M&Co.

2020

Repster
FINAL
PROPOSAL

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Business Development Manager

M&Co.
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Introduction

Mission

Our mission is to provide an exclusive app that is safe for students of specific age groups. Let's start safe social networking at an early age.

Vision

Our goal is to create an inclusive, yet exclusive to age groups, app that transcends race, gender, and creed. This app is not just for school students but will also be for home schooled students and disabled students that don't frequently interact with people that are their same age. We want this app to be managed by a nation-wide support group (M&Co.) yet each school/community/city has their own app so that age group can be easily categorized and managed. This allows for round-the-clock monitoring that will be critical for schools that use our software. Lastly we want this app in every single city, state, and eventually country so that our youth can prosper in this technological world they grew up in, and we can monitor them closely to see what issues truly affect them.

Summary

The essence of this project is to provide an exclusive app for our youth that is inclusive to all of them within the same age group. It is an app that creates a space for kids/students to interact and share content about themselves, their current journey, and what is yet to come. However, it still has all the perks of social media like memes, story options, and plenty of tik tok videos for liking. Since it is a school centered app we provide monitoring of all kind (i.e.: safety), data analytics of the age groups, and positive reinforcement of a learning community by including prizes and games that promote schooling.

M&Co.

We are a group of passionate and determined individuals who are trying to make an impactful change in our society starting with our nation's youth. Our values for the company are deeply rooted given that we are a company composed of a multi-lingual and a diverse workforce. With our immigrant mentality to work hard and persevere there is nothing but change and improvement headed our way.

Cristina Menendez is our Business Development Manager/Project Developer/ CEO of M&Co. and the vision of Repster started when she was an after school care leader for a local Miami elementary school. She witnessed a lot of uncensored content on the phones of her students that ranged from 8-11 years old; and the reason for these students to have this content was best said by one her 5th grade students "that's what's cool right now Ms. Cristy."

This student was the eldest of his siblings and would show said content to his younger siblings; but before we can reprimand him for his actions we need to consider that he is a child and doesn't know any better; he needs guidance. This is why she created Repster. Cristina knows that these students will not stop using social media because they grew up around it, but if they were taught how to use it in a safe matter, and social media platforms had more restrictions; this would not be a problem. Repster is the remedy to this problem.

Product Management Team

Role	Name
Main Project Developer	Cristina Menendez
Assistant Project Developer	TBA
Head Software Developer	TBA
Assistant Software Developer	TBA
Lawyer (lobbying attempts)	TBA
MDCPS Liaison	TBA
Head of Security Services	TBA
Marketing Director	TBA
Lead Researcher 1	TBA
Lead Researcher 2	TBA
Lead Researcher 3	TBA

Tentative Timeline

Date	Milestone
26-Jan-20	Make Project Proposal
28-Jan-20	Present Proposal
3-Feb-20	All Research Teams Developed and Assigned
5-Feb-20	Software production commences
17-Feb-20	All Research Teams go into field work
20-Apr-20	Data collected is analyzed by Project Developer
1-May-20	Assigns adjusted app features to the software development group
30-Jun-20	Fiscal Year Ends, Budget is Re-examined
7-Dec-20	Finished App/ Alpha testing commences
6-Jan-21	Beta testing commences
8-Feb-21	MDCPS Liaisons promote apps at schools
20-Apr-21	App is in effect at first school (testing phase)
30-Jun-22	Success at first school (start specialized app in 3+ schools)
7-Dec-22	Data Collected so Far is Analyzed
10-Dec-22	Software upgrades/ App expands on a local level to 30+ schools

How it works?

App Function

In order to use the app students must sign in with their school ID. This ID is crucial because these students carryout this ID number from the minute they are matriculated into any grade school to when they graduate from high school (or some equivalent). Moreover, their ID provides the app with their class schedule and demographic data. This app is meant to facilitate the school process for students as well as make it enjoyable. The basic functions that it provides are school related features, social networking features, and a content sharing platform. The reason why our app can hold all of these functions effectively is because it only has to monitor and manage certain school communities that don't have a massive student population. Our app is aimed to be used mostly for 3-5 and 6-8 grade schools that tend to have a student body population of 100-300 students. It is easier to protect 300 students rather than millions of kids, teens, adults, and older generations simultaneously; at the end of the day they all require different functions.

Academic Function

I focused this function to take the shape of Canvas because it is one of the better academic apps that have hit the market. Since we are shifting into a more technologically friendly age so should basic academic aid. This includes: a to do list of all assignments that are due or will be due, easy synchronization/download of your academic calendar that can merge with your personal calendar, and customizable enough to give priority to extracurricular activities that promote creativity and individualism. In the future we would like for this area to expand and be more functionable for teachers as well. Our vision is for teachers to add assignments with their weight, due date, and requirements but at the same time adding the expected amount of the time it should take to complete the assignment that way teachers can see when they are assigning too much work ahead of time, so that it also does not pile up all in one day for the student. At the end of the day teachers want students to succeed and students need to be taught they are not dumb because of their grades, they get those grades because they are not organized. This function is the most important to our CEO because she was able to improve the grades of her 4th grade students by simply teaching them how to organize themselves and how to hold themselves accountable; all 22 students in the first nine-weeks received D's and F's towards the end of the school year all of her students had A's or B's. She made it a priority for her students to know what is due, when they have to do it/study for it, and when to ask for help ahead of time.

Social Networking Function/Content Sharing

This function was the primary reason why this app was developed. The students of today are freely using social media to reveal information about themselves. They are vulnerable to bad people that want to take advantage of them or want to govern how they should think. Lastly they don't go through any education or warnings of what social media entails which puts them at a disadvantage because they don't know that whatever they put up will always stay there ingrained in servers. When students login for the first time it will take them through a mini course of 3-4 slides of information. This mini course breaks down certain functions of the app as well as addresses the importance of being cautious when posting or replying to something or someone. Since this app's content in heavily monitored the students of 3-5 and 6-8 will only be able to see content from that age group. Now this does provide students to share mini videos like tik toks or vines as well as memes. It provides all of the qualities of Instagram and Facebook but with more focus on students interacting with one another, sharing their experiences, and their accomplishments all the while still be able to explore cool videos and posts. Students would also be able to interact with one another by making groups of their classes. That way they can always be in the loop for what is happening in class regardless if someone missed. Once again, a small community allows for easier ways to manage content and communicate with one another, which this later on can lead stronger friendships.

Future update: Gaming

Depending on the feedback we would like to add gaming functions where our age group communities could have fun and compete. Some games will be as simple as trivia but can span into puzzle building, or reading quizzes like AR used to back in the day. All of these games purpose is to give a certain score that could be cashed in or redeemed for prizes, more game time, and school benefits. One game that we are working on right now is "Put It Down!" this game consists of students not accessing their phones while in class that way they can be completely engaged and not worry about incoming messages. Given that the app will know the students' schedules and routine habits then it will be easy to incorporate into the app. The students after a certain number of points will be able to get ice cream at lunch time, extra recess time, bonus points on assignments, and bragging rights. I do want to emphasize that all of the games the app will obtain have some academic correlation so that even while they're playing they still get taught some skill or information.

The Apps Execution

This app provides many features for students that seem almost accomplishable but it is do-able. The reason why we added all of these features is so that any student could look at the app and use it for some sort of function. They would not have to use all of the functions mentioned above but let's say they want to just use the gaming apps; they would still receive real time

notifications on their assignments and if they are not turned in they lose points or gaming privileges. It is meant to be inclusive and customizable enough that it can adapt to any user. The app highlights individuality through students' schedules and prioritizes what is important to them. How does it do that? It asks them, at the end of the day we need to stop guessing what kids need and just ask them. This is one of our main focuses for improving the app. Let's also make it inclusive by including home schooled students, disabled students, and students that have learning disabilities. It's alright, everyone can be part of the Repster Crowd.

Risks

The most prominent risk the app runs is the lack of usage with our audience. However, engagement is our number one concern and we are more than aware that we would not be able to mold and change the older generations of social networking users; our is exclusively starting at elementary schools. We want to create a strong bond with our audience at an early age and then as the app evolves we would want this audience to stay with us until the end of their schooling career. Another risk is software malfunction; we have a well versed group of software developers and we've allotted malfunction time into our project schedule to work out kinks as well as full on knots. Lastly, school support is necessary because through them we can provide monitored protection as well as access a lot of our users; however this will not be an issue with federal funding.

Where your money is going?

Our budget for this project begins at 250K, however a lot of the groundwork is already in motion. Your investment would go more into software development (150K) as well as some marketing(20K), and lastly we need a reserve for projects/ launches/ salary (80K). We have a lot of college students that are volunteering their services, which include but are not limited to: software developing, communicating with the community, recording sociological trends, and developing future projects like summer camps where younger students can be involved in the making and running of this app. Our priority is engagement so we want every student that uses the app, as well as the people that surround them, to be involved in some shape or form so that it becomes a community within a community.

Benefits

Why should you invest? Whether you have kids or not we need your support. These students will be the next generation that goes into the work force; we do not need more employees that are mentally unstable because of issues from childhood; or that have priors due to incidents in their youth. Everything stays online forever and if you are an employer this is a clear cut way of you being able to access their information and make a more conscious decisions by judging the content of their character due to how they replied to posts or content

they posted. Also it is a great philanthropic project to be part of because this is the future our youth are evolving towards.

Bibliography

Foreman, Rich. "5 Challenges of a Startup Appreneur in 2016." *Mobile Application Development Blog By Apptology*, 30 May 2016, apptology.com/blog/5-appreneur-challenges-2016/.

-This resource allowed me to uncover the basics of app making and the necessity for alternative plans; as well as being creative when coming up with remedies.

Foreman, Rich. "4 Tips to Attract Mobile App Investors." *Mobile Application Development Blog By Apptology*, 5 Mar. 2016, apptology.com/blog/4-tips-attract-app-investors/.

-This resource gives you an introductory idea of how you need to present, maintain, and manage the app (four M's).

Andrews, Gill AndrewsGill. "4-Step Process to Get People to Buy Your Product (Even If Nobody Knows You)." *Gill Andrews*, 28 Feb. 2019, gillandrews.com/how-to-get-people-to-buy-your-product-process/.

-This resource is displayed how the consumer would be more receptive to liking your brand or buying your product which really gave me that perspective that I don't have.

Haselmayr, Melanie. "65 Simple Ways To Promote Your Mobile App." *Forbes*, Forbes Magazine, 6 Jan. 2020, www.forbes.com/sites/allbusiness/2015/11/07/65-simple-ways-to-promote-your-mobile-app/#415fa3b448c4.

-This resource was essential to me given that I have no selling background so this was a great idea site for my proposal; a lot of ideas on how to market your app and receive exposure.

Final Writer's Memo

The rough draft was more of a ballpark idea that I had for this project. However, it wasn't until this week with the presentation assignment that I realized what features and functions I wanted to have in my app. My presentation was geared towards parents however I realized that parents don't really care all that much how their kid interacts socially (unless they have an impediment). Parents care about grades and results; kids care about having fun and interacting. Therefore, I decided to merge the two and provide them as supplementary functions to social media app. I got really creative with these functions because I analyzed apps that already in the market and dissecting what good features they have and which ones they don't need. My initial idea was to make an app that was inclusive, but I wanted to give students the chance to grow into their own person and have a sense of individuality so I made this a requirement in the Academic, gaming, and interaction functions. My vision shifted from just monitoring/ protecting students to providing the tools for them to succeed and enjoy themselves doing so. I took a lot of these ideas from my teaching background as mentioned because these strategies are effective if applied correctly.

Personally I wish I could give this proposal to investors or explain my idea to them and show them the necessity for something like it. At the end of the day these students will eventually be going into the workforce and I as a future firm owner would want to hire people that don't have a lot of social issues and are genuine people. This is only do-able if we teach students right at an early age, show them how to not taint their image, how to interact and be genuinely kind to one another, and how to help each other out through these close-knit social school communities that would never be possible in an app that has over 3 billion users. Teach, monitor, and protect are the qualities that I, as individual, stand for and this is what I want my company to stand for as well.