Entrepreneurship Proposal

Jalen Hinton

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Brian Payne

Finding a post-secondary can be a long process and often it is hard to determine what career field is the best fit. While doing app store surfing there are not many apps that will help students find the right post-secondary school, connect with people with similar majors, and find a mentor within their intended profession. Having all the information in one place is a challenge; therefore, connecting all of the dots and placing them under the same umbrella will make it easier for students to find the resources they need to succeed. Mentors should be required when finding a career field. One of the many problems especially with first-generation students is finding a place to start. Mentors have the opportunity to guide people who want to pursue an opportunity but don't know where to start. The main problem that will be addressed is students not knowing where to start or where to go for information. Having an application in the modern world will provide young individuals with a place for all of the resources they will need going through college.

I know this is a problem because I have experienced this problem myself. As a first-generation student, I did not have the same exposure as other students who have had the connections and family members who have attended schools before them. Finding the right school for me took countless google searches and articles, which is what I relied on to help me find the college that I wanted to attend. When I got into the school that I wanted I was still unsure of my major. I have changed my major 3 times and having guidance from mentors within the fields that I have switched to would have been beneficial to my success. I also did not have internship opportunities, because I was unsure of my major, and I did not know the proper resources to assist me with getting an internship. I have also connected with other students who have had mentors and those who do not. Many of the people who did not have mentors wish they had the opportunity to have one while going through college, to help them stay on the right track. The people with mentors expressed how they had heightened motivation due to the fact that they had a mentor.

The solution to the problem is to create an application that will allow you, future students, to enter their intended major and connect them with post-secondary schools that fit the description. The application will have the ability to filter based on location, type, pricing, and ranking. The application will also have a comparing functionality allowing students to compare different post-secondary schools based on the filters. Once students have narrowed their choices down to the top 5 it will allow them to start connecting with mentors within the profession based on their major. Connecting with someone who is in the pursuing field will allow students to gain a better insight into how the field works and if they feel like it is a profession they would like to pursue after post-secondary school. Connecting students with mentors also opens doors for internship opportunities. Many students go through post-secondary school without a mentor or internships which makes it harder to find opportunities after post-secondary school, because of the lack of experience other than education. Once the student had decided on the school and has received an acceptance letter the application will place them in their post-secondary community. The post-secondary community will make it easier for students within the same major and school to connect and provide guidance for one another.

The barriers I expect to face are marketing in terms of connecting with universities and high schools around the United States. The goal is to pitch the idea to as many schools as possible to gain exposure to students expecting to graduate or already in post-secondary school. Having connections with schools will improve the application tremendously. Giving schools the ability to update their own school's information within our application can be seen as beneficial or a burden. The benefits would be increased student application. The burden would be having to assign

someone the role of updating this information. Another barrier that I expect to face during the application development is finding mentors to guide students. Mentors can be a challenge because mentors would have to carve out time in their day to provide guidance to students. With the number of students who plan on attending post-secondary school, there would also be a need for a sufficient number of mentors to mentor every student who had been accepted to universities. The final barrier that I expect to face is bots and spam. With the number of social applications on the app store and the internet, there are opportunities for bots. The partnership with schools will help ensure bots do not become a problem by confirming enrollment and active students. Bot on the mentorship can be verified through degree verification or uploaded post-secondary transcript.

There are many factors that will play a role in the success of the application. The first sign of success will be the successful development of the M.I.N.E. (Mentorship In New Environments) application. The development of the application is the most important aspect of the product. The extensive test the application will be put through will ensure the functionality of the application is a success. The second sign of success is gaining partnerships with secondary schools. The main targeted audience is secondary school graduates. Success in partnering with secondary schools will be allowing at least 20 percent of secondary schools in the United States access to M.I.N.E., which according to nces.ed.gov, is approximately 4,776 schools. The third sign of success is gaining partnerships with 50 percent of post-secondary schools. According to nces.ed.gov 50 percent of post-secondary schools are 2,156 schools. The fourth sign of success will be making M.I.N.E. accessible to mentors around the United States. Mentors will be scouted through the Alumni Association of each post-secondary school. Having access to the Alumni Association will provide M.I.N.E. with verification of completion and access to mentors who have close relations with the post-secondary schools. Mentors will also be scouted through the instructors of secondary and post-secondary schools to guide students to be successful.

https://nces.ed.gov/fastfacts/display.asp?id=84