



Product Pitch

Team 5



“When new students come in, we have a lot of data about them. I wish we could use that data to connect with and help at-risk students.”

Matthew Bauer,
Senior Lecturer / Academic Advisor



“There are too many steps that I have to follow to successfully tutor a handful of students. Students don't make use of the academic resources available to them.”

Chris Dickson,
Tutor



Our Research

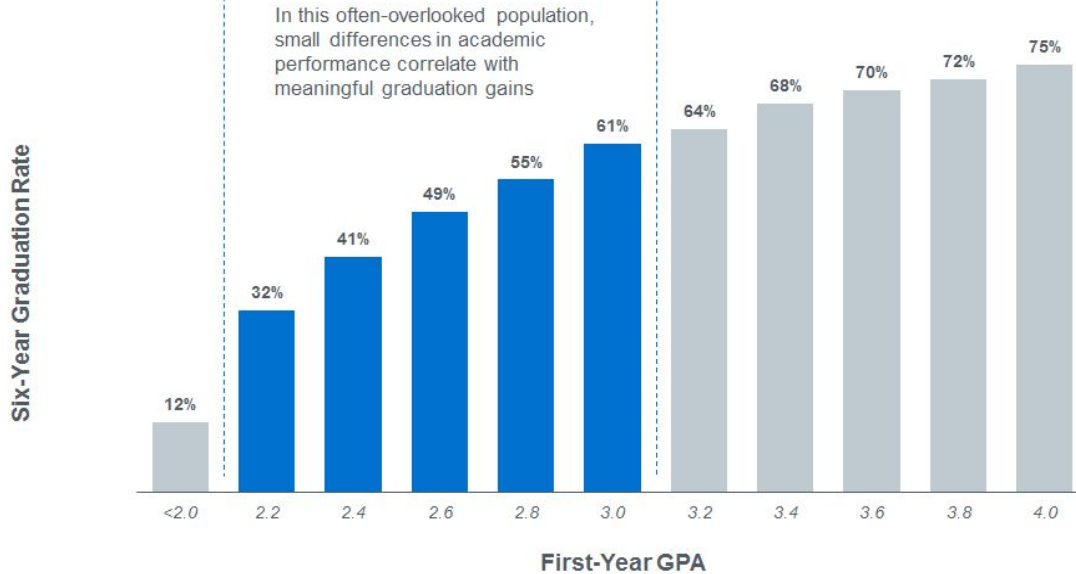
Graduation Rates by First-Year GPA



Obvious Risk Cases
13% of all students

The “Murky Middle”
43% of all students

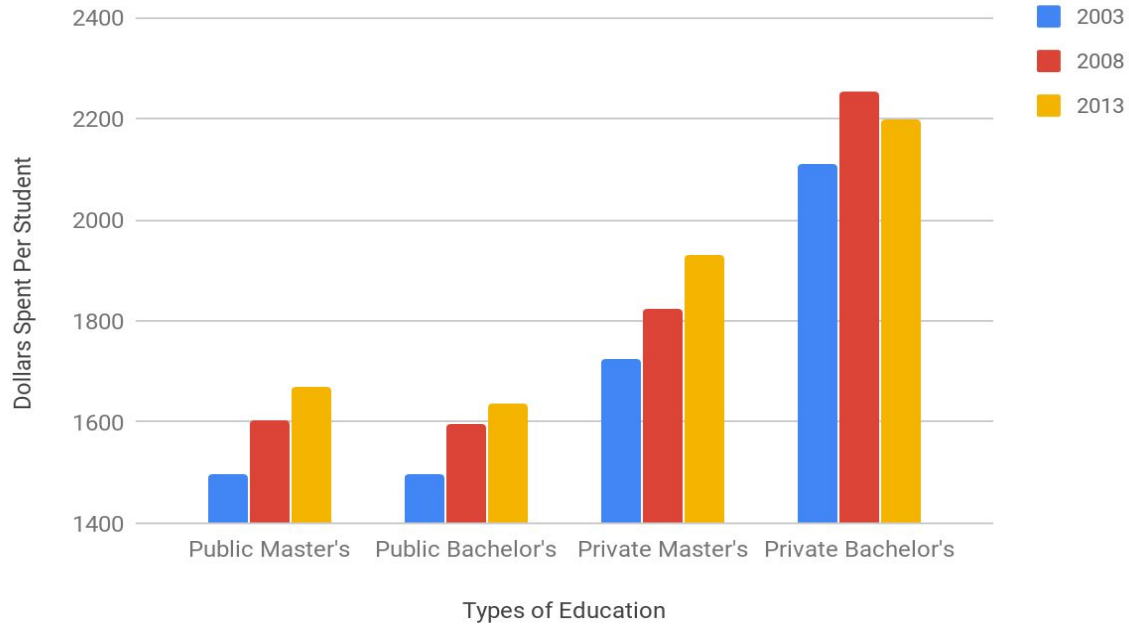
Likely Graduates
44% of all students



Source: Data compiled by the Education Advisory Board highlights an often-overlooked student population¹

Additional Academic Resources

Average Yearly Spending



Source: Delta Cost Project IPEDS Database 1987–2013 (11-year matched set)²

Why **students** don't seek **help**?



- Students don't recognize when they need help.
- Faculty are perceived as unapproachable.
- Students are unaware of existing resources.
- Existing resources are inconvenient to obtain.

Source: Karabenick, Stuart A., *Journal of Educational Psychology*, Vol 96(3), Sep 2004, 569-581

Problems with Existing Systems



- Students face barriers while seeking help
- Existing resources are **underutilized**
- Utilizing these resources is a **convoluted process**
 - Columbia and Harry Truman College
- Areas that students struggle with go **unreported** to professors

Source: Karabenick, Stuart A., *Journal of Educational Psychology*, Vol 96(3), Sep 2004, 569-581



Meet **Auxy!**

The subscription-based product that helps at-risk students reach their potential by connecting them with on-campus resources

Features of our **Service**



Short term:

- Identifies when a student's performance in class decreases!
- Schedules a time when students can meet with tutors!
- Tutors can log attendance and inform professors of what students struggle with!

Long term:

- Uses machine learning to identify at-risk students early on by analyzing grade trends!
- Suggests topics that students historically struggle with to professors!

Market Analysis

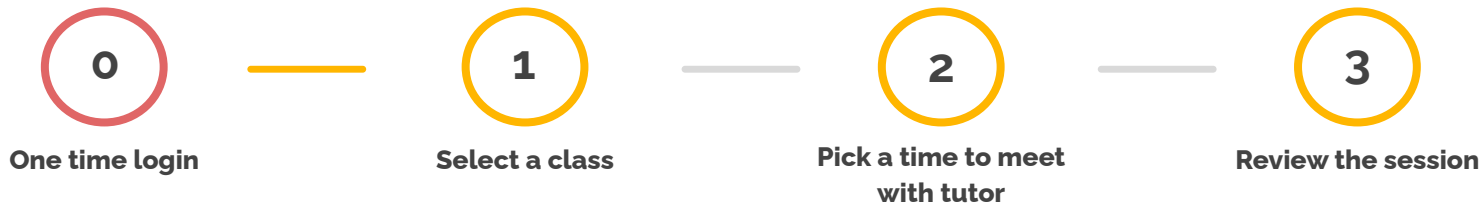


	Tutor Trac	Nuro
Pros	<ul style="list-style-type: none">● Established market product● 8,000 \$/year ~ 1 \$/student	<ul style="list-style-type: none">● Uses Machine Learning Models to predict student retention and performance● Highly trained models
Cons	<ul style="list-style-type: none">● Hard to set up and maintain● Available as a web application● Unappealing and complicated	<ul style="list-style-type: none">● Very Expensive (15 \$/student)● Models require data that might not be available

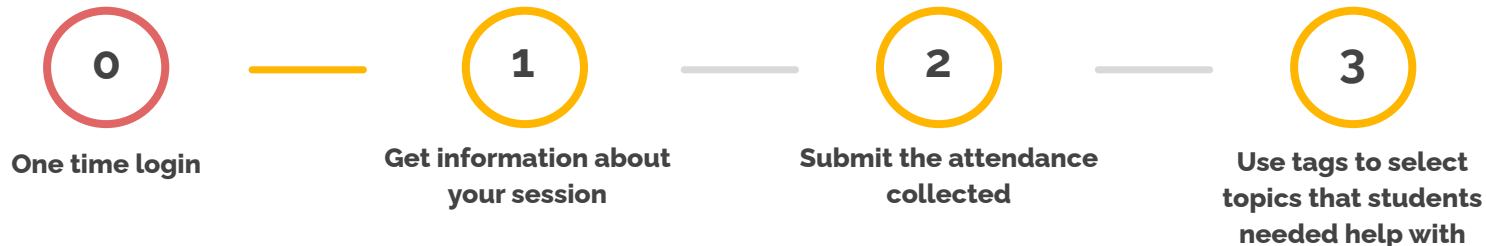
Why us?



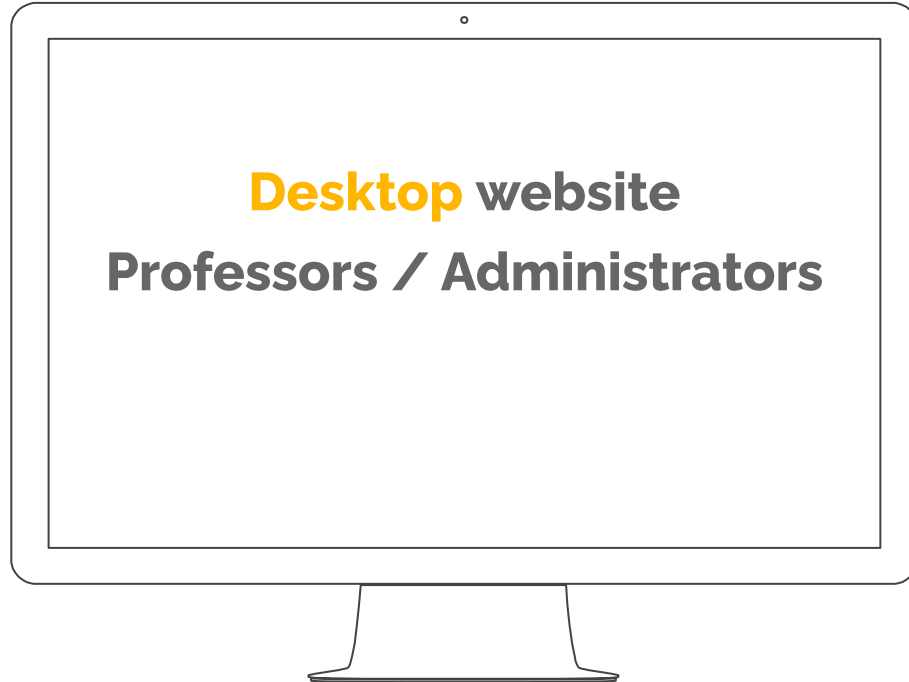
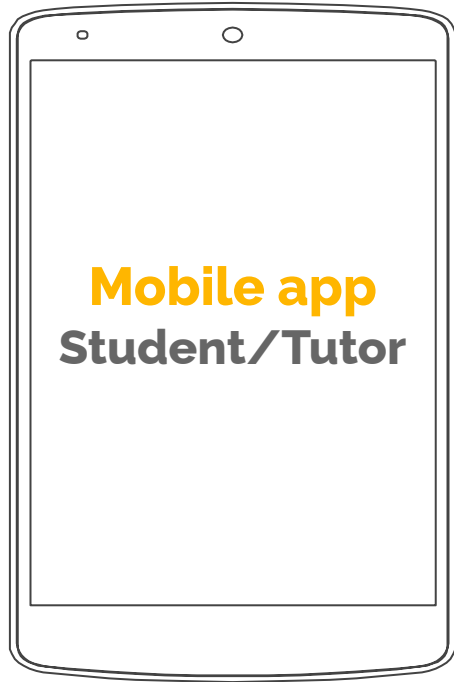
Clicks for Student



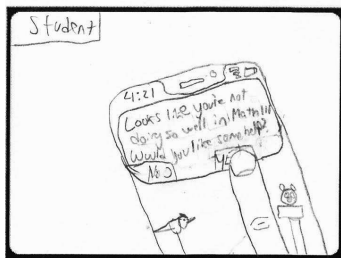
Clicks for Tutor



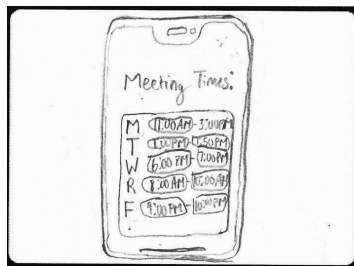
Product



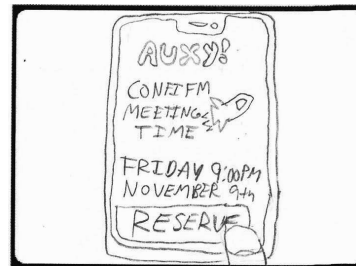
Student Storyboard



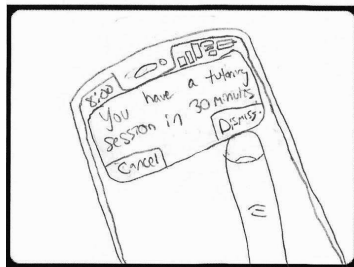
Notify recent performance drop



Choose a time to meet



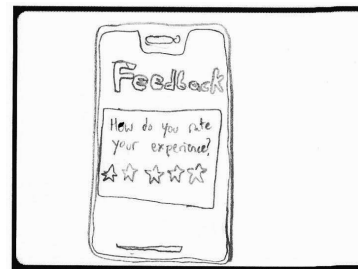
Confirm session



Send reminder notification

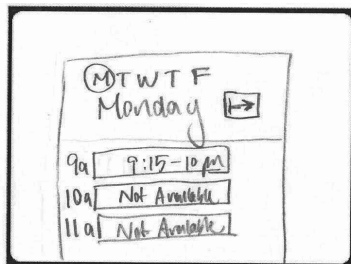


Meet tutor at session

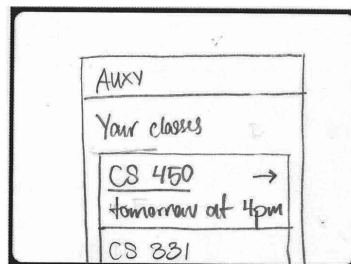


Provide feedback to tutor

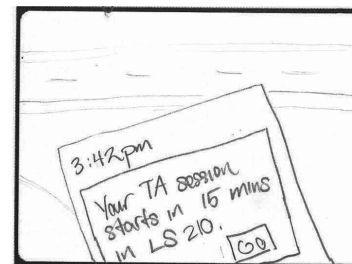
Tutor Storyboard



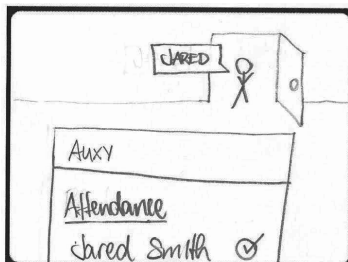
Select times to hold sessions



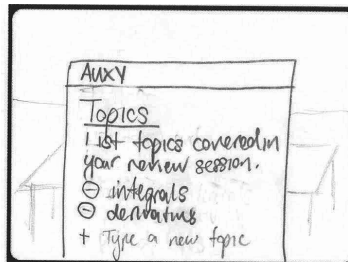
Review all scheduled sessions



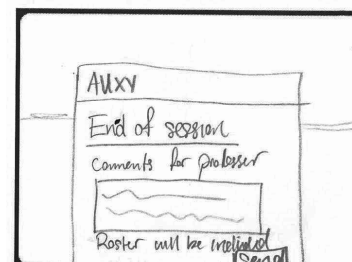
Send reminder notification



Take attendance



Track topics covered



Submit to professor

Cost Comparison

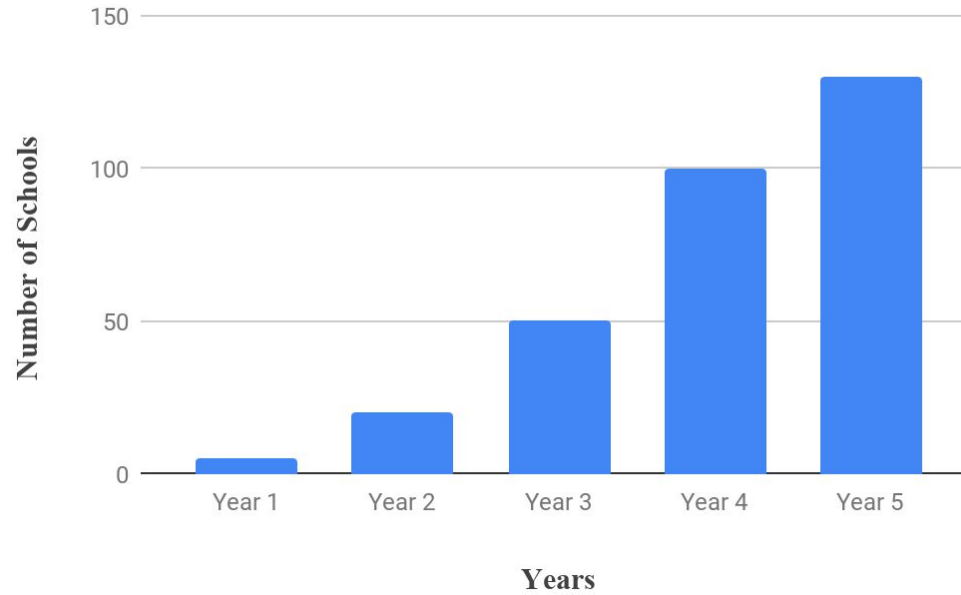


Estimates	Total Cost of Auky	Total Cost of Competitors
Average Size of Enrollment per College ~ 7,000	7,000 students x 10 \$/student/year 70,000 \$/year	105,000 \$/year (Nuro) + 8,000 \$/year (Tutor Trac) 112,000 \$/year
Number of 4 year Institutions ~ 2400		

Projected Growth



Schools Using Our Product

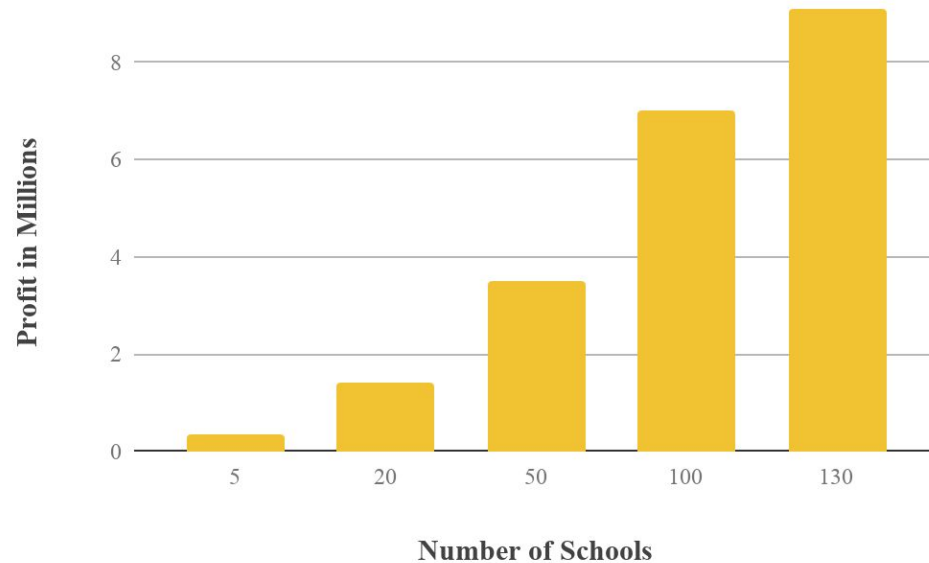


Projected Growth

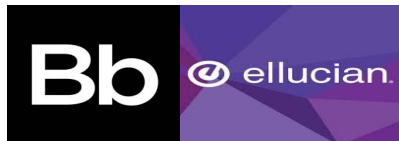


**1% of market adopting
our product equals
1.6 Million Dollars**

Estimated Profits V Schools



Our Partnerships



Incentive for Students

Top 10 students who utilize the school's resources more and whose grades have improved qualify for free textbooks for the upcoming year on courtesy of Barnes & Noble!

Incentive for University

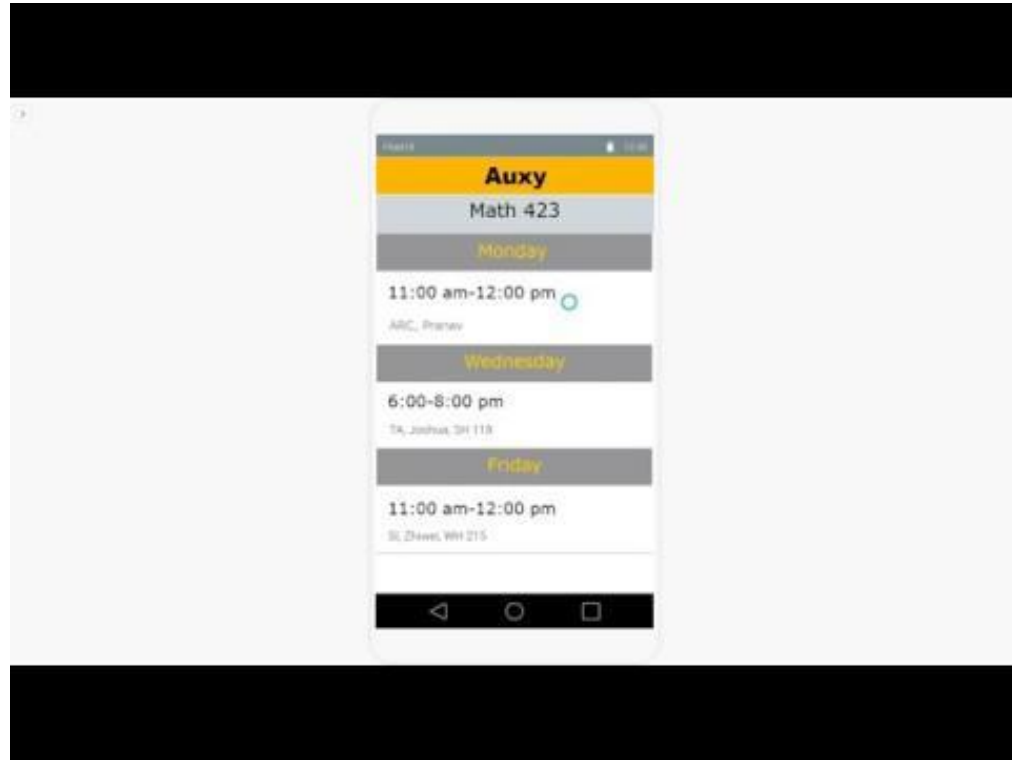
University who adopts the products gets featured on Niche for taking the initiative to help its students and gets a visit from a special correspondent!

Product Partnerships

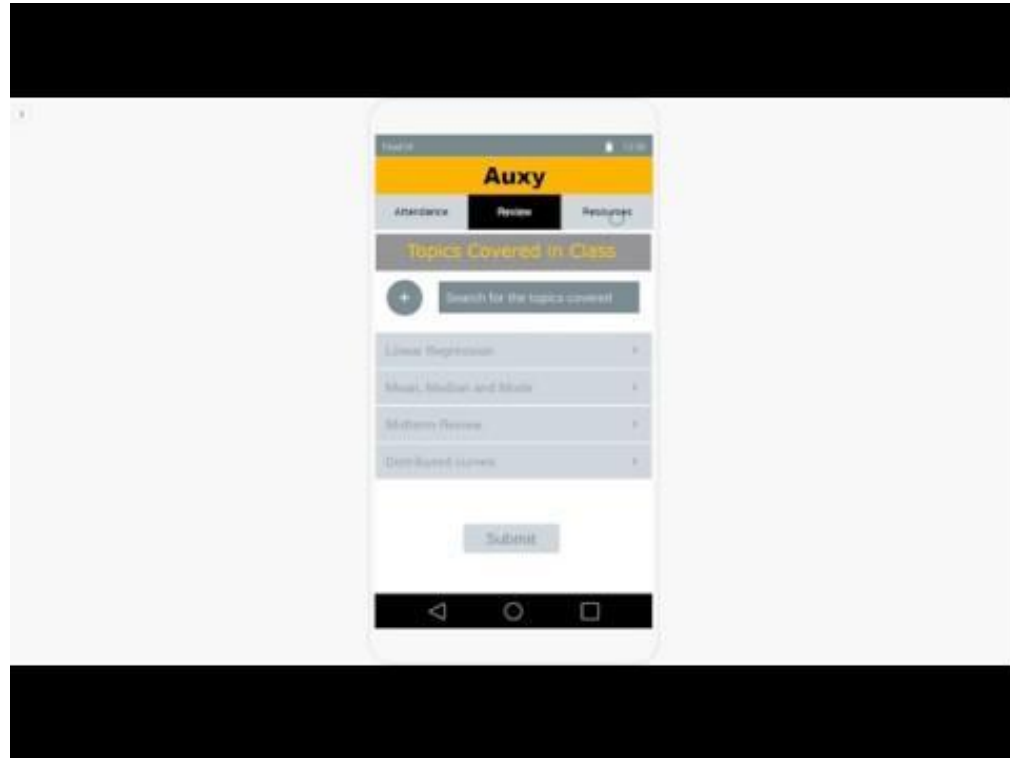
Blackboard and Ellucian have a lot of student data that is vital for our prediction algorithms. We offer them a percent of our profit for using their data!



Student Demo



Tutor Demo





**Make the best use of your available
resources with *Auxy*!**



Thanks!

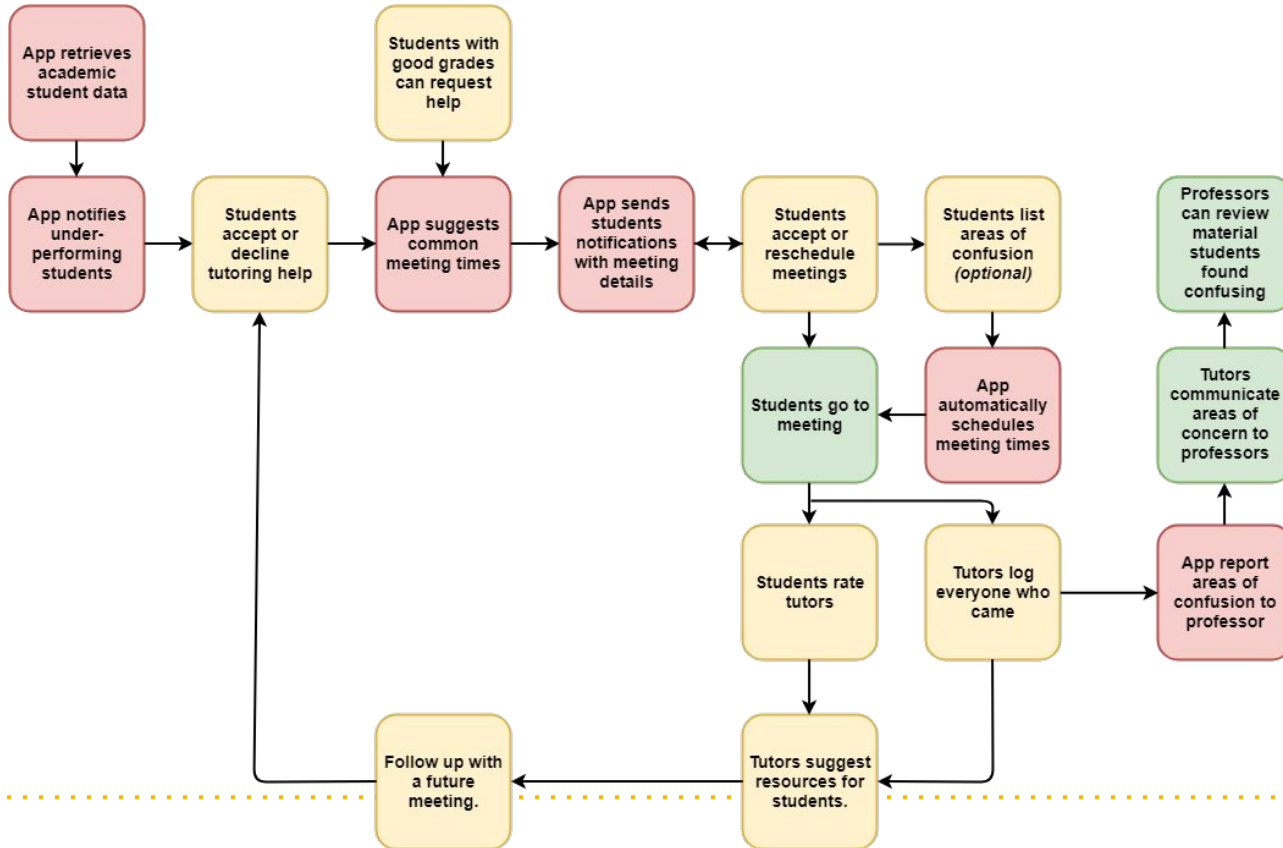
Any questions?

Team



- Ritwik Divakaruni - **Product Manager**
- Josh Bowden - **Technical**
- Aurangzeb Razzaq - **Technical**
- Ben Jensen - **Design**
- Noah Song - **User Research**
- Idris Fagbemi - **User Research**

Student Flowchart



Additional Sources



¹ Venit, E., Mr. (2014, April 23). What can we learn from first-year GPA? Retrieved October 18, 2018, from <https://www.eab.com/blogs/student-success-insights/2014/04/what-can-we-learn-from-first-year-gpa#lightbox/0/>

² Desrochers, D.M., and Sun, J. (2015). IPEDS Analytics: Delta Cost Project Database 1987-2012 (NCES 2015-091). U.S. Department of Education. Washington, DC: National Center for Education Statistics. Retrieved [date] from <http://nces.ed.gov/pubsearch>