  
Test Server Location: 🇨🇦 Vancouver, Canada  
Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

**GTmetrix Grade** ?

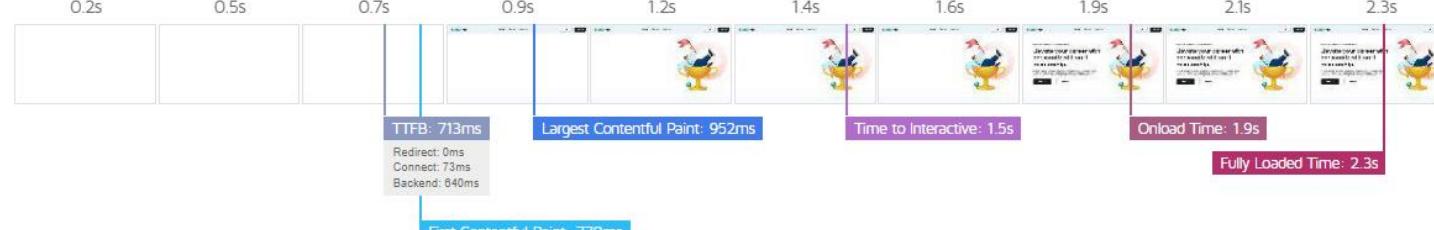
A	Performance ?	Structure ?
98%	99%	

**Web Vitals** ?

Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
952ms	2ms	0

Summary    Performance    Structure    Waterfall    Video    History

**Speed Visualization** ?



0.2s 0.5s 0.7s 0.9s 1.2s 1.4s 1.6s 1.9s 2.1s 2.3s

TTFB: 713ms  
First Contentful Paint: 770ms  
Largest Contentful Paint: 952ms  
Time to Interactive: 1.5s  
Onload Time: 1.9s  
Fully Loaded Time: 2.3s

# The MVP - MentorMe



A screenshot of the MentorMe website homepage displayed on a laptop screen. The header features the MentorMe logo, navigation links for Pricing, Mentors, and Community, and buttons for Login and Sign up. The main headline reads "Get top-level mentorship anytime, anywhere" and "Elevate your career with personalized 1-on-1 mentorship." Below the headline, a subtext states: "Connect with the world's top mentors for expert career guidance and support. Our AI-powered platform provides quick access to affordable mentoring, empowering you to achieve your goals faster and more effectively." Two buttons are present: "Mentors" (dark background) and "Mentee" (light background). To the right of the text is a cartoon illustration of a person sitting on top of a large gold trophy, holding a red flag, set against a pink circular background. At the bottom of the page, the heading "What sets us apart?" is visible above some small icons.

<https://mentorme.framer.website/>

**THANK  
YOU**

