CGT Capstone Project

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Each project must have a sponsor and an advisor. The **sponsor** is the person that proposes the project and has the overall project vision and idea. The **advisor** is the person that provides operational support and guidance to the project, as well as potentially technical expertise. Each role could be a CGT faculty member or an industry representative; however, each project must have CGT faculty and industry (external) participation and engagement.

Project Title: Mobile Influencer Networking/Freelance Application

Anticipated problem to solve (in general): Our overarching goal is to seamlessly connect freelancers and contractors through a clean UI to improve outsourcing of media content online. Imagine an app that has an intuitive and customizable interface tailored to the users' needs that makes one feel productive when one is using it. Currently, we need a functional prototype or preferably an MVP to demonstrate the capabilities our company would have with a full application.

Project Description:
Some background: I am a current Junior hoping to disrupt the social media and influencer marketing industry through a content crowdsourcing application. Through market research, I learned production firms charge outrageous prices for advertisements that anyone could make with their phone. Also, most brands are reluctant to hire freelancers due to the difficulty in communication and the potential for the final product to not meet expectations. Our application would take the confusion out of collaberating with freelancers over the internet. Using an easy to navigate application, brands and creators would be able to find the perfect person to collaborate with. Our platform would manage everything from finding the *perfect* freelancer, to signing contracts, to payment. I have completed the Firestarter course with the Foundry, acquired some potential customers and now need something tangible so I can obtain investment and kickstart our future.

Currently I am looking for a prototype of our mobile application to more easily demonstrate how it works. But first, let's pause for a minute and I'll try my best to give a rundown of what makes us different than current competitors. First and foremost, there are 2 different types of accounts people can make. A 'user' account is a freelancer account, or someone wanting to produce/post ads for brands. Users could be anyone from a college kid wanting some side money to take photos and make videos, to a freelancer wanting to find consistent work to make a living. Influencers would also fall under the user category. Influencers could be anyone with 750+ followers and could be hired to post branded content on their personal accounts. Here is where we are different: when users engage with the application, more features and customizations will be unlocked. *Think back to the ability to add code to MySpace and fully customize your account*. This ability to customize accounts will help freelancers stand out from competition and display their skills effectively, while also having full control over their personal image/page's image. No longer will freelancers have to take jobs they might not

be best suited to, rather they can find clients they know their work will resonate well with.

On the other end of the spectrum there are business accounts. Business accounts are set up for multiple employees to be able to easily monitor and engage with the content they curate. It will be as easy as possible for freelancers/influencers to find brands and vice versa. The biggest difference between the account types is business accounts would allow companies to easily monitor influencer campaigns. When a company runs a campaign, such as a Coke campaign hiring 1,000 college kids to post on their Instagram, Coke employees will be able to see all the posts in one location and easily check whether the posts meet expectations.

Obviously, I would be ecstatic if we could gain an MVP from this capstone, however I could be convinced to settle for a prototype. I hope these 500 words were enough to convey my idea; however, if you want more information feel free to shoot me a text to get in contact with me. I love this topic and would enjoy discussing more of the intricacies or my past work if you are interested.

Anticipated obstacles (if any):

Configuring the most intuitive design for such an ambitious application could turn out to be pretty tedious. As I am a Krannert student my knowledge in coding is limited which may cause some dissonance, however this will give the team more freedom to give personal input.

Anticipated outcomes:

My vision is quite large, but all daydreaming aside here is what I see the outcomes being.

For me: Having a clean-cut MVP, or prototype, would allow me to begin operating or seek further investment and begin operating as a business. Having something tangible to show potential investors will be game changing.

For you: While I am not a big name company that would look flashy on a resume, our project will give you more freedom and room for individual contribution. Since we are a start-up you will be working alongside us which will hopefully give you some insight into startups and early entrepreneurial ventures. If you haven't noticed, the application has a similar feeling to current social media platforms which would be good work experience if this field interests you. Imagine the real-world experience you would have gained from building Facebooks MVP.

Since your work could be a catalyst to the future success of Social Change I am open to the idea of compensation. I am currently the only one working on the concept and would be willing to bring you onto my team assuming you share the same level of passion as me. This could mean anything from being one of our first hires to receiving equity and joining me as a cofounder, *unlikely but still a possibility*. Regardless, I want you to be invested if you choose to pitch to us. Even if you don't see a future working with us past this project, assuming mass adoption and success of the app, I will be eager to compensate you for your work, i.e. visa cards, stock options etc.

Resources provided by the company:

My time and attention, information regarding the startup process, budget for testing customer acquisition strategies/market research, then based on success potential compensation/Job opportunities, and free food!

Resources expected from student team: Fluency in front and back end mobile application coding, time/attention, a bit of blind excitement and shared vision.