



SFU SURGE

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# Fall Summary Report

# 2023

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# 01 INTRODUCTION



## SFU SURGE

**Engage, Empower, Innovate.**

SFU Surge is an all-inclusive organization to promote curiosity and excitement for a future in technology, while guiding students on their paths to career success.

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### VISION

We want to make an impact by offering resources, support, and opportunities to ensure each project is presentable to potential employers, and give students more experience before they head out into the real world

# 02 SEMESTER HIGHLIGHTS



OCTOBER 28, 2023

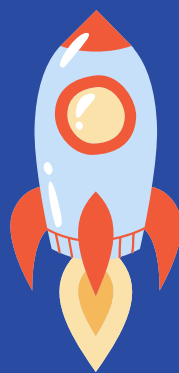
**Internal Social Event  
Escape Room and Dinner**

# 50+

**New Club Members**

# 4

**Events**



**Launched  
Project Cycle  
2023/2024**



SEPTEMBER 30, 2023

**3 Project Events**

# 03 GROWTH AND ENGAGEMENT



# 50+

New Club Members

# 86

New Discord Members

# INSTAGRAM HIGHLIGHTS

# 1562

Accounts reached

# 50+

New Followers

## Top Posts: Accounts Engaged



# 113



# 50



# 41

# 04 PROJECTS

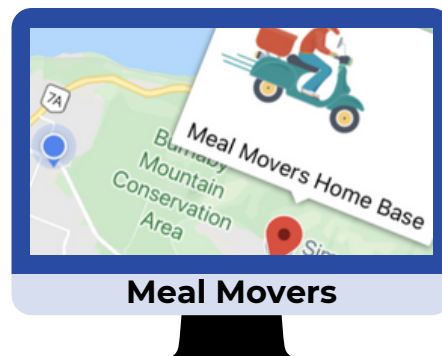
## OBJECTIVE

Surge Projects enables passionate and goal-oriented students in software development and design by allowing them to build innovative and practical projects in the span of a semester.

## STRUCTURE

Project teams are comprised of 4 team members and a team lead. All teams are supported by mentors specializing in different product lifecycle areas.

## PAST PROJECTS



# PROJECT STATISTICS

54

Applications

43

Applicants were  
2nd/3rd year

1.2x

*Did you know Surge's 2023-2024 Project Application rate was 1.2x higher than the previous year?*



## Preferred Role

42

Developers

8

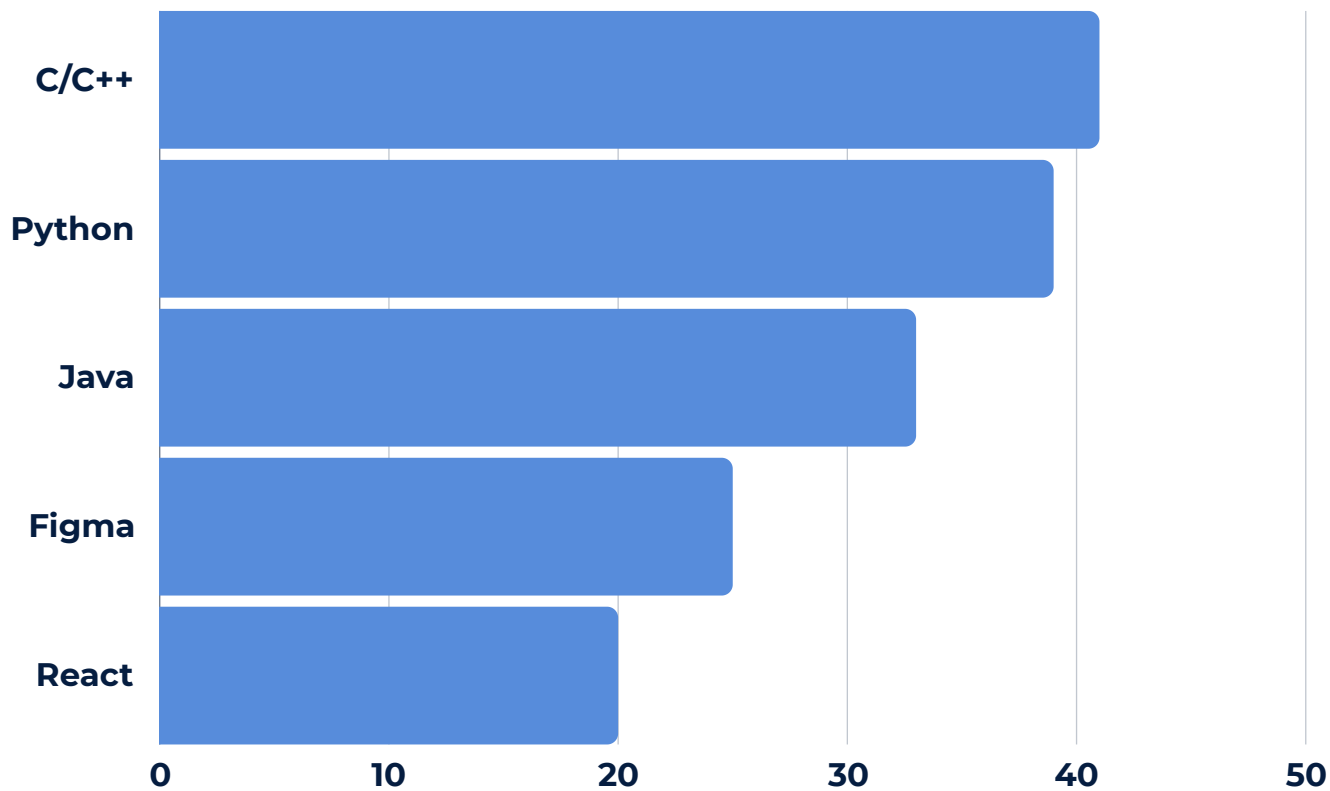
Designers

5

No Preference



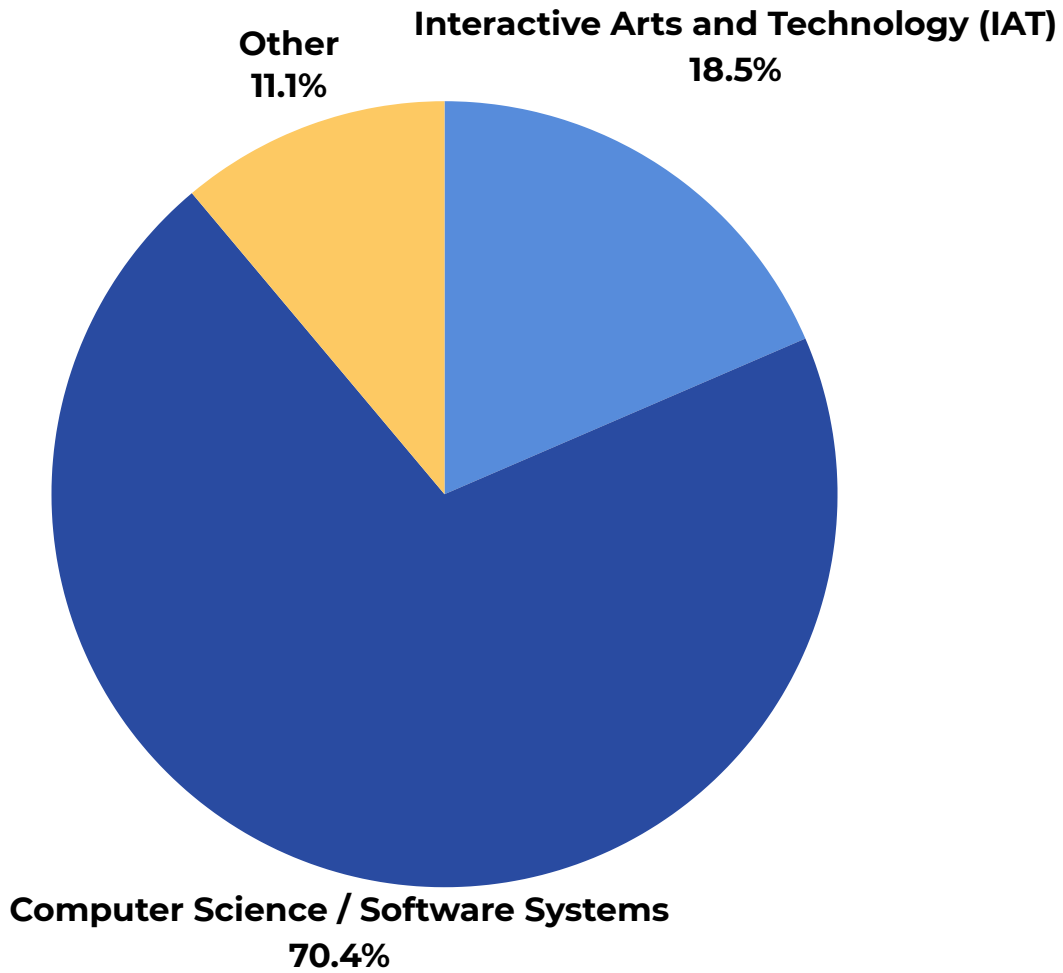




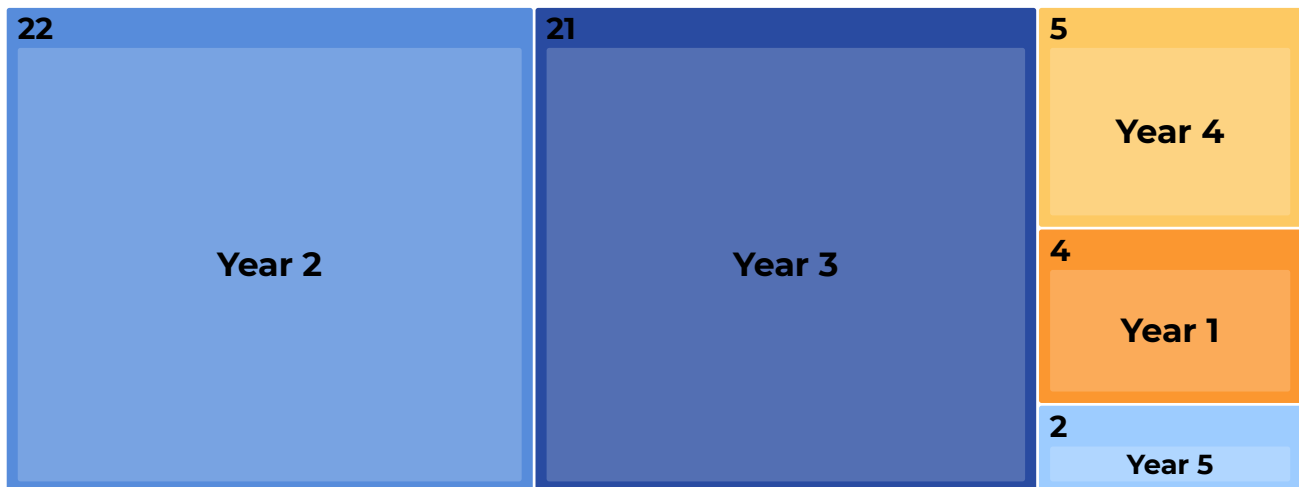
*Check out the top technologies/programs that our applicants have worked with!*



# APPLICANTS BY MAJOR



# APPLICANTS BY YEAR OF STUDY



# 05 EVENTS

Here's a highlight of the events hosted by Surge this semester!

01

## Surge Icebreaker

Surge's Icebreaker is an opportunity for students to connect with fellow students who share an interest in design and tech-related activities organized by Surge.

02

## Project Team Formation

The Projects 2023/2024 cycle's kickoff event, where project members form groups and learn from industry professionals about creating a web app from scratch.

03

## Projects Critique Session

Project groups will share their status and give feedback, providing an opportunity for networking and learning from each other's process.

04

## Projects Mentor Showcase

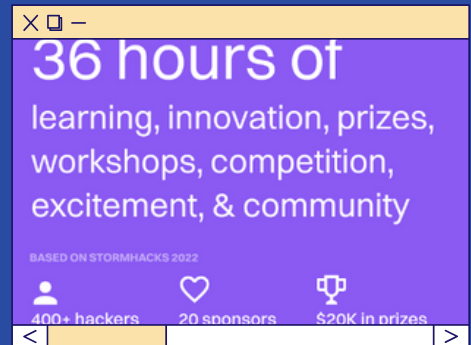
Teams have 3 rounds of 30 minutes each to present their project, receive mentor feedback, and get technical and design assistance to advance further.

# SURGE ICEBREAKER

September 29, 2023

6:00 - 7:30 pm

SFU Burnaby Forum Chambers



50

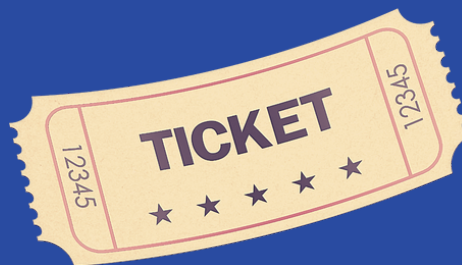
Expected Attendance

40

Actual Attendance



Networking



Raffle and Prizes



Jeopardy

# PROJECT TEAM FORMATION



**September 30, 2023**  
**12:30 - 3:25 pm**  
**SFU Burnaby TASC1 9204**

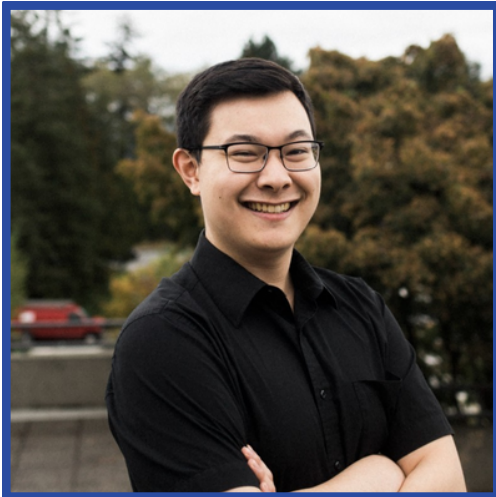
**45** Expected  
Attendance

**42** Actual  
Attendance

# SCHEDULE

<b>Timeslot</b>	<b>Activity</b>
<b>12:30 - 12:50</b>	Welcome Presentation
<b>12:50 - 1:10</b>	Icebreakers
<b>1:10- 1:40</b>	Group Brainstorming
<b>1:40 - 2:10</b>	Lunch Break
<b>2:10 - 2:30</b>	Speaker: David Lowe
<b>2:30 - 2:50</b>	Speaker: Naitik Mehta
<b>2:50 - 3:10</b>	Speaker: Jeffrey Leung
<b>3:10 - 3:20</b>	Next Steps and Closing
<b>3:20 - 4:00</b>	Open Q&A and Team Meetings

# KEY SPEAKERS



## DAVID LOWE

Business & Computing Science @ SFU |  
Co-President @ SFU Surge | CAPM

**Topic: Lifecycle of a project**



## JEFFREY LEUNG

Software Developer II @ Amazon |  
Co-Creator @ SFU Applied Sciences  
Mentorship Program | Logistics &  
Marketing Manager @ DataJam

**Topic: Developers Perspective and  
Considerations**



## NAITIK MEHTA

Founder • Grew SaaS to \$1M+ ARR (YC  
S20) • I help founders increase revenue  
with design

**Topic: Design Perspective and  
Considerations**

# PROJECTS CRITIQUE SESSION

October 26 , 2023

5:30 pm-7:30 pm

SFU Burnaby TASC1 9204

Timeslot	Activity
<b>5:30 - 5:45</b>	<ul style="list-style-type: none"><li>• Welcome slides</li><li>• Pizza!</li></ul>
<b>5:45 - 6:30</b>	<ul style="list-style-type: none"><li>• All teams present a status update</li><li>• Mentors provide feedback</li></ul>
<b>6:30 - 7:30</b>	<ul style="list-style-type: none"><li>• Group work session</li><li>• Mentors move around to each table to help teams</li></ul>

The critique session was an important check-in to help teams address any obstacles

**35** Expected  
Attendance

**25** Actual  
Attendance



# PROJECTS MENTOR SHOWCASE

November 15, 2023

5:30 pm-7:30 pm

SFU Burnaby TASC1 9204

	Mentor 1: Matthew Developer	Mentor 2: Shivanshu Developer	Mentor 3: Danny Developer	Mentor 4: Kisub Developer	Mentor 5: Amena Designer	Mentor 6: Karishma Designer
Round 1 5:45 pm	Arcana Mini - Tarot Reading Blue Team (Designer)	SFU Events - Club Management Red Team	Course Compass - Course Planner Green Team (Designer)	MyConnect - Events Finder Orange Team (Designer)	SFUConnect - Social Event Finder Yellow Team	Wella - Weather Scheduling Purple Team (Designer)
Round 2 6:20 pm	SFU Events - Club Management Red Team	Wella - Weather Scheduling Purple Team (Designer)	MyConnect - Events Finder Orange Team (Designer)	SFUConnect - Social Event Finder Yellow Team	Arcana Mini - Tarot Reading Blue Team (Designer)	Course Compass - Course Planner Green Team (Designer)
Round 3 6:55 pm	Course Compass - Course Planner Green Team (Designer)	SFUConnect - Social Event Finder Yellow Team	Wella - Weather Scheduling Purple Team (Designer)	Arcana Mini - Tarot Reading Blue Team (Designer)	MyConnect - Events Finder Orange Team (Designer)	SFU Events - Club Management Red Team

In each round, teams will present their slide presentation to their mentor and a demo of their mockup

**30** Expected Attendance

**20** Actual Attendance



# SFU SURGE

**Engage, Empower, Innovate.**

