

tech  *novation*



Branding

Unit 6

Agenda



- Mid-point check in
- Review: work in progress
- Branding
- App Inventor: continue building your app prototype
- Wrap up

Mid-point Check In

- Congratulations! We've reached the mid-point of the program
- What are you most proud of accomplishing?
 - Individually
 - As a team
 - What are you looking forward to for the rest of the season?



Review: Work in progress

At this point in the curriculum, you should be working on:

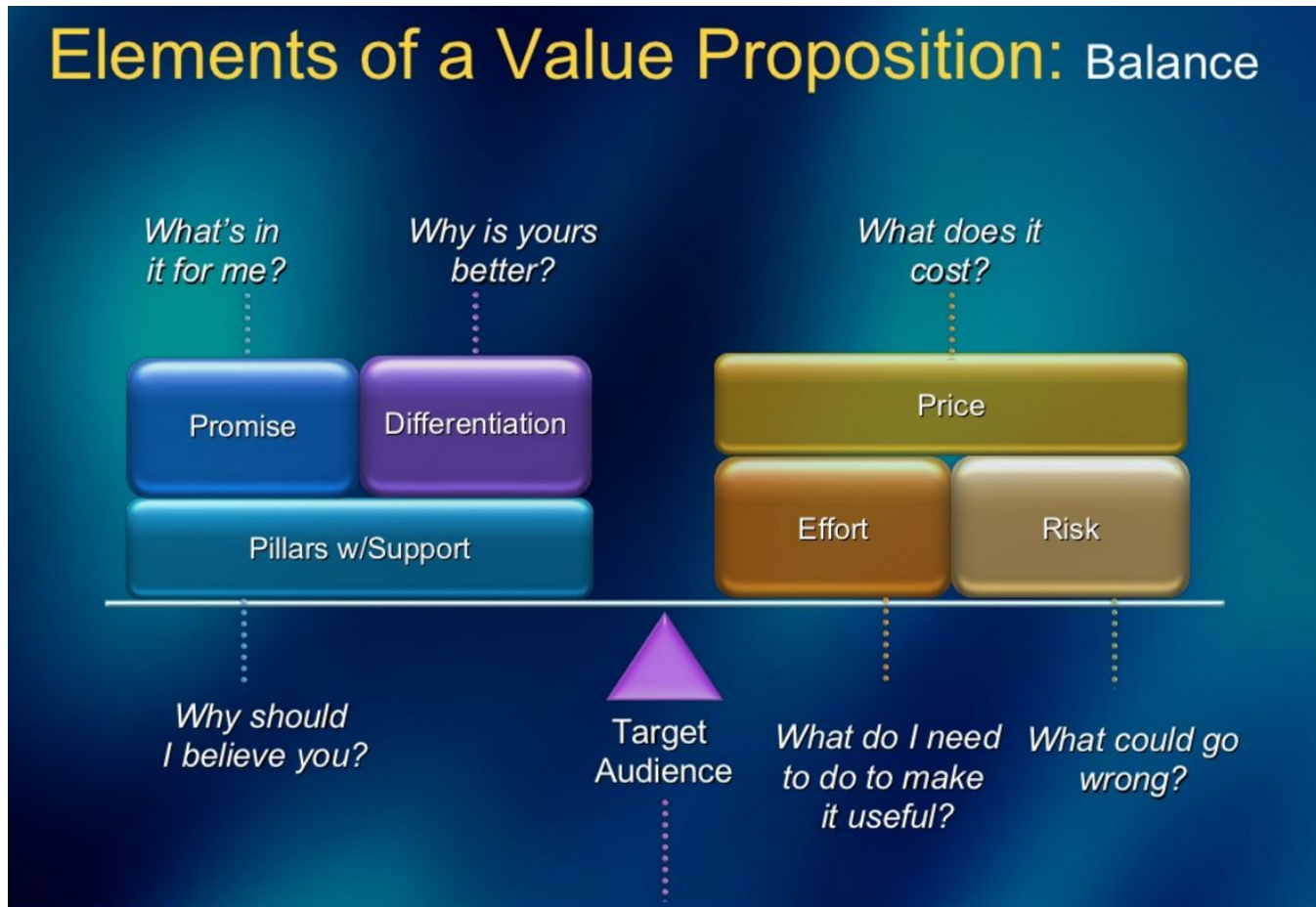
- Refining your app prototype in App Inventor
- Compiling your business plan elements
 - App idea
 - App description
 - Market research & survey results
 - Competitive analysis
 - Product name and description

The importance of brand



Watch these videos of Steve Jobs and take note of how he describes Apple and its brand.

Creating your Value Proposition



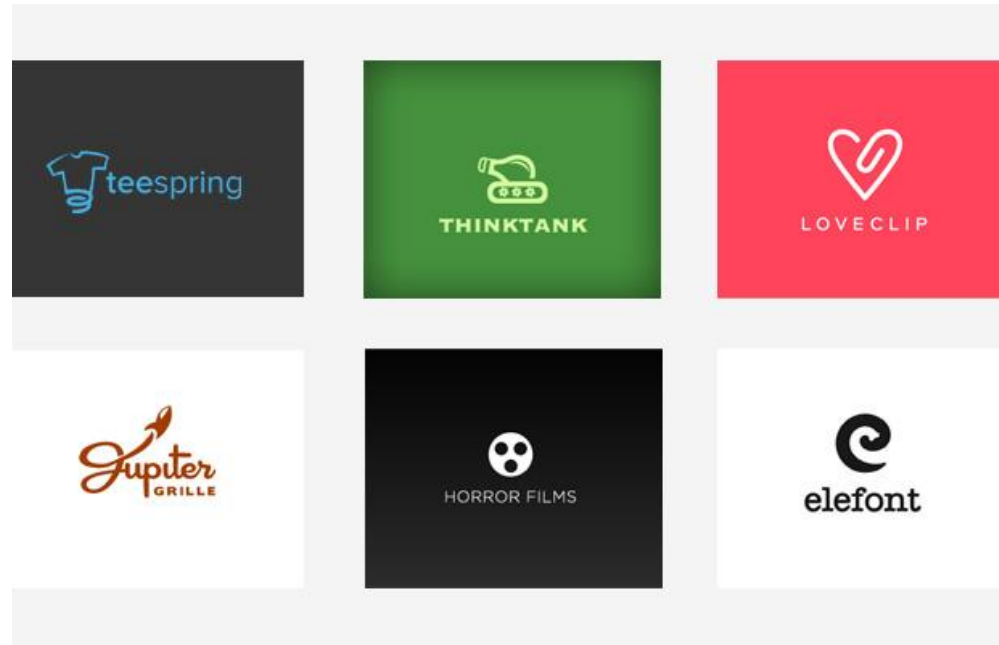
Investors invest in people

- [Seed investors primarily invest in people](#) (not just the idea or product)
- A LinkedIn account is a great way to list all of your experiences & strengths.
 - [Tips for students on creating a LinkedIn account.](#)
- Check your online image. Would you invest in you?
 - Do you need to take a new photo to showcase you in a professional light? (check out these [helpful tips](#))



Branding & promoting your app

- Name your app ([tips](#))
 - Keep it simple! Aim to be descriptive instead of fanciful
- Design a logo ([tips](#)). This should be included in your pitch. The app name should be easy to read.
 - Check out [Squarespace's Logo tool!](#)
- [Revisit the 10 rules of color theory](#)
- More resources: [GoPro's Brand Audit slides](#)



The Power of Words: Your 100-word App Description

Questions to consider

- What's the product/service?
- What does it do?
- Who is it for?
- What's the unique value that your app provides?

Tips

- Read more about [marketing copy](#)
- Prepare by telling someone. Most people are better at describing things vocally, rather than in writing, so make your first draft a conversation with someone, then write down and refine your description!



Activity

Review the following 100-word app description from a 2015 team. What is your feedback on this example? What do you like about it? What would you do differently?

App description:

SafeGuard Driving addresses the issue of impaired driving by evaluating whether a subject might be either under the influence or excessively tired, and therefore unfit to drive. The test is comprised of two cognitive components: reaction and balance. Points are accumulated by successfully completing tasks. If the subject fails, options for getting home safely will be provided via direct message to a family member, friend, or driving service. We hope to partner with automobile companies for ignition interlocks if a user fails. Our primary focus is teens, but we have the potential to expand to adults or the elderly.

Identifying Distribution Channels



Additional Resource: More about [maximizing your online distribution channel](#)

Continue building your prototype



Continue to work on the functionality of each individual screen in your prototype, starting with the easiest components. Revisit your plan.

Think about your minimum viable product: what is the minimum of features your app will have to deliver the solution to the problem you are addressing?

Is your app still solving the problem you set out to address?

Wrap-Up & Share

- Share photos on [Facebook](#) and [twitter](#)
- Work on your logo and your 100-word app description in the workbook
- Get feedback on your description and logo
- Post any questions or difficulties you may be encountering on the Technovation [Facebook](#) page, and we'll help!

