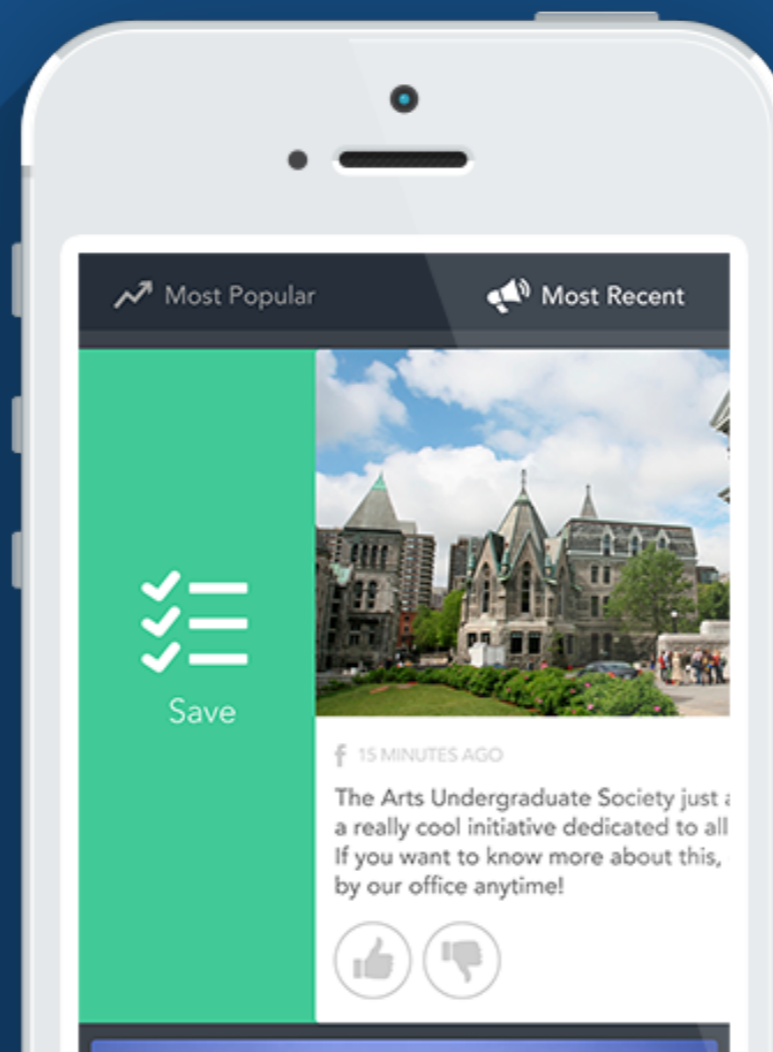


On February 16th, we will be launching the next version of our mobile app with the Arts Undergraduate Society of McGill. (AUS)

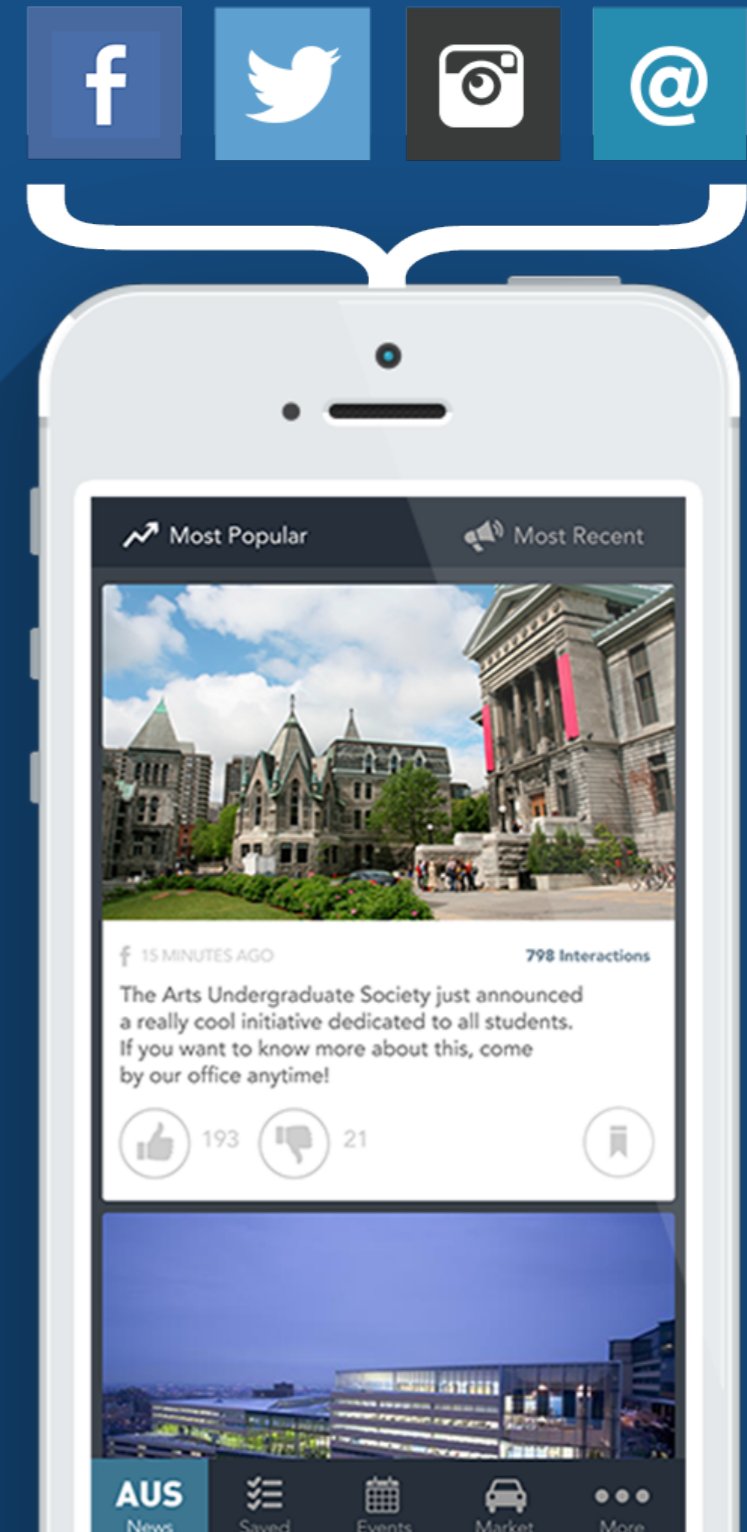


Value Proposition

- For the Association (AUS): This app helps you **simplify** and **improve** content delivery by integrating multiple sources of information streams into one app.
- For the Students: Stay informed and free yourself from information overload. With the new AUS App, you can see all of the relevant news and events from your school in one place, and **save** or **delete** the information on the app according to what matters to you.

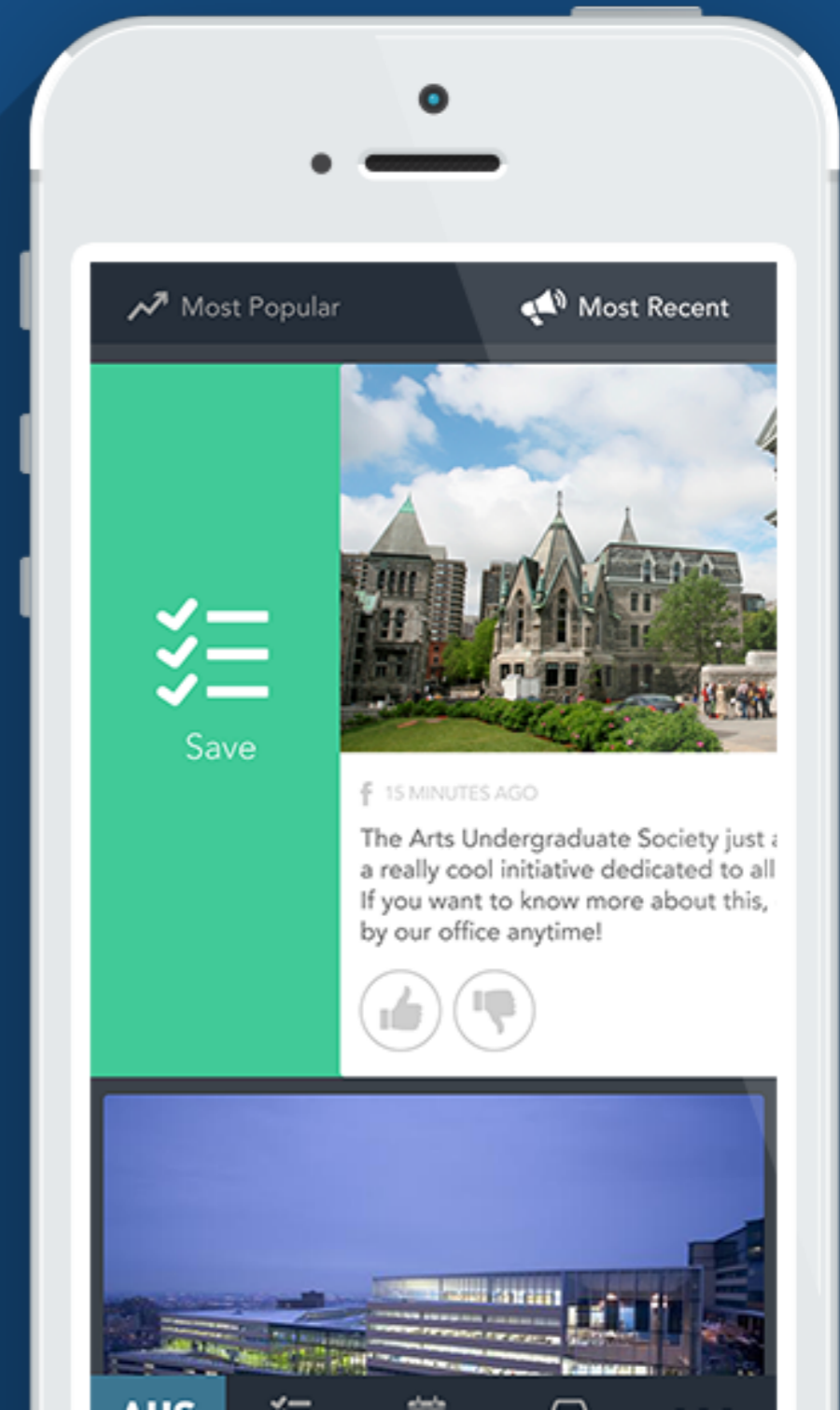
How It Works - Pt.1

- Step 1: We will integrate and automatically sync content (news, announcements, events) from the social media pages of the AUS, and a couple of other relevant information feeds.
- Step 2: Students will see information from all of those channels in one continuous, and constantly updating feed.



How It Works - Pt.2

- Step 3: Students can personalize the app by saving content that they find useful, and deleting content that they find irrelevant.
- Step 4: In the “Most Popular” Section of the app, content that receive the most interactions will appear at the top - thus empowering the students to feel like they are also shaping what content matters to other students by using this app.



Timeline: AUS App V3.0

Event	Date
Promotion Begins	Feb-01
Have 90% of Total Market Know About the App (6750 Individuals)	Feb-15
Launch Date	Feb-16
500 Downloads Total	Feb-22
1000 Downloads Total	Feb-28
Launch of V3.1 (Feature: Marketplace & Coupons)	Mar-01
1500 Downloads Total	Mar-31
2000 Downloads Total	Apr-31

Success Metrics

- **Number of Downloads:** Indicates the success of our promotional campaign and whether or not we are explaining the value proposition well.
- **Level of Engagement:** By the end of April, our goal is for 75% of our users checking this app once a day.
- **Increase in Election Turnout:** We hope that once students are more informed, they will have a higher interest in the upcoming elections.

How You Can Help

If you would like to test & promote this app to your students:

Go to kreate.ca/ausapptesting

Thank you

kreate.