

02/04/2022

tx.ag/Avail



MARKETING AVAIL



Evelyn Carreno
Paula Geronimo
Pablo Herrera

Prepared For :
SHPEathon Judges

Team 6: PEP Co.
College Station, TX
77843

FINANCES

- A lot of our funding will be coming from **advertisements** either placed around campus so students can see them as they walk past certain "go-to" buildings or even on social media, if a student follows A&M and other TAMU profiles they can expect to see our ads.
- We also want to run our **pitch** to the people who run the howdy portal and the head of A&M so we can ask for some extra funding and investing in our company
- Additionally, we will seek **crowdfunding** platforms such as Kickstarter or Indiegogo. This will help us seek funds from many people, rather than one major investor.
- Apply for eligible government **Grants**.
- The rest of our funding will come from **personal loans and savings**.



BRAIN STORMING

MARKETING

- The audience we will be targeting is all of the students of A&M and potentially other universities, the teachers will also be encouraged to have the extension just in case they see a student in need and they know how to help.
- We are putting a majority of the budget into the app itself and making sure that when it is released there is minimal glitches and everything works smoothly.
- A way that many companies capture my attention is through targeted advertisements, if we see that a student is following A&M on social media and very involved in their posts then we can put our company on their feed.
- Social Media or LinkedIn