Stage 1 Submission

Mega Hackathon 2.0

Mega Hackathon 2.0

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

Submission By –

Team 4

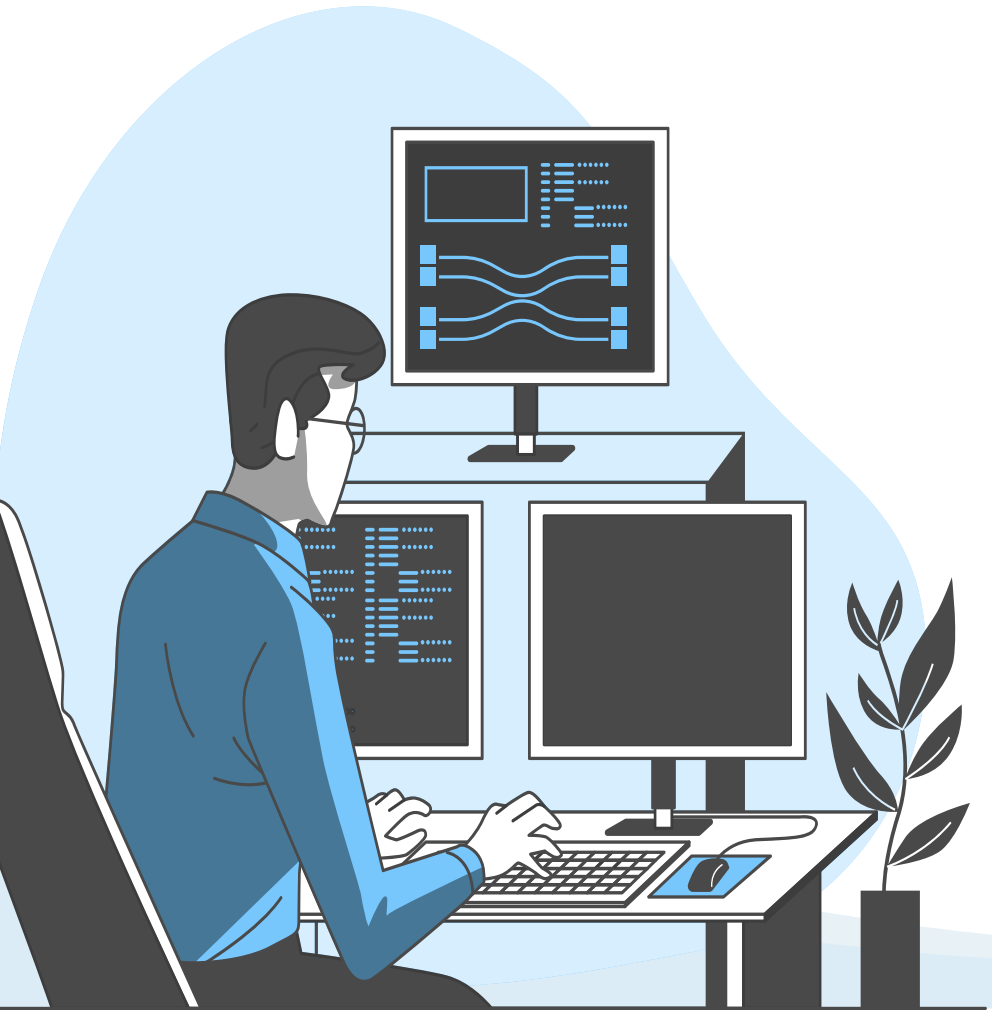
Problem Statement

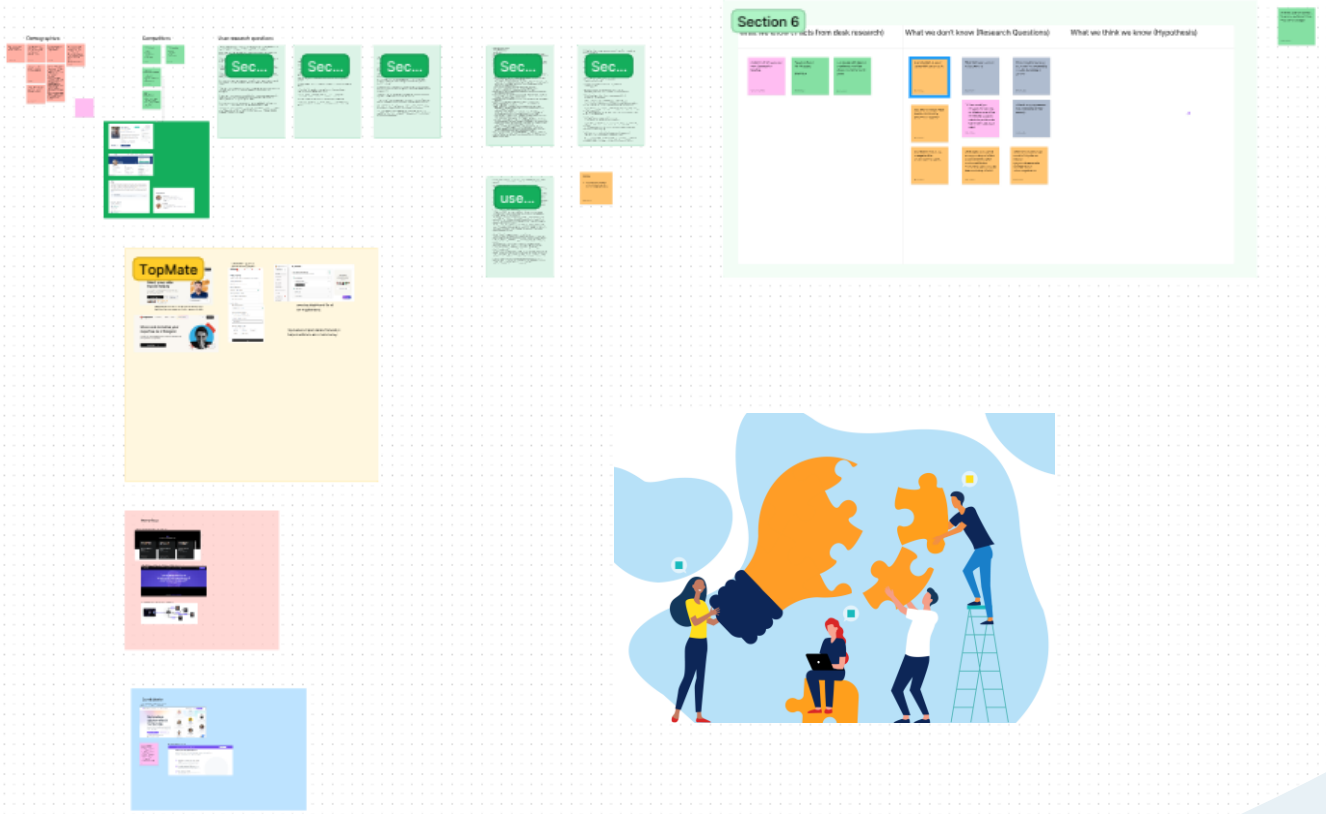
“Build a product for 1v1 Mentorship platform that can launched by the end of the hackathon, in 7 days”

Stage I

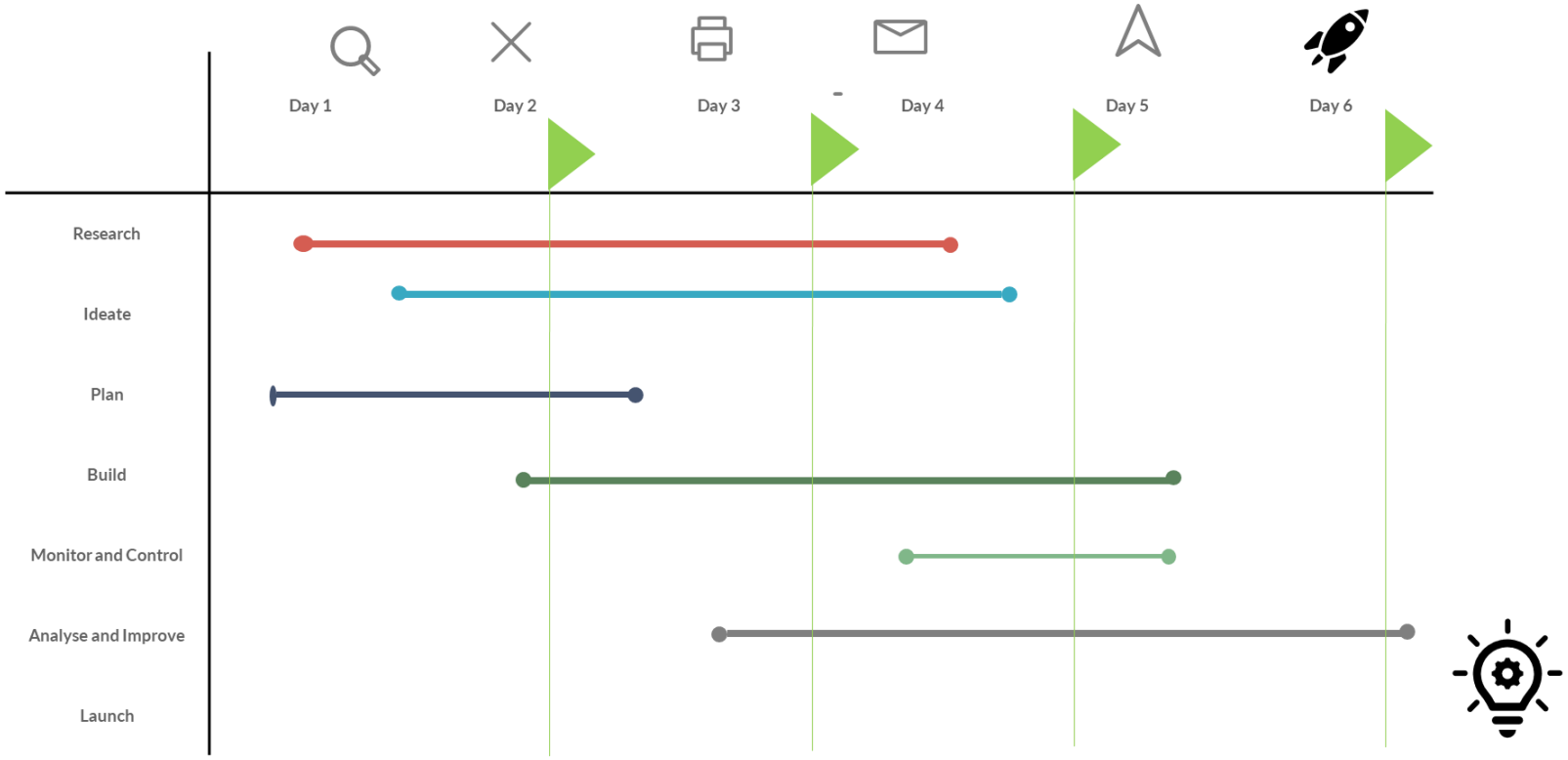
Ideate and Research

Brainstorming

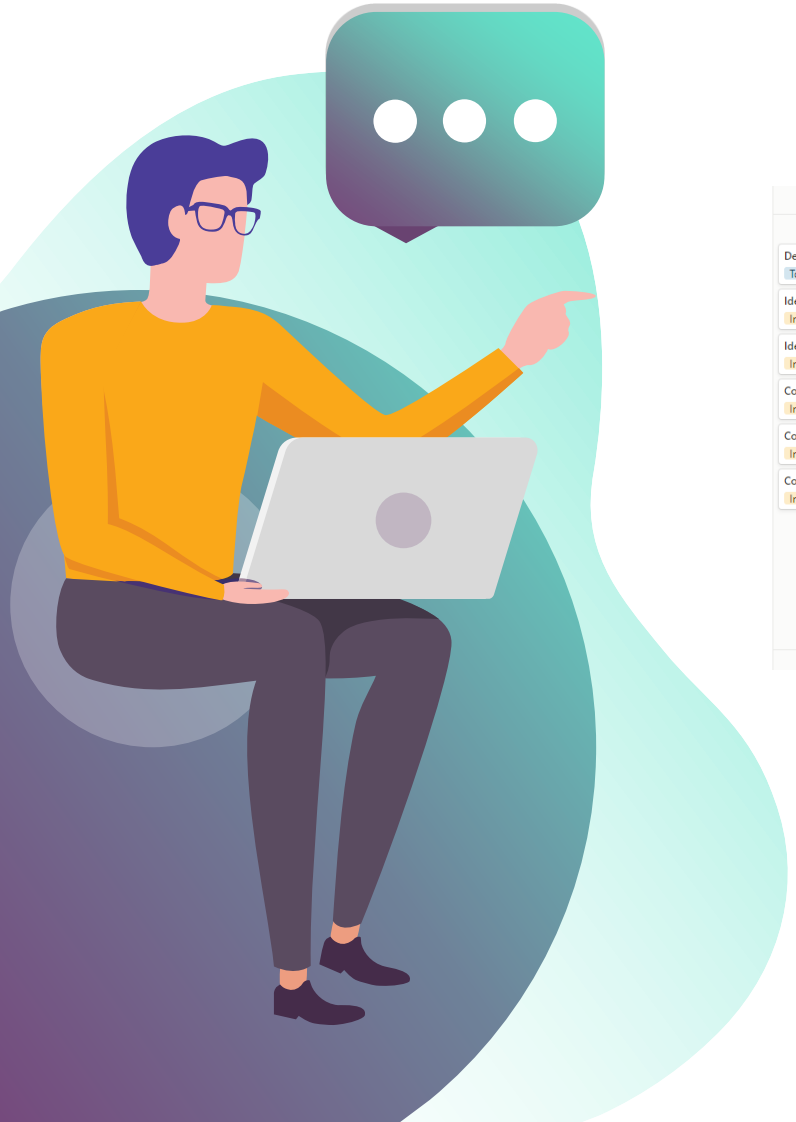




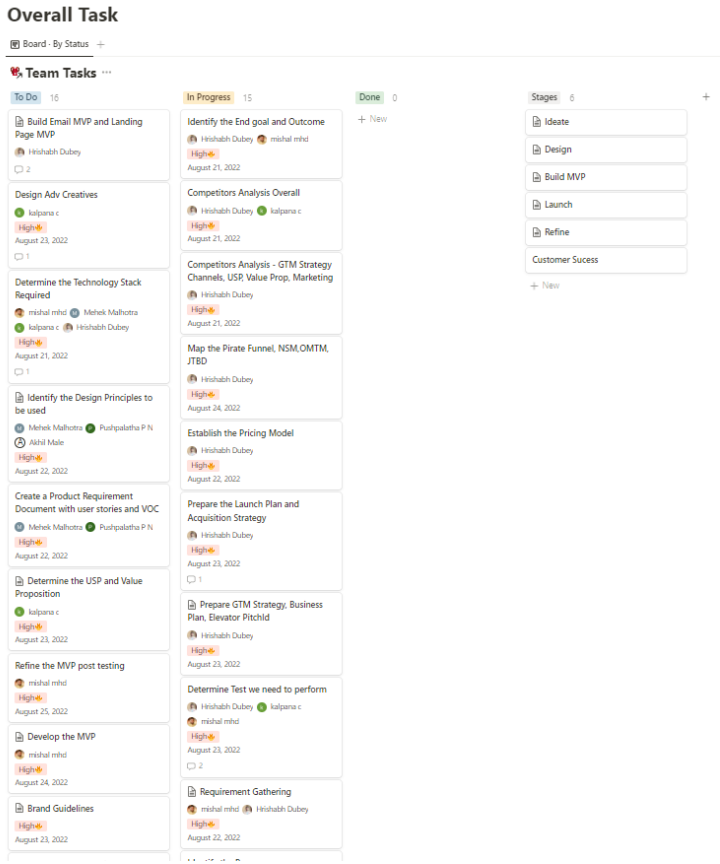
Product Development Plan



Sprint Planning



21	22	23	24	25
Determine the Technology ... 1 To Do	Identify the Design Principles... To Do	Brand Guidelines To Do	Develop the MVP To Do	Prepare the elevator Pitch To Do
Identify the End goal and Outco... In Progress	Create a Product Requirement D... To Do	Determine the USP and Value... To Do	Build Early adopters list 1 To Do	Refine the MVP post testing To Do
Identify the Process In Progress	Establish the Pricing Model In Progress	Prepare GTM Strategy, Busine... In Progress	User Testing Post MVP Build 1 To Do	
Competitors Analysis - UI/UX & ... In Progress	Prepare the product Wirefr... 2 To Do	Design Adv Creatives 1 To Do	Map the Pirate Funnel, NSM,OM... In Progress	
Competitors Analysis - GTM Stra... In Progress	MVP features Shortlisting 4 To Do	Prepare the Launch Plan an... 1 In Progress	MVP Testing To Do	
Competitors Analysis Overall In Progress	Requirement Gathering In Progress	Identify the channels, Outreach ... In Progress		
	Solution -Identify our Value... 2 In Progress	Determine Test we need to ... 2 In Progress		
	Empathy map creation To Do			
	Customer Segmentation - Buyer... In Progress			
28	29	30	31	Sep 1



Pirate Funnel

A	Awareness	Marketing Efforts
A	Acquisition	Landing on the Website
A	Activation	Free Trial Enrollment
R	Retention	Repeat Mentorship Booking
R	Revenue	Purchase of Subscription
R	Referral	Word of Mouth/Referral

North Star Metric

NSM : Mentorship Calls Booked

Social Presence	New Mentors Onboarding	Reduce Clicks to book a call	New User Acquisition	Positive Mentions
No of mentions	Add 50/Month	Get it to 4	250/week	100 per month
Marketing	Business Dev	Product	Mentor Support Team	PR

OMTM

Jobs To Be Done Framework.

JOB What exactly is customer struggling with?	Trigger What is the current solution they are using?	Outcome How does their life look once it is solved?
Upskill For Product Role	Learn Using Articles/Youtube	Gets 1v1 Mentorship from top mentors at affordable price
Lacks Time and Money	Cohort Based Courses	Access to Mentors across the world
Cannot access 1v1 Mentorship at a afforable price	Leverage Platforms like Udemy, Coursera etc	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

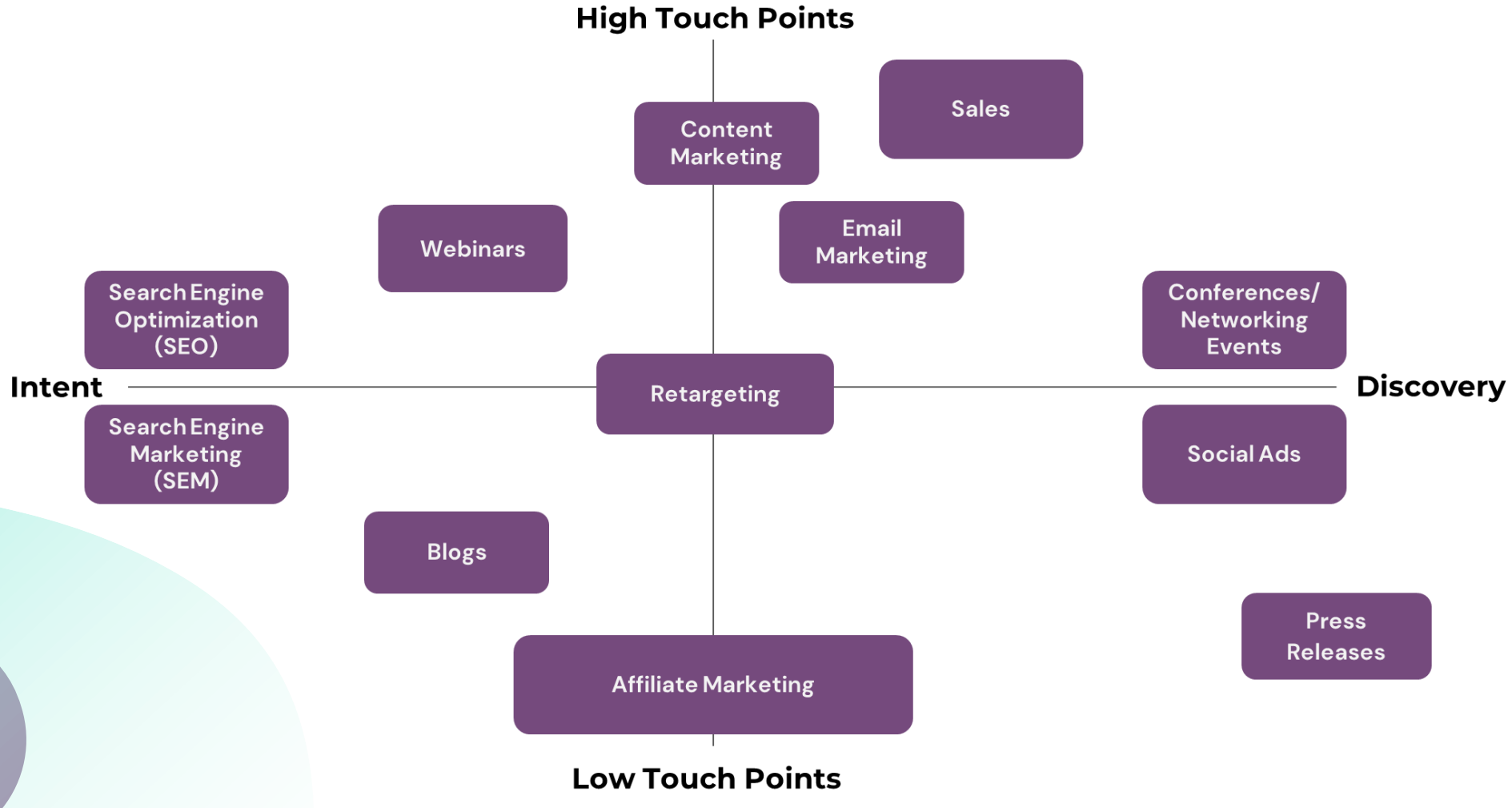
Developing Strategic Thinking

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
- Redditt

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

ADPList

Company Name ADPlist

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

Top Channels

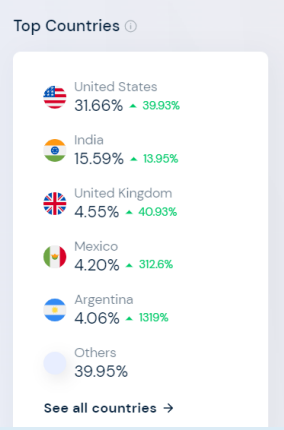
- Direct
- Organic
- Social
- Email
- Referral

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

- *Mentors*
- *Influencers*
- *Educators*
- *Digital Marketing Vendors*
- *Reputed Blogs*
- *Vendors*
- *Institutions*
- *Industry Bodies*
- *Media*

Key Activities

- Customer Acquisition
- Customer Retention
- Quality Content
- Brand Building
- Mentor Onboarding
- Talent Acquisition
- Events/Conferences
- Community Building

Key Resources

- Product Team
- Technical Team
- Sales and Marketing
- Human Resources
- Finance Team
- Business Development Team

Value Proposition

- Get 1v1 Mentorship
- Mentor Availability
- Learn and Your Pace
- Affordable Price
- Practical Learning
- Access to Community
- Quality Content
- Mentors Expertise
- High Customer Focus
- Innovation & Continuous Improvements
- Flexibility
- Scalability
- Products that address customer pain points

Relationships

- Long Term
- Strategic
- Transactional
- Dedicated Customer Assistance

Channels

- Product Led Sales
- Social and Digital
- Partner Channel
- Marketplace
- Website
- SEO

Market Segmentation

- *Age – 18-40*
- *Location – India + US*
- *Male/Female*
- *Early to Mid Professional*
- *Looking for Start, Transition or Upskill in Product*

- *English Speaking*
- *Owns Laptop/Phone*
- *Uses Social Media*
- *Visits ADPList, Topmate etc*
- *Talks about product*

Revenue Streams

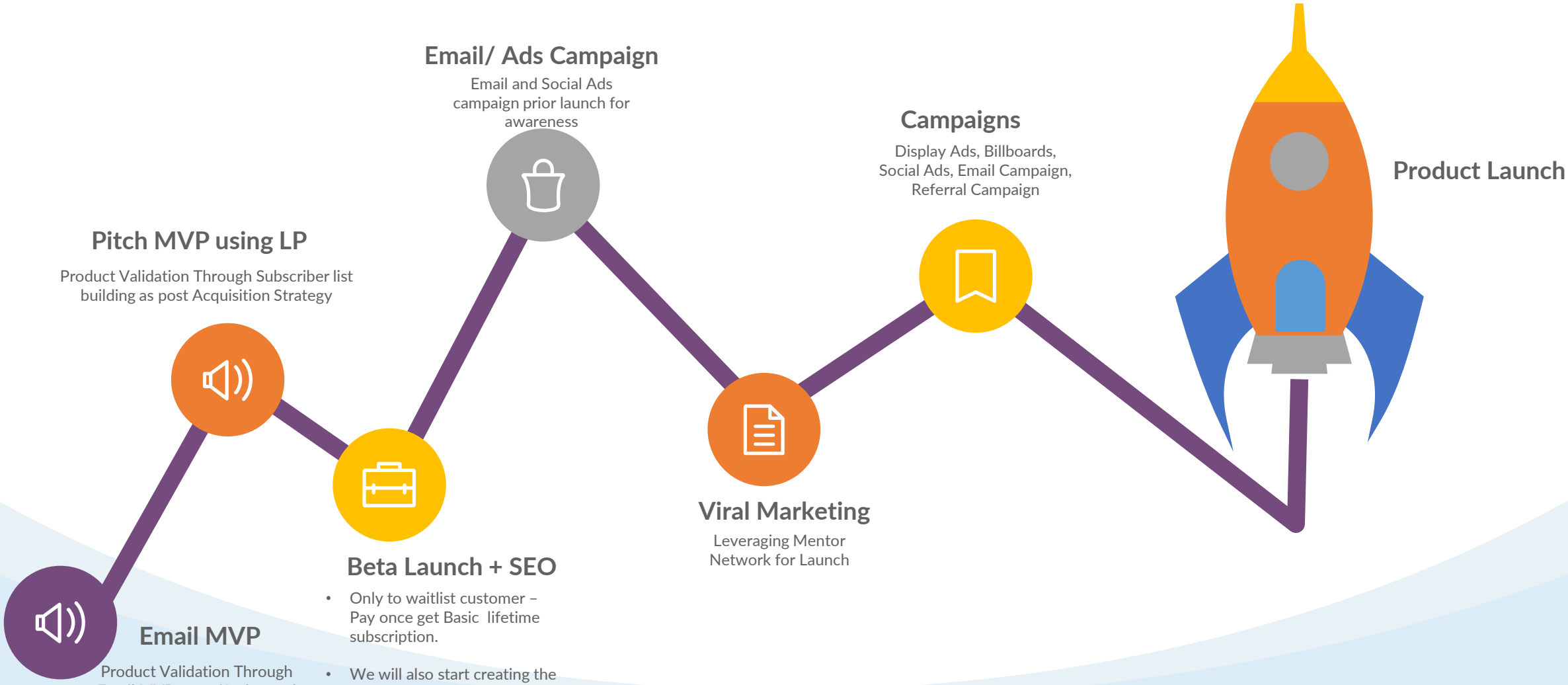
- Mentorship Calls Booked
- Subscription Sold

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



Email MVP

Product Validation Through Email MVP to verify demand

Pitch MVP using LP

Product Validation Through Subscriber list building as post Acquisition Strategy

Beta Launch + SEO

- Only to waitlist customer – Pay once get Basic lifetime subscription.
- We will also start creating the backlinks and content for the platform beforehand

Email/ Ads Campaign

Email and Social Ads campaign prior launch for awareness

Viral Marketing

Leveraging Mentor Network for Launch

Campaigns

Display Ads, Billboards, Social Ads, Email Campaign, Referral Campaign

Product Launch

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

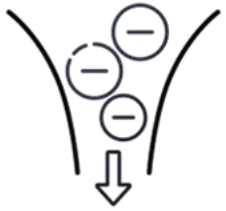
Personal Branding on Multiple channels

Setting the foundations

Single product/ service focus

Defined target audience

Time-limited



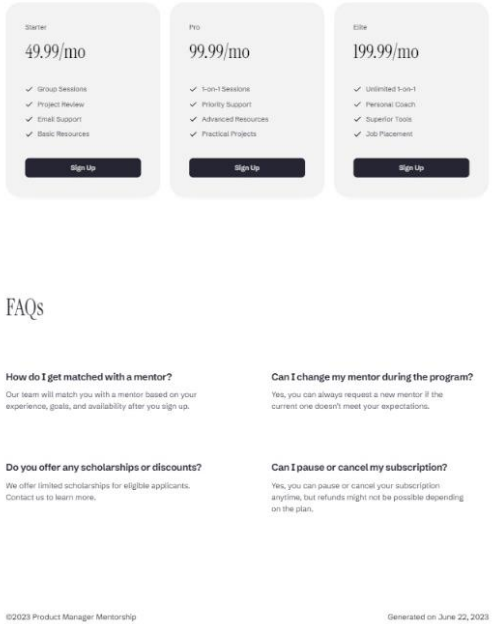
Generates engagement and leads at pace

Supports brand building activity

Learnings applied to future campaigns

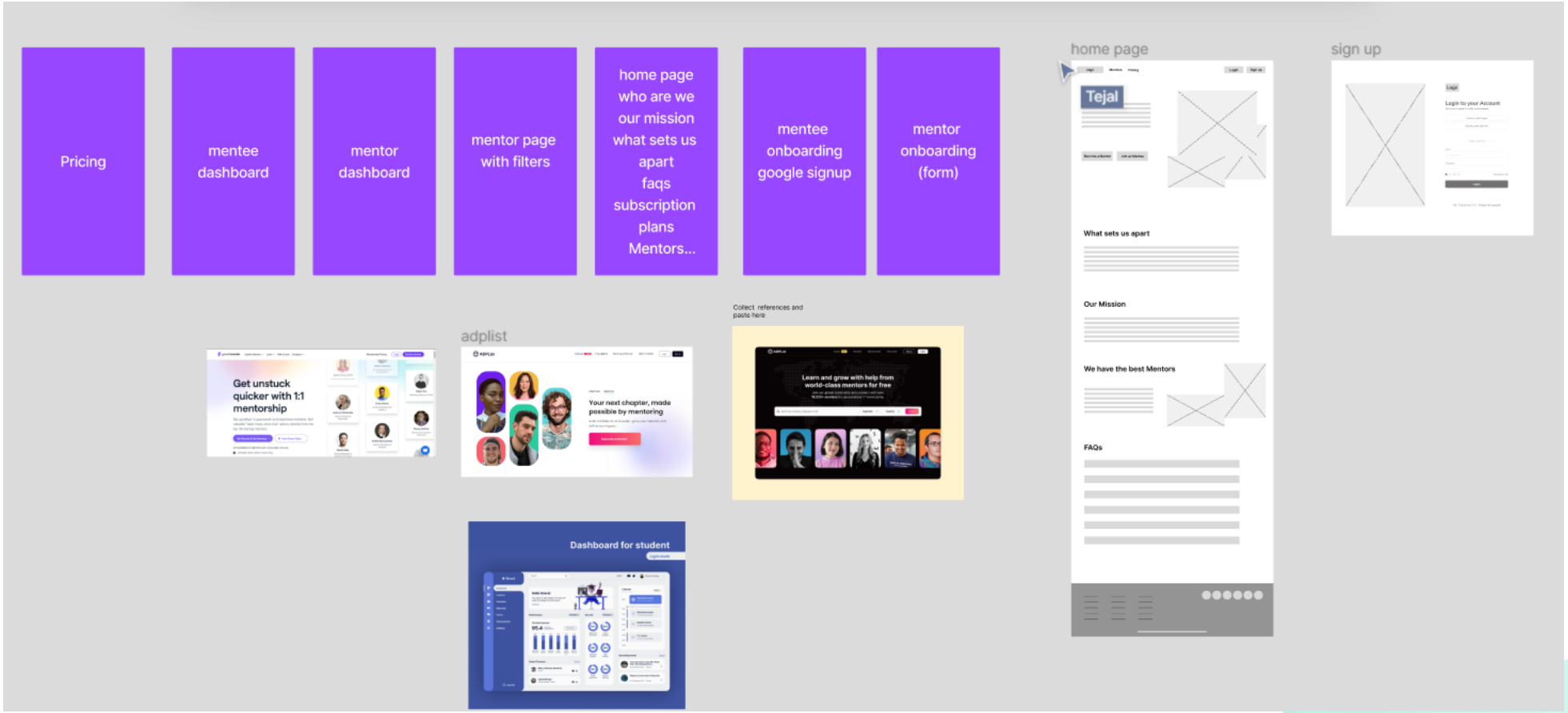
Stage 2 Wireframing

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



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

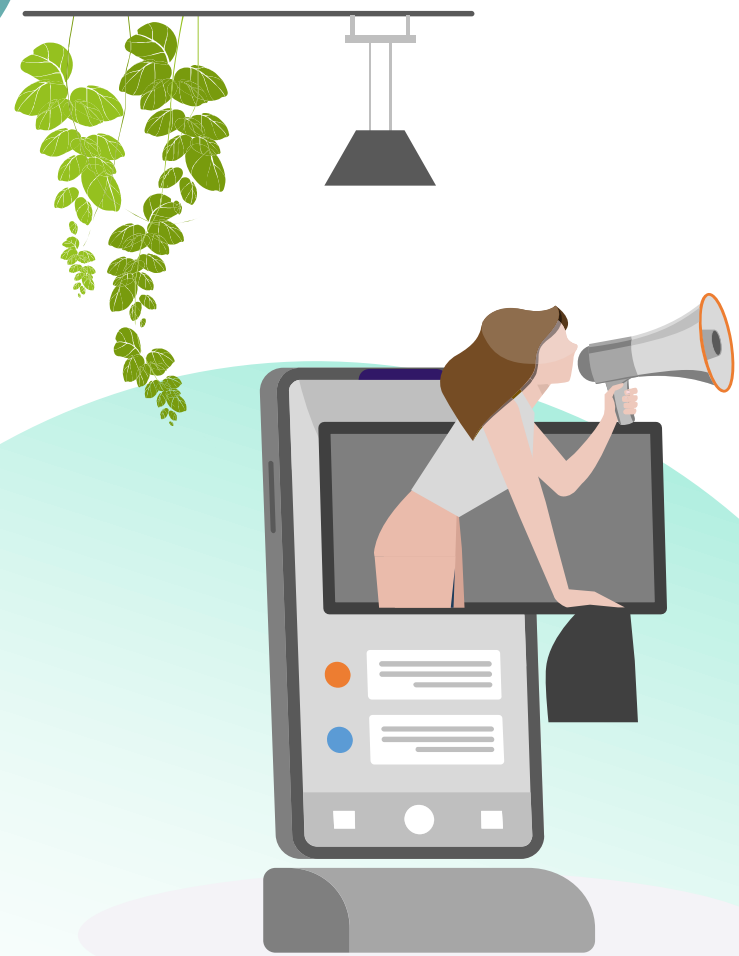
Access to all mentors on the platform

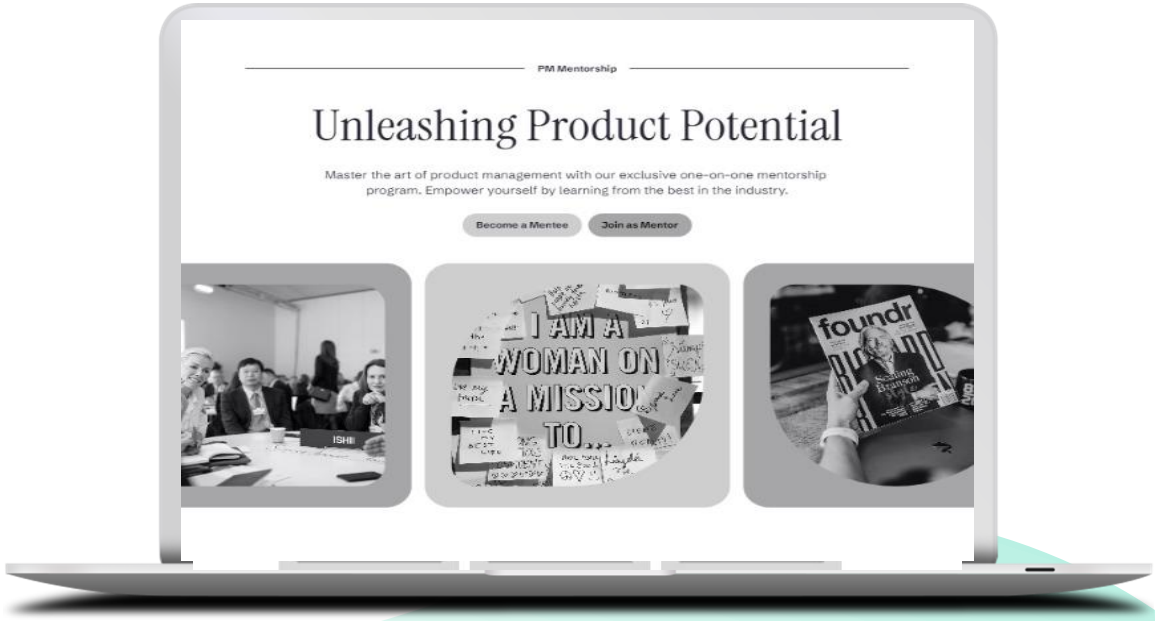
Get Started Now

Pay Annually and Save upto 42% on your subscription

Coming Soon...

Just a Trailer!





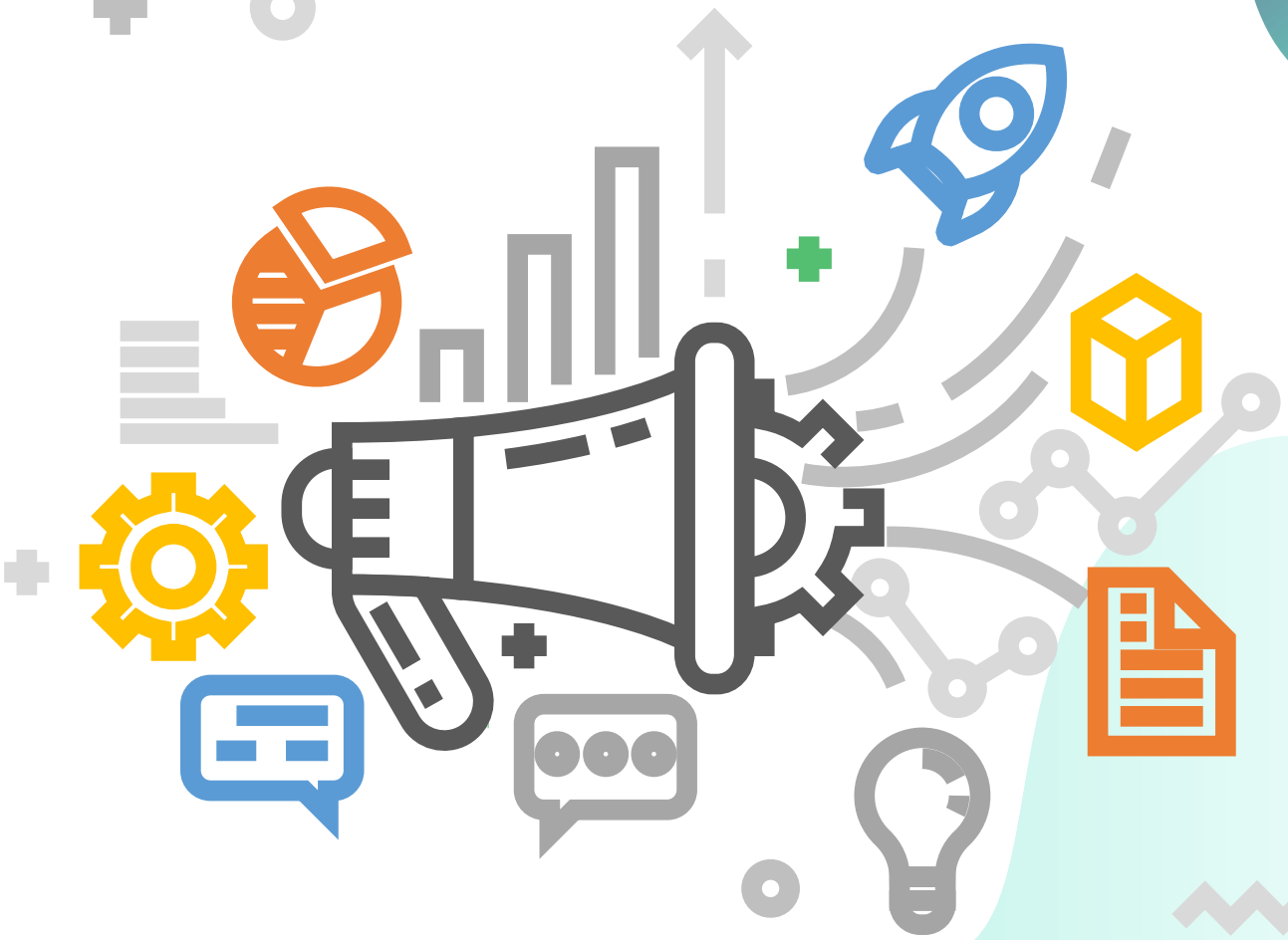
Stage III

Build & Test

Wireframes

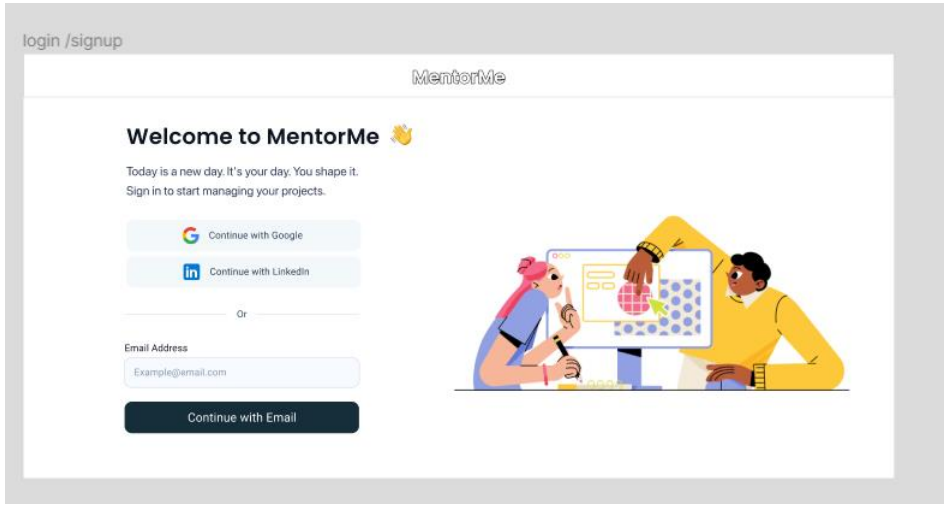
PNG
or
illustration
Courses
Course Description
Course Description
Course Description
How you can get benifitted?
Show Benfits
Offers
Social Proof

About the product
CTA
CTA
Courses
Course Description
Course Description
Course Description
How you can get benifitted?
Show Benfits
CTA
Offers
Social Proof



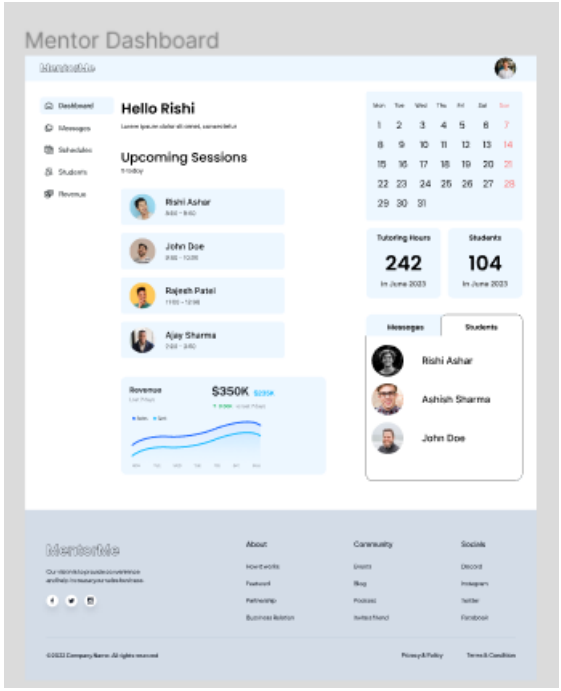
Mockups

login /signup



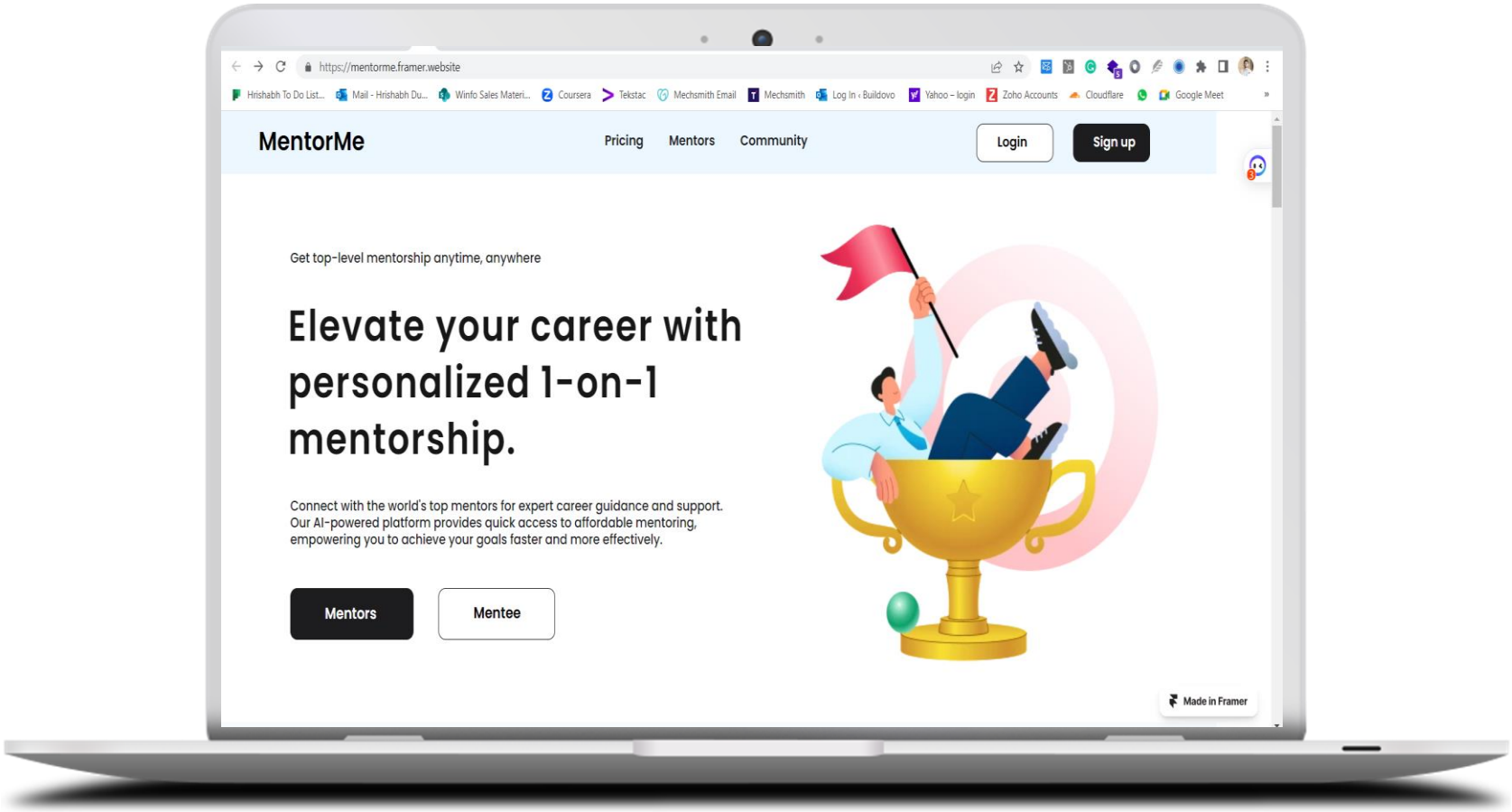
Home page

Mentor Dashboard



Prototype

MentorMe



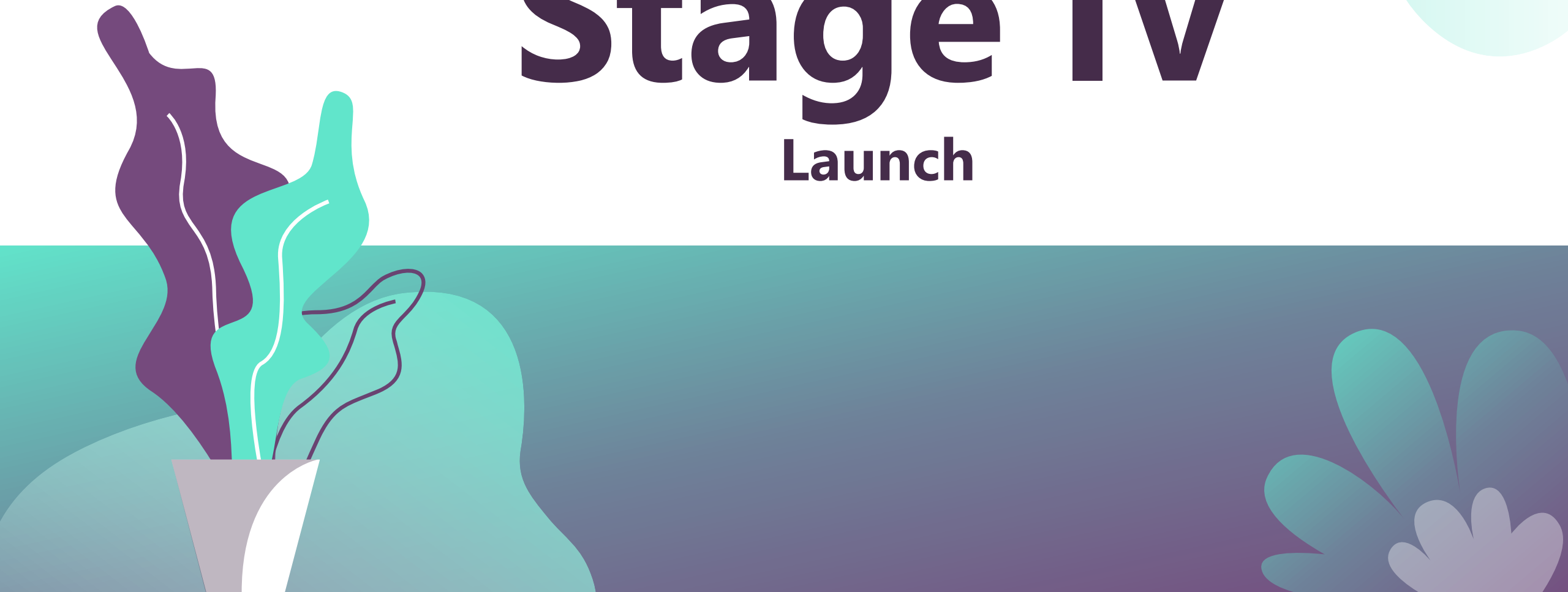
Introducing

MentorMe

https://mentorme.framer.website/

Stage IV

Launch

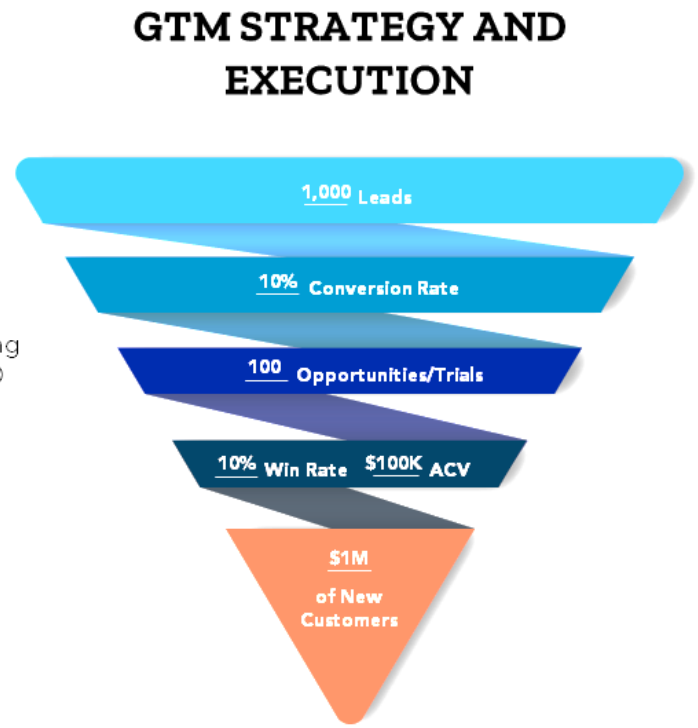


Go-To Market Strategy

To Acquire the first 1000 Customers … The Repetitive Success Model

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

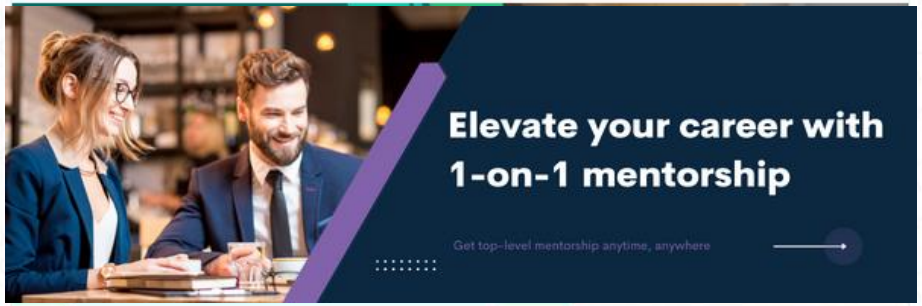
Execution

- 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?

MentorMe



Hi Bill,

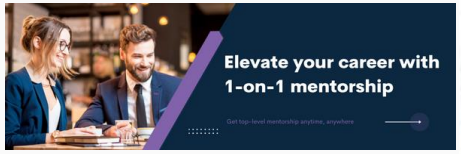
This is Hrishabh,

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?

MentorMe



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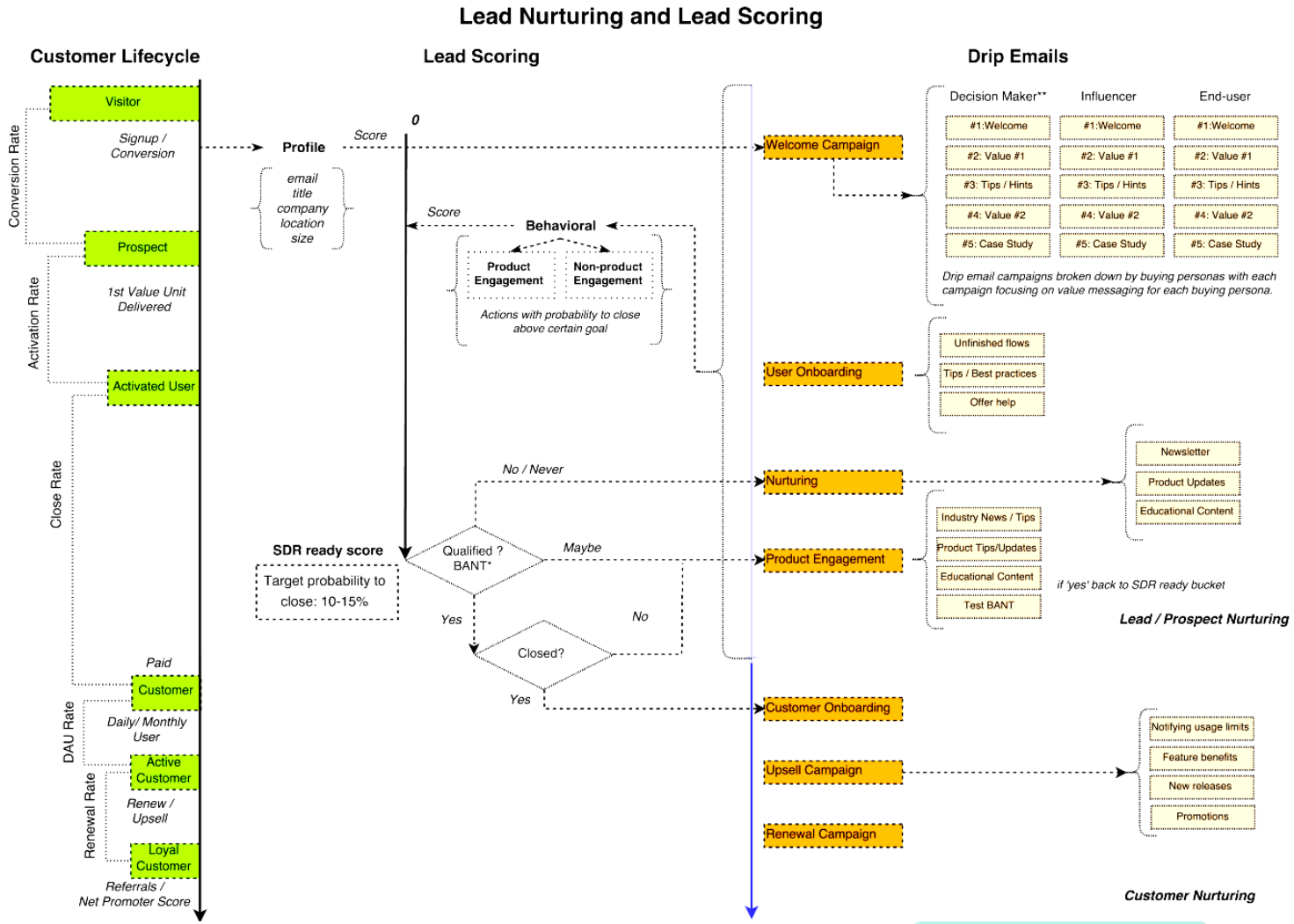
Email Nurture Sequence



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

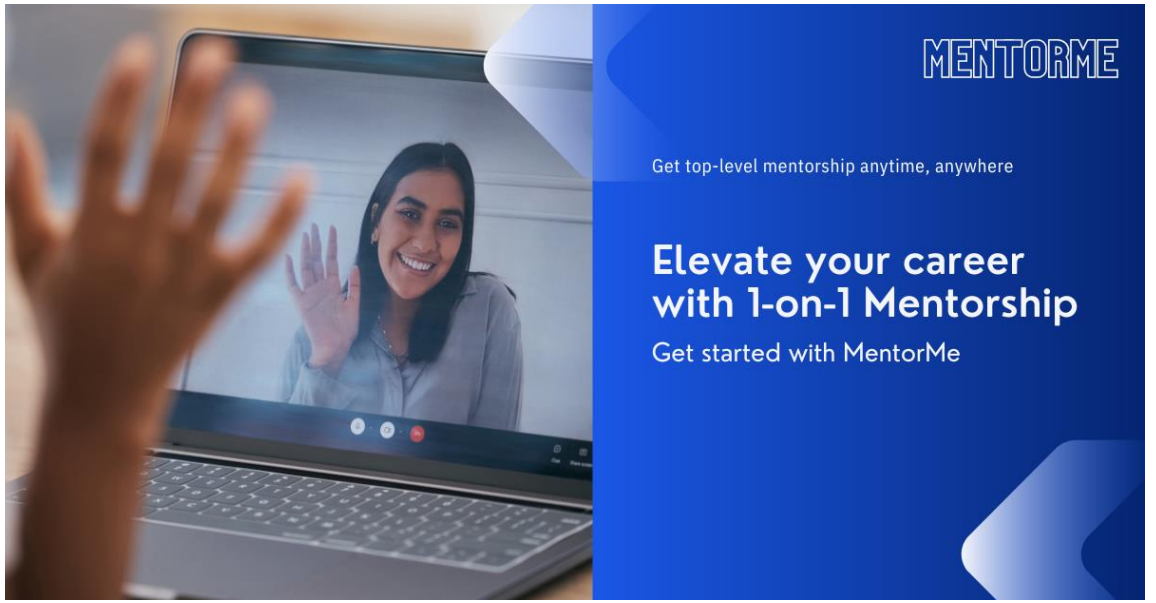
Beta Launch in

01	01	25	00
DAYS	HOURS	MINS	SEC

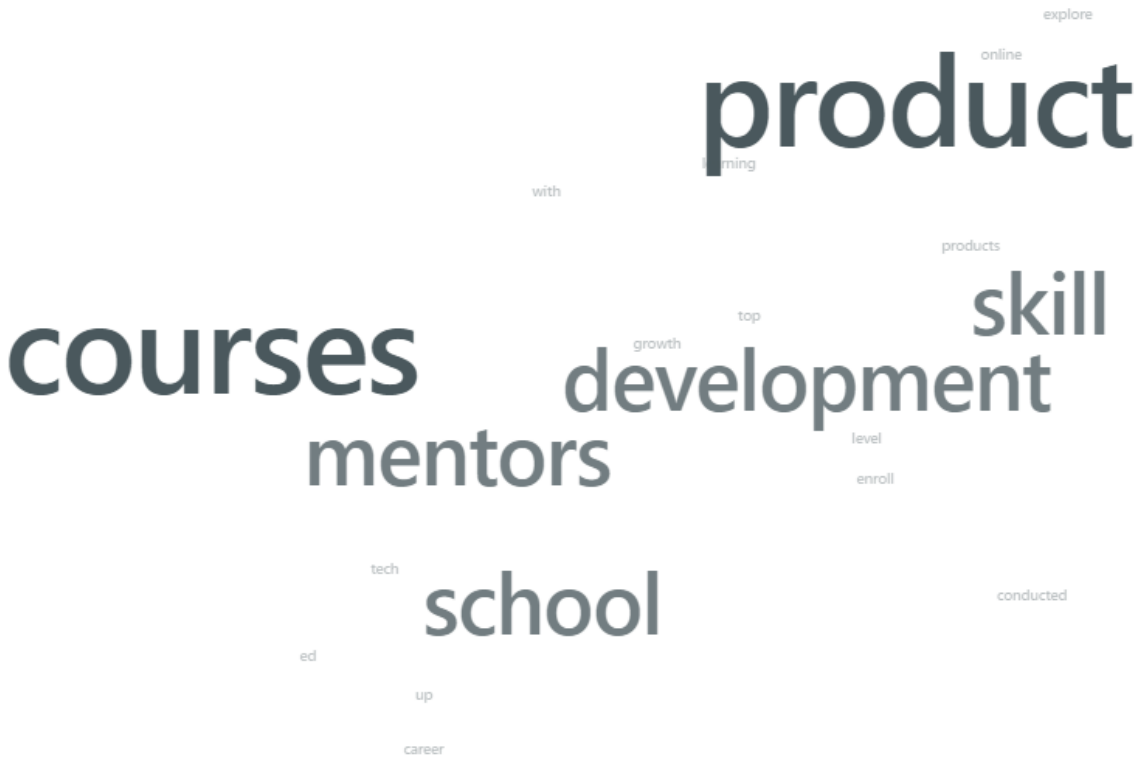
https://lp.growthschool.io/MentorMe

Pitch Experiment MVP

Ad Creatives

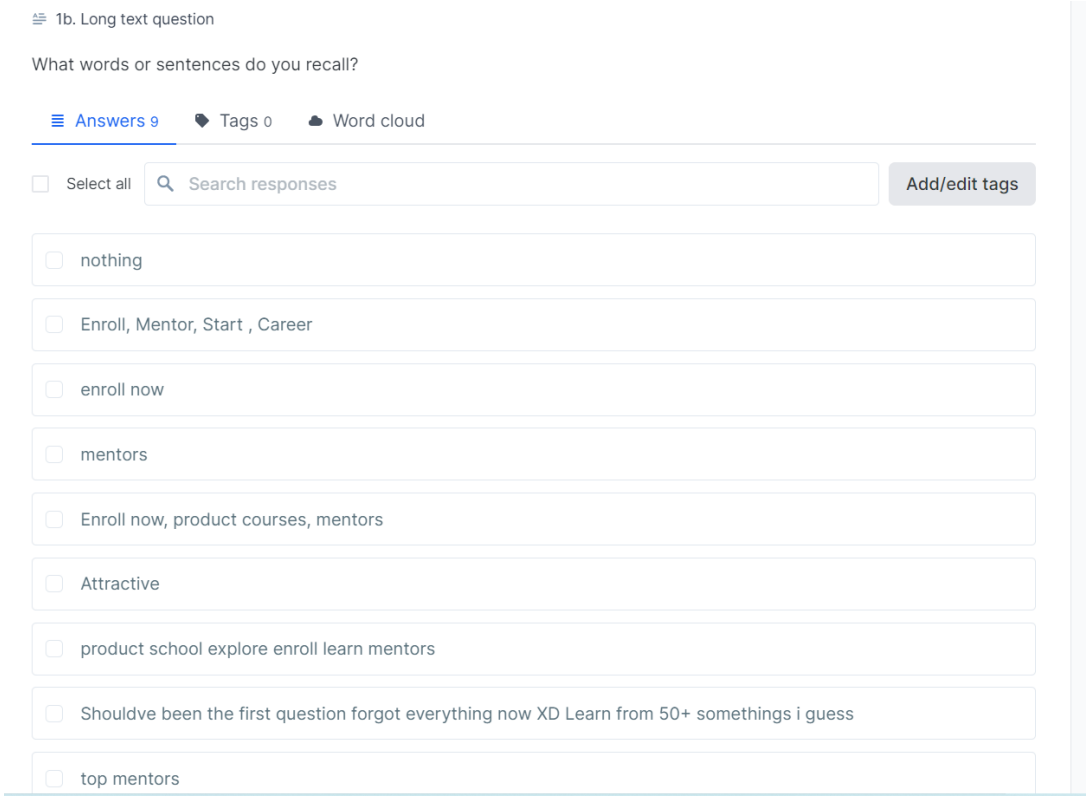


Usability Test – 5 Second Test



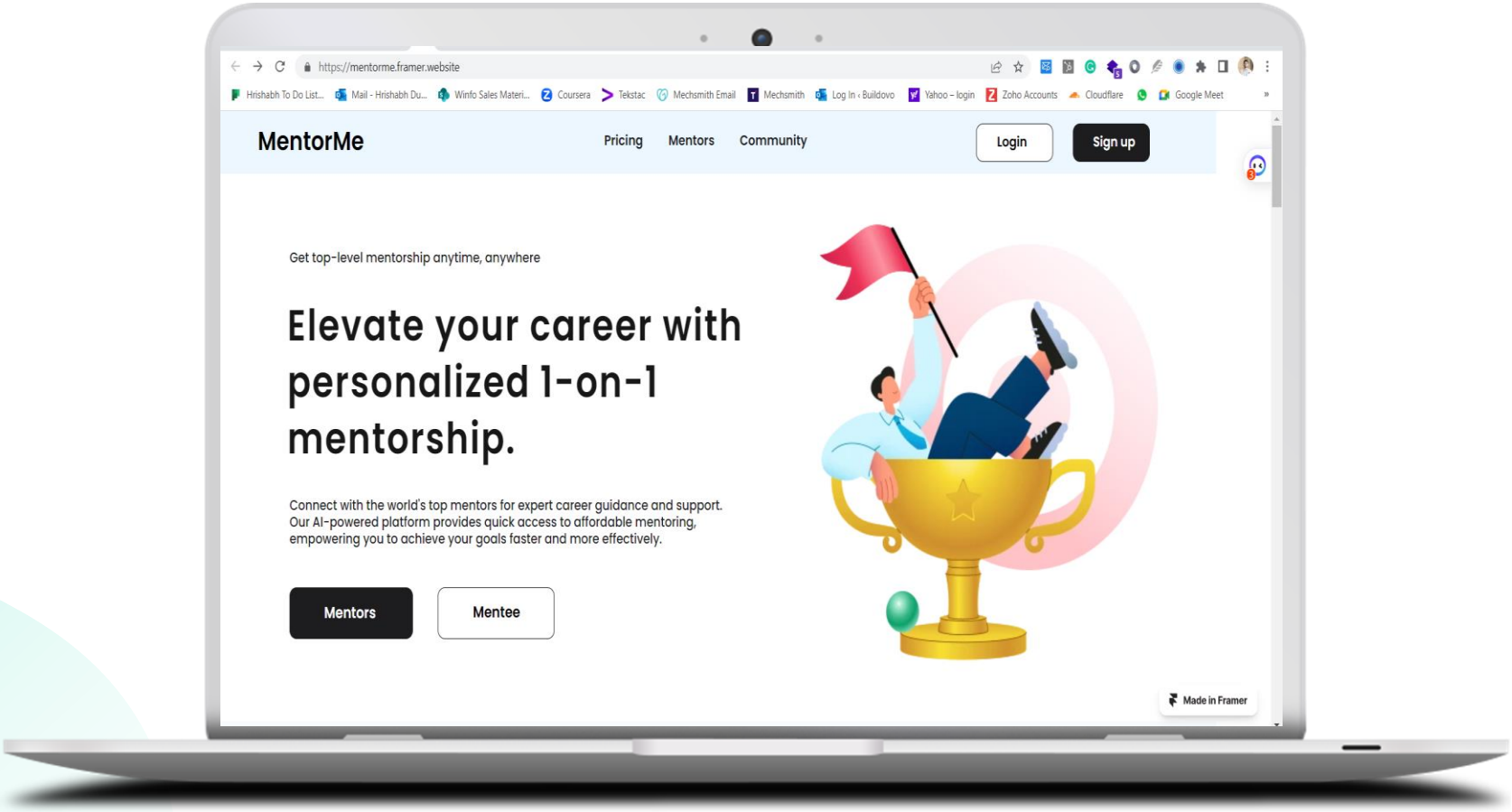
Word Cloud - What Users percived in

5 Sec



What Next?

The MVP - MentorMe



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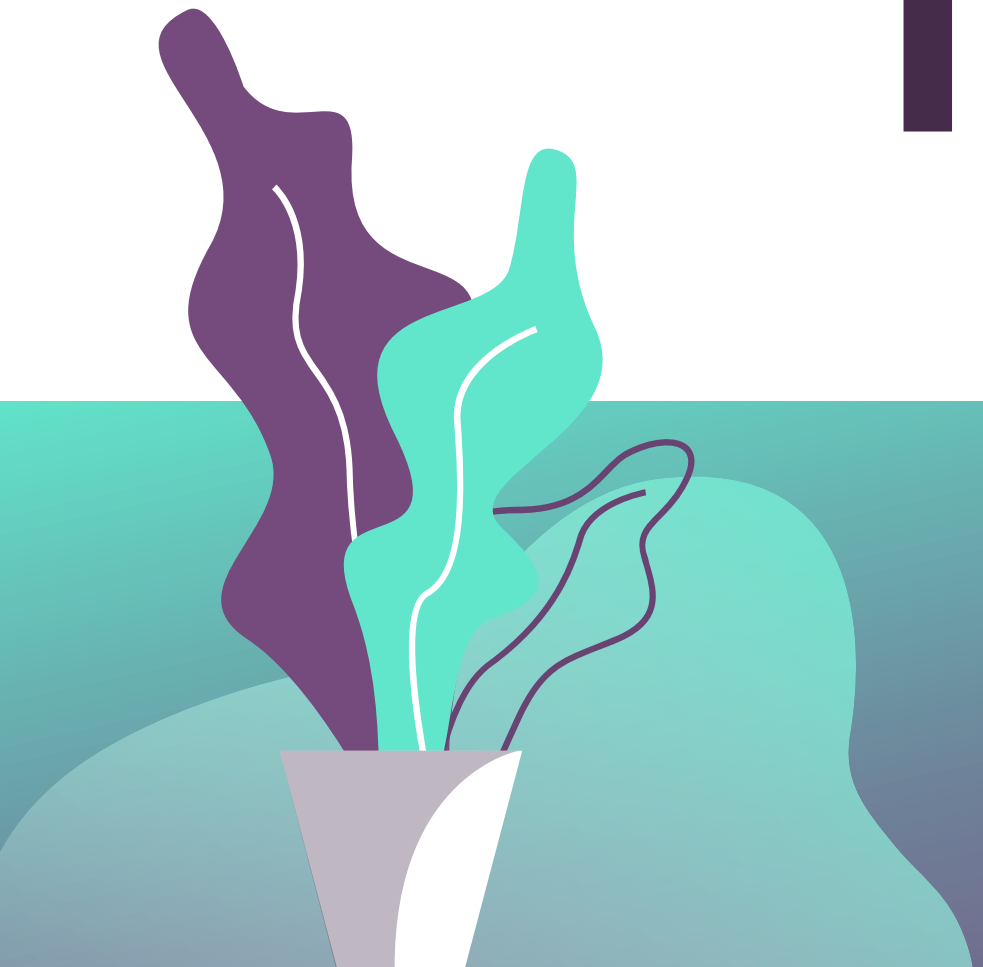
THANK YOU