

02/04/2022

tx.ag/Avail



# ESTABLISHMENT AVAIL



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Evelyn Carreno  
Paula Geronimo  
Pablo Herrera

**Prepared For :**  
SHPEathon Judges

**Team 6: PEP Co.**  
College Station, TX  
77843

# THOUGHTS

Pablo:

- a. Before: both Evelyn and Paula seemed chill and smart
- b. After: they both still seemed chill and smart. Also, you could tell that they were passionate about what they wanted to do.

Evelyn:

- a. Before: thought that it was going to be challenging to work as a team
- b. After: felt more confident in how to work with both new people

Paula:

- a. Before: both Pablo and Evelyn seemed to be experienced, knowledgeable, really nice
- b. After: realized that it was going to be a bit challenging leading freshmen, but not as much since they are fast learners



# TEAM BUILDING

## TEAM Q&A

### 1. What is your Hometown?

Evelyn - Bryan, Tx

Paula - Laredo, Tx

Pablo - Cypress, Tx

### 2. What are some of your interesting hobbies (past or present)?

"I played sports (cheer, soccer, track, and cross country) and I go to the gym." - Evelyn

"I used to play football and run track now I just work out." - Pablo

"Writing, digital drawing, side coding projects, and hanging out with friends." - Paula

### 3. What was your first job (or dream job)?

"My first job was as a lifeguard." - Pablo

"First job: IT Technician, Dream job: Product Manager" - Paula

"First job: small shop in Bryan" - Evelyn

### 4. Share an embarrassing story.

"Once as I left school I accidentally tried to get into another person's car thinking it was mine-Pablo

"While trying to open a fruit cup around a group of strangers, I accidentally ended up pressing it a bit too hard that the fruit juices ended up all over me." - Evelyn

"Bought a pair of shoes and wore them without noticing they were both in different sizes" -Paula

### **Paula Geronimo**

Chief Executive Officer

-Great fit for this position because of her experience and knowledge

### **Pablo Herrera**

Chief Technology Officer

-Is working on becoming a computer engineer and is trying to absorb all of the experience and knowledge possible

### **Evelyn Carreno**

Chief Marketing Officer

-Wants to obtain a more multidisciplinary education in engineering, such as obtaining more business knowledge



# OUR PRODUCT

## MAIN FUNCTIONALITY

The main functionality of the product is to bring together Texas A&M students in a way that allows them to help each other in times of need and create a stronger community. The product will also be pushed out to other universities but we are beginning with TAMU.

## TARGET AUDIENCE

The target audience are students who are either trying to get rid of old college materials that they won't be using anymore but could be of use to someone that will take their same classes or a student who needs assistance with school-related issues.

## NEED

- a. Many current and former students have objects they bought for specific classes that they won't need anymore which could easily be handed down to another student for a cheaper price or even for free.
- b. Students are always looking for help around campus including but not limited to: styling for an interview, housing, and even using someone's guest swipes if they won't ever be used.

School supply gap: <https://www.teachforamerica.org/one-day/top-issues/the-school-supply-gap>

Expected college expenses:

[https://learn.org/articles/How\\_Much\\_Do\\_College\\_Supplies\\_Cost\\_for\\_a\\_Typical\\_Student.html](https://learn.org/articles/How_Much_Do_College_Supplies_Cost_for_a_Typical_Student.html)

## EXISTING PRODUCTS

Competitors: Craigslist, FB Marketplace, and end of the year MSC Lost and Found sale

Our product is better because it is organized, will be specified for college students (also by the university), and will not be filled with scammers.

Students would have to connect their .edu account to be able to access the platform.

# ABOUT US

Name: Avail

Mission: To make the college experience more accessible by forming a community of resources.

Vision: To make a program that helps students in need and can be easily used at any university

Core Values:

- Accessibility - The program will be available to all students and the student won't feel as if they have to go "out of their way" to use it.
- Equity - Students will still be held to A&M expectations and the Aggie Honor Code will still be enforced
- Education - Encouraging students to find cheaper sources for items like textbooks or goggles to make their education more affordable
- Community - Brings all Aggies together and allows anyone to lend a helping hand.
- Connections - Great way to connect students to each other  
*"Aggies help Aggies"*



# AVAIL

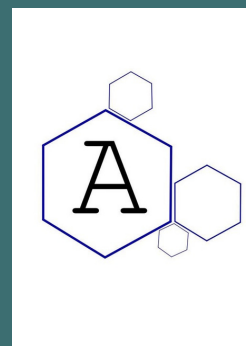
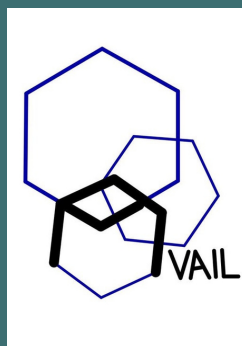
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# CREATIVE PROCESS

## COLOR SCHEME



## DIFFERENT LOGO ITERATIONS



## NAME IDEAS

Accessibility  
All-o-Gate/Cate  
CampusCorner  
PickASo  
Avail (to help or benefit)