ABOUT THE PROJECT

Each team is assigned a "use case/scenario" of a potential PulsePoint buyer/client. Over the course of 4 weeks, teams will work together to reverse engineer a case study:

- **Background**: Describe the market and your business objectives

- **Challenge**: What has made it complicated for you to achieve your objectives (market challenge)?

- **Goal**: What do you ultimately need to achieve?

- **Approach**: What technology do you need to solve your problem? How does PulsePoint's technology/infrastructure deliver these outcomes?

- **Results**: Was your campaign successful? If not, what would have made it better?

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TIMELINE

Define	Plan	Execute	Present
Summarize your **business goal** and **strategic opportunity**	Develop the marketing **strategy**	Summarize overarching **strategy** and **execution**	Vegas Baby!
Perform **market analysis** to identify challenges/opportunities	Define the channel, **media plan** and **measurement plan**	Prepare and submit presentation materials	
Define target **audience** to drive business objectives	Define the **technical approach** in detail and define results	Upload presentations to Google Drive **by May 30th**	
Brainstorm **actionable insights** to inject yourself into the **customer journey**			

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DELIVERABLES

Use your imagination!!!!

Each team will have **20 minutes** to present on June 5th and can fill the time however you choose.

Make a video, power point, interpretive dance, diorama...or any other format that you think articulates the market challenge, your approach and results.

IT'S A COMPETITION, FOLKS!

And in a competition there can only be ONE WINNER! But in a democracy everyone decides who that is (but you can't vote for yourself). Here's the voting criteria:

Comprehension & Content: 50%

- Did the presentation offer a clear understanding of the market challenge?
- Did the presentation provide a clear, illustrative example of technology solutions?
- Did the presentation offer key takeaways, and conclusions?
- Did the presentation follow a clear and logical sequence?

Originality, Engagement & Communication: 50%

- Did the presentation capture and maintain the audience's attention?
- Was the presentation (or portions thereof) delivered in a unique, original manner?
- Did multiple team members contribute during the presentation (if not, were their contributions explained during the presentation)?

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TEAM LINK

Adam Wright

Patrick Sheehan

Chris Schaal

Rachel Joyce

Vicky Tan

Ethan Baldwin

Taras Panchyshyn

Marta Zaharoiu

Jakub Drahos

Avikal Satle

Marat Bakiev

Mitch Eisenberg

You are a major pharmaceutical company that is launching a new drug.

How do you deliver content relevant to the research process and FDA approval stage, for both HCP and DTC audiences?

2014 Retreat - SuperHero
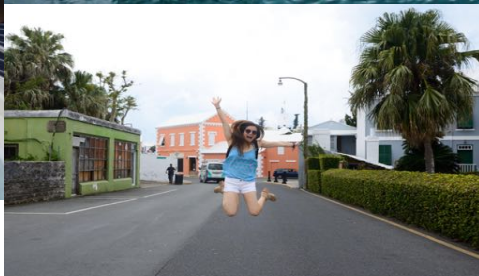
2015 Retreat - Revolutionary

2016 Retreat - Sugar Symposium

2017 Retreat - Health on the Horizon Hackathon

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2018 Retreat - Evolution at Elevation

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