Portfolio of business designs

Alen Faljić
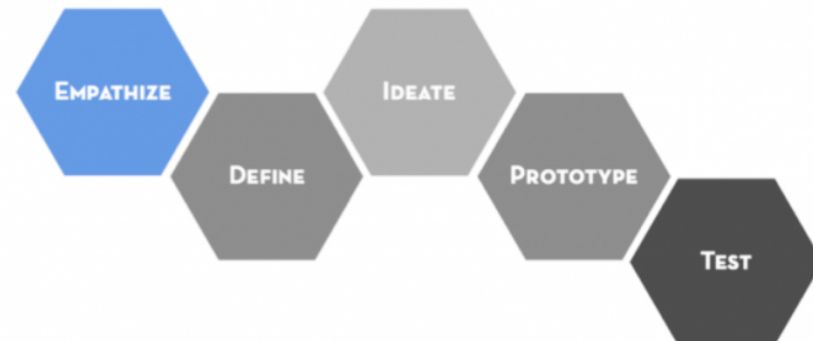
Business designs

1. **Ljubljana Startup**
2. Daily Gratitude Exercise
3. GMAT error log

Ljubljana Startup

EMPHATIZE:

Students in Ljubljana, Slovenia have many entrepreneurial ideas but **do not pursue them.** Why?

Ljubljana Startup

DEFINE:

Students do not pursue their entrepreneurial ideas because they do not have the required knowledge and social capital for execution. For example, **business students have ideas for mobile applications but do not know software engineer students.** The problem lies in the fact that different faculties/universities in Ljubljana are geographically separated and hence students do not
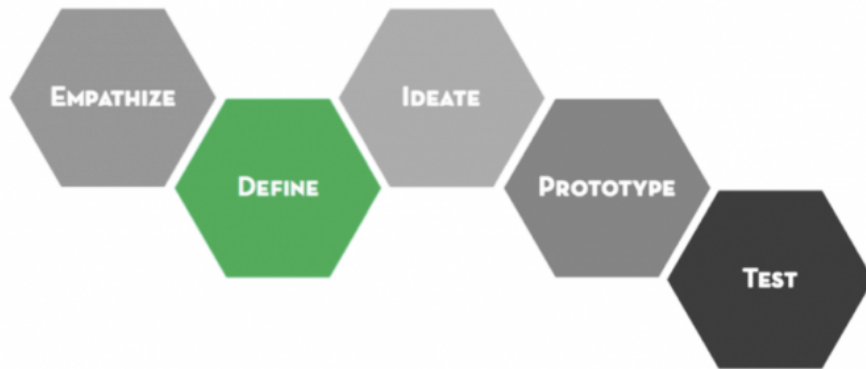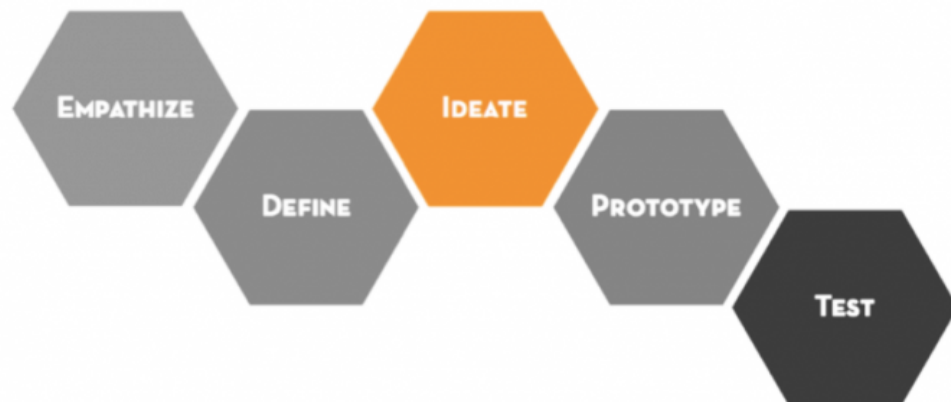
Ljubljana Startup

IDEATE – SOLUTION:

Startup weekend for students of the University of Ljubljana, connecting **4 different „knowledge groups“**:
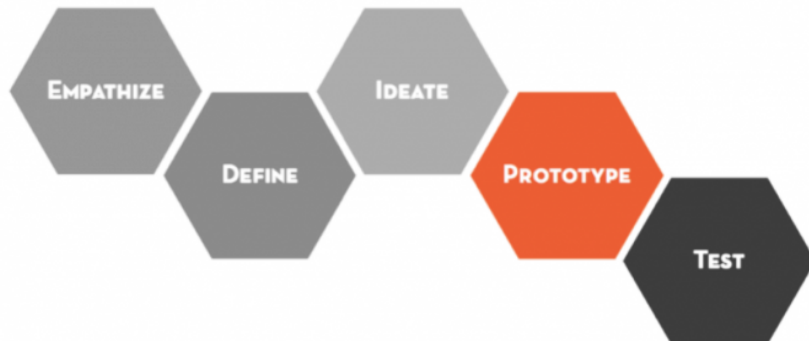
- Entrepreneurs
- Software engineers
- Graphic designers
- Technical engineers

Ljubljana Startup

PROTOTYPE:

(1) Organized **meetings** with representatives of all knowledge groups and presented them the idea; gathered feedback and incorporated into further development.

(2) Developed a **design for website** to gather **pre-registrations (test)**.

Ljubljana Startup

TEST:

Published the invitation for the event on my Facebook profile + asked several friends to do the same. **After 24 hours, received more than 20 applications and 150 applications all together**.
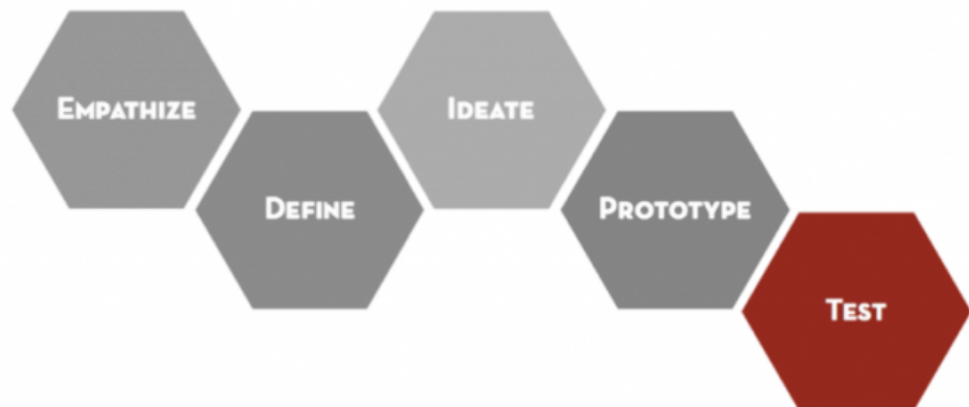
Ljubljana Startup

FINAL RESULT:

The first startup weekend in Slovenia. In words of faculty staff: one of the best students' run events on our faculty. visited by over 70 enthusiastic students, the president of the Republic of Slovenia Danilo Türk and the Minister of Economic Development and Technology Radovan Žerjav.

Ljubljana Startup

To learn more, click on the picture above to visit the **project's video**. Enable subtitles by clicking CC in the menu. Furthermore, you can also visit the **project's webpage**.

Ljubljana Startup

UPGRADES:

In the second edition of the event Ljubljana Startup in 2013, we gave different „knowledge groups" **t-shirts with different colors.** Thus, we enhanced the process of speed dating and connecting students.

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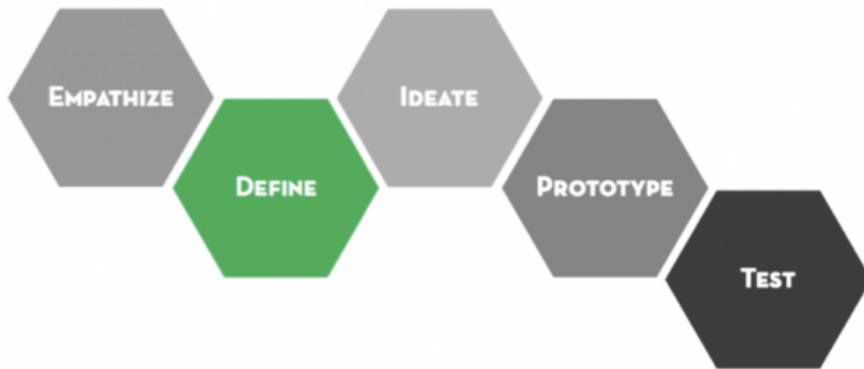
Daily Gratitude Exercise

EMPHATIZE:

Many people want to enhance the quality of their lives and thus **read self help books** or listen to self help audio tapes. However, many of them **get stuck in a vicious circle and make no progress**, jumping from one book to another in search of an answer. Why?
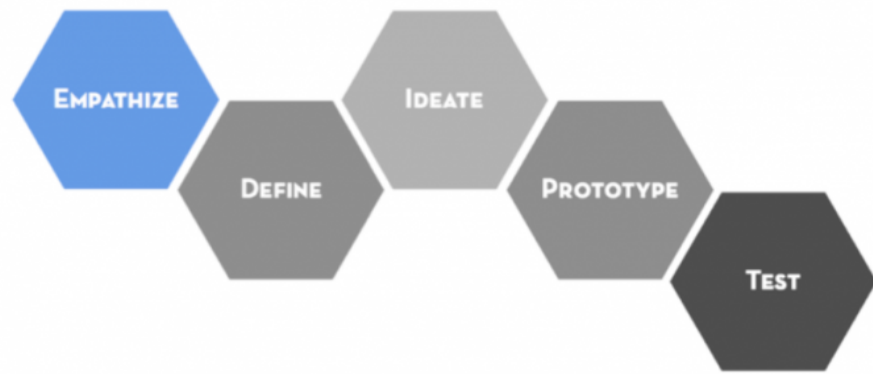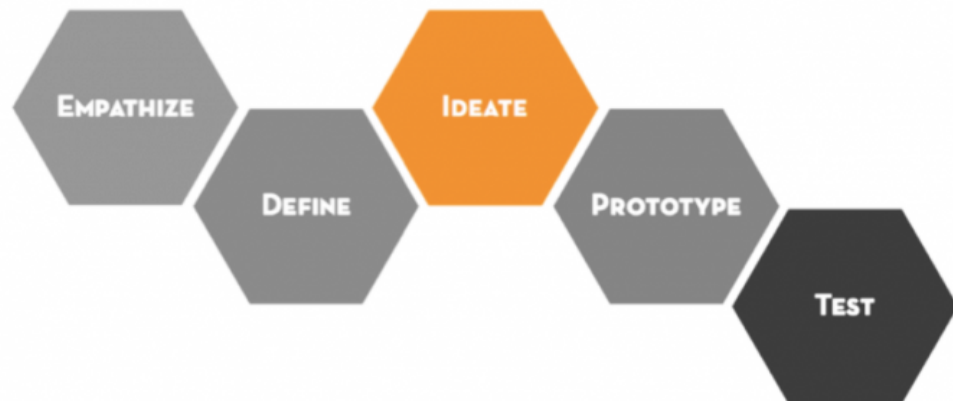
Daily Gratitude Exercise

DEFINE:

They do not make any progress because they **have no structured plan to follow**. Reading a book gives them a temporary boost, which disappears after few days. They need a systematical approach to developing new mental patterns that will lead to change.
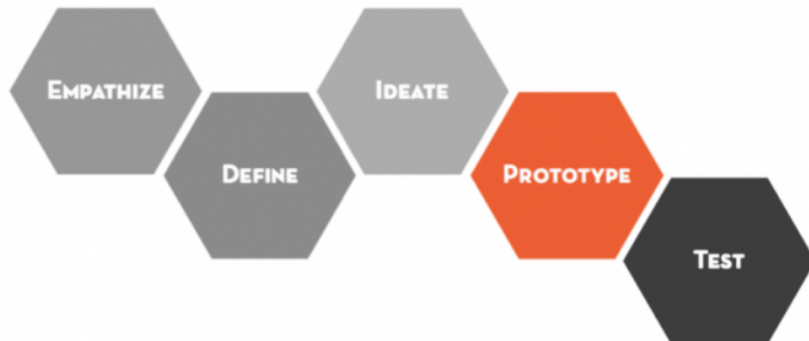
Daily Gratitude Exercise

IDEATE - SOLUTION:

Daily podcast + weekly workbook. It is a systematic approach for developing grateful thinking that consist of 90 podcasts and 15 workbooks, guiding the user for 15 weeks. Each week consists of one workbook and 5 podcasts. User is supposed to listen to 4-5 minute podcast from Monday to Friday and follow the gratitude exercises.
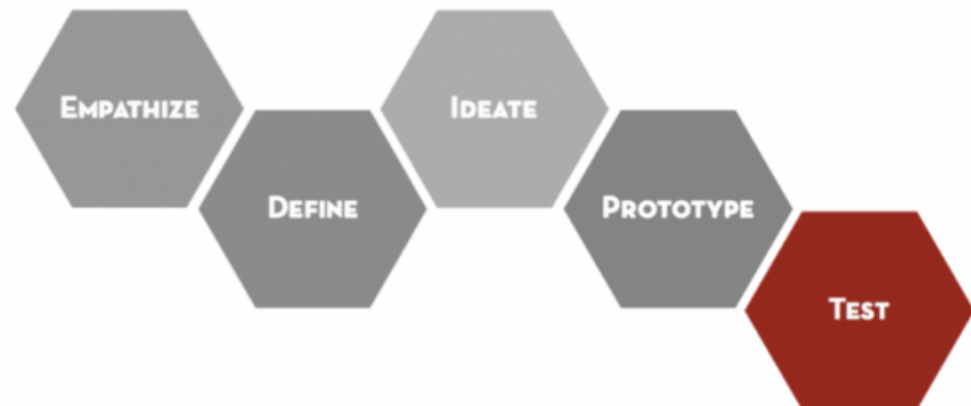
Daily Gratitude Exercise

PROTOTYPE:

Prepared **several scripts for the first podcast**, varying in length, background music and content. The first listeners were my friends who gave me the feedback that served as a ground on which I developed the first official podcast.

Daily Gratitude Exercise

TEST:

Made the first five podcasts and a weekly workbook and uploaded them on the iTunes. I tracked the number of listeners on daily basis.

Daily Gratitude Exercise

Screenshoot of Daily Gratitude Exercise's website that is no longer online.
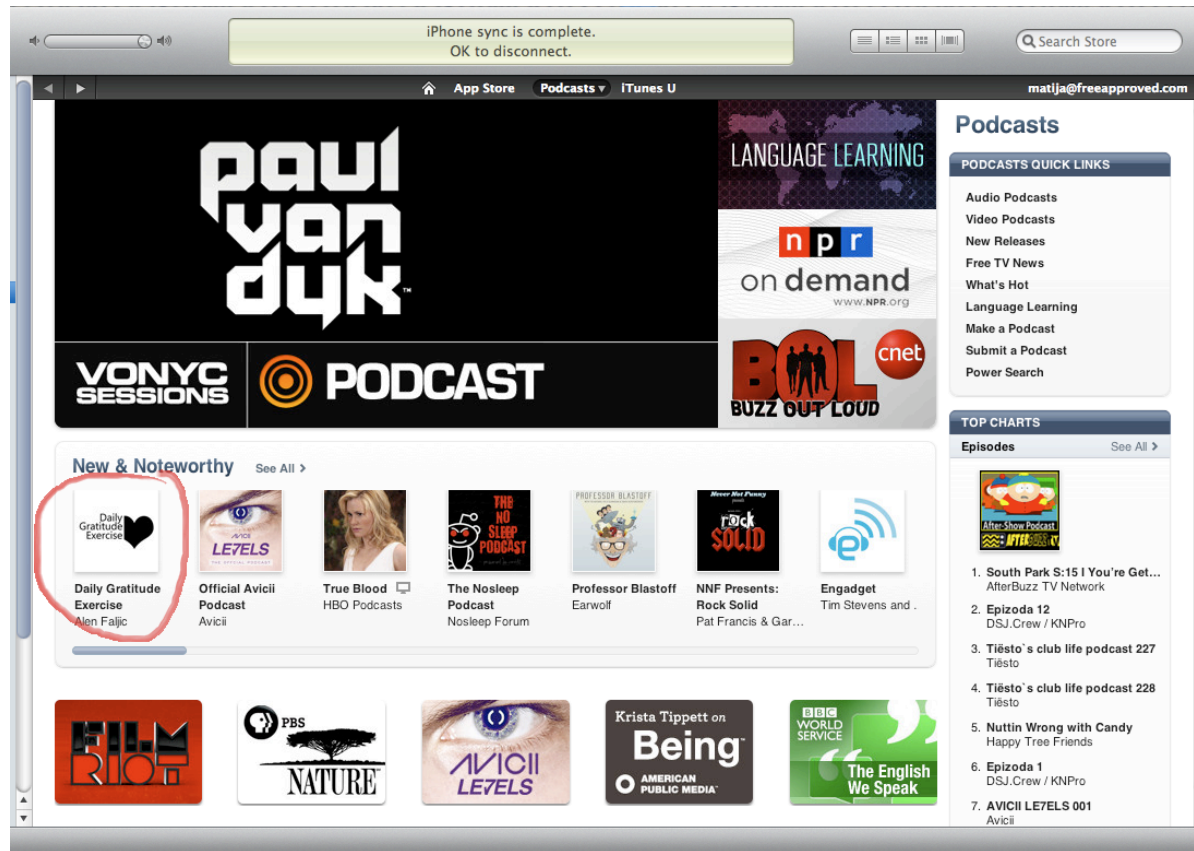
Daily Gratitude Exercise

Click on the picture to visit Daily Gratitude Exercise podcast directory.

Click on the picture to visit Daily Gratitude Exercise workbook sample.

Daily Gratitude Exercise

Daily Gratitude Exercise was featured under „New & Noteworthy" section on iTunes on 19th of August 2011.

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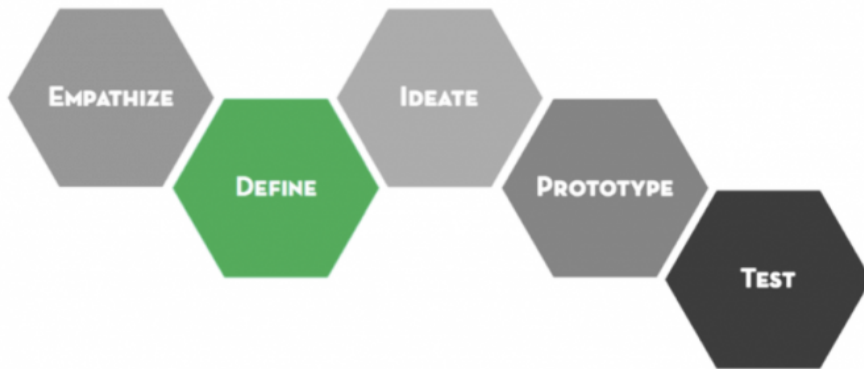3. **GMAT error log**

GMAT error log

EMPHATIZE:

GMAT is a very complex admission test for business schools that requires a lot of practice. Usually, students do 500-1000 practice exercises during preparations. In order to keep track of progress, students keep GMAT error log, a paper on which students manually note: (1) question number, (2) required time and (3) result. The process of keeping track of mistakes **is time consuming and averages 10-15% of total study time**.
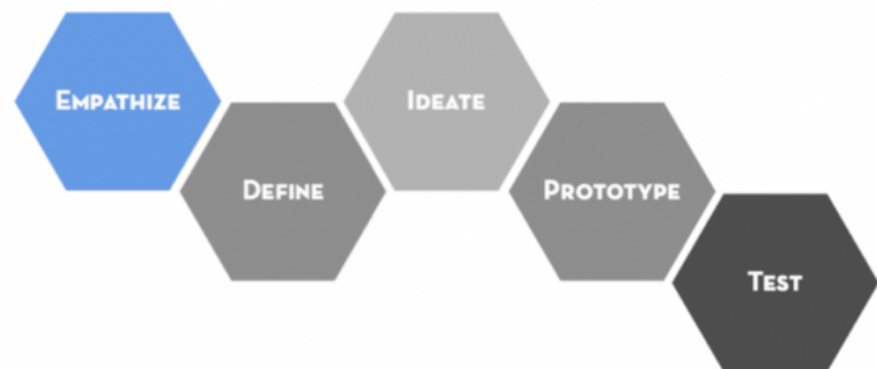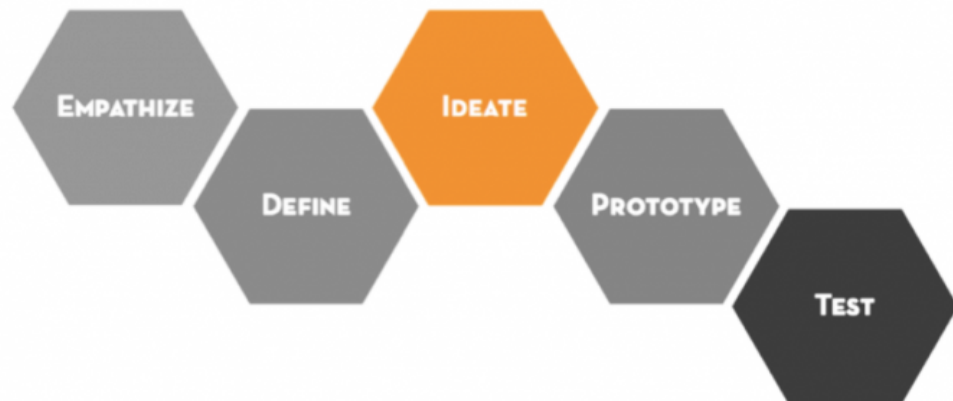
GMAT error log

DEFINE:

Students spend a lot of study time on keeping their GMAT error log. This time could be spent more efficiently, particurarly **studying more**.

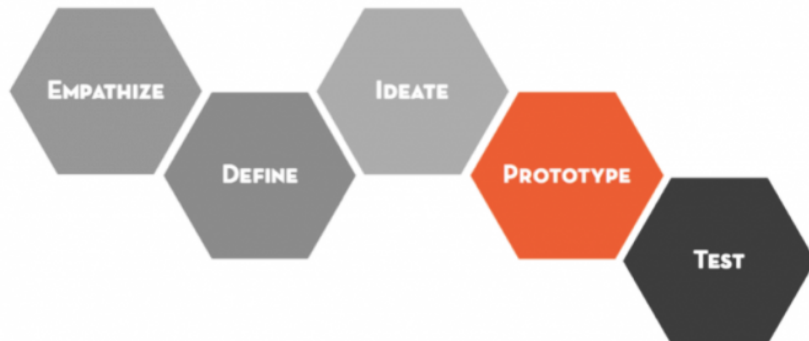# GMAT error log

IDEATE - SOLUTION:

The solution is a **mobile application with the database of question's results and optimal time per question.** Students would no longer have to manually keep track of their studies but could do it in a more efficient way, using the mobile application. While studying, students can enter their results into the user friendly application that keeps track of their answers and presents them in a form of informative graphs.
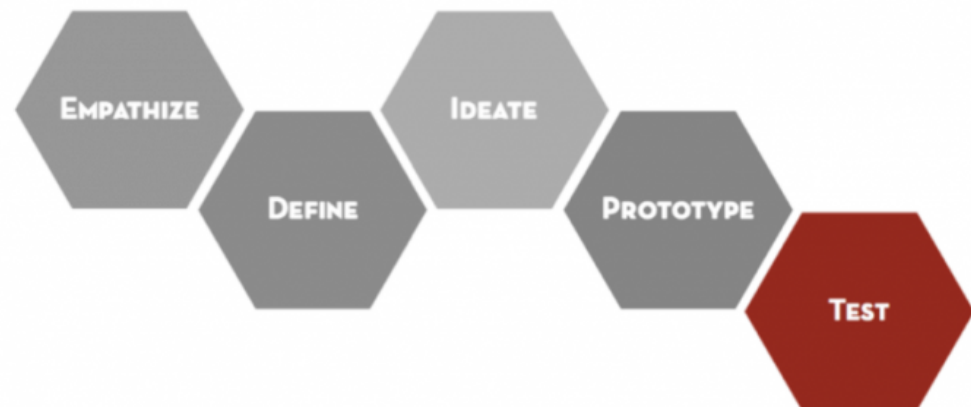
GMAT error log

PROTOTYPE:

First, we came up with some mock-ups and proposed several data points that could be turned into useful information for test takers. After the feedback from students, we started developing the early prototype.
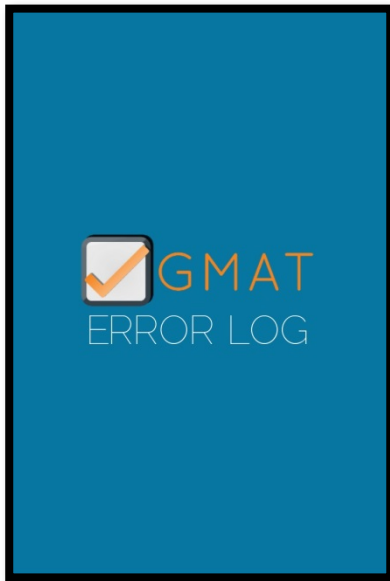
GMAT error log

TEST:

So far, we have come up with the mock-up pictures that show the layout. The real market test will be done after the full application is fully developed.
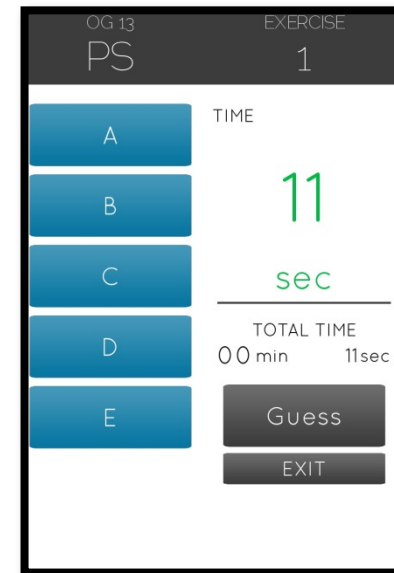
GMAT error log

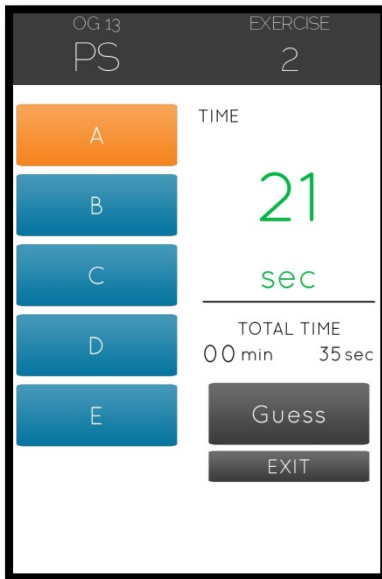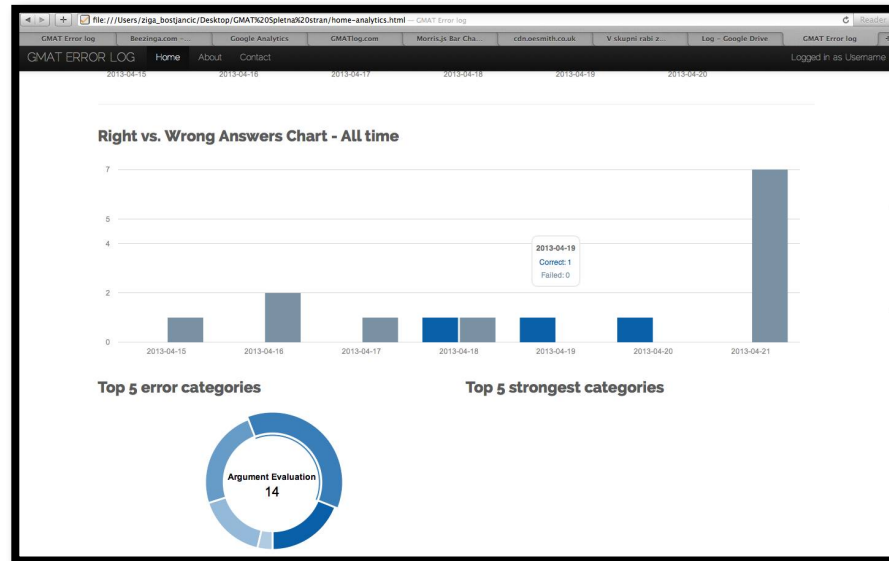Introduction screen

Menu screen

Screen where the user indicates
his answer to the question

GMAT error log

Orange color show the
chosen answer.

Analytics would be available on website. Analytics would consist
of: Right vs. Wrong answers, Top 5 error categories, Top 5
strongest categories, etc.