



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?

TIMELINE

Define

Summarize your **business goal** and **strategic opportunity**

Perform **market analysis** to identify challenges/opportunities

Define target **audience** to drive business objectives

Brainstorm **actionable insights** to inject yourself into the **customer journey**

Plan

Develop the marketing **strategy**

Define the channel, **media plan** and **measurement plan**

Define the **technical approach** in detail and define results

Execute

Summarize overarching **strategy** and **execution**

Prepare and submit presentation materials

Upload presentations to Google Drive
by May 30th

Present

Vegas Baby!

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)?



Molly Corson

Rachel
Kirschenbaum

Michael Fill

Jordan Brickman

Elizabeth Pardieu

Helene McBride

Nick Lucero

Zubair Magray

Henry Zhang

Valeriy Topinskiy

Tom Morselli





You're a chief innovation officer at a Pharma brand that spends 90% of its budget on television. You're looking to show change but know that too much change will ruffle too many feathers.

What do you do?



2014 Retreat - SuperHero



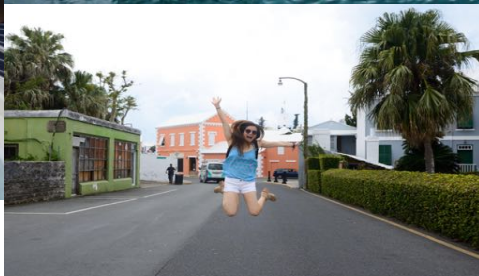
2015 Retreat - Revolutionary



2016 Retreat - Sugar Symposium



2017 Retreat - Health on the Horizon Hackathon



2018 Retreat - Evolution at Elevation

