



City Tech Maker Faire



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Project Purpose

The New York City College of Technology (City Tech) has many different opportunities and resources available for students to take advantage of. City Tech is a technology focused college, and each department has something different to offer, such as the following:

- A water jet cutting lab for fabricating and cutting metals (Mechanical Engineering Technology Department)
- A fabrication and modeling lab featuring laser cutters and 3D printers (Architectural Technology Department)
- Specialty labs relating to Entertainment Technology (a Scene shop, a lighting lab, a sound/music lab, a painting lab, a tangibles lab, and a visualization/design lab)
- An information security lab
- A specialized architecture computing lab
- A mechatronics lab

However, these resources are fragmented into their own department, leading to students not being aware of them and limiting their access. As an anecdotal experience, I once had the need for a laser cutter for one of my projects. Since I was not aware of the laser cutter at the college, I ended up paying for the service at another facility. I propose the idea of hosting a Maker Faire at City Tech with the agenda of promoting student awareness of the many different opportunities the college has to offer. In addition, this event will help promote student autonomy, creativity, competence, and problem solving, creating an overall positive and insightful experience for all participants.

Scope

We will host a Maker Faire for students at New York City College of Technology with an agenda to increase student awareness of the college's various resources and opportunities, as well as promoting student autonomy, motivation, competence, and problem solving. We will conduct questionnaire surveys to determine public interests. The event will host different booths/tables showing the ideas or inventions of various students, as well as showcasing different college resources such as 3D Printers or Laser Cutters. It will take place in the Atrium building between 11:00 am to 4:00 pm on Thursday May 3rd, 2018 so that it occurs during college club hours.

Outcome

The initial goal for the Maker Faire is to increase student awareness about the various resources and opportunities that City Tech has to offer. There are also other benefits for running the event. Maker Faire stems from the “Maker” community and their mentality. According to the article “Why Making?,” making and “DIY” (do-it-yourself) holds an important role in our history, promoting autonomy, problem solving, and human innovation.¹ In addition, we will create a positive experience that serves as motivation for students, as well as a networking opportunity with fellow peers. Students, inventors, and club members will have increased exposure, providing them valuable experience in pitching their ideas and inventions.

Implementation

Schedule

Task Description	2017						2018					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Initial Meetings	█											
Acquire Licensing	█	█										
Club/Group Meetings		█										
Student Club Faire			█									
Survey Questionnaire			█									
Sign-Up Period			█									
Marketing Campaign			█									
T-Shirts and Banners								█				
Final Review										█		
Day of Event											█	
Post Review											█	

Pre-Event: Initial Meetings

To begin the process of hosting a Maker Faire, we must first hold initial meetings with various parties, including City Tech’s board members, the Dean, Department Heads/Chairmen, student government (SGA City Tech), and the college’s Security department. These initial meetings are held in order to grant permission and get clearance to hold the event and all of the activities leading up to the event. Upon approval, we will apply for a Mini Maker Faire license from Make Media, which will cost \$1000. This will give us access to various Maker Faire resources, such as the rights to use the Maker Faire trademark and fonts.

Pre-Event: Marketing Campaign

The rights to the Maker Faire trademark will allow us to begin creating advertisements for the event and initialize the Marketing Campaign, which includes the following:

- The student Club Fair that occurs in September will be a great opportunity to let students know about the event and to set up a small survey questionnaire to gauge the

1. Breaux, C. (2017). Why Making? Computers and Composition, 44, 27-35.
doi:<https://doi.org/10.1016/j.compcom.2017.03.005>

general interest of students. This small survey questionnaire will be broadcasted via the college's email newsletter system.

- Set up sign-up opportunities to let students and clubs apply for a booth/table at the Maker Faire event via Google Forms.
- I will develop a webpage via a free webhosting (such as wix.com).
- Design and print banners, flyers, posters, and pamphlets.
- Broadcasting emails via official City Tech newsletters. Emails will have general information about the event, a link to the Webpage, and a link to survey questionnaires.
- Design and order a customized City Tech Maker Faire T-Shirt. The amount to order will be determined by the number of students who will have tables/booths set up. We will order from www.rushordertees.com and will cost less than \$10 per shirt, depending on the bulk amount.

Pre-Event: City Tech Resource/Equipment

Showcasing the different City Tech resources will be accomplished by setting up various booths/tables that demonstrates their capabilities. In order to establish the allowable resources, we must hold meetings with department heads. In these meetings, we will discuss policies and safety issues regarding the usage of their resources and equipment. In addition, we will discuss the best way to showcase the resource's capabilities, as well as the costs and implementation. This includes the need for trained personnel to handle the equipment.

Pre-Event: Maker Faire Staff

In order to make sure the event runs smoothly, hiring an event coordinator is needed. Fortunately, I have a contact from the New York Hall of Science who has seven years of experienced in running a Maker Faire. In addition, student volunteers will help with event activities, such as distributing flyers and overlooking the food and beverages. As an incentive to get people to volunteer, we will offer them free City Tech Maker Faire t-shirts. Lastly, security personnel and janitorial staff are required and will need to be compensated for.

Pre-Event: Maker Qualifications

Lastly, after the sign up period is finished, we will select the 10 most qualified participants ("makers"). In order to qualify for a booth/table, we will set up a strict requirements such as having a minimum viable product (MVP) and space requirements. These requirements will be in accordance to the college's safety policies. In addition, we will conduct meetings with the makers to finalize the setup of the booths/tables.

Day-of-Event

As stated, the event will occur on Thursday May 3rd, 2018 between 11:00 am to 4:00 pm, at the Atrium area. Setup will begin at 9:00 am and we will provide the City Tech Maker Faire T-Shirts to volunteers and to all booth/table participants. Volunteers will assist with handing out pamphlets to get people to come see the event. Free food and drinks provides an incentive for students to attend the event. In order for people to pick up some food and drinks, they must fill out a quick survey that we can use to later analyze our audience. We expect attendance will peak during college Club hours (12:45-2:15pm).

The event coordinator will work to make sure all booths and tables are set up in their rightful areas. In addition, each City Tech Resource booth/table will have the properly trained personnel leading their demonstrations. Depending on the application, students will not necessarily be allowed to touch or interact with a resource, but they can observe. For an example, using the 3D printer will be handled by trained volunteer staff, and students can observe the creation of a 3D printed object.

Post-Event

Clean up after the event will be done by janitorial staff with help by volunteers. The event will officially close down at 4:00 pm, and cleanup will last until 5:00 pm. All survey data will be collected and analyzed.

Budget

Item	Description	Costs
Marketing	Printing Costs for flyers, banners, phamplets, and posters	\$ 700
Licensing	Mini Maker Faire Licensing costs	\$ 1,000
T-Shirts	City Tech Maker Faire T-Shirts; orderd from www.rushorderteeshirts.com	\$ 500
Security	Required for hosting an Event in the College	\$ 300
Janitorial Staff	Required to keep the Event tidy and for Post Cleanup	\$ 300
Day-of Staff	Event Coordinator	\$ 300
Raw Materials	Materials required for demonstrating City Tech's resources obtained from hardware stores; e.g. wood, plastics, metal, etc	\$ 1,000
Food and Drinks	Small snacks and drinks obtained from wholesale market; e.g. lemonade, ice teas, water, donuts, pastries, chips	\$ 900
Total		\$ 5,000

Deliverables

Survey Questionnaire Results

The pre-event questionnaires will determine initial student interest with the idea of “making” and Maker Faire. We will ask simple and quick questions such as “Have you heard of Maker Faire?” and “Are you interested in inventing or crafting a new idea?” The day-of questionnaire, which need to answered before students can partake in the free food or drinks, will reflect the student’s experience with Maker Faire, asking questions such as “How would you rate your experience” and “Would you like to see more Maker Faire events in the future?”

Attendance

The attendance of the event will quantify the success of the event. Attendance includes the number student and faculty attendees, amount of participating booths/tables (makers), and the amount of potential participants who signed up for the event. Having many students signup for the event and having a high attendee count reflects a high desire for a Maker Faire

environment. In addition, the overall enthusiasm that participants and students displayed during the event will show the overall enjoyment of the event.

Future Goals

Analyzing the results of the aforementioned deliverables will allow us to further determine possible future projects relating to the “Maker” movement. If the event is a success, and if there is enough interest, we can start an annual City Tech Maker Faire that is open to the public via tickets. This may also lead to other great opportunities for the college’s publicity. Eventually, perhaps a makerspace created for students can be proposed. Imagine if the next big innovation was invented at City Tech. A great example showcasing the success of a Maker Faire would be the New York Hall of Science. About 8 years ago, they started hosting the annual Maker Faire. This attracts thousands of people into the museum every year. Since then, they’ve also opened up a makerspace, where people can sign up for Maker-related workshops.

In the article “Understanding Makerspace Continuance: A Self-Determination Perspective,” a study was conducted on the effects of using makerspaces. It concluded that makerspace technical support was strongly associated with autonomy; makerspace economic support was strongly associated with autonomy and competence; makerspace social support was strongly associated with relatedness; and as psychological needs were fulfilled, they significantly influenced intrinsic motivation to continue using makerspaces.² This is important because it shows the potential of how having a maker community, which is facilitated by makerspaces and Maker Faires, can really influence the autonomy, competence, and motivation of students.

2. Han, S., Yoo, J., Zo, H., & Ciganek, A. P. (2017). Understanding makerspace continuance: A self-determination perspective. *Telematics and Informatics*, 34(4), 184-195. doi:10.1016/j.tele.2017.02.003

Bone Mapper: Augmented Reality Chiropractic Software

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Overview

Bone Mapper is an augmented reality software that recognizes unique QR codes on a person's body, superimposes an anatomically correct skeleton model, and records posture progression. This tool aims to serve chiropractors who seek to incorporate advanced technology into their examination process. This tool will give chiropractors quick access to patient historical data which greatly reduce the time it takes to examine patients.

Vision

The goal is to create augmented reality supported software for chiropractic professionals that will provide quick business intelligence, helping them make better and informed recommendations. The software will do so by providing video record of patient posture and provide bone measurement records. Additional functionality will be developed based on the feedback provided by the intended customers.

- Create augmented reality supported software intended to read various points on a person's body and superimpose the anatomically correct bones onto those points.
- Chiropractic software is expensive, ranging from \$100+ per month for subscription based software or \$8000+ for one-time purchase of licenses.¹
- Enhance the current AR capabilities used in medicine.
- Create a tool for teachers or practitioner to use with students or patients, respectively.

Scope

The scope of this project is to further develop my prototype for augmented reality supported software. The software currently recognizes QR codes and is able to superimpose 3D models over the code when viewed with a camera. This project will create the additional codes and models to realize a full skeleton model. The image in *Figure 1* shows the prototype in its current state. The prototype was created using the tools and processes listed in this proposal below.



Figure 1.

¹ "Top Chiropractic Software Products." Best Chiropractic Software | 2017 Reviews of the Most Popular Systems. Accessed July 05, 2017. <http://www.capterra.com/chiropractic-software/>.

Project Management and Risk Mitigation

All projects come with a considerable risk to them. To prevent risks from preventing the completion of the project, key project management principles will be followed:

- Time Management - Monthly status reports will be provided to give stakeholders insight into the progress of the project. A RAG status report on time, budget, software development, and post-production work will be provided.
- Spending - A budget sheet is provided that itemize how funds are estimated to be spent during the life of this project. An expenditure will track actual spending for auditing purposes.
- Compliance - As the product is released for alpha testing and feedback, research on compliance rules is conducted and mapped out for integration in phase two of the development of this software.

Deliverables

Completion of this project will be realized when I am able to produce the following items with their corresponding manuals:

- User Guide – a short book that provides an end user with instructions for software functionality and where to place the QR stickers for accuracy.
- Video Guide – a short video hosted on a free video platform with instruction on how to prepare a patient for use of the software.
- AR Software – the software package.
- Computer & Webcam– a Windows 10 computer with a webcam, and monitor to display recording and images.
- QR Stickers – unique QR coded stickers that will be used on a person’s body as anchors for the 3D models.

Target Users

The primary target for this software is chiropractors that currently write patient history on notes or in software. This software will serve as a tool for interactive patient history discussion and diagnosis. Ideally, patients will wear the QR stickers where the software will recognize and augment the bones onto their image. From there, an assistant can run the patient through some routine processes to capture posture and movement. With video capture, chiropractors will be able to better analyze the improvement or degeneration of their patient’s posture.

The secondary target users are developers interested in furthering augmented reality technology. An outcome of this project is to further the capabilities of augmented reality in the field of medicine. Partnerships with other developers with similar interests will result in a greater product.

Secondary users that benefit from the development of this software are:

- Teachers can use this application to provide their students an interactive option for anatomy learning. The use of this application will be limited because it will only provide learning material for the skeletal system.
- Students can use this application to provide themselves with learning on their own. The application is designed with simplicity in mind so that a sixth grader can use it on their own.

Key Partnerships

Subject matter expertise in various fields will be required for the success of this project. Listed below are the key participants and their respective roles:

- Myself – primary developer for this project as I have already created a prototype using the tools for this project using a tutorial found on ThinkMobiles.²
- Outside Developers - The source code for this project will also be shared on GitHub³ to share with other developers who would be interested in participating in the development of this project. Their involvement is voluntary and no additional cost to this project.
- Chiropractors – Subject matter experts in chiropractic medicine.
- Marketing and relationship assistant – in charge of managing social media accounts for marketing strategy and contacting chiropractors and developers who want to participate in the development of this project.
- Funders – key stakeholders that provide the initial funding to start the project.

Additional consideration for the following health regulatory agencies in charge of verifying key health requirements:

- Food and Drug Administration – FDA must approve software and devices used to diagnose medical conditions.
- Health and Human Services – Oversee HIPAA compliance.

Tools Required

These particular software development tools have been selected due to their free licenses for software development. This allows the project to focus its funds in services that will further advance the user experience and the marketing strategy. The tools that have created the existing prototype and will develop the prototype further are listed below:

- Unity – game engine, capable of rendering graphics on any interface⁴
- Vuforia – augmented reality software development tool⁵

² Team, ThinkMobiles. "How to make an augmented reality app with Vuforia, Unity and 3d model." Thinkmobiles. July 01, 2017. Accessed July 05, 2017. <https://thinkmobiles.com/blog/how-to-make-augmented-reality-app-with-vuforia/>.

³ "Build software better, together." GitHub. Accessed July 05, 2017. <http://github.com/>.

⁴ "Game Engine." Unity. Accessed July 05, 2017. <https://unity3d.com/>.

⁵ "Project Chalk." Vuforia | Augmented Reality. Accessed July 05, 2017. <https://www.vuforia.com/>.

- Clara.io – repository for 3D models, some free and other for a fee.⁶
- QR code generator – each bone needs a unique code read by the software to add its image.
- Webcam – video receiver required to see human body.
- Computer – core component where these tools and software will run off.

Activities

Following the tutorial from ThinkMobiles.com, a blog for augmented reality how to's, the following is a list of high-level activities the project will follow to create the augmented reality software.

1. Locate accurate 3D models using Clara.io.
2. Create unique QR codes for bone segments.
3. Integrate QR codes and 3D models into Unity
4. Align QR codes to 3D models
5. Testing and debugging – this is a regularly occurring process, but there will be times where testing aims to break the application. This application is tested by repeatedly using QR stickers
6. Create or integrate video recording functionality into software
7. Learn HIPAA and FDA compliance guidelines to account for the long-term requirements for approval.

The project schedule in *Figure 2* itemizes the activities and provides a timeline for when they are expected to be done. This project will produce working software at the end of the six-month period.

Figure 2. Project Schedule

	Day 0	Day 30	Day 60	Day 90	Day 120	Day 150	Day 180
Locate 3D models	30 Days						Product Delivered & Product Marketing
Create QR codes		15 Days					
Integration of QR and 3D			60 Days				
Testing and Debugging				15 Days			
Create process for recording					30 Days		
Alpha Testing and Compliance						30 Days	

⁶ "Model. Animate. Render. Online." Clara.io. Accessed July 05, 2017. <https://clara.io/scenes>.

Marketing Strategy

Upon completion of the product, a social media marketing strategy will begin to create awareness of the product. I will leverage Instagram, Twitter, and Facebook. Targeting chiropractors will raise awareness of the product to its intended audience. Hashtags for this community are *#Chiropractic #Chiropractor #adjustment, #spine, #chiro*, etc. Targeting existing Unity and Vuforia users will create opportunity for program development and collaboration with users who are more expert in these tools. Hashtags for this community are *#Unity, #Vuforia, #Augmented Reality, #AR, #software, #developer #development*, etc. In addition to traditional social media, GitHub, a community for developers, will allow for sharing of source code for enhancements.

Funding Request

The costs for Vuforia, Unity, and Social Media account are zero when using the development licenses for the software and the use of social media accounts are free.

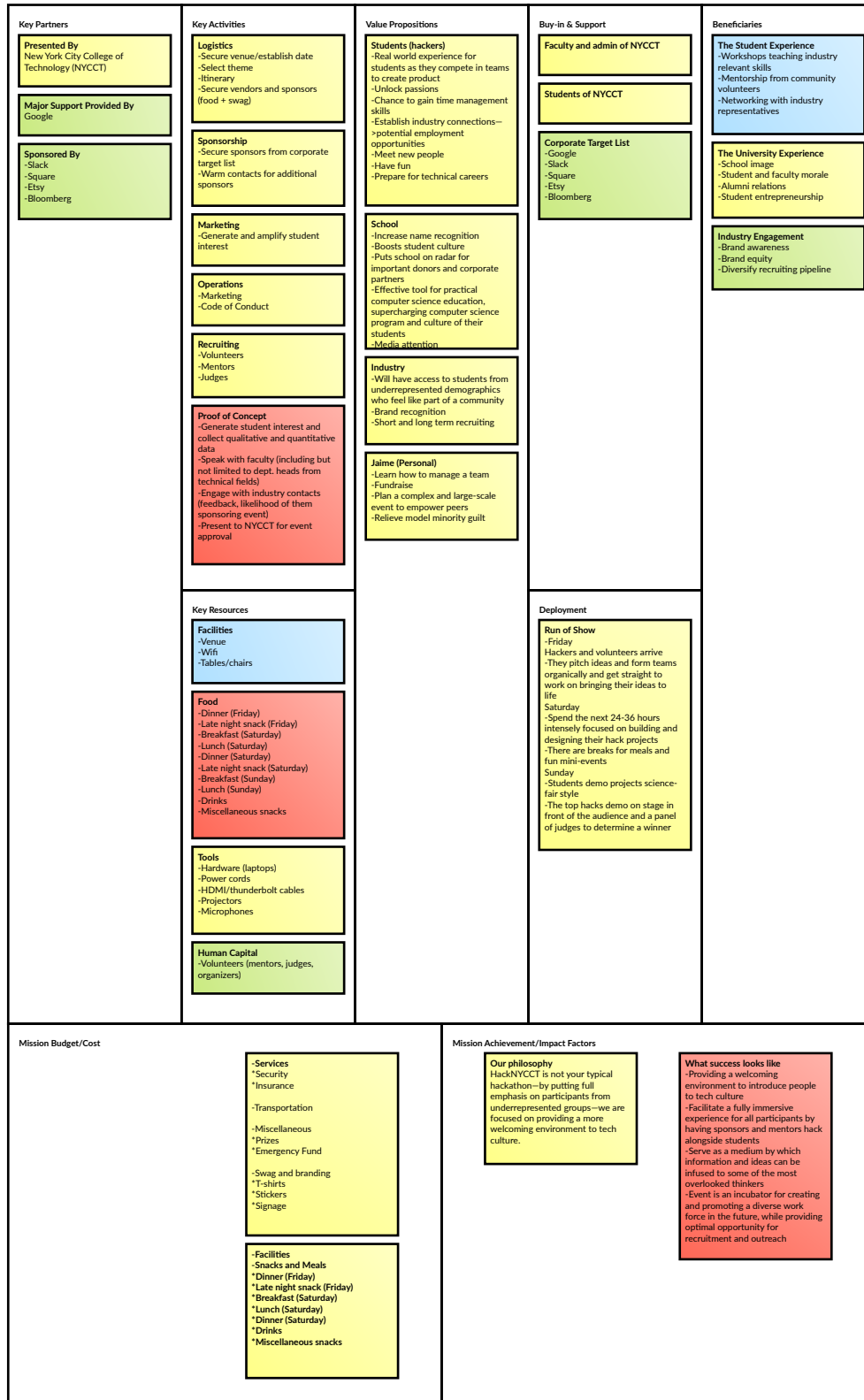
This project requests a grant for five-thousand dollars (\$5,000) to purchase the following:

Item	Cost
Marketing and Relationship assistant (\$15 x 150 hrs.)	\$2250
Logitech Webcam	\$100
Round Stickers, 1000 count	\$50
Desktop Computer	\$500
Video production	\$2000
User Manual Production	\$100
Total	\$5000

Next Steps

The deliverable for this project will be augmented reality supported software that will be the foundation for additional features based on the needs of chiropractors. Further partnerships and funding are required to build any additional features thought to be useful for chiropractors and build compliance regulatory requirements into the software.

HackNYCCT



Brainstorming Space

Participants	Goals	Users	Activities	Deliverables
<p>Competitors Difference in food quality, prices, location, service and targeted customers.</p> <p>Media Exposure for event, advertisement, promotions, seasonal menu.</p> <p>Local Government Permission to operate, licenses, taxes. Failure to do so, would lead to closure of business.</p> <p>Local Customers/Smorgasburg Customers play a big role. Without customers goals, expectations, expenses would not be met. Without customers my business would not grow and eventually be shut down. If a good experience is met, customers will return and purchase more goods.</p> <p>Local Vendor Supplying food to restaurant. Vendor will ensure the quality of foods and make sure delivery is on time.</p> <p>Food Inspector Ensuring food is clean and good to eat. State/Fed health and safety regulation. Failure to do so represents business wont be able to operate,</p> <p>Employees Staff to help operate the business. All staff must have food license.</p>	<p>Getting local people, to give our unique product a chance by actually trying our product.</p> <p>Creating a new trend My mission, is creating this build your own dumpling platform worldwide. Opening an actual restaurant is in the big picture if customers buy the idea.</p> <p>Social Media Using social media will allow my customers to connect and interact with friends, family and even fans on a more personal level. It can further develop your food stall and a good way to attracting new customers.</p> <p>Profit There will be losses in the beginning stages due to supplying for event. Eventually there will be revenue after the break even point.</p>	<p>Millennials These include young adults and children that are seeking unique DIY dumplings</p> <p>Families Event will generally be for anyone of all ages. Families will enjoy a fun day creating delicious dumplings with each other.</p> <p>Smorgasburg Customers 20,000-30,000 potential customers in just one day of the week.</p> <p>User Benefits</p> <p>Seasonal Ingredients Different types of food are at its best, couple months in a year. We hope to use this for our benefit.</p> <p>Creating your own favorites With the power to choose, you can create your own personal dumpling whether you are vegan, vegetarian or simply just not feeling a specific ingredient.</p> <p>Affordable Prices On average, it takes cost about 10 to 25 cents to create a single dumpling depending on ingredients. This can keep prices low and ensure profit is made.</p> <p>Specialty dumplings/Simplicity We would have a list of specialty dumplings/customer favorites posted so customers can try whats trending now.</p>	<p>Social Media Discount To attract new customers, promos, events, discounts will be announced on social media accounts. Example would be: Check in on yelp and receive 1 free dumpling.</p> <p>Flyers Hiring flyer boys, couple times a month before business launch.</p> <p>Theme Creating a theme to attract new customers</p> <p>Samples Free Flavor survey, see what flavor works and what doesn't. Developing new flavors</p> <p>License Rights to operate.</p>	<p>Creativity Customers have the freedom to express themselves through the variations of choices</p> <p>Sample Section There will be a certain area to sample our to-go menu or customers have the options to make their own. We will also have seasonal flavors for each month so consumers can try.</p> <p>Family Friendly Families who have young children can gather together for our event,</p> <p>New Trend NYC first build your own dumpling stall.</p> <p>Long term Reputation of the business, unforeseen event may cause a shut down, failing grade under government minimum standards to operate the business.</p> <p>Short Term Building a name, creating a reputation, establishing customer relationship. Can also be considered a long term goal.</p>

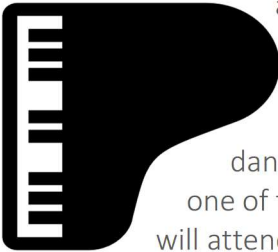
Risks	Milestones	Constraints	Scope
<p>Lawsuits Government regulations have not been met, customers may have allergic reactions and was not aware</p> <p>Loss in Profit There can be a chance that consumers are not open minded to the idea of DIY dumplings.</p> <p>Overcooking Depending on the ingredients in the dumpling, temperature varies and some dumpling might need to steam/boil more than others.</p> <p>Time Management Taking to long, to make a dumpling might cause customer to be impatient and not return. If process is slow, lines might start to get long.</p> <p>Staff Staff not happy, staff call out last minute.</p> <p>Food Inventory Food might go bad, due to weather or accidents.</p>	<p>Social Media Advertisement June 2019</p> <p>Experimenting with ingredients Cooking method, and creating new taste - June 2019</p> <p>Local Vendors Getting supplies needed at a affordable price. - Beginning of July</p> <p>Hiring Event Staff Hiring - Seasonal Job/Minimum Wage - Beginning of July 2019</p> <p>Permission to Operate Licenses needed to operate, and space rental - July 2019</p> <p>Requesting own food Booth Personal booth, to sell product</p> <p>Grand Opening August 2019</p>	<p>Financial With a \$5000 budget, License, employees, rent, goods, supplies is extremely hard and have to be careful of spending and expenses.</p> <p>Getting a Stall in smorgasburg With the wait list being, over 100 vendors getting trying to get in, getting a stall might take sometime.</p> <p>Vendors Different vendors, different prices.</p> <p>Feedback Negative feedback from local customers can hurt business.</p> <p>One day One day week. Must make the best out of it</p> <p>License License might not get approved, due to unique idea.</p>	<p>Banking/Finance 5K Budget. How to properly spend the budget.</p> <p>Food Stall Location Visibility and accessibility, competitors, size and neighborhood.</p> <p>Market Analysis Pricing the product, Advertisement</p> <p>Concept How to attract customers? Designer who can create a theme</p> <p>Staff layout Who does what?</p> <p>Utilities Water, electricity, gas</p> <p>Equipment Kitchen Equipment, Water purifier, furniture, computers etc...</p> <p>Operational System Accounting, Inventory and purchase</p>

Brainstorming Space				
Will it taste good?	safety/health concerns	How long will it take?	\$5000 Budget	One day a week event
Creating the perfect taste	license to operate	targeted customer	20,000-30,000 people	Employees must have food license



Introduction

After Being Inspired by the amount of work produced, number of hours dedicated, and the realization of the effort that I can generate within my 5-week Technical Writing course, I've designed a challenge predicated on fueling my knowledge of music production. I come from a family of creative individuals - My mom was a dancer who performed Off Broadway, my dad was accepted to one of the best creative art's high schools in New York, and my sister will attend a prominent art institute (God Willing) this Fall. Now is time for my *passion of music* production to elevate into its next level, and that is the whole idea for this proposal.



The Mechanics are few, but effective. The first is that there are approximately 9 weeks before the Fall college semester starts, creating a time restraint. Using several learning platforms efficiently and effectually is one key aspect to this challenge. This time restraint also creates a sense of urgency - one that I believe will cause me to push myself and complete the necessary work. Six weeks are dedicated to learning and networking, the other three weeks are dedicated to creating 126 beats as a means of applying what I've learned.

These three weeks are intended to make production a "Second nature" activity. Repetition is a key to improving and skill set, and music production is no different. Plenty of the producers that inspire me have said something like: "You're not a real producer until your making 'x' number of songs... Daily." Because all work and no play makes Jack a dull boy, there is also a reward system built into the challenge.

"Loot Boxes" contain one piece of studio gear that can only be "unlocked" once 42 beats are completed at the end of each of the three beat weeks. I will not be the judge of what complete means - My course instructors, family, and fellow artist will all be providing their objective & subjective judgment. This will refresh my soul, because it is inevitable that if I were to be the one judging, I'd always get the shiny gear no matter how terrible the music sounds.

Education

Online courses are in my opinion a great way to learn new aspects & techniques of music production. Masterclass, Lynda, and YouTube were chosen for this challenge because of the cost effectiveness and quality of content. Producers like Timbaland and Deadmau5 are offering their unique production techniques in their courses for Masterclass.com. There are also video lessons on lynda.com which teach in-depth utilization of equipment currently in my home studio. Apart from Masterclass, taking part in the music production lessons on these sites is free of charge. The challenge will be in maintaining the same diligent mentality normally used in a more structured environment i.e. audio engineering university for my self-education.

Books on DAW workflows, Hip-Hop structure, clarifying & defining technical terms (i.e. quantize, attack, pitch bend), and how producers gain inspiration when projects are stuck will be read at various points in the challenge – along with every other bit of information I can soak up. I will also read through audio engineering textbooks that require some sort of quiz/review of the concepts to improve my comprehension of the material. My cousin is looking into designing a home studio that inspires creativity, so naturally I want to be able to contribute – and a book on setting up small studios for mixing & production should be enough to get started.

Physically attending, several beat maker/music production courses in NYC is a big part of this challenge. Not only am I more “hands-on” learner but having the opportunity to have professionals in front of me providing objective feedback will positively mold and shape my style of production. Classes run from 1-7 sessions and range from \$150 - \$300.

This will also be a great opportunity to network with other up-and-coming producers and artist as well. Finding just ONE artist who is just as passionate as me when it comes to music can REALLY make a HUGE difference, and here is why: Drake & ovo40, Kendrick Lamar & MixedByAli, Dr. Dre & Snoop Dogg, Keith Richards & Mick Jagger, Paul McCartney & John Lennon... and the list goes on.

Strategy

This is a 9-week, self-directed boot camp designed to accomplish 4 major tasks: educate, network, create a tangible product, and answer the question “What’s next?”. A total of six weeks will be dedicated to the process of learning the academic knowledge of production, with an emphasis toward understanding tracking & structure, bass mixing, and creating frequency space in a beat/record. The remaining three weeks are used for the practical application of what was learned in my studies & courses; code named beat week. “...dude, lock yourself in a room doing 5 beats a day for 3 summers” This quote from my favorite music producer gave me the inspiration for this idea – but I had to step it up to 6 beats a day for each week.

The reward for completing 42 beats is a new piece of hand selected studio gear – if that number is not produced, or if the individuals that will judge each beat for their “completion” deems it unworthy, then I’ve failed and will not get the new gear. This failure is not in vain however, for reflection has proven to be just as valuable as the gear. Since I live in an apartment, enough noise complaints can spell out eviction. With this in mind, here is the list of equipment that will be in the Loot Boxes:

- ▲ Beyerdynamic 1990 Pro - \$599.99
- ▲ Neumann KH80 DSP 4” Powered Studio Monitors - \$1000 (Pair)
- ▲ Korg Minilouge - \$500

Each of these rewards were selected based on their lack of compromise on quality and utility. The bonus is this gear won’t be disruptive to my neighbors. High frequency range headphones, a pair 4” of DSP studio monitors, and an entry level analog synth will keep noise at a low level. The total cost for all the courses, books, and equipment is approximately \$3,400 – well under the 5k.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
education + practice	Masterclass.com Timberland - \$90 DeadMau5 - \$90 Hans Zimmer - \$90 CourseHorse.com “Adult Music Production” - \$300	42 Beats Due	42 Beats Due	Books “Making Music” Dennis DeSantis - \$30 CourseHorse.com “Instant Beatmaker” - \$200 “Beat Making/Music Production Private Lesson” - \$150 “Adult Music Production” - continued	42 Beats Due	42 Beats Due	Lynda.com “Machine & Ableton Live” - Free Books “Mixing Secrets for the Small Studio” Mike Senior - \$10-44 ERIC “Audio Production in the Studio” - \$10 CourseHorse.com “Adult Music Production” - continued	42 Beats Due	

Outlook

Successfully Monetizing any creative work requires exceptional knowledge of marketing, having a solid network including professionals across multiple academic fields, all while understanding of the current state of the music industry. There is a real reason for the term “Starving Artist”. For someone like me who is new to the industry, even making a \$10 sale for one beat is better than \$0.

Beat Selling Platforms like Beat Stars, SoundCloud, or even YouTube give new producers the ability to upload and market their work online for free. There is a catch to this: If you don’t diligently pursue obtaining/maintaining a fan base then chances are your work will not sell for a dime. As with all things in this life, “whatsoever a man soweth, that shall he also reap.”

Expansion and consistency are not only vital in achieving the next objective in production, but every single objective after that. New technologies, new platforms, and new music is being released every single day – staying knowledgeable of relevant changes in the industry and working hard to attain what is meaningful to me every day is a habit that will propel me forward in production; and in life.

To Conclude

What does this mean to others? I hope that this challenge will inspire the people closest to me to work as hard as they can towards the pursuit of their own passions. I will offer them my newly found knowledge of structuring ideas through the process of writing about them... a lot.

This is will also be the beginning stages of a professional network within the music industry – and as stated before, finding just ONE other person who is just as passionate about what they do as I am is nothing short of a blessing.

What does this mean to me? Sometimes I hear songs that do not exist playing in my head. What this challenge is designed to do is bringing me a couple steps closer to manifesting what is currently a buried treasure in my thoughts and subconscious. Seeing this is just the beginning of a long journey ahead, I am both pleased to have reach this point and excited about taking the next steps toward discovering where this road leads



TechHACK



A City Tech Vision

I have a vision of a school, that when people hear its name, New York City College of Technology, they imagine an institution brimming with talent. They envision a group of students with great potential, working with cutting edge technology and pumping out great ideas, on rotation. Recruiters from tech companies should be begging for a first-round pick. Students with an interest in computer or mechanical engineering should dream of attending this school. Enrolled students should feel honored to be a part of a grand movement that is shaping the future of our world for the better. They should understand that matriculation means having powerful eyes looking upon them, that can change the course of their career path. This is a vision that I believe can be achieved with a little blood, sweat, and fun.

The Initiative

TechHACK is an initiative I believe can put City Tech on the path to realizing the aforementioned vision. It is an offshoot of well-known hackathon events, hosted by technology driven schools like MIT. These events are a perfect fit for a tech focused school like this.

A few times every year, students could be allowed to show off their hard-earned skills, by working in groups to find solutions to technical and engineering challenges. The events would alternate between focuses on computer programming and mechanical engineering. The school would provide the space, gadgets, and prompts to facilitate interesting and useful developments. These tasks would not only bring mind-stimulating challenges to the students, but also give them a platform to showcase their talents to fellow students and recruiters. Here they can network with other individuals and take leaps forward on their career paths.

This initiative has a high chance of success, because hackathons have a natural pull on individuals both heavily involved and mildly interested in technology. They stand as spectacles even for those with no interest in technology, just for the sheer sport of competition. If this school held its own series of hackathons, just the spirit of the hackathon alone would bring notable interest.

Current Goals

The first step towards reaching high levels of visibility and potential for participants, is to host a smaller scaled, low-stakes, programming focused (less expensive) event that raises interest.

The goals for this first step include:

- Reaching 20 – 30 registered student participants
- Attracting an audience of approximately 200 guests

- Gaining at least 1 sponsor
- Convincing a few recruiters and other industry professionals to attend
- Sparking a great interest in future events from all involved

If we can host a successful low-stakes TechHACK event, with high turnout and great work output from the students involved, we can confidently scale the event up to attract more people and offer more resources to the participants and guests.

Stakeholders

There are a few groups of people who will have a notable influence on this project. Some stand to benefit greatly from its success, and all are needed to make this endeavor a great one.

Students

This whole project revolves around the students participating; without them, there is no event. These students stand to gain from participating, because they will have the chance to show their best selves to people who may propel their career.

To ensure we have enough potential participants, we will email surveys to students, probing their interest and leaving a comment area for suggestions of things they'd like to see. We will also have on-campus petitions for students to sign, and visit technology classrooms to better inform students about what we are trying to achieve.

NYCCT

The school stands to gain tremendously from the success of this endeavor. After this event, will come greater ones that will continue to attract more attention, increase the influx of new students, and improve the school's image. It is also essential to this project that the school permits and advocates for us to proceed with this and future events.

Recruiters

Recruiters from companies with technology needs would be interested in attending the events to source talent. These events will be teaming with young talent for them to assess and choose from. The presence of recruiters will encourage students to participate, and the more students that get offered positions, the more valuable the experience becomes.

Technology Companies

Technology driven companies like Google and Amazon have shown interest in endeavors like this, and can be promising founts of resources for events, including, but not limited to, funding and advertisement. These companies also stand to gain from being advertised by the school as proud sponsors of events that promote the elevation of students doing great work. We'll also want to target smaller companies with more to gain from the advertisement such a small school event can deliver.

Event Planning

There is a considerable amount of planning that must go into hosting such an event. We need to reach the right people, plan accommodations, and, of course, come up with thoughtful challenges.

Advertisement

The people we want to get the word out to include students from all CUNY campuses, as well as students and industry professionals outside the CUNY system. Social media will be of great use – creating Instagram and Facebook ads, as well as posts, that can reach our target audience. Invitations will be emailed to enrolled City Tech students to let them know what to expect and the recommended skillset for those contemplating participation in the event.

Accommodations

For this small test-of-the-waters event, we plan to host no more than 250 people, factoring in the approximately 30 participants, their guests, other interested students, and outsiders. The Namm’s cafeteria could be used to accommodate everyone, using donated round tables for optimal group collaboration.

Apart from space, we need to provide refreshments, purchasing enough for one and a half times the number of participants and two times the estimated number of guests. To accommodate participants’ workflow, we should provide extension cords, surge protected power strips, mouse pads, and other amenities.

Creating Challenges

The lifeblood of the event is the challenges the students will find solutions to. We will work with professionals in related fields to construct challenges that can be completed in a day, yet still bring the sweat and tears out of the students, as well as show off their creativity. There will also be a small grant awarded for excellency.

Souvenirs

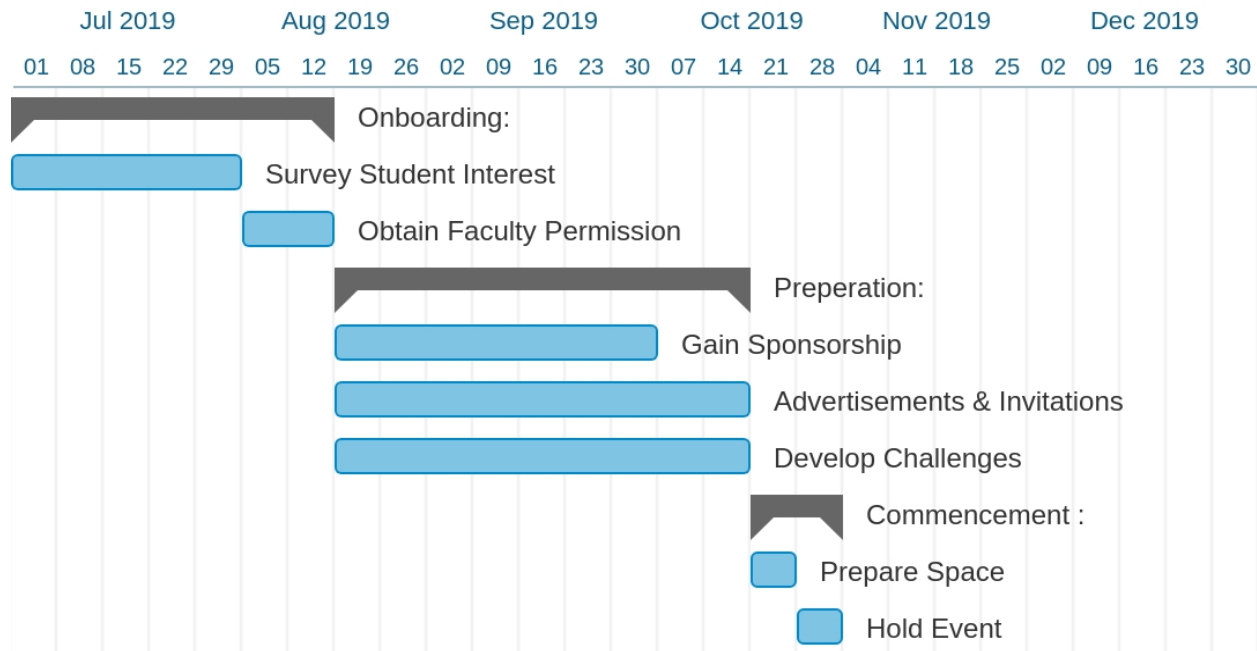
Any good event will have some keepsakes for attendees to bring home. We will provide t-shirts, pins, hats, lanyards, and other goodies catered to the participants.

Budget Breakdown

CONVALLIS	EGET
Food	\$2000
Workflow Accommodations	\$400
Facebook & Instagram Ads	\$100
Decorations	\$500
Souvenirs	\$500
Grant Award	\$500
Emergency Fund	\$1000
Total	\$5000

Timeline

I envision pulling off the first successful event in four months. We can break the timeline down into three sections: Onboarding, Preparation, and Commencement.



Planned Reflection

After the event is over, we will take some time to reflect on what has transpired. Any unforeseen difficulties we faced will be reviewed, to see how they could have and can be circumvented. We will do another round of surveying to get a grasp of how the participants felt about the event—if they were comfortable, had good enough accommodations, felt the challenges were fair yet challenging, etc. We will get an overall sense of what people liked and disliked, and input that into our planning for the next event. We would also like to hear from the guests, especially industry professionals, on how they felt about the challenges and student work output.

Next Steps

After all is said, done, and reflected upon, we will be ready to prepare for the next event. This one will be focused on mechanical engineering. For this event we will need to purchase a lot of hardware, including Raspberry Pis, Arduinos, sensors, LEDs, and more. This won't be the only reason for a budget increase, though; this event will have more flare, with more people, better food, more extravagant decorations, and a whole lot more souvenirs for participants as well as guests. We also plan to step up the advertisement, pay for speakers, and grant bigger awards. This time, we will be more determined to get sponsorship from big tech companies.

After having the first event go well, not only will we have the confidence to continue, but others will have the confidence and an expectation of something spectacular.

<p>Participants</p> <p>NYCCT Students NYCCT students in the computer science and engineering fields</p> <p>Prospective Students People who may or may not be considering attending NYCCT</p> <p>Heads of Relevant Departments The heads of the computer science, engineering departments as well as any highly respected professors in a tech engineering field.</p> <p>Figures in Industry Recruiters and other individuals who represent companies in tech industries.</p>	<p>Goals</p> <p>Brand New Tradition Start a tradition that will stand as one of the things the school is known for. As "the" college of technology, there should be a higher focus on, and celebration of, tech students.</p> <p>Attract Promising Students Success would attract students, with high potential, to the school. We could keep track of the areas incoming students come from. Are more privileged students choosing to attend?</p> <p>Engage Current Students Provide a challenging atmosphere for students feeling underwhelmed. Also, encourage students to strengthen their own skills to be able to participate.</p> <p>Gain Student Interest in Tech Fields Bring more students to the tech field by exposing them to the fun, cool, and creative things they can be a part of.</p> <p>Connect Students to Industry Give students a way to take a step towards their career by getting connected to industry professionals and showing their best self.</p>	<p>Users</p> <p>NYCCT Students NYCCT students will be participating in the activities. This will primarily be students in computer science and engineering majors.</p> <p>Tech Industry Individuals from the technology sector can attend events to see the talent and gain prospects. They may also pose challenges and act as judges.</p> <p>User Benefits</p> <p>Student Visibility Students who participate will have the chance to be seen by representatives of companies they may be interested in, and who hopefully will be interested in them.</p> <p>Employment Prospects Recruiters who attend will be presented with a fresh talent pool to recruit from.</p> <p>Community Growth Students will be coming together to work on these challenge projects. More people will get to know each other and network.</p>	<p>Activities</p> <p>Survey for Interest Distribute a survey to target students (Microsoft Form), that asks about their interest in such an activity and their willingness to participate. It could also ask what sort of challenges would seem interesting.</p> <p>Gain School Support Speak with heads of relevant departments to get their buy in and have them help advocate for the event to higher school officials.</p> <p>Seek Sponsorship Speak with technology driven companies most likely to invest in tech events like Google, Amazon Web Services, IBM, and Microsoft for sponsorship opportunities.</p> <p>Gain Industry Participation Get qualified individuals from relevant fields to pose challenges and act as judges. Challenges may even test student competency with the company's APIs. Companies may also agree to extend internship opportunities and/or grants to students who achieve certain feats at an event.</p> <p>Find Spokesperson Find someone like a professor, experienced colleague, coworker or boss, who can speak on our behalf to sponsorship and participation prospects at companies.</p>	<p>Deliverables</p> <p>Attendance A count of the people who show up. This includes students participating as well as interested onlookers.</p> <p>Source of Incoming Students See if there is a shift in the areas incoming students are coming from. Is there greater diversity, particularly with students of higher privilege who already have access to great resources?</p> <p>Student Advancement Difference in frequency of, and time until, students advance to career positions. How many of these companies had representatives at an event?</p> <p>Reports of Events Reports made of the events (on social media, blogs, etc) will be pooled and reviewed to see what positives and negatives people saw.</p> <p>Major Conversion Rate Tracking how many students are switching to technology oriented majors.</p> <p>Potential of Incoming Students Tracking whether or not the average GPA of tech students increases as the volume of incoming students increases, while taking into account students switching majors.</p>
<p>Risks</p> <p>Incapable Students It may turn out that many of the students that choose to participate do not have the skill set to meet the challenges they will face.</p> <p>Competition Other schools may take on this venture and get better turn out, gaining more traction.</p>	<p>Milestones</p> <p>Established Interest Receiving positive feedback from the surveys about the prospect of having these events. A strong display of interest shows promise for this venture.</p> <p>Launching 1st Mini Event Launch the first small event, with low risk and expectations. This will spark the interest we need for the bigger events</p> <p>1st Student Recruited Having the first student be offered an opportunity to work with a company after participating in an event.</p>	<p>Constraints</p> <p>Student Interest Enough students have to be interested and willing to participate.</p> <p>Faculty Trust The heads of departments and other relevant faculty must see the value in this venture and believe that their students will turn out to such an event.</p>	<p>Scope</p> <p>NYCCT Only The events will only be held in the school and be open to enrolled students.</p> <p>Technology/Engineering Fields These events will be geared towards showcasing the talent of the school's future engineers in software, mechanics, computers, etc. Nursing, Finance and other non-technical degree fields offered at the school will not be represented.</p>	
<p>Brainstorming Space</p> <p>Popup & Big Events Have multiple small events as well as bigger more challenging events. Smaller events carry less risk but give constituents a chance to have their interest sparked for bigger events.</p> <p>Space for Events The events can be held in the cafeteria in the Namm building. Big events would ideally be held in the Atrium building, or the new building, if there are sufficiently big areas that can accommodate many tables, and chairs for groups to sit at with laptops, as well as space for refreshments and guest seating.</p> <p>Alternating Event Focus Events will alternate between a focus on computer programming and mechanical engineering.</p>				

Reflection

This report took a lot of man hours to get right, or in the direction of right. Doing the analyses and canvas made writing the actual report much less of a hassle. As my ideas were spun out in so many iterations, it became more and more clear what my goal was and what I needed to get there. Doing each smaller task made the overall task much more manageable and structured. I feel like I could go through this process again when I come up with some new idea.

I understand the lesson to be learned in the \$5000 limit. No truly great idea gets accomplished with \$5000, but if you can't break down the first steps into a small manageable and achievable goal, there's little hope of reaching your vision with all the money you need. Knowing how to effectively take that first step is powerful.



Women in Blockchain Tech Accelerator

Why Blockchain

The shortage of women in the technology industry has been a persistent problem. The Blockchain Industry is no exception. A study by Quartz looked at crypto startups founded between 2012 and 2018 discovered that only 8.5% had a founder or co-founder who was a woman. Similarly, using data collected from Github, Corin Faife (journalist) conducted a study which found that the top 100 blockchain projects in the cryptocurrency ecosystem showed deep lack of gender diversification, with women committing only about five percent of code.

Women are not the only affected party that suffer adversely from this inequality. We find that the tech industry itself also suffers. The following are some of the major reasons why the Blockchain industry will benefit from having more women involved:

- Blockchain needs women because diversity equates to success
- Blockchain needs women to provide stability because women tend to make fewer volatile decisions in business.
- Women need Blockchain to keep the needs of women in mind. This presents a unique opportunity for women to shape an industry from the beginning.

Proposed Mission

We are in the midst of a revolution. Blockchain technology is on the verge of changing the way in which we use currency and decentralizing the FinTech industry. This change will not only affect finance, Blockchain is set to disrupt a number of industries. The Women in Blockchain Tech Accelerator aims to educate female students of CUNY currently undertaking STEM disciplines about the industry. The plan is to introduce attendees to avenues for networking with other women who are already successfully employed in Blockchain. The Accelerator will provide information about diverse career paths in the industry, how to pursue them, as well as discussions on how the technology is improving efficiency across industries, cryptocurrency as an investment vehicle and the future of money.

Proposed Vision

The Women in Blockchain Tech Accelerator has a long-term vision to continue our proposed mission. This will take the form of an annual event as well as smaller tech meetups throughout the year. We will provide ongoing support to female students of CUNY who plan on working in Blockchain and a networking space with women in successful roles within the industry at every level.

Why CUNY & City Tech

1. With more than 250,000 students enrolled in 25 campuses across the five boroughs of New York City, CUNY is the largest urban University system in the United States. CUNY has in the past provided support for a number of technology focused initiatives and continue to do so. In 2018, the CUNY Career Success Initiatives awarded grants to 12 colleges and 18 faculty members across nine campuses to support new and innovative work.
2. CUNY has also recently joined 20 other universities in forming a national coalition to build the emerging field of public interest technology—a drive to produce a new generation of tech professionals and policy leaders with the skills, knowledge and commitment to bridge technology to the public good. The Women
3. The CUNY Startups Accelerator was launched in 2014 as a CUNY program to provide central entrepreneurship resources to all students across all colleges. City Tech is one of those campuses.
4. This will present CUNY and City Tech with the unique opportunity to be the first University in New York to provide a conference with a focus on Blockchain Industry, specifically targeting women.
5. The Women in Blockchain Accelerator will continue the work that CUNY has already started by placing technology at its center.
6. The Women in Blockchain Tech Accelerator will showcase CUNY & City tech as leaders for positive social change

What we hope to accomplish

The Women in Blockchain Tech Accelerator will take place in early May 2020. It will be eight (8) hours long and will feature talks by successful women leaders in the Blockchain space. These talks will cover topics about what exactly the technology is (its inception and significance), getting employed in the industry, keeping a tight network of women the tech, Cryptocurrency as an investment vehicle... etc. We feature booths by sponsoring organizations, speakers, students, a blockchain education booth (including video/slide presentation by female student), merch (t-shirts, stickers, posters, activity-based prizes), an interactive booth (video, audio, games), a networking booth (contact information for all organizations, speakers and projects involved with the event) a social booth (updating to social media accounts, taking photo at events for automatic social media posting). We hope to make this into an annual event.

Implementation

Schedule

Task	2019					2020				
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Submission of Proposal	█									
Building Work Team	█	█	█	█	█					
Initial Meetings	█	█	█							
Securing event space	█	█	█							
Contacting Potential Speakers	█	█	█	█	█	█	█			
Contacting other sponsors				█	█	█	█			
Contacting Catering Companies					█	█	█	█	█	
Promotion						█	█	█	█	█
Contacting Tech Department						█	█	█	█	█
Finalizing Agenda							█	█	█	
Final meetings with CUNY/City Tech							█	█	█	█
Follow-Up										█

The above table shows a list of **proposed** timeline of key steps to be taken pre and post event

Pre-Event

Building a Team

Crucial to the success of the event is an event committee. This includes selecting an event manager or chair and establishing sub-committee chairs. To do so we would need to attend club meetings, student government meetings and meeting with tech department professors. We will need to setup a volunteer form (physical and online) and registration table (located in building hallway during class hours) where students will find detailed information on what we are trying to accomplish.

Contacting Potential Speakers

Once the proposal is approved, identification and confirmation of speakers, presenters, entertainers should be handled in a timely manner. A list of potential female speakers

should be made along with contact information and a well-constructed email/printed mail sent out them. Follow-up calls should be made and eventually follow-up meetings.

Initial Meetings

After the proposal is approved and the team is recruited, we will meet with the people who will help facilitate our goals. This includes CUNY board members, City Tech's Dean, department heads, security department, etc.

Potential Booths

Booths can will be provided by blockchain focused companies, sponsors, organizations connected with speakers and CUNY. Emails, letters, phone calls and other forms of contact will be made to companies detailing what we are trying to accomplish and asking whether they would like to participate in our journey.

Additional Sponsorship

Emails, letters, calls and other forms of contact should be made to organizations that support women's empowerment initiatives. This includes organizations within the CUNY ecosystem and outside. A few examples of possible sponsors are listed below.

- WiTNY (Women in Technology Initiative launched by CUNY in collaboration with Cornell Tech)
- Infor Education Alliance (The company recently established a Center of Excellence at City Tech and have sponsored a few tech initiatives around campus)
- CUNY Tech Consortium (The CUNY Tech Consortium supports growth and development of CUNY's tech ecosystem; they support tech projects and initiatives regularly)
- Women Who Tech (a nonprofit organization that brings together talented women breaking new ground in technology)
- Women 2.0 (a media and tech company focused on gender equality and inclusion in the tech space)
- CUNY Tech Meetup (a technology group for CUNY students and alumni...leads on possible female speakers)
- Google (Application for Grant/Sponsorship from Google)
- Catering company (to provide discount/or grant for food and beverages which will be at event)

Marketing Campaign

- Develop an event logo and tagline.
- Start building out an event website that will describe the event in further detail (free online hosting)
- Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts articles for submission to publications, etc.
- Create email marketing campaign
- Create social media event pages
- Develop promo posts for social media pages

- Develop draft program
- Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- Request logos from additional sponsors (if any) for online and printed materials
- Develop and produce invitations, programs, posters, flyers etc.
- Develop media list & prepare news release, media advisory, backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
- Register event on a variety of online event calendars
- Order event swag/merch

Venue & Equipment

The event will be hosted by City Tech and presented by CUNY. It will take place on the City Tech campus therefore relevant meetings need to occur in order to secure the space. Equipment will be sourced from the tech department at City Tech as well as any other resources made available by CUNY. Policies, safety issues and provision of volunteer staff (this includes a videographer and photographer) will also be discussed.

Day before the event

The event will take place early May 2020. It will begin at 9am (registration) and will last for eight (8) hours. Set-up is expected to take place the day before the event. CUNY media attendance should be confirmed. Signage should be placed, and all registration tables prepared. Promo items should be placed onsite, A/V equipment installed and working smoothly.

Day of the event

Some of the more important steps are:

- Check in with event planning committee
- Assist sponsors, speakers, booths as needed
- Help greet attendees
- Link to [online survey](#) about the event will be given to all attendees for future analysis of event

Post Event

General Steps

Some of the more important steps are:

- Assist janitorial staff and volunteers with clean-up
- Send thank-you's and acknowledgement letters and gifts to sponsors & speakers
- Send thank-you's and acknowledgement letters to volunteer and planning committee
- Gather all receipts and documentation, final registration data, etc. update budget
- Check in with venue to see if nothing important was left behind
- Collect data from [online survey](#) for analysis and to send out to relevant parties. This will help us learn what people enjoyed about the event and where we have room to improve
- Conduct a team debrief to learn their thoughts

- Conduct a thorough evaluation of the event... what went well and what can be done better next time

Publicity

- Send out an email to subscriber base with highlights from the event
- Create a photo album to share with speakers, sponsors, CUNY, City Tech, students and the public
- Make a publicity reel video to share how the event unfolded
- Share highlights on social media
- Update website page to reflect that it's a past event.

Budget

PROJECTED TOTAL	\$5000
------------------------	---------------

Item	Projected Subtotal
Marketing <ul style="list-style-type: none"> • Email, Surveys Video Production, Photography, Design, Printing, Social Media, Online, Radio & Television, Press Releases 	\$1000
Merch <ul style="list-style-type: none"> • Stickers, Tshirts, Pens, Bags 	\$600
Raw Materials	\$250
Equipment <ul style="list-style-type: none"> • Equipment Rental • Tech Support • Charging Station 	\$500
Travel for Staff	\$250
Food & Beverage <ul style="list-style-type: none"> • Coffee, Tea, Soda, Water • Pastries & Lunch 	\$1200
Venue <ul style="list-style-type: none"> • Additional Signage • Lighting • Linens • Decorative Items 	\$300
Registration <ul style="list-style-type: none"> • ID Production 	\$100
Event Documentation <ul style="list-style-type: none"> • Photographer (student stipend) • Videographer (student stipend) 	\$400
Sponsors (Thank you gifts)	\$400

The above table illustrates a **tentative** budget for the event

Deliverables

- **Attendance**

The number of participants in the event will be a key marker to determine whether the event is a success. This includes student turnout, faculty turnout, booths, speakers and sponsors and will help us decide whether the event will be made into an annual one.

- **Post Event Online Survey**

The information extracted from the survey will help us determine whether the event was successful. In addition to this we will also pull analytical data from our website visits and email marketing campaign. All of this will be compiled and presented to CUNY in the post event evaluation report.

- **Evaluation Report**

An evaluation report of the event including what went well and what didn't will be compiled. Every aspect of the event such as budget, scheduling, agenda etc. will be evaluated and included in this report. The report will be presented to CUNY and City Tech.

- **Database of Contacts**

Contact information of speakers, organizations, tech groups and other resources will be made available on the website as student resource.

Future Plans

After careful assessment of the evaluation report we will decide whether the Women in Blockchain Tech Accelerator should be an annual event. If we decide that it is, we will be starting planning next year's event. Also, in the broader vision of the accelerator, we plan to offer resources that will assist female STEM students launch or explore the idea of a career in Blockchain. This will take the form of

- Assisting with resumes
- Nurturing mentor and mentee relationships
- Visits to blockchain company sites
- Online and offline groups.
- Connecting with successful female leaders within the industry willing to volunteer time to provide small training workshops with a focus on their areas of expertise.

Critical Reflective Analysis of Feasibility Study

My idea as it is presented is a work in progress. I have, over the course of developing this feasibility study, watched it grow from a bud to a blossoming flower. However, I still believe that more work needs to be done if I am to present my idea to CUNY. Critical analysis from parties with different perspectives is required. This should include a professional proposal writer (I wonder who that could be 😊), a few fellow students, possibly one or two women already employed in leadership roles in the blockchain space.

Putting my idea in writing was not very difficult as it is an idea that is very relevant, one that needs addressing and one that would be a welcomed opportunity for CUNY and City Tech. My biggest challenges involved determining the proper presentation for a tech accelerator/event... how to approach presenting this idea in an easy to comprehend, comprehensive format. Somehow, I was able to present a reasonable tentative timeline of activities though that was one of the most testing areas of my proposal. I also had to work out a realistic proposed budget based on the minimal funds suggested in the project description.

The real work, I believe, would be putting together the right team to make it all happen. Finding capable, like minds willing to see this event out from start to finish and possibly work on it annually will be a hurdle. However, if it can be accomplished this flower will not only blossom but flourish and this idea in full bloom would be the first of its kind for CUNY.

Personal Finance Blog for Students

CUNY: New York City College of Technology
300 Jay Street
Brooklyn, NY 11201

Overview

Students are constantly being misinformed about what type of information they need to know in order to become successful in their financial life. From my experience I've found that many young adults are intimidated when it comes to managing their own financial lives. The goal of this project is to primarily inform this demographic on various financial topics such as:

- What types of student's loans are available to them and what is considered a fair rate
- The importance of establishing credit and how to manage debt responsibly
- Why retirement planning is so important, especially at a young age and what are the benefits of starting early
- The basics of investing and what is a good starting point for them, in other words what platform is available to them in order to get their foot in the door
- What type of saving vehicles are out there and what is the importance of having a reserve fund in case of emergencies

These are just some of the few topics that this blog will educate our readers on and there are unlimited possibilities. The world of finance is constantly evolving and it's especially important for this demographic to have a good resource that they can rely on in order to get quality information from. Although this blog is mainly geared towards young adults, I will also expand my content in order to include all types of people who are at every stage of their professional careers. This blog's purpose is to become a brand name that sticks out in people's minds where they can come to if they ever need a good opinion on a financial topic.

Website Development and Content Creation Plan

In order to get this project out on the market there must first be a website developed and hosted on a server. I will build this website on my own using my knowledge of HTML, JavaScript, and CSS. I will also use website development software known as "Wix" in order to supplement my own skills of website development. I also need to purchase a domain name and pay for a website hosting provider so that my blog/website is easily accessible. The provider that I will use to host my website on is called "Hostinger" and it will allow me to monitor the amount of traffic the website receives. I can use these reports to establish partnership opportunities with potential firms in order to receive advertisement revenue.

Content creation for the blog is the key to success for this project. At first, I will mainly be writing most of the content on my own using my current knowledge and expertise on finance. I will tailor the articles/posts around the specific demographic of students, but I will also include articles that will appeal to the general public. I will also ask friends that in the field to contribute to the site with any topic that they feel will be valuable and depending on the quality of the work I will choose to compensate them.

Eventually, I want to have a process of verifying certain members of the blog and allowing them to also participate as content creators for compensation. Their content will be heavily moderated to adhere to the vision of the project. In other words, the work that these content creators produce must make sense to the demographic they are targeted to. If someone is recommending that students invest in stock options and futures, that post will never make it through. On the contrary, if somebody found a bank or firm that is offering a lower interest rate on an auto loan, then that post will get approved by the moderation team.

Partnership Opportunities & Advertising Revenue

For this project to become profitable I must find firms who want to be featured on my blog. My starting point will be with smaller community banks and financial firms who are looking for new clientele. I will constantly be conducting my own research in order to find out what types of products are currently available on the marketplace. I will especially be looking into smaller community banks and financial firms who need new clientele. Keep in mind that I will always have the best interest of my readers in mind and will never promote a product that I find to be unfair and deceitful. I will reach out to these banks and firms to see if they would be interested in having their products featured on my blog.

I eventually hope to develop a network of banks and firms who have the desire to want to help students in their financial lives. In my opinion, many people have a negative outlook on big banks and firms. They tend to think that they are always being tricked and deceived when applying or signing up for their products/services. I want to break that negative stigma that so many people have, and I want to build this blog on honesty. I want people to feel that the information they get from our content is extremely trustworthy and helpful.

Advertisement revenue will come when this site builds a large network of users and visitors. Once this project develops a large enough following, it will become very easy to obtain institutional support through the form of advertisements. This project will become a hub of information that prides itself on integrity and honesty. These ideals are what I hope will bring in a stream of new users on a consistent basis.

Marketing Campaign

Marketing is a huge factor for this project's success. There are a few platforms that come to mind when deciding on which outlets to use when running my marketing campaign. I will initially be using "Instagram" because I feel that it has the best rate of success. I also looked up statistics that compare various social media platforms and all of them recommend starting with "Instagram." It won't be cheap to run these advertisements because "Instagram" charges you for an on-click basis. So, the more people that click on the advertisement, means the more that the platform charges you for the advertisement.

I am allocating a large amount of my budget to the marketing campaign because I feel that I need to on-board as many users as possible for this website to become a success. I will also work with my College Board to see if I can create a flyer to post around campus that promotes my website. If the board approves my flyer, I will then expand to other CUNY schools in the city and give out flyers there. I will also use my personal social media accounts to promote this website.

Budget

Marketing on social media platforms are going to be one of the most expensive parts of this project. Also, finding people to produce articles consistently will become an expensive part because there is only so much material that I can provide alone. I will have to find people that can contribute to my website/blog and I will mainly start with my professional colleagues. I will ask some of them to write articles of their choosing regarding their own financial knowledge and they will be compensated depending on how good their work is. Any articles written by outside parties will be heavily monitored as they will always need to adhere to the morals and standards of our brand.

I also eventually plan on setting up meetings with individuals from community banks and firms in order to establish partnership opportunities. These meetings will be held at restaurants or sporting events because I've learned that these are some of the best ways to get people to partner up with you. The breakdown of the budget plan is as follows:

Item	Vendor	Total Cost
Purchase a domain name	G Suite	\$50.00
Obtain a professional business email address	G Suite	\$60.00
Choose website building software	Wix	\$200.00
Get website hosting	Hostinger	\$120.00
Hire a graphic designer to create a logo	UpWork	\$500.00
Google analytics (non-professional version)	Google	Free
Advertisements on social media	Instagram/Facebook	\$2000.00
Compensation to content creators	Friends/Colleagues	\$1000.00
Meetings with firms for partnerships	Community Banks/Firms	\$1000.00
Total	N/A	\$4930.00

Deliverables

I realize that in order to obtain new partners I need to show some sort of proof that our website is making constant improvements. There are a few different types of services that I plan on using so that I can constantly track how well this website is performing. These are just some of the services I plan on using:

- Hostinger's website traffic monitoring services
- The free version of google analytics which gives some great insight into what types of users are visiting your website
- KISSmetrics which can tell what the user is doing when they visit your site and how many times, they've been there in the past

These are just some of the resources I plan on using because I am very aware of how important data and analytics is when running a start-up like this. I need to understand what the users of this blog are doing and what I can do to constantly improve the client experience. Besides analyzing the data, I will also need to put out reports on a quarterly basis that I can show my shareholders. These are some of the figures I will be measuring in these reports:

- Number of visitors and their source. I want to know if my marketing strategy is working and in what ways can I improve it?
- The bounce rate of my website. How long do users tend to stay on this website before leaving to another one?
- The average time on the page and what can we do to increase that time consistently.
- Click-through-rate, which measures where users are heading while on the site. The more content that intrigues the users the longer they'll stay on our blog.
- Conversion rate, what percentage of people that initially visit the site sign up for a membership. How many of those become active users?
- Goal progression, which goals are getting fulfilled from quarter to quarter. Are we improving our platform or is it staying stagnant?

Reports are critical tools that I need to use effectively because they are one of the major ways that I'll be able to acquire new partnerships. Numbers speak for themselves and I know that once my shareholders and partner prospects see the improvements, on a consistent basis, they will continue to want to be a part of this platform.

Timeline/Gantt Chart

Task	Jul	Au	Se	Oc	No	De	Jan	Fe	M	Ap	M	Ju
Website Development	█	█	█									
Hire a Graphic Designer	█											
Domain Name/Hosting		█										
Marketing Campaign		█	█	█	█							
Statistical Reports				█				█				█
New Content Creators					█	█	█	█	█	█	█	█
Transition									█	█	█	█
Investment Services									█	█	█	█
Partnership Meetings						█						█
Content Creation	█	█	█	█	█	█	█	█	█	█	█	█

Vision/Scope

This project will initially launch as a blog and website geared toward young adults who are intimidated by the financial world and need honest advice on how to manage their financial lives. I want my brand to represent honesty and integrity within the financial realm and I feel that those morals will set me apart from my competition. Many banks and firms within the industry have developed a negative reputation throughout the years. This type of sentiment has been passed along to younger generations and they constantly fear that they are being misled and lied to. I have learned throughout my experience in this industry that many young adults are skeptical when it comes to speaking with financial professionals. My goal is to change that mentality and provide transparency when providing information on various financial topics.

Eventually, I see this project developing into an online financial advisory service where people will pay for our knowledge and expertise. I want to first establish that footing in the financial world so when the time comes to transition into this type of business, I will already have developed a large following. I want my users to feel a sense of safety and trust when reading my content. Once I develop that trust I feel that the opportunities are endless.

Overall, this blog and website will become much more than what it was initially designed to be. The goal of this project is to become a recognizable brand name so that when people think about finance, they immediately think about us. If they have a question regarding a loan or a mortgage they can easily come to our site and search for an article. If that article is not available or it hasn't been created, then they can put in a request for somebody to write about it. These are just some of the many uses that this type of platform can offer the public and the amount of opportunities that will arise going forward from this are limitless.

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Technical Report

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ENG 2575 – E350
Dr. Patrick Corbett

Design Decisions:

When I initially began designing my document, I had some trouble figuring out which direction I wanted to go. I wanted my document to follow the guidelines that I have read about but also at the same time I wanted to do something unique and different. I was able to incorporate all the basic principles of design into my template and they allowed me to produce a “good-looking” document. I also believe that the nature and purpose of my proposal inspired me to make the choices that I’ve made in the design process. I feel that if my proposal was done on something else, the choices I would’ve made when designing the template would’ve been much different.

I began by looking at which fonts to use and I decided to go with two sans-serif font styles. The first one I chose was Calibri and I used it for all the headings and subheadings so that there was some uniformity. Next, I used Century Gothic for all the body text and I quickly saw that these two font styles went very well together. They were both easy on the eyes and even after I printed out the document, they allowed for easy reading on paper as well. Something else I did was make all the headings bold so that I could adhere to the principle of contrast. By doing this, it allows the reader to quickly realize the different sections of the document as well as the flow of the text. I made sure to make the heading text and body text much different so that the contrast really stuck out. I also was able to use the principle of contrast in my timeline table. I took two completely different colors that I knew would stand out from one another in order to show the length of time each piece of my proposal would take. I used blue and shaded in the area around it in grey. This allows the reader to quickly see what’s important and discard what isn’t.

Repetition

Repetition is something that allows uniformity throughout your paper and it also gives off a more professional document style. I made sure to use the same styles throughout my document for all the headings and body text. The size of the text was also always the same for the headings and for the body. This type of consistency allows the reader to quickly figure out which elements are grouped together, and it further unifies my design. I also included the page numbers on the headers which were always aligned right on every page. There were also footnotes included on a few pages that were separated by a thin black line. I made sure to make the header and footer smaller than the rest of the text so that there was a clear separation from the main elements. By repeating the same fonts and sizes for these two elements it further allowed me to adhere to the principle of repetition. These slight similarities may not seem like much but if they weren’t the same then the reader couldn’t quickly tell the difference. I especially think that the principle of repetition is extremely important because of what my proposal is about. I am designing a finance blog which needs to be very professional in order to succeed. If my proposal had slight differences in the heading sizes, this would quickly come across as being extremely unprofessional and many people may write me off just because of that. I had to take extreme caution and care when designing my template so that all the elements carried that specific uniformity.

Alignment

The principle of alignment states that nothing should ever be placed on your page randomly because every element must have some sort of visual connection with the rest of the elements. This is exactly why I made sure to have every heading, paragraph, chart, table, and bullet be connected in some way. What I mean by this is that there is a strong line going down the left of the page which aligns perfectly with all my text. This creates an invisible line illusion which further connects all the elements together. Even the text inside my table is always connected by this invisible line with the text underneath it or above it. This instantly gives my document a more organized look and further supports my professional design style. Imagine the readers of my proposal looking over this document if it wasn't aligned the way it is. They would instantly think that whoever designed the proposal didn't care enough to make the document look professional and they would instantly have a negative feeling towards me. Alignment allows the document to take on a more sophisticated look which is something that I am striving for due to the nature of my proposal. I also decided to stay away from centered alignment because it generally tends to look weak unless it's done for a specific purpose. I only used one type of alignment throughout my document and that is justified. I feel like by doing this it allowed me to unify and organize the page in such a way that made the most sense. When I quickly glance over the document it pleases me to see the way it flows and that is mainly due to the way it was aligned.

Grouping

Grouping related items together is what the principle of proximity discusses and that is something that I was able to do quite well in my template. Single spacing the paragraphs throughout the document allowed me to group the text that was related, and it also allowed for those elements to remain close together. This physical closeness clearly defined a relationship between the text. By keeping this uniformity throughout the template, it further allowed the reader to quickly understand which elements needed to be read next and in which order. I also consciously wanted to figure out the best way to use white space. I decided that leaving too much of it between elements would make my document look messy and unprofessional. I made sure to only leave the exact amount of white space necessary in order to clearly separate any elements that didn't belong together. On the contrary I didn't just stick elements into the white space just because nothing was there. I feel like my design process allowed me to create these visual relationships between similar elements and at the same time I was able to use the white space effectively.

Color

The final point I would like to briefly speak about is color. My document was mainly created with black color for the text and I used contrast to define the differences between certain elements. There is one part that I believe I needed to use color so that I could effectively illustrate that element. I created a timeline-table and used two colors when filling in the columns. I decided to use blue because in finance blue is known to establish trust. I need my readers to have trust in me so that is why I felt like this color was the best decision for this element. I used gray to shade in the area around the blue because it's very dull and it allows the blue to stand out much more. This simple design decision really allowed this section to stand out when looking over the proposal. I also didn't want to include too much color throughout the document because once again I

am proposing a document that needs to look extremely professional due to the nature of the proposal. I feel like these two-color options allowed me to keep that professional look while still conveying that sophisticated message.

Every decision I made when designing my template served a purpose and that purpose was to convey a message of professionalism to the reader. I imagined being the one reading over the proposal and I knew that if it didn't look professional than the message wouldn't even be received. Finance is a very serious business and if your documents don't look that way then most people won't take you seriously. Imagine receiving a bank statement with playful colors and strange fonts. You would second guess keeping your money at that institution. This type of mentality is what I used to make most of the choices when designing my proposal template. I really went for that sophisticated and serious look that many professionals in the industry could appreciate. I also want to mention that every principle of design needs the other principles in order to create a complete look. Each principle compliments one another and without incorporating all of them, your design will undoubtedly look weak and unprofessional.

Reflective Statement (Design Challenge)

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ENG 2575 – E350
Dr. Patrick Corbett

Reflection:

This entire project has taken me out of my comfort zone because for so many years I've used the standard MLA format to design documents. It caused me to think outside the box and make conscious decisions when designing my template. There were times where I enjoyed creating my template and there were also times where I literally couldn't stand doing it anymore. The most challenging part of creating the document was figuring out how to make it look unique but at the same time adhering to all the principles of design. I wanted to create something that was mine, but I knew that there were certain things such as alignment that I had to pay special attention to. I'm used to just using the standard MLA format design features which has always made things extremely easy when writing up a report. I also found that writing about my decisions in the technical report analysis was extremely difficult. It's one thing being able to design your template but it's something completely different when you must write about it. For the first time in a long time I was at a loss of words and didn't know what else to write. Explaining my decisions regarding alignment, repetition, etc., was one of the hardest things I've had to do in a long time. So overall, this project took me out of my comfort zone and really opened my eyes to how extremely difficult it is to design a good document.

I learned a lot when creating this document because it was difficult to do and when something is difficult you usually tend to learn more from it. I learned what types of things to pay attention to and what type of decisions I need to make in the future when creating documents. I also learned the importance of incorporating all the principles of design when creating anything. For example, now when I send out an email at work, I pay attention to the way it's formatted which is something I never used to do in the past. If something is misaligned or the fonts aren't the same throughout, then the entire document looks extremely unprofessional. Whatever I create is a representation of me and my brand so I will make sure to take extra care when creating documents in the future. I can say, without any doubt, that this assignment was the hardest for me so far because I've never considered myself as being someone with an eye for design. I usually never pay attention to the things that we had to pay attention to for this assignment and to be honest I never really cared for it either. This assignment and this class have really shown me the importance of good design when it comes to creating documents that represent you and your work. I am going to redesign my resume and cover letter next time I am applying for a new job. I will use the knowledge and skills I've obtained from my summer-evening technical writing course to make sure that it looks great!