

## Showker Meeting Notes 10-4-18

### Rocket Pitch

- 3 minutes
- 3 PowerPoint slides
- Memorized script

### Elements of Pitch

- Attention-getter
- Problem/Opportunity
- Solution (how does it address the problem?)
- Value Proposition (service intersects with market, address competition)
- Target Market
- Business Model (how do we make money?)
- Resources Needed (start-up capital, faculty support, etc.)
- Call to Action (please give us money!!)

### What we have so far...

- Problem: No master calendar for campus and community events.
- Solution: Website with master calendar.
- Value proposition: (insert student survey?) Address MyBC.
- Target Market: Students, staff, faculty, sports teams, clubs, community businesses?
- Business Model: Clubs, teams, businesses, etc. pay fee each year to gain user login to post events.
- Resources: 12 months a year at \$10/month = \$120/year? Need capital to get website up and running and sustainable while fees are worked out.

### Team Calendar:

- Meet the week after fall break to plan pitch??
- Oct 18 or 19: Present pitch to Dr. Lugo
- Oct 27: PITCH DAY!

### Game Plan:

- Student survey: Ben C, Olivia, Matthew
- Sports teams: Matthew and Erin
- IT: Jarod and Dan (filter events, how to create website, cost)
- Business advertising: Ben H and Erin
- Music Department: Dan and Ben H
- History: Ben C
- Clubs: Sam and Melia

Other thoughts...

- I know we were planning to have a filter, but would that remove clubs, teams, etc. incentive to pay for exposure? If people can choose to not see events they don't want, these groups have no guarantee anyone outside the group will see the event, and then why wouldn't they just email their group? Just wondering...
- One student I talked to about our idea suggested making the calendar printable. I don't know if that would be feasible, but it's something we could consider/look into (IT team?)