Meet our team.

Nick Vega  
Growth

Nikki Talerman  
Membership

Kobi Theiler  
Creative

Alia Sani  
Marketing

Blair Horner  
Platform Dev
It’s time to bookbag...
Meet our team.

**Nick Vega**  
Stressed the **** out about deciding a major

**Nikki Talerman**  
In dire need of last CZ req. (doesn’t know what CZ is)

**Kobi Theiler**  
Switching language from Spanish to German??

**Alia Sani**  
Needs to finish minor yesterday

**Blair Horner**  
Figured out he needs to take 4 classes
4 classes.
2,000+ courses to choose from.
48 Majors.
50 Minors.
23 certificates.
So many requirements.
we’re not alone...
6,609 students.
= 6,609 unique insights.
(on how to navigate the academic experience @ Duke)
so why does it feel like it?
No way to **connect & share** those insights.
The problem...

Duke students lack sufficient access to peer-to-peer information about courses, which prevents them from successfully planning their academic roadmaps through graduation.
Until now.
NavDuke
Real. Honest. Students only.
Your one-stop shop for course reviews.
Foreign Policy of the United States
#PeterFeaver #POLSCI

Special Topics: What Might Have Been
#WilliamChafe #Chafe #HISTORY #PUBPOL #AAAS
Financial Accounting #CharlesSkender #Skender #ECON

Dylan Carey: Charles Skender is absolutely the man - funny and super nice guy. He starts taking attendance about a third of the way into the semester, and then it does regularly every class. The class lectures are not the most useful, however, taking the old practice midterms he posts are imperative to doing well. Memorize the format of the questions and the class will be a piece of cake. Good luck waking up for this 8:30!

Miranda Bramson: Definitely a class you have to attend which is tough at 830! Slender is a great professor and makes waking up a little bit more bearable by trying to keep class fun and interesting. Definitely take all the practice tests you can - he doesn't vary the format from years past. If you keep up with the work and go to class, it's not a hard class!

Chloe McLain: Karina Armstrong Pam Ptkr say something nice about ya boi!

Karina Armstrong: best. class. at. duke. CJ Skender is an incredible professor and makes accounting fun.
most life-changing professor(s) you've ever taken a class from?

- Annika Sharma Following
  - Like · Reply · 4d
  - Steve Schewell!! now the mayor of Durham, amazing prof #Schewell

- Alia Sani
  - Like · Reply · 19h · Edited
  - Bruce Jentleson, Peter Feaver, Ingrid Byerly #Jentleson #Feaver #Byerly

- Blair Horner
  - Like · Reply · 19h
  - David Banks #Banks Melanie Manion #Manion

- Bo Carlson
  - Like · Reply · 13h
Teddy Christakos
April 3 at 5:06pm

Where should I take Organic Chemistry 1 this summer? Why?
1) At Duke with David Martin Gooden
2) At the Duke Marine Lab with Chris Roy
3) Somewhere else (Wake Forest University) if they both would ruin my summer

Blair Horner

Kayla Carlisle At duke with david martin gooden
Like · Reply · 1w

Kayla Carlisle I didn't personally have him last summer but he taught orgo 2 while I was taking orgo 1 and gave students problem sets that were remarkably similar to the midterms. He's a super nice guy and Durham is a fun place to be in the summer!
Best 300 level Spanish courses/professors?

Nikki Talerman: I took 302 (the grammar one) with Simmermeier- the content of the class is really dry and its not that easy. I think people liked 301 (writing) and the 303 culture ones a lot better but I really liked Simmermeier as a professor.

Catalina Sanchez-Carrion: I took 303 (cultural studies) with a Professor Hidalgo, and loved it. The class was about Peru, but most 303 classes have more general topics and are all super interesting. Not difficult, but I also grew up speaking Spanish at home, so may not be the best person to give a recommendation. However, most of my friends that I have spoken to that have taken 303 feel similar to me.

Nick Vega: I took 301 with Professor Lisa Merschel who was great. She's super chill. Pretty light workload with weekly grammar quizzes, but you drop your lowest 2 scores. If you do the work you should get an A.
Engaging content to *attract* new customers.

Video posted in *All Duke, Class of 2021*, etc. Facebook pages
It’s been working.

763 Total Members
31 Days since launch

796 Posts
472 Comments
358 Reactions

729 Active Members
Members who viewed, posted, commented on or reacted to group content

96% of NavDukers actively engage with the page
...and we’re just getting started.
NavDuke Executive Team 2018-19 application opening soon.
Nav [ University ] Ambassador Program.
Our customers are everywhere.
#TurnYourNavOn
NavDuke: Our Journey
Students opinions on the problem.

Dani, Freshman Intended Pre-Med
“I do not think there is enough information available before picking courses, especially when it is your first semester at Duke. This is a time where you are so overwhelmed just trying to get to know Duke and uncertainty regarding courses adds dramatically to that stress.”

Especially difficult for underclassmen

Benji, Junior Political Science
“Yes, [having access to Course Evaluation data] would be extremely useful...Right now, people just text other people who have been in the course before, and base their decisions off of that initial information. I need more Duke students’ opinions.”

A need for more students’ opinions

Elie, Senior Pub Pol Major
“I find it hard to get information when registration comes and then as a result I always put book bagging off until the last minute because it is so overwhelming.”

Persistent anxiety as registration approaches
3 initial solutions.

Duke-sponsored or non-Duke-sponsored website

In-person “Open House” or shopping period

Pair FAC’s w/ freshmen sooner to assist with class registration
Optimal solution.

Why Facebook?

- peer-to-peer communication
- easy to monitor
- searchable
- feasible
- existing ecosystem = wide reach
- platform familiarity
Duke Market.

1,700 avg. Duke class size
x 4 undergraduate yrs.
= 6,800 total undergraduates/yr

~ 1 out of 8 do NOT have Duke email on Facebook

6,800 * 7/8 = 5,950 Facebook-using undergraduates

763 [current members]
/ 5950 [current Duke students on Facebook]

= 12.8% market share
Initial testing.

Beta test of NavDuke MVP with Duke seniors, n = 40

Early feedback.

- Hard to search without a hashtag for LAST NAME
- Wanted major codes and cross-listings
- Desire for colloquial codes such as “PUBPOL155” instead of “Introduction to Policy Analysis”
A couple problems.

- pulling info from DukeHub
- incentivizing posts
- lack of info for some classes
- quality comments
- privacy concerns
Our mentors chimed in.

- **Use Duke’s resources** - Innovation Co Lab, I&E Profs/Students
- **Launch as soon as you can!**
- **Consistently update** - need classes to remain relevant (fall/spring only)
- Stress that it’s **exclusively for Duke STUDENTS, not teachers**
- Increase the **incentive to provide feedback**
- **Informality** is important
- ‘**Linking**’ - link posts to their page on ACES, link professors’ blogs/websites
- Figure out how to show **trends** in course reviews
so we iterated.
“Student-to-student” tone is key.
Order isn’t necessarily best.
Embrace the chaos.
Possible business models.

Nav [ University ] Ambassador Program

- Potential Costs:
  ■ Recruit ambassadors
  ■ Train ambassadors
  ■ Labor needed for content generation and administration

- Potential Revenues:
  ■ Departments to pay for access to anonymous data
  ■ Departments to pay to have classes/teachers highlighted
  ■ Generate ad revenue once Nav [ University ] more well-known
Plan moving forward.

**Short Term**
- Finalize NavDuke Executive Team for 2018-2019
- Create more content marketing videos

**Long Term**
- Add leaderboard, other incentives
- Produce highlights
- Partnerships with student groups
- Expand to other universities
Questions?
Appendix
Duke Market Size (cont.)

- We project the following user growth breakdown:
  - Currently: 500 NavDuke members
  - 2018: 1,000 members (100% growth)
  - 2019: 2,000 members (100% growth YOY)
  - 2020: 4,000 members (100% growth YOY)
  - 2021: 5,000 members (25% growth YOY)
  - 2022: 5,950 members (19% growth YOY)

- User growth slows by year because:
  - Duke admitted class sizes will remain stagnant year-over-year
  - Nature of bringing a new product to market

- Our Focus to Maintain Growth:
  - Minimize customer churn by maximizing value return to customer
Projected Growth - Engagement

Projected NavDuke Members

- Members
- Active Users

Members vs. Time

Current 2018YE 2019YE 2020YE 2021YE 2022YE
“Facebook is extremely **convenient** and already universally used by most. This would make it easy for students to log in and out. The incentive mechanism I think is a good idea but possibly a risk if actually put into practice.”

“I think Duke specific Facebook pages have proven to easily **gain traction** and reach a **wide audience** and I think one for classes would be no different”

“It would be **helpful** in having a recent and specific review of the class difficulty and relative enjoyment of the class itself”

“Yes, but I might not want to be required to post”

“I think students would willingly go on there because of the **easy resourcefulness** of Facebook. You could also see who was posting what and could make judgements based on their profiles if you might have similar interests to base their opinion with.”

“Um duh who wouldn’t”

**Desired Outcome (Value Proposition):**
- **Students** gain insights about courses and professors
  - Naturally find course content that best suits passions, and learning styles → greater achievements
- **Professors** receive more feedback that is more descriptive