

## Marketing

Advertise the app through social media

How to attract Mentors

How to Attract Students

Find well-experienced mentors

Website SEO

University Partnerships

Once done: export twice, save frame as image, then save as PDF

## Features

Video Calling

Chatting with professionals looking for students

Messaging

Restrictions and permissions on how mentors and mentees will meet.

Finding research organizations

Finding Internship opportunities

Search by industry

Search by major

Search by skill

## Design

Create well-optimized algorithms to help people find their mentor quickly

Name of the App

Easy to Use

Provide a pleasing aesthetic in the app

Tech Stack?: LAMP, ASP.NET, MEAN, MERN, Python, Java, MEVN, Ruby On Rails

Mentee/Mentor User Profile

Make the app affordable for users.

Color Theme

Mentors Social Media in profile

## Miscellaneous

Forming study groups

Search engine optimization for local businesses

Cash stuffing app - help to separate paycheck for each bill, leaving behind the total amount you are allowed to spend

A university shortcut app for maneuvering campus (better than standard GPS, for walking or biking)

Transaction Processing: Stripe: Digital Wallets, Credit/Debit Cards, Venmo, Paypal

Budgeting app for students

How to make money from app: subscription base, Charity, Government run, one time fee, Pay Per Mentor(PPM)