

TFTI

Business Thesis / Product Statement

Believe that there are students willing to put themselves out there to create a social life and explore options available to them.

Organizations are willing to take in people to create groups for people who have similar interests.

TFTI, will help facilitate campus interaction between others.

Value Prop

Can profit off a market of students that are willing to put themselves out there to “find themselves”

Finding friends, hobbies, what they want to do in life...

Organizations are willing to go out and recruit new people

Would be willing to advertise to a whole mass of people and perhaps attract more students

Our Customer

Students who don't know where to go for finding these people/organizations

Friends

What to do in life

Good time

Discovery of Customer / Value Prop

Hypothesis

I believe that students are looking for ways to look for opportunities to join and create new connections, friends, and experiences, but would love to do so with ease.

Experiments

Interviewed many people and questioned their activity in school

Results

While there were some people out there wanting to explore, there were others that seemed not too interested. One reason was for the time constraint, or how there wasn't really a good place to search for organizations/people

Iterate

While there are people that aren't really active in participating in organizations or events, perhaps TFTI will be able to get others to participate

Lessons Learned

Talking to others was hard at first, but after a while, things got easier.

While I thought my idea was a correct, there were many things that weren't factored and wasn't as I assumed.

Every idea needs to be taken with a grain of salt.