StartupEDU
Get Connected.

Introduction

A new university network to find startups and share with the campus!

Our Objective

1. A Platform for university officials to find startups
2. Find new corporate partnership opportunities
3. Leverage existing campus connections
4. Share your connections with the campus
Features & Functionalities

Search Functionality
- Utilizes AWS Cloud Search Service
- One “Do it all” search bar - search market, city, company, tagline

Drill Down to Startup Profiles
- Folks @ startups/ Company Info (Automatically Sourced)
- Google Map (Distance & Location)
- Company Video
- Connections from Your School
- Social connections functionality (Email and Social Networking)

Personalized Mobile Responsive Dashboard
- Connections history
- Analyze your university by department/connection types

How it works?

Name: Rob Owen
Department: MIS

Sign in
Find company for project
Connected

Search Startups
Connection Distribution by Department
View recent connections

Company details
Search name, markets, locations, categories

Details about company
Connect, share with campus
Competitors?...Sort of

Not Competition: AngelList/ CrunchBase/ Socrata Open Data

- We target Universities...a different market
- They are our source for data, we need them!

Possible Competition: College Career Services Sites

- We provide company information, so do they!
- We target staff, they target students
- We don’t rely on companies to create profiles

Why we’re Different?

**Business**

- We don’t have a true competitor
- Easy partnerships for startups and universities
- Simplified referral

**Technology**

- Amazon Dynamo DB (NoSQL) + MySQL
- Amazon CloudSearch Analysis
- Search API

**We Offer our own API**

- Easy to integrate with University web platform
- Angel List is only other startup focused data source with API
Business Model

- Paid Sign Ups by University (Not sure on prices)
- Based on Number of Users & API Access

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<th>Magna Cum Laude</th>
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<td>Full Search Access</td>
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Business Plan Partnerships

Partnerships with Crunchbase and AngelList
- Provide due credit to our data sources
- Similar to (From CrunchBase)

We bring Incentive for Startups to Join AngelList
- We pull data from them
- We drive business and people to startups
- New interns, employees, and business for them
Analysis

High Quality Searching- AWS CloudSearch

- Word Stemming for better results
- Fuzzy query matching to include terms with specified number of changes

Target Customers

Staff in the University Career Service

- Help find the client
- See the connections of other university and startups

Professor in different department

- Find a potential client for project
System Architecture

Cloud Search

NoSQL Managed DB Service

Web Server
Windows Server 2008 (Amazon EC2)

StartupEDU Site
MySQL User Database

Crawling Server
Windows Server 2008 (Amazon EC2)

Python Scripts
(Company Data)

Send crawled results

Serves our search results

APIs List

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<tr>
<th>Web</th>
<th>Database</th>
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**Future Plan**

- **Stage 1**
  - Introduce weighted search

- **Stage 2**
  - Faceting

- **Stage 3**
  - Enhances Connection Analysis

- **Stage 4**
  - Release API to production

- **Stage 5**
  - Use Socrata Open Data for more startups

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**StartupEDU**

- **Kyle Somers**
  - Database Development
  - User Authentication

- **Tirtha Chavan**
  - Front End Developer
  - API Implementation

- **Yu Zhao**
  - API Implementation
  - Front End Developer

- **Shreyas Tendulkar**
  - API Implementation
  - Cloud Search Implementation

- **Ting-Ju (Anny) Yang**
  - Front End Developer