

# Bay Area Trade Fair



Employees in front of the iKOMO booth

Varsity Virtual Business employees took off from SPHS on the afternoon of March 15th to compete at the Bay Area Trade Show. Oral competitions included the Micro Capital Challenge, Marketing Plan, Financial Statements, Elevator Pitch, and Human Resources Senario. Students competed in their oral competitions the morning of the 16th, while students not in competition split off to various workshops conducted by Intuit represenatatives, the company that he city before returning back to Oakland. The following morning, iKOMO employees set up the booth and participated in the trade fair, taking shifts for Sales, Marketing giveaways, and Interfirm Contracts. At the closing ceremony, iKOMO received Bronze level for Wow factor, Silver level for Video Commercial, Gold level for Micro Capital Challenge and Marketing Plan, 3rd place for Financial Statments and Employee Handbook, and 2nd Place for HR Scenario. iKOMO had a wonderful time competing in the San Fransisco competition up next, New York City!

## Intuit Visits iKOMO

On March 14th, Intuit Representative Ashley Davis came into our classroom to give iKOMO employees advice on customer empathy and effective marketing strategies. Our business plan team began the day with their official presentation, then were taken aside to talk to Ms. Davis one-on-one about business rationale. Ms. Davis then proceeded to lead a workshop for all iKOMO employees about understanding the wants of their consumer and setting up the most effective method of addressing their concerns. Groups of employees collaborated on creating a problem statement, ideal state, and business rationale. iKOMO greatly appreciated the visit from Ms. Davis as the company took several key takeaways from the presentation.

### iKOMO Business Plan team with Ms. Ashley Davis



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## OUR MISSION

iKOMO promotes financial literacy through the power of fun. By combining blockchain technology and a imaginative outlet, iKOMO allows users to collect, trade, and interact with digital pets.

## March

## BIRTHDAYS!

2-Anna  
2-Hannah  
5-Amanda  
21-Amalia  
21-Hunter





## PROFILE: Chief Marketing Officer, Anna Riffle

Q: What is your favorite thing about being CMO?

A: My favorite thing about being CMO is working with my team and collaborating on ideas for the booth and making it come to life.

Q: What is the best memory you've made so far in iKOMO?

A: The bus ride to San Francisco was very memorable because I got to get to know everyone really well, some people too well.

Q: Which achievement as a part of Marketing have you been the most proud of?

A: The Illustration department as whole and their achievements in drawing characters which are available right now.

Q: Which iKOMO pet best embodies you?

A: The fish and bunny because I decided I looked like a fish bunny in 8th grade.

Q: What was your inspiration for the iko-couples list?

A: Hunter and I were sitting in Kaldi doing homework, so we pulled up the iKOMO directory and started matching up people we thought would go well together.



## iKOMO Employee of the Month, Shay Ma



Shay Ma has had an eventful year, serving as iKOMO's Vice President of Technology. In this role, Shay has designed the company's business cards, contributed to company branding, and created the sales materials. Shay's co-workers describe him as "crucial to the success of our business". His contributions have not gone unnoticed, as he has won a Gold award for company branding at the Los Angeles Trade Fair as well a silver award for Sales Materials. Virtual Business has given Shay an outlet to be creative and express himself through his digital creations. In the future, Shay hopes to study computer science. Outside of work hours, Shay enjoys making playlists for his pals and reading books by Elon Musk.



## March Highlight Spread

