



# UNIVERSITY PROJECT ECOSYSTEM CHALLENGE

*Category: Product Development*



## BACKGROUND

Trumio is ready to launch the world's first AI-powered University Project Ecosystem as a software platform on the Cloud. The public launch is slated for November 2023.

The ecosystem includes two sets of connected personas at the University, and the Industry/Client level.

### University Personas

For Universities, Trumio's mission is to enable teams of students while at college to find, deliver, and learn from executing real world projects for global clients using the latest AI and domain specific tools. Projects areas can span software, hardware, business, finance, scientific domains or more. Projects are listed by clients and bid on by "self-organized" teams of students from one or more colleges covering all the skills necessary for the project. Existing Student Clubs on campus can also list themselves and their membership as a team and use Trumio to win and deliver on projects. Professors can become part of a team as mentors or stand up their own teams profiling their core capabilities, resources, and enrolled students.

### Industry / Client Personas

For Client organizations, Trumio's mission is to provide on-demand access to the depth and breadth of talented teams at university to speed execution of priority projects. For most projects, client organizations need to first research, prototype, plan, design and reach critical decisions and assessments before they embark on full scale development or production efforts. University teams can contribute to this first stage very effectively and if mutually agreed, continue assisting in later stages as well.

Alumni play a very important role on the Trumio platform by extending the trust relationship with their alma mater to their employers. This is great way for Alumni to "give back" by initiating projects that can be worked on by the best global teams.

### Trumio Functional Areas

As a Software as a Service platform, Trumio's functionality covers the following key areas –

- **Marketplace** enabling various personas to list and bid on projects, sign contracts, transact payments, manage ongoing changes and more.



- **Network** enabling all personas to register, create profiles, form teams, and otherwise review, rate and engage with one another as key members of the ecosystem.
- **Work Platform** including embedded AI assisted CoPilot capabilities for project management, tools access and integrations, collaboration, reporting, secure storage and more.

## Trumio's Objective

Gen-AI and other technological advancements are about to unleash transformative changes on the future of work. In this environment Trumio aims to bring together and harness the University Project Ecosystem to the benefit of all stakeholders.

- Students (and Clubs) gain real world experience and skills to land their best first job
- Professors scale industry engagement, project flow, learning, and recognition
- Universities grow reputation and impact on industry and increase Alumni engagement
- Clients accelerate project execution with teams versed in latest expertise and tools
- Alumni (as clients) speed up project execution, while also contributing back to the university ecosystem

## TRUMIO'S PROBLEM STATEMENT

Trumio wants participating teams to ideate, develop, and plan go-to-market for standalone NEW APPS/APPLICATIONS that can be built and run on top of its base University Project Ecosystem Platform and App Store (both mobile and web). Teams can assume that the Trumio platform will provide necessary API's and dev / test environment for creating these mobile and/or web apps.

The three primary business goals of these apps / applications will be to –

1. Drive greater Alumni engagement and Client project flow to students and universities.
2. Upskill student and university capabilities on the latest AI tools and technologies.
3. Ensure that the student delivered projects meet Quality expectations of Clients through all stages of execution.

We are asking for a 3-tier response from participating InterIIT Tech Meet teams with the following recommended timelines and points distribution.

## IDEATION

(35 points out of 100) - On or Before Nov 15, 2023

- 3 or more original app / application ideas targeting one or more of the primary goals with combined coverage across goals.
- Each idea needs to be captured in at least 5 slides covering high level Overview, Requirements, TAM/SAM, Positioning and Benefits.
- Access will be provided to the individual team members and Alumni to register on the Trumio platform to familiarize themselves with the capabilities so that they have necessary context.
- All ideas must be backed up by formalized data gathering, ranking, and input from at least 50 Alumni or Clients through a statistically valid method.
- Point distribution will be as follows:
  - Originality of ideas **(5 points)**,
  - Questionnaire development for Alumni and Client feedback **(10 points)**,
  - Alumni and Client feedback depth, analysis method, and insights developed **(10 points)**,
  - Full-fledged Business Case for ONE of the ideas covering business model and 3-5 year financial forecast and presented as PDF and Spreadsheet documents **(10 points)**.

## DEVELOPMENT

(35 points out of 100) - On or Before Dec 10, 2023

- For the chosen application idea, a “prototype” needs to be developed with functioning UX and illustrative integrations with existing systems where available.
- The application must incorporate at least 3 AI features demonstrated via mock-ups (if new), or integrations (if connecting with existing AI models and tools).
- Applications can be mobile, or web based.
- Teams can assume Trumio API's needed to power their applications – based on the functionality described on page 1 and review of current Trumio platform functions.
- The prototype needs to be made available by Dec 10, 2023 so that Trumio can review it in detail. If required, the team can choose to present on a virtual conference call.
- Points distribution will be as follows:
  - Level of technical innovation proposed **(15 points)**,
  - Completeness of demo AI utilities executed **(10 points)**,
  - Overall application experience planned and / or demonstrated **(10 points)**.

## FINAL PRESENTATION

(30 points out of 100) - On or Before Dec 20, 2023

- For the chosen idea develop and present a full Go to Market Plan that is designed to achieve the business plan forecast involving a majority of the personas on both the University and Client ends including channels, and revenue mix.
- Identify the benefits for each persona.
- Quantify the impact on the 3 targeted goals.
- Point distribution will be as follows:
  - On-stage demo and presentation effectiveness to showcase the solution in under 7 mins **(10 points)** (Suggest 50:50 split between demo and presentation),
  - Level of impact on all the 3 primary goals. To earn the full 10 points all 3 goals will need to be addressed with high impact **(10 points)**,
  - Q&A response – 5 mins **(10 points)**.

Trumio team members will provide inputs to questions on a Google docs document shared with all the teams. Each team must share a Google id to enable this sharing.