

## **No Go List, 2020 Operator Boot Camp**

**Your core strategy should not revolve around any of the following; if you have questions, please ask the boot camp leaders:**

- Leveraging the PEAK6 name to increase interest
- Hosting networking/PP conventions for college women
  - EX: launching campus lecture series connecting poker & business
  - EX: hosting events such as game nights, “sponsored bar tabs”, etc.
- Transforming PP into college application-boosting app for high schoolers
  - EX: creating workshops for resume building, public speaking, etc.
  - EX: articles on CollegeBoard, Princeton review, etc.
- Initiating a mentorship program between professional women + younger members
  - EX: scheduled events with professionals (e.g. 1x a month, chance to enter game hosted by a handful of lawyers/traders/etc.; opportunity to network with these lawyers/traders/etc. about their careers, etc.)
- Budget
  - Decreasing the total number of free PP lessons & offering remaining lessons for a fee
- Marketing
  - Offering custom merchandise, including poker chips and card decks
  - Referencing ‘Girls Who Code’ or ‘Girl Up’
  - Hosting live tournaments (local, regional, national)
  - Providing useful content, including poker tips and tutorials to members
  - Implementing ‘hip’ advertising strategy – using influencers, FB/Instagram
- Rebranding
  - Transforming the educational portion of PP into a non-profit

**The cornerstones of your app strategy cannot consist solely of the following:**

- Lesson automation
- Design & functionality such as offering rewards, progress badges & customizable interface

**Please reach out to Connor, Abby, Swapn, or Liam with any questions on the above restrictions!**