



Microsoft Firenze BXT 2012

Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora

Carnegie Mellon University

# The Team

B



Celine Ramoni, MBA

X



Somya Jampala, MDes in Interaction Design



Jennifer Briselli, MDes in Communication Planning and Information Design

T



Somya Jampala, MDes in Interaction Design

# New needs for a new generation

**Information and stimulation**

**Several different interests**

**Motivation and support**

# The keys to success

## INSPIRATION

through role models and exposure to new experiences

motivation

inspire

exposure

goals

people

mentorship



Microsoft Firenze BXT 2012  
Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora  
Carnegie Mellon University

# The keys to success

## INSPIRATION

through role models and exposure to new experiences

motivation

accessibility

inspire

## Personalized INFORMATION

for self assessment and goal setting

goals

exposure

privacy

inform

people

mobility

map

mentorship

personalized

# The keys to success

## INSPIRATION

through role models and exposure to new experiences

## Personalized INFORMATION

for self assessment and goal setting

## Constant SUPPORT

throughout the pursuit and accomplishment of one's goals



# Needs driven technology innovation

## Insight 1 (lack of personalization):

“I went to career fairs at my senior school, but I just thought none of them were meant for me!”

“The information is too generalized, I need specific information sometimes!”

Need a technology that personalizes goal/career planning



# Needs driven technology innovation

## Insight 2 (time consuming process):

“Planning takes time, right? I try all that note-taking stuff, but I just can’t plan everything all the time – it takes time, you know!”

Need a technology that makes goal setting fast and efficient



Microsoft Firenze BXT 2012  
Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora  
Carnegie Mellon University



# Needs driven technology innovation

## Insight 3 (peer influence / guidance):

“I always knew I wanted to be a veterinary doctor though all my friends went for acting.”

“Everyone in my class was going into computer science, so I decided to do the same.”

The only guidance I had was from family and friends, I wish I could talk to more people!”

Need a technology that accounts for peer/mentor guidance, while supporting independent decision making

# Needs driven technology innovation

## Insight 4 (right time frame):

“I know what I want to do right after I graduate – but no idea what I will be up to after 5 years and later!”

Need a technology that supports immediate and near future planning



Microsoft Firenze BXT 2012  
Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora  
Carnegie Mellon University

# Needs driven technology innovation

## Insight 5 (nudging):

“... yeah sure, but to stay focused on my goal, I needed to be constantly focused and reminded of my end vision for myself!”

Need a technology that nudges and launches triggers to keep the user focused of his/her goal and path



# Stakeholders

## Stakeholders:

### Individual

**Friends & Family** (support you in your decisions & inspire you to try new things)

**Teachers & Schools** (help you make decisions and prepare for your future)

**Experts** (share their knowledge and experience)

**Clubs & Community Groups** (organize events and offer events)

**Online learning centres**

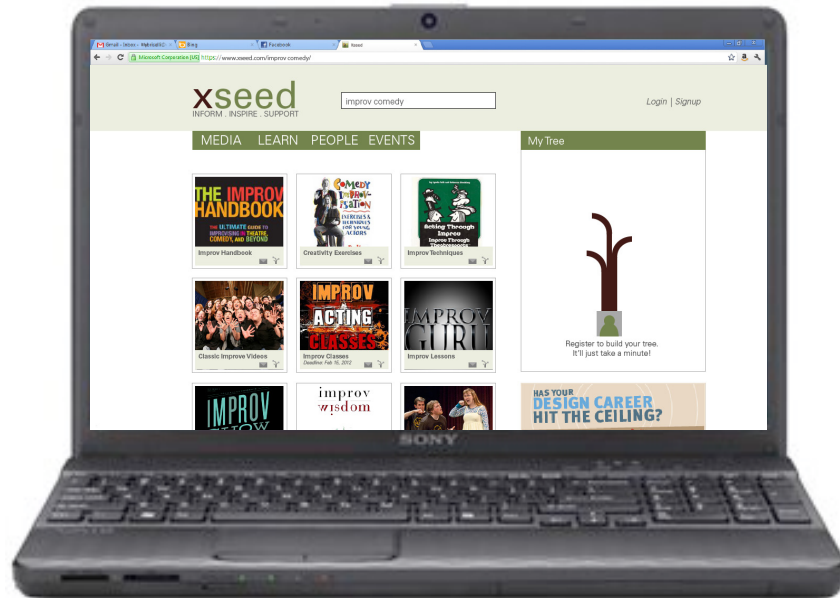
# Design solution

**A cloud application that helps you discover, map and pursue your life's aspirations**



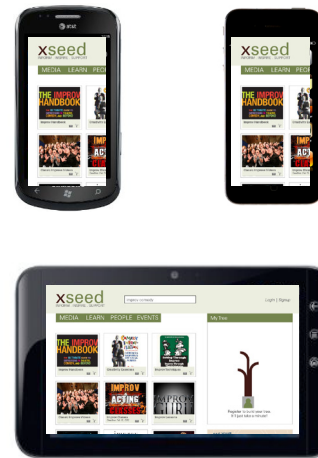
Microsoft Firenze BXT 2012  
Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora  
Carnegie Mellon University

# Access pathways



## Web:

Entire goal/career mapping experience



## Mobile & Tablet devices:

Primarily for information consumption and triggers

# Points of entry for users

## **INSPIRE**

Learn & meet people who are experts in your goals  
Get inspired by branches (search) of other people

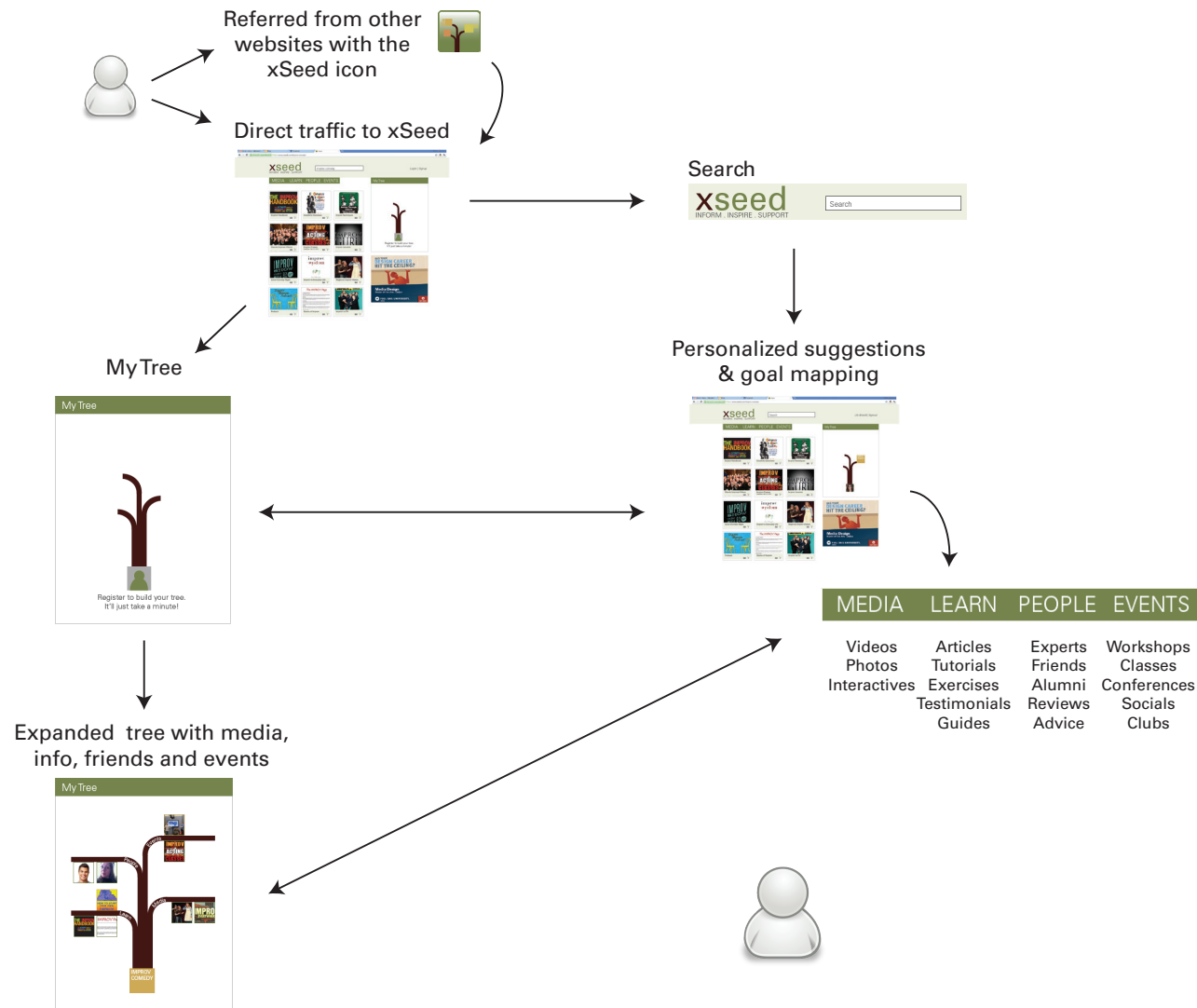
## **INFORM**

Get updated/ suggested resources on the content and  
plan your path (tree) accordingly

## **SUPPORT**

Nudges/triggers, tracking, events, classes and meets to  
support your path (tree)

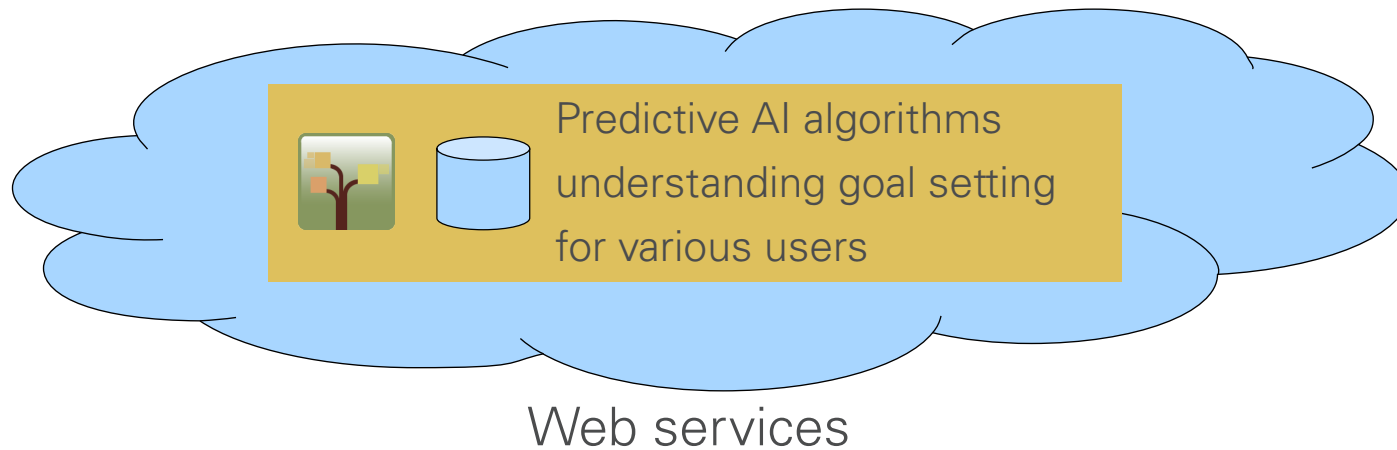
# System map





# Technology

## Microsoft Azure of AWS Cloud infrastructure



Social networks

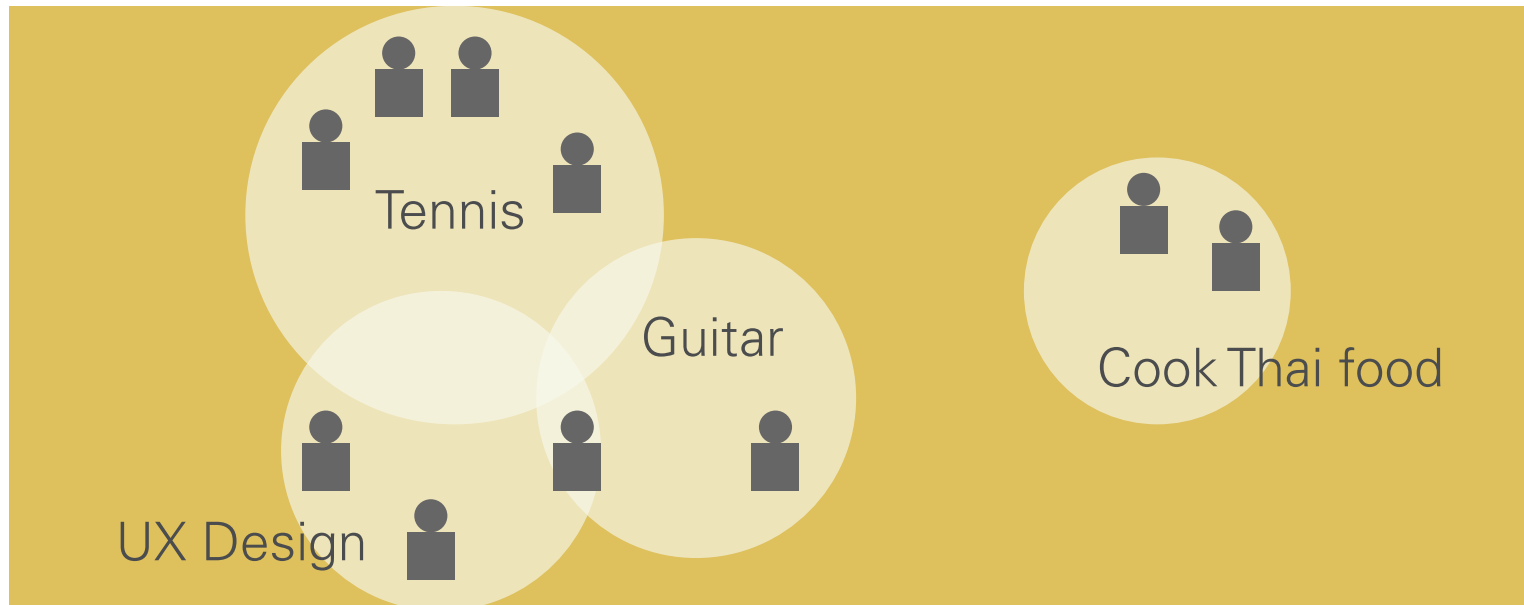


Content providers



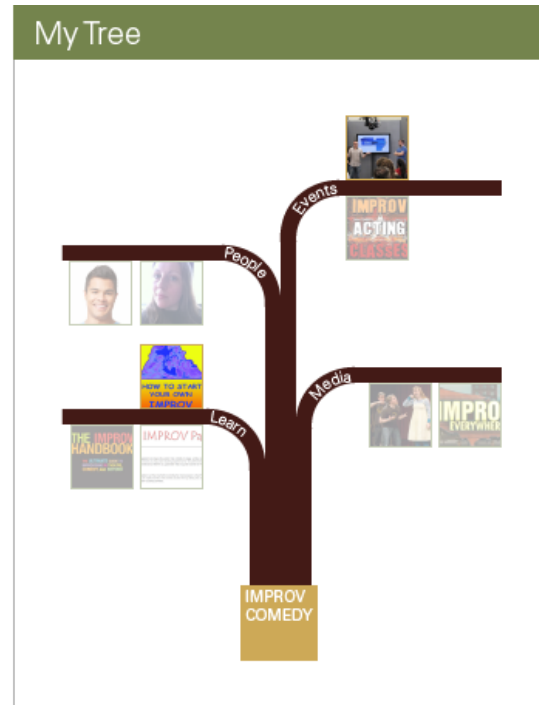
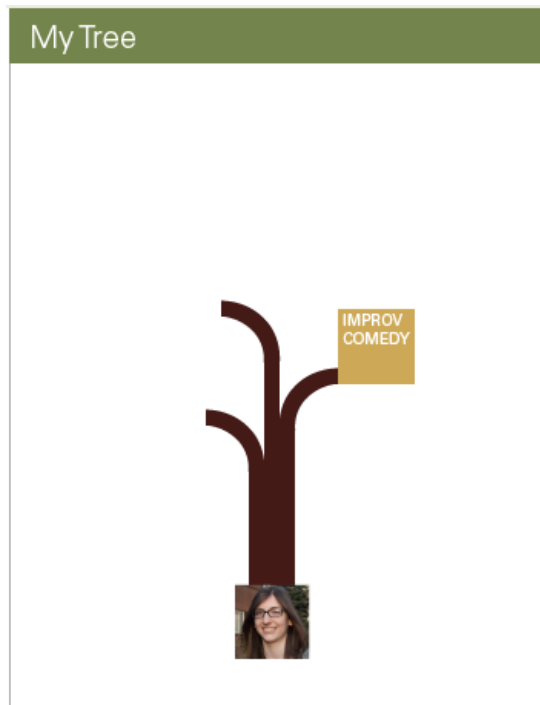
Microsoft Firenze BXT 2012  
Celine Ramoni . Jennifer Briselli . Somya Jampala . Varun Arora  
Carnegie Mellon University

# Applying learning theory at scale



Applying a combination of knowledge on learning science constructivism theory and AI (about user preferences and social network) to build career maps

# The growth map



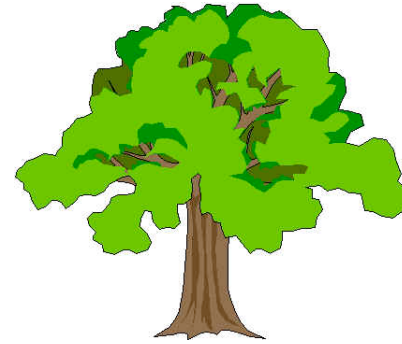
Once a goal is set, xseed will ensure the user successfully completes his objective by automatically suggesting appropriate tasks and assessing the progress.

# Pricing model: Freemium



**FREE**

Up to 3 goals  
Limited to nine months per goal  
Limited to personal networks



**\$24.99/ year**

Unlimited goal setting  
Unlimited time frame per goal  
Connected to open networks, all users  
Ad-free



# Dream partners: Internal “ad” network

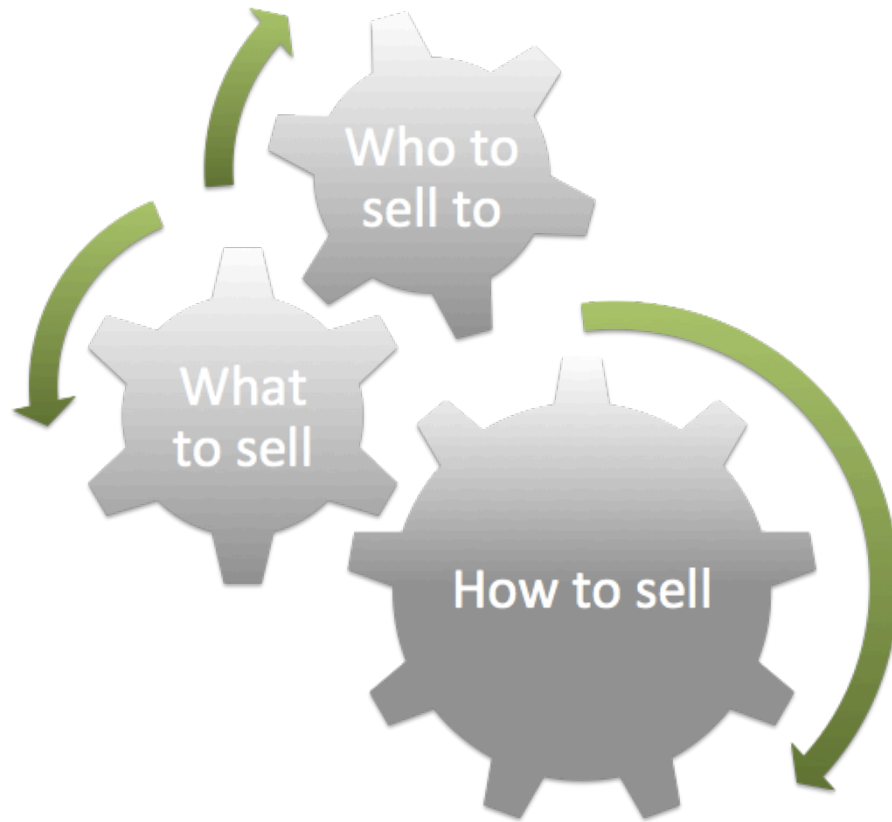
Internal “ad” network for deep targeted integration with user goals; allows them to appear on users’ trees

Based on a CPI / CPC model

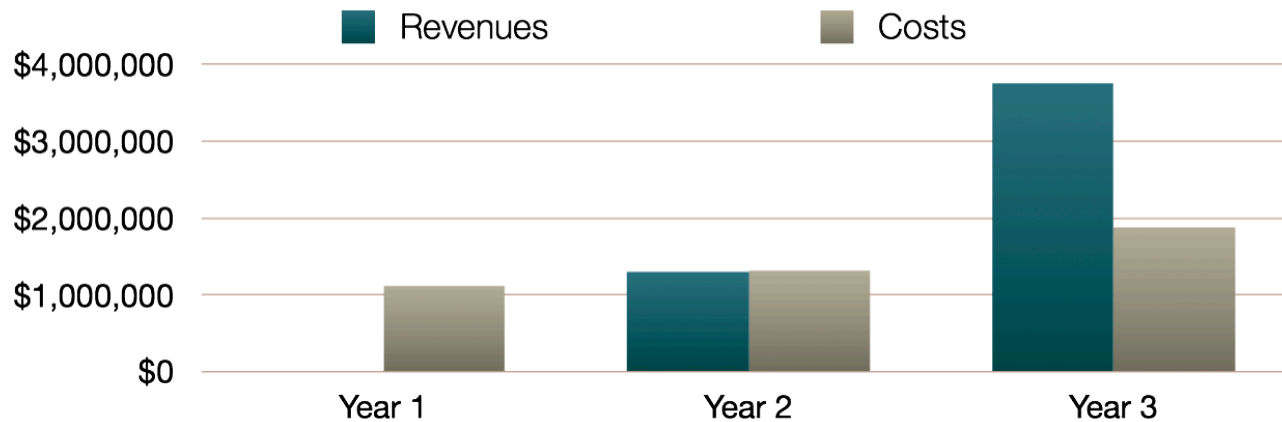
Primarily aimed at, but not limited to, educational institutions, training institutes, retail vendors, user groups, etc



# Go to market strategy: 3 dimensions



# Revenue stream



Refer Appendix

# Value proposition

More opportunities,  
tools that can help discover new horizons and achieve their dreams.

xseed is a cloud app that connects, inspires and supports people

xseed is more than personal development, career advice, time management, or a social network.

Providing the right information at the right time,  
promotes intrinsic motivation





# Appendix

We expect to reach 2% of the 20M students enrolled in the US after 2 years. 5% of which would pay for xseed GROW.

This revenue model ensures xseed breaks even after year 3.

	Year 1	Year 2	Year 3
<b>Revenues</b>			
<i>Subscription fee</i>	0	20,000x24.99	50,000x24.99
<i>Partners</i>	0	800,000	2,500,000
Total	0	1,300,000	3,750,000
<b>Costs</b>			
<i>Wages</i>	9x120,000	9x120,000	12x120,000
<i>PPE &amp; utilities</i>	12x3,000	12x3,000	12x3,000
<i>Marketing &amp; Promotion</i>	0	200,000	400,000
Total	1,116,000	1,316,000	1,876,000
<b>Profit</b>	<b>-1,116,000</b>	<b>-16,000</b>	<b>1,874,000</b>