Marketing

Advertise the app through social media (Instagram, Tiktok, etc)

How to attract Mentors: Create an appealing mentorship program that can enhance skills of mentors and provide new opportunities of learning.

How to Attract Students: Create a pleasing interface and market app on social media and educational forums. Make a referral program to grow student population.

Find well-experienced mentors by creating industry-specific job boards. Collaborate with educational institutions to connect with professors who can recommend mentors.

University Partnerships: Make connections with faculty to have a chance to partnership with them. Make the university want the app to be apart of their school.

Features

Video Calling: Use WebRTC, an open-source project to obtain software for video and audio.

Messaging: Find a message plugin that can be developed to have real-message capability and multiple channels.

Create a database that can be searched with through filters/tags, and create well-optimized and thoughtful search algorithms for below

Search by industry: Create this as a tag to narrow down certain options of mentors

Finding research organizations: Connect with people to many research organizations to allow for great opportunity

Search by major: Another option that can help a student find mentors toward their major

Finding Internship opportunities: Connect to people providing internships, especially near universities that will be partnered with.

Search by skill: Skill can be another way to narrow down what a student may want to look for in a mentor.

Design

Create well-optimized algorithms to help people find their mentor quickly

Name of the App

Easy to Use

Provide a pleasing aesthetic in the app

Tech Stack?: LAMP, ASP.NET, MEAN, MERN, Python, Java, MEVN, Ruby On Rails

Mentee/Mentor User Profile

Make the app affordable for users.

Color Theme

Mentors Social Media in profile

Money

Cost of acquiring mentors

How to make money from app: subscription base, Charity, Government run, one time fee, Pay Per Mentor(PPM)

Transaction Processing: Stripe: Digital Wallets, Credit/Debit Cards, Venmo, Paypal

How to get capital for creation and development of app, marketing, and operations.

Miscellaneous

Vetting process for mentors and credentials required.

Length of mentorships

Once done: export twice, save frame as image, then save as PDF