**NTEL**

“for people who love networking efficiently”

# **Intro & Goal**

Our goal is to make NTEL the destination to irate and review Slack groups, with expansion into meetups and other networking events.

# **Who’s** it for?

1. **Career business people** - career opps, networking, education, mentorship
2. **Tech workers** – career opps, networking, education, mentorship
3. **Businesses/Organizations** – For exposure, reputation, networking.
4. **Recruiters** – recruiting, brand building

# **Why** build it?

1. Provide value by helping people network more efficiently
2. Enable higher quality groups; enable higher quality meetups in the future

# **What** is it?

## Glossary

1. **Group –** slack group
2. **User –** someone who rates a slack group
3. **Networking rating–** Rating of how effective a group is for networking
4. **Job hunting rating –** Rating of how many referrals and job opportunities there are
5. **Overall rating:** rating of the group over all

## User Types

1. **Non-Registered Users** - people that have no yet registered. Can’t review but can sort through reviews.
2. **Registered Viewers** - people that have registered and can review
3. **Registered groups** - registered users that can manage ratings around their group
4. Admins

## Email Notifications

Users receive the following email notifications:

1. **Weekly new high rated groups relevant to them** - List of offerings open, closing soon, upcoming offers, including amounts and small blurb.

## Registration

Every user must register and provide:

1. Name
2. Email Address

# **Brainstormed Ideas**

1. **Expand to meetups**

# **Competitors & Product Inspiration**

1. Facebook, linkedin, social media broadly
2. Slofile
3. Eventful, yelp, eventcrazy

# **Seeding Users & Content**

Initial contributors will be hand-picked to create exclusivity and reduce potential spam.

To capture higher profile investment personalities, we’ll need to research people who’ve show interest in similar investments before on their shows or social media.

**Mockups**

MVP: <https://www.jacobsevern.com/recommend-your-favorite-slack-group>

# **Go to Market**

1. **Engage/Recruit Influencers** - make them feel part of the product’s success and design
   1. Ask for direct product feedback
   2. Feedback on blog post/press release
2. **Invite Contributors Before Public Launch** - ensure content is populated
3. **Blog Post** - “Networking Quality”
4. **Press Release**
   1. Reach out to press contacts (see above)
   2. Mass distro other press (see http://customerdevlabs.com/2013/09/24/google-news-api-mturk-press/)
5. **Product Hunt**

**How we make money:**

**-free – list of groups available**

**-premium with access to exclusive networking events/groups**

**-advertising for conferences and networking events**

## Post-Launch Marketing

1. **Product Deconstructions Blog Posts**
2. Find a technical partner