

**schölarl** 

# MEET THE TEAM



**Amanda Salles**

**CO-FOUNDER**

Public Relations Major

Founder | Artportunity  
Miami

Diversity, Equity, and  
Inclusion Co-Chair | Kappa  
Kappa Gamma



**Fernanda Kligerman**

**CO-FOUNDER**

Communications Design  
Major

Information Technology,  
Design, and Startups Minor

Design Editor | The Daily  
Orange

Co-PR director | Oycappella



**Kadiatou Bah**

**CO-FOUNDER**

Policy Studies Major

Fashion and Design Minor



**Mariah Brown**

**CO-FOUNDER**

Business Analytics Major

Founder | DormBank

Head of PR | Mixtape  
Magazine



"I want to improve my time management but I need some guidance"

## Mary Taylor

👤 20

📍 New York City

🏠 Student, SU

Living in dorm

### Favorite Brands



### Tech

Internet



Social Media



Gadgets



Early Adopter



### Wants & Needs

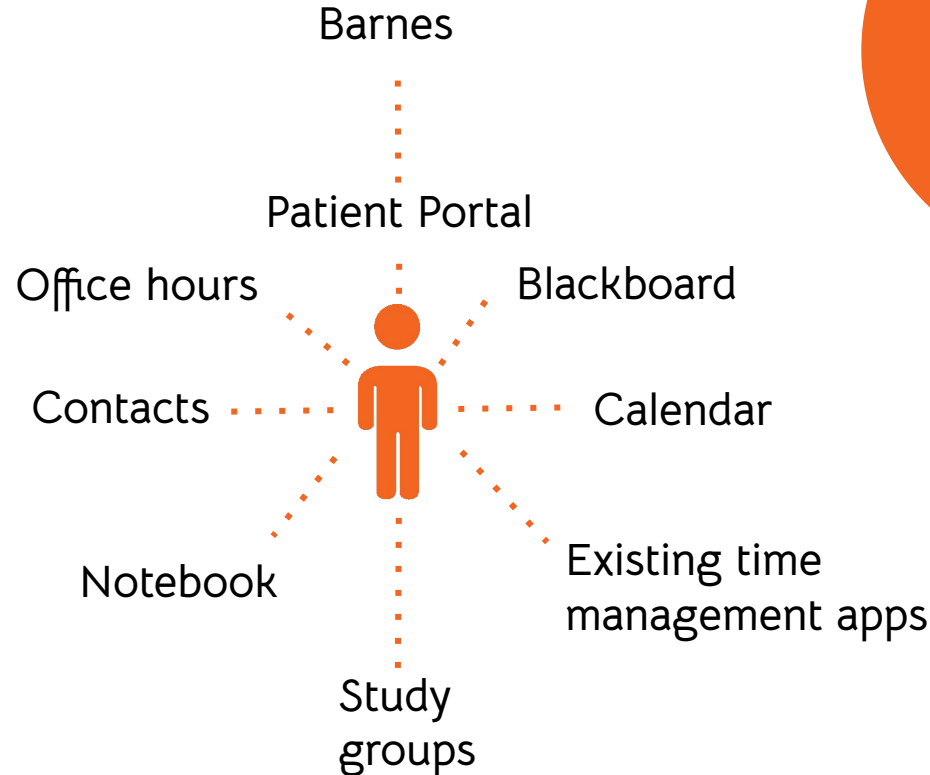
- An application that will assist her in managing her time and planning

### Frustrations

Wants to succeed and be productive in university but feels overwhelmed and struggles with managing her tasks

Dr. William Knaus  
estimates 90% of  
college students  
regularly  
procrastinate

# NOW



25% of these  
students become  
chronic  
procrastinators and  
are at risk of  
dropping out

# AFTER



**scholarli**







**scholar**we



**scholar**U



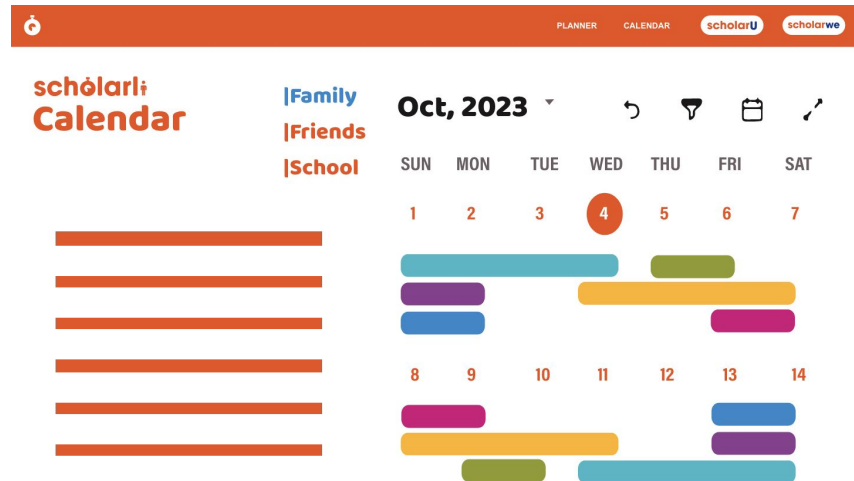
# COMPETITIVE LANDSCAPE

Features	 scholarli	 Notion	 Trello	 Evernote
Ai Generated Content	✓	✓		
Connected to Blackboard	✓			
Shared Calendar	✓	✓	✓	✓
Online Community	✓	✓	✓	✓
To-Do lists	✓	✓	✓	✓
Note taking	✓	✓	✓	✓
FREE	✓			✓
Health center/motivation	✓			

Others:

Any.Do, 2Do, Google Calendar, Focus Booster

The image shows the top half of the Scholarli website. At the top is a dark blue navigation bar with a white circular logo on the left and three links in white uppercase text: 'PLANNER', 'CALENDAR', and 'scholarU'. To the right of 'scholarU' is a white button with the text 'scholarwe' in blue. Below the navigation bar is a large white area with the word 'scholarli' in a large, bold, blue sans-serif font. The letter 'o' in 'scholarli' is replaced by a blue circular icon containing a white person silhouette. To the right of the text is a solid blue person silhouette icon. Below this is a section with three overlapping light blue rectangular cards. The central card is slightly offset to the right and is darker blue than the others. Each card has a white circular icon with a person silhouette at the top. The left card is labeled 'School' and contains the text 'Excepteur sint eu cupidatat non proident, sunt in culpa qui deserunt mollit.' The central card is labeled 'Personal' and contains the text 'Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' The right card is labeled 'Business' and contains the text 'Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.' At the bottom of the central card is a white button with the text 'Continue' and a right-pointing arrow.



Out of the current SU students  
interviewed

80%

stated that time management was the  
hardest part about being a college student



# MARKETING

U.S. College  
Students  
U.S. College  
Students

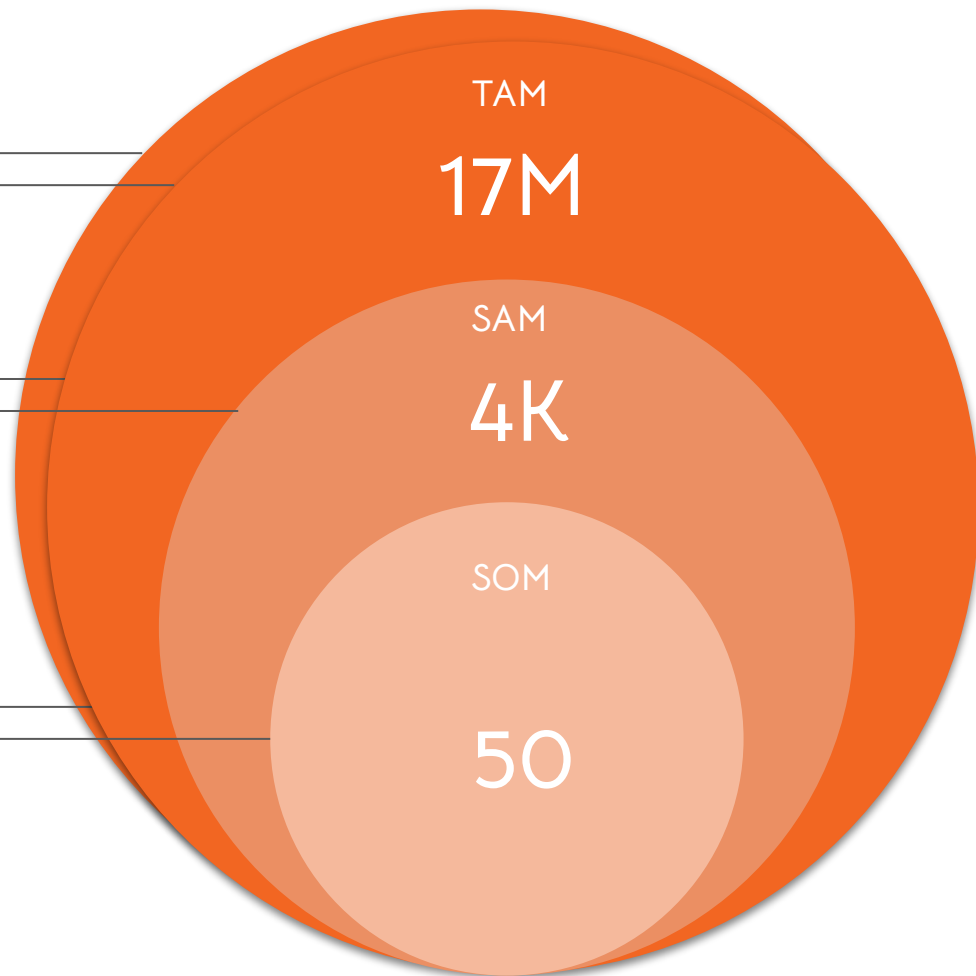
U.S. College  
Students

SU students

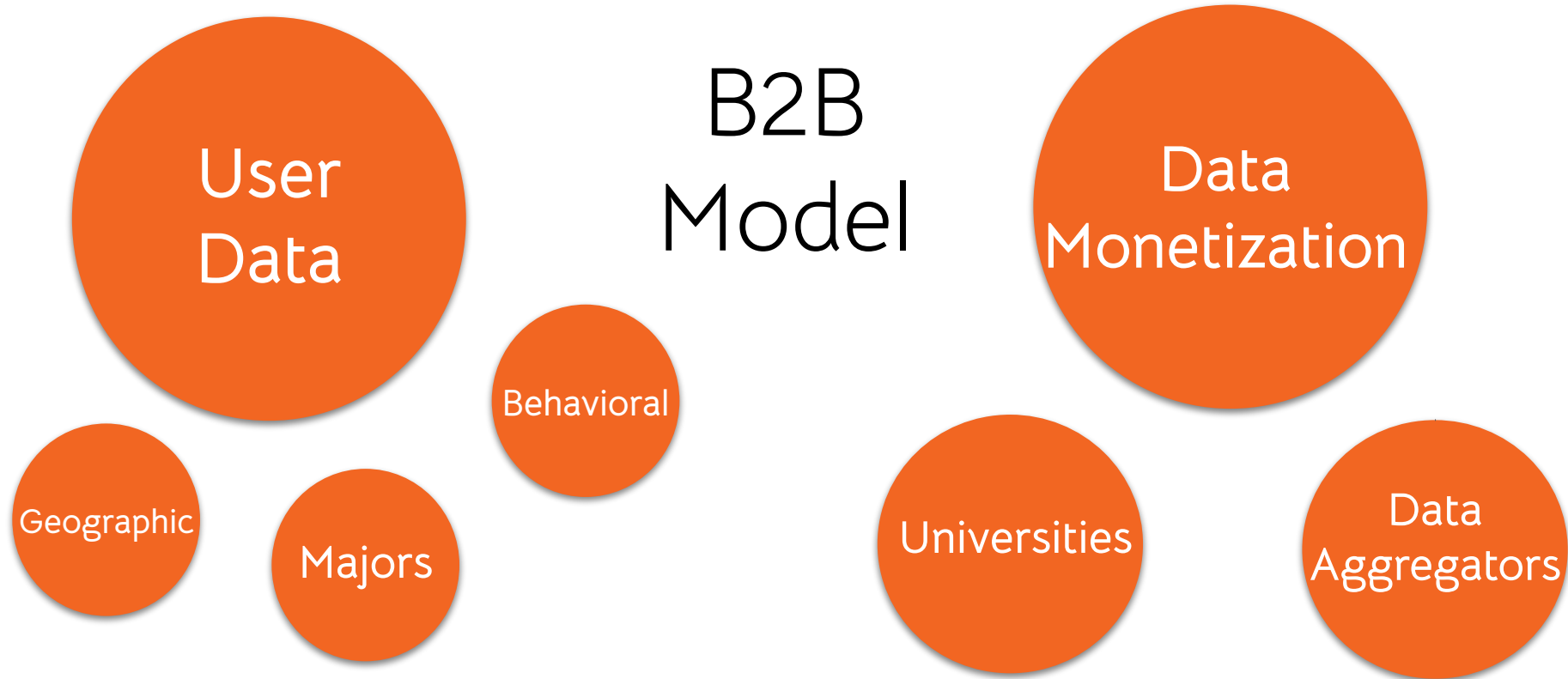
SU students

SU students  
SU students

SU students



# REVENUE STRUCTURE



# ROADMAP + ASK

Now

- ✓ Customer Discovery
- ✓ Business Model
-  Partnership with Engineers/C.S. majors

**50k**

+50K

Spring

- On campus
- Promotion/outreach
- Protecting I/P

**100K**

+50K

2024+

- Beta testing ~ Spring 2025
- Launching Scholarli on app stores ~ 2026

**150K**

Development

Maintenance

Marketing

**Thank you**  
**Q & A**