

LINKEDIN SPARK

Team Social

PROJECT TEAM MEMBERS



**GABRIELA DE SÁ DOS
SANTOS**
FRONT END
DEVELOPPER



DANIELLE NELSON
UI DESIGNER/PROJECT
MANAGER



PATRICK FUNG
FULL STACK
DEVELOPPER



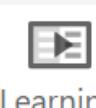
KEMI IMODE
BACK END
DEVELOPPER



Search



For Business ▾



Games

Connect over fun, daily games

Prep your mind for the workday and compare results. Your scores are private unless you share them.



14 connections played

Zip #92



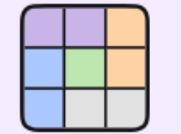
11 connections played

Tango #253



10 connections played

Queens #413



6 connections played

Pinpoint #413



6 connections played



Messaging





Search



Home



My Network



Jobs



Messaging



Notifications



Me ▾



For Business ▾



Learning

Events

[Create an event](#)

Your events

**Exclusive for Premium**

**HOW TO CHANGE
YOUR CAREER
WITHOUT
STARTING OVER**

with Carole Hopson
Professional Pilot and Author

Watch with Premium

Your subscription unlocks
exclusive conversations with
experts and business leaders.

Wed, Jun 18, 2025, 8:00 AM • Live Video

How to Change Your Career Without
Starting Over

LinkedIn News • 9,212 attendees

[View](#)

**GET
HIRED**
Office Hours

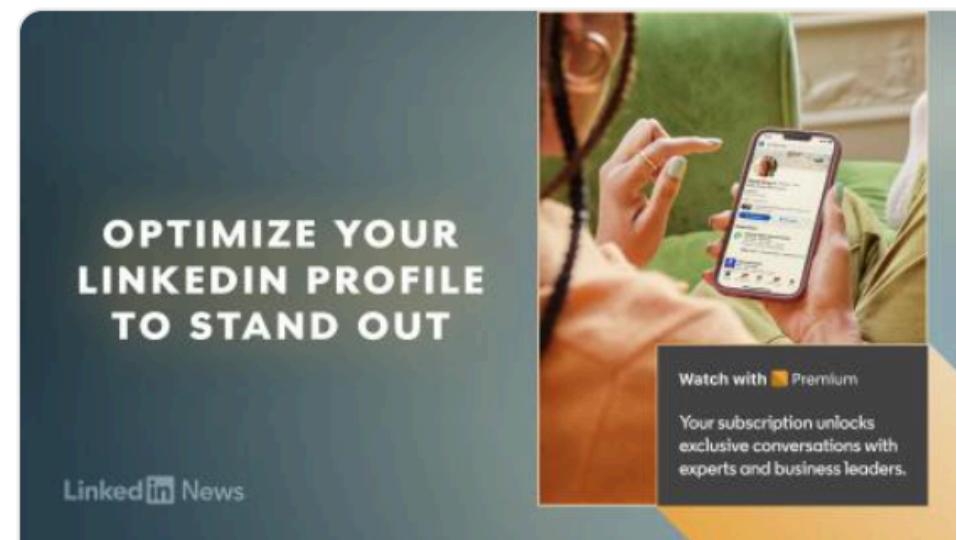
with
Andrew Seaman
LinkedIn Career Editor & Expert

LIVE | Watch with Premium

Mon, Jul 7, 2025, 11:00 AM • Live Video

Get Hired Office Hours

LinkedIn News • 248 attendees

[View](#)

**OPTIMIZE YOUR
LINKEDIN PROFILE
TO STAND OUT**

LinkedIn News

Watch with Premium

Your subscription unlocks
exclusive conversations with
experts and business leaders.

Thu, Jul 17, 2025, 8:00 AM • Live Video

Optimize Your LinkedIn Profile to Stand Out

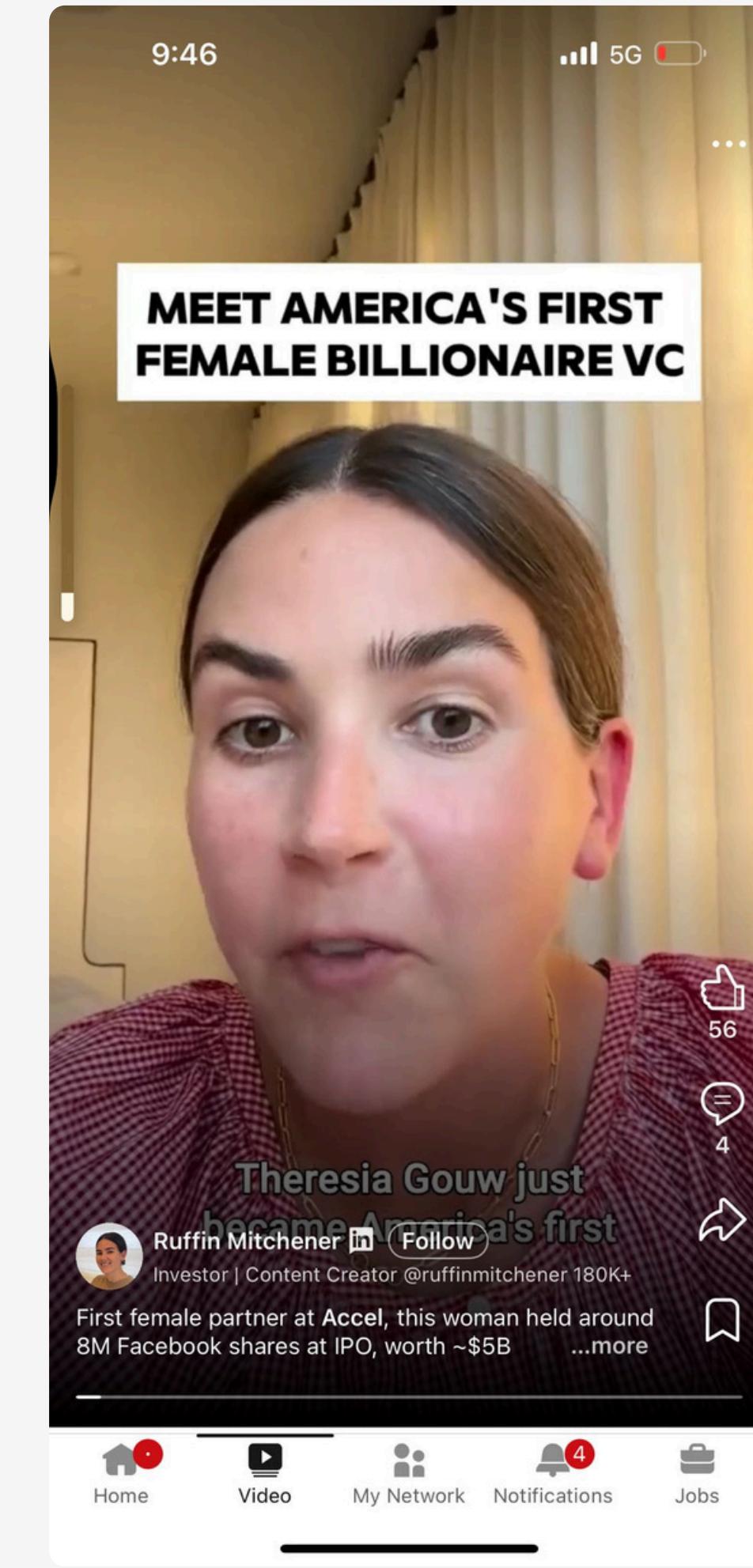
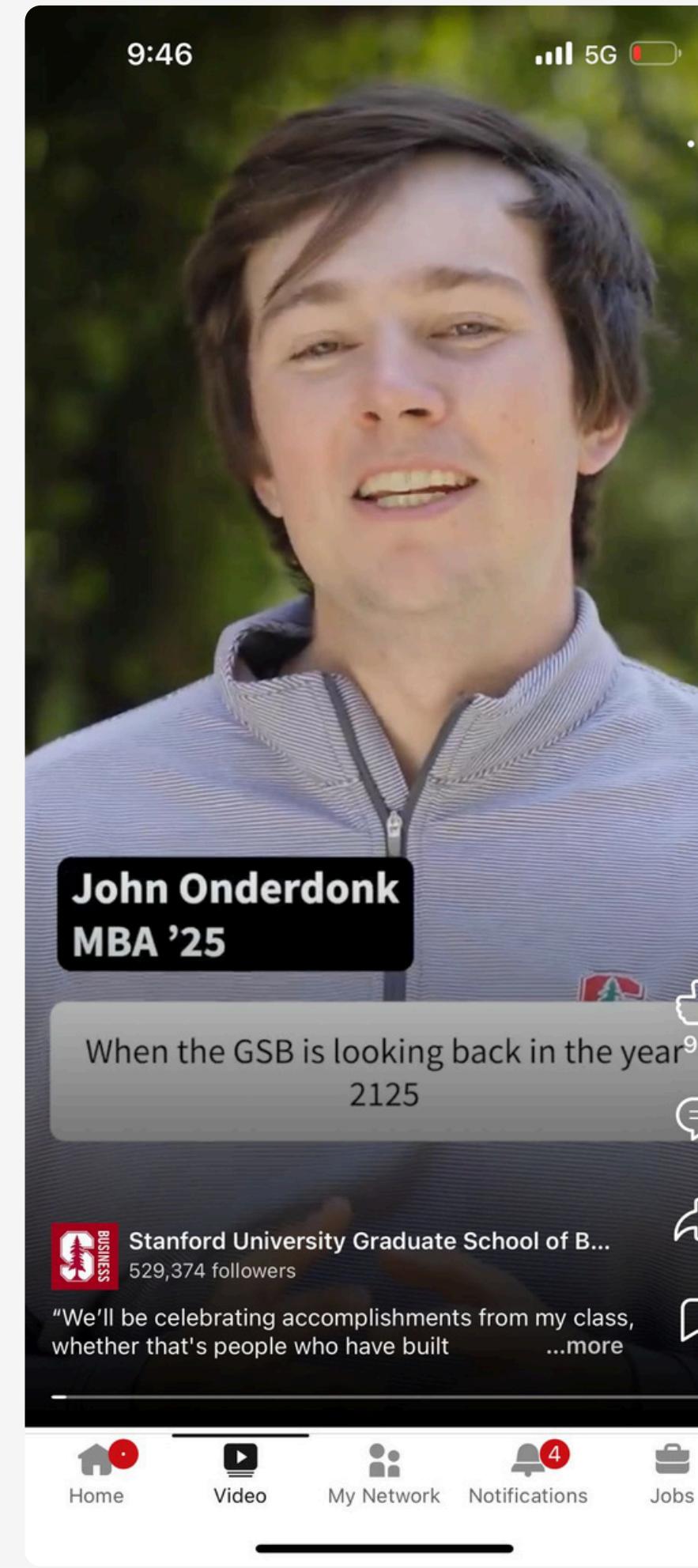
LinkedIn News • 521 attendees

[View](#)

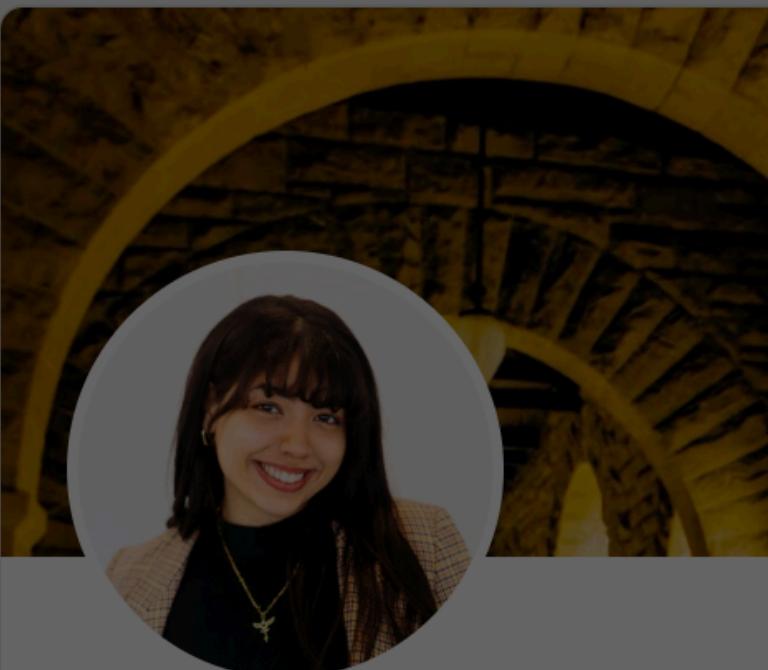
Messaging

...





in Search



Gabriela de Sá dos Santos
Symbolic Systems + Math @ Stanford
Development | LinkedIn Possibilities in
San Francisco Bay Area · Contact info
2,673 followers · 500+ connections

Open to Add profile section Add custom button Resources

Tell non-profits you're interested in getting involved with your time and skills X
Get started

Analytics
Private to you

How it works

 Tell us about the causes you care about

 Define your skills and volunteering preferences

 Get found in search results when nonprofits search for volunteers

 Have your volunteer preferences displayed on your profile

[Continue](#)

INTENDED AUDIENCE: US!

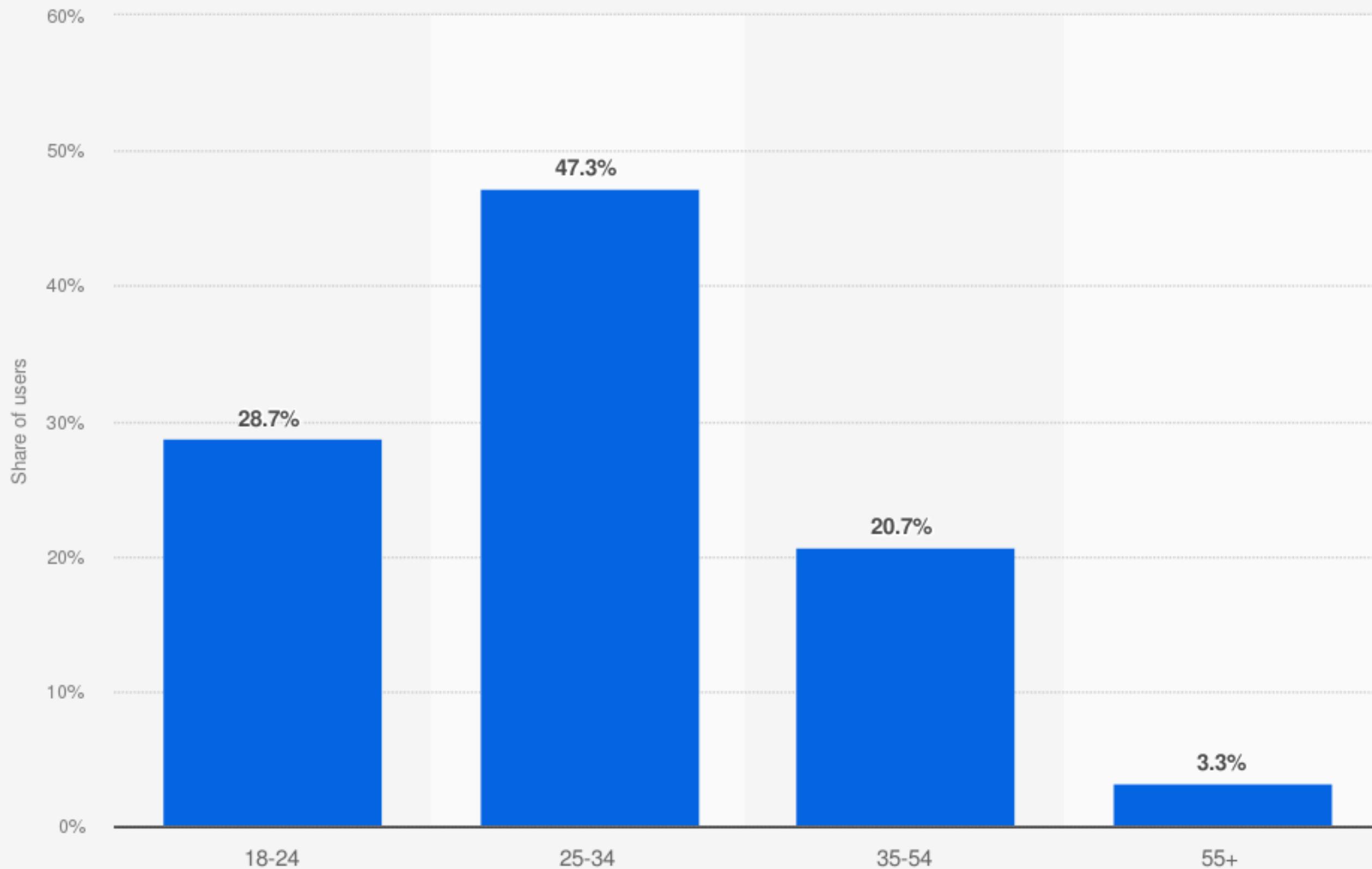


- Gen Z who are eager to make connections and build their network
- New users who don't know/feel overwhelmed with LinkedIn's many features

Pain Points

- New users feel overwhelmed or miss out on LinkedIn's features
- Many LinkedIn connections never interact after connecting
- Networking feels transactional and one-sided
- Hard to remember to follow up with important contacts

Distribution of LinkedIn users worldwide as of February 2025, by age group



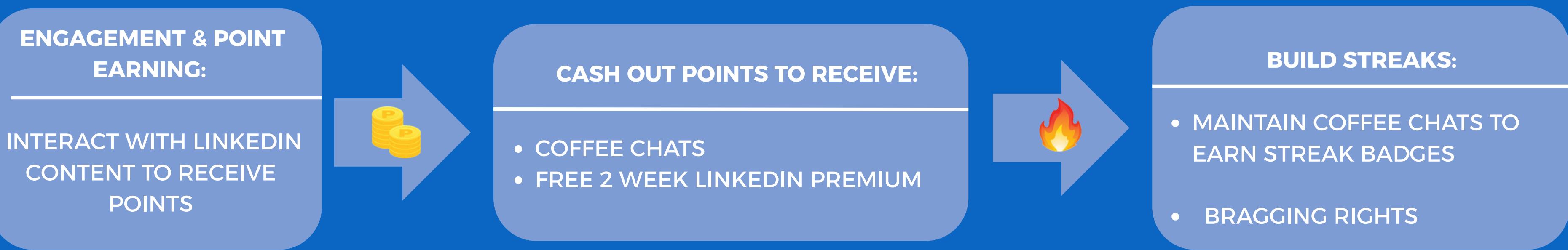
Sources

DataReportal; We Are Social; LinkedIn; Meltwater Worldwide; DataReportal; LinkedIn; February 2025; 18 years and older;
© Statista 2025

Additional Information:

based on addressable ad audience

HIGH LEVEL WORKFLOW:



WHY GAMIFICATION AND FREE TRIAL?

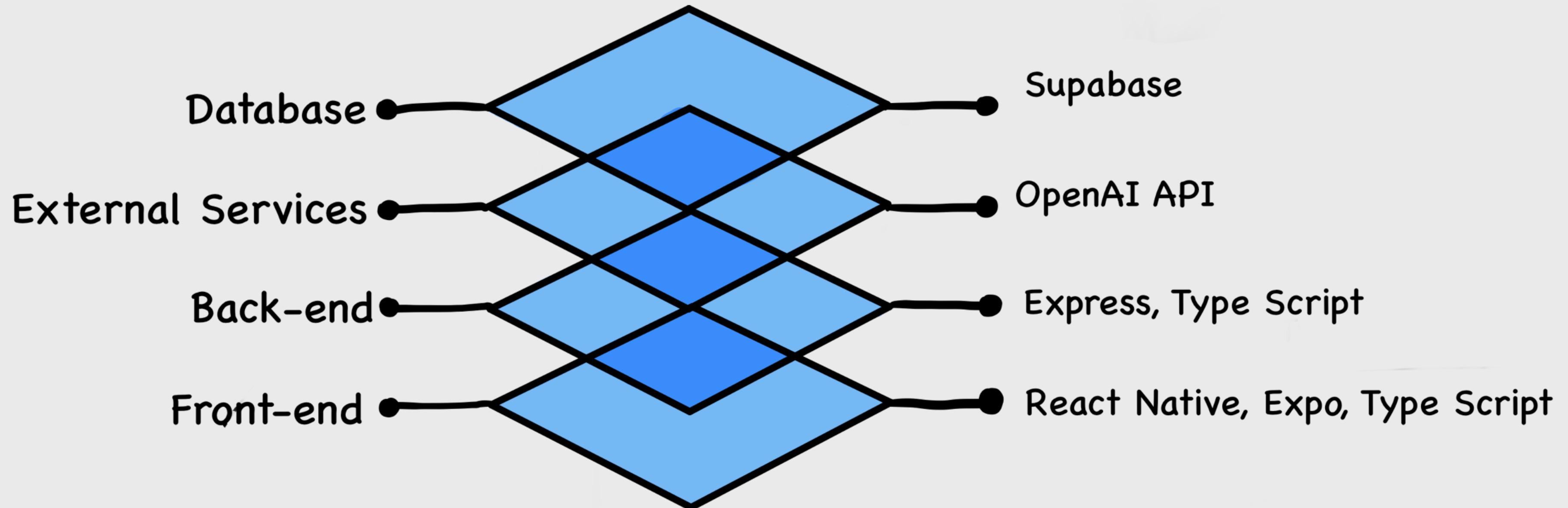


- Gamification Drives Engagement:
 - +47% customer engagement
 - +22% brand loyalty
- Focused on achievement, habit-building, and motivation
-
- To drive action and long-term engagement:
 - 14-Day Free Trials Work Best for B2C:
 - +5.6% conversions vs. 30-day trials
 - +6.4% 2-year retention
 - +7.9% overall revenue
- Short trials create urgency, perfect for fast B2C decisions

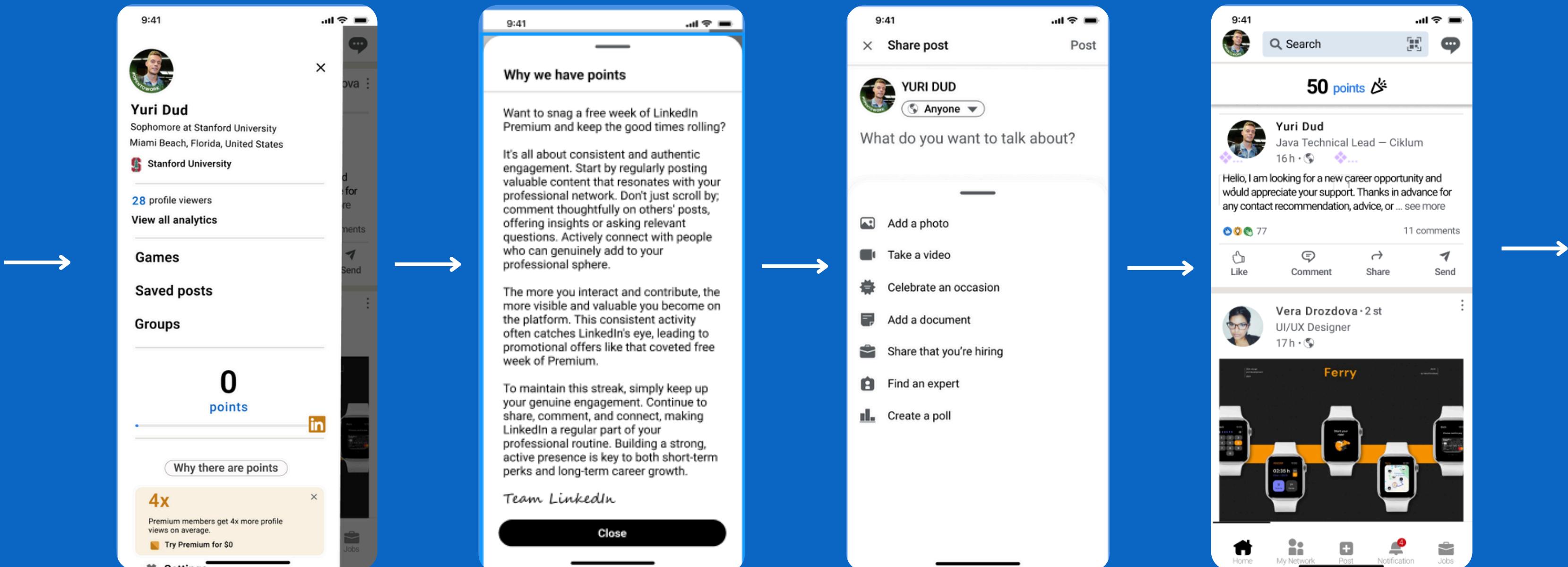
DEMO



TECH STACK

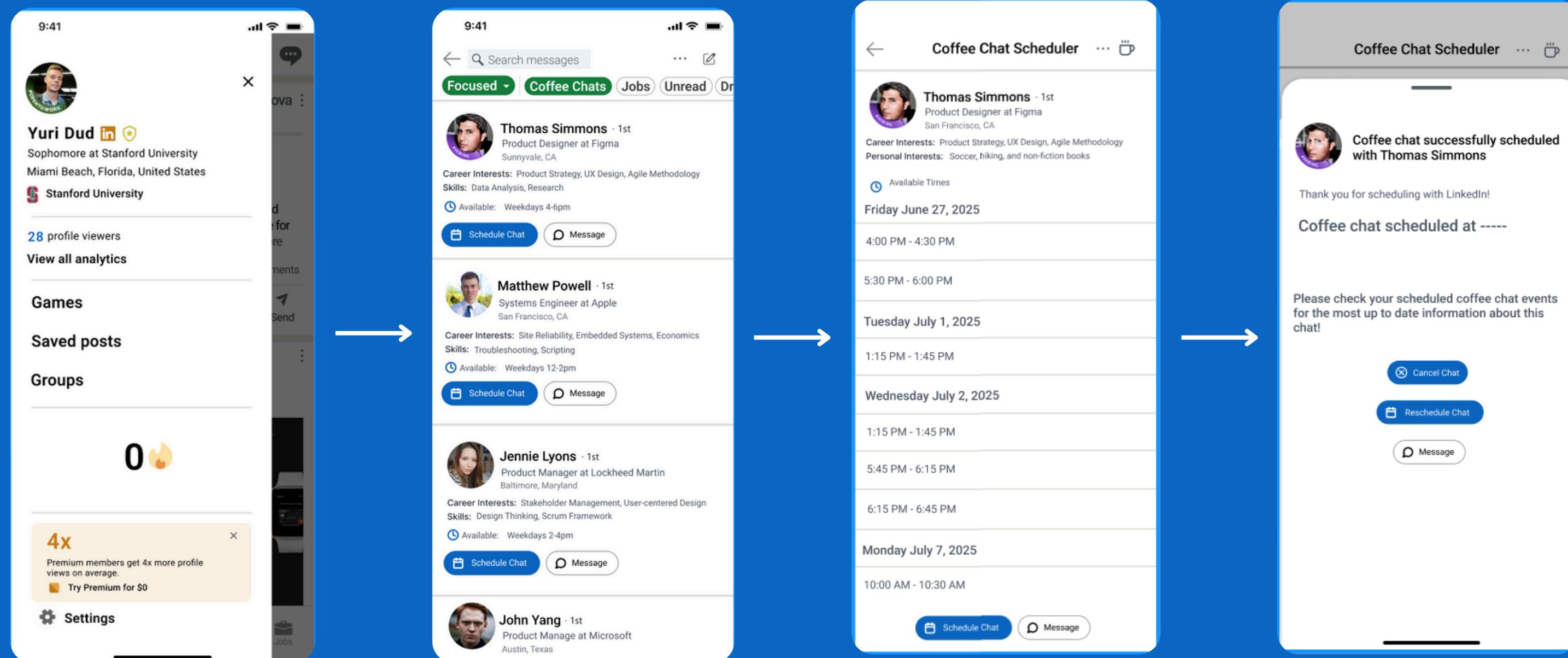


DESIGN



LinkedIn®

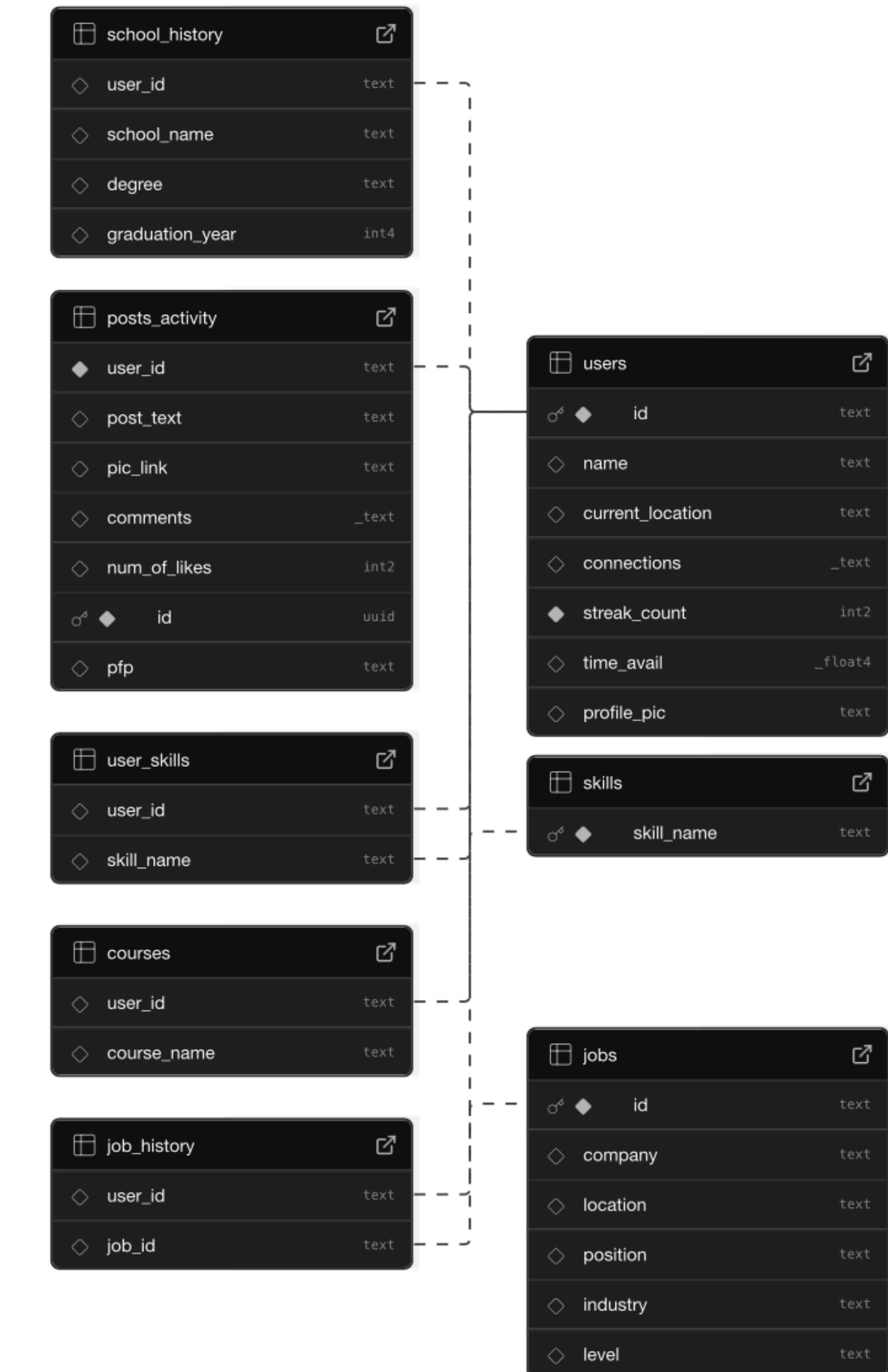
DESIGN



LinkedIn®

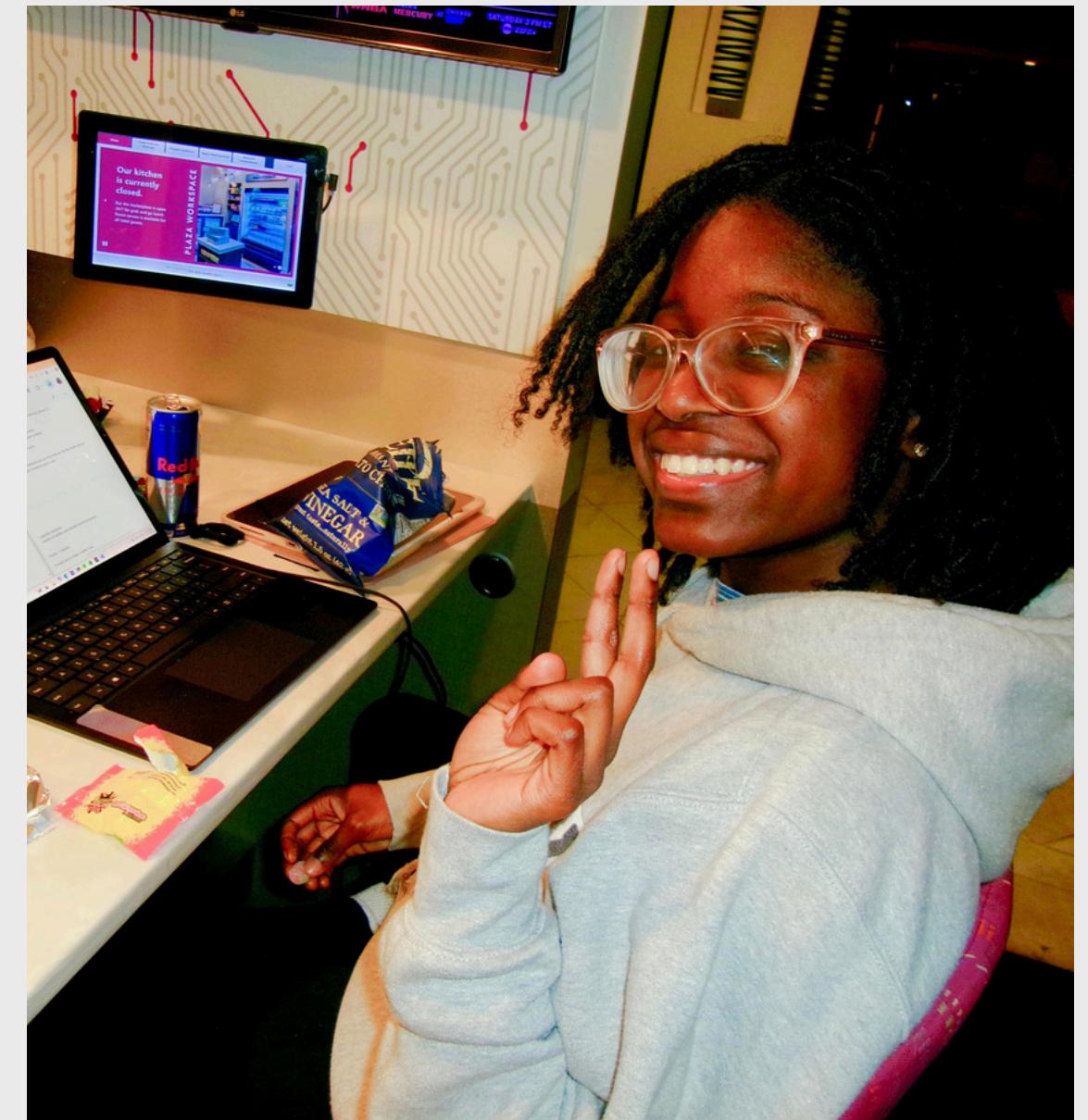
DATABASE

course_data.json + jobs_data.json +
user_data.json + extra SQL queries =



CHALLENGES

- Narrowing down a project idea within the broad scope of the social category
- Getting familiar with the technical setup and tools used for development
- Learning how to effectively use collaborative coding platforms (e.g., Cursor)
- Managing and resolving frequent merge conflicts, which slowed down progress



STRETCH GOALS

- Customized point system based on intended career goals (AI can determine these goals based on profile content)
- Option for spontaneous and unscheduled coffee chats
- For users who use coffee chats, a relationship health tracker will be available for each connection with which the user has had a coffee chat with



REFERENCES

- LinkedIn Developer Docs:
<https://learn.microsoft.com/en-us/linkedin/>
- OpenAI Copilot & ChatGPT API (for AI matching logic)
- [Hackathon Brief & Rules](#)
- <https://www.winsavvy.com/using-gamification-to-boost-b2c-customer-engagement/>
- <https://blog.propellocloud.com/gamification-loyalty-programs>
- CursorAI



THANK YOU

