

Coffee the App Rules & Guidelines

Rules:

- Teams can be no more than five people
- Must meet and present with same people
- Final Presentation (November 10th) should be ten minutes long
- You can use any resources you want for your presentation

Guidelines:

Intro:

Coffee is a mobile community of hiring managers & job seekers. Our goal is to help professionals discover career opportunities through social networking.

Problem:

We would like the teams to identify distribution channels for our product. These channels will help to get students (focus on Juniors and Seniors) to download and engage with our application as a professional tool. Ideal customers are students interested in expanding their professional network with the hope of landing a job, internship or freelance gig.

Deliverables:

Teams will be expected to deliver the following:

1. Description of distribution channel(s) (examples: Frats, Student clubs, Mailing list, events, newspaper/press/blogs)
2. List of action items necessary to engage the identified channel. These steps should be easily executable and scalable. (What are you going to do and how are you going to do it).
3. Budget necessary to launch the marketing plan. Try to stay under two thousand dollars.
4. Marketing/design collateral necessary for implementation of the plan.

Criteria:

We will be evaluating candidates on the following criteria:

1. How many downloads can the team generate & what is the total target market?
2. How executable & scalable is the implementation of the plan?
3. What is the cost per acquired user and what team uses the budget most efficiently?

4. How creative/unique is the proposed marketing collateral?

Prize:

We will provide the winning team with the following resources:

1. Marketing internship with Coffee.
2. Budget to implement the plan.
3. Graphic design support to create proposed collateral via Coffee's in-house design team.

Tips for Success:

Get to know your team. Your presentation should be smooth; it is advised you practice a few times as a group.

Be creative, but realistic. Part of the prize is a budget to implement your plan, be sure it is feasible enough to do so.

Think about the strengths and weakness unique to NYU and how you can exploit these to better achieve your marketing goals.

New App Features:

The most important feature of the new app will be the ability to directly apply to a job with the swipe of the finger. This will be made possible due to the "hiring mode" that Hiring Managers, HR professionals, startups, and SMEs can use to post jobs within our existent network of job seekers and professionals. With that said, students should focus on the **USER** perspective rather than the Hiring perspective. We will fill the demand for the Hiring side; this project is to expand the job seeker/networker user base.