A watercolor illustration of a woman's face, rendered in soft, blended colors of pink, orange, and red. Her eyes are closed, and her expression is serene. Several translucent, light blue bubbles are scattered around her face, particularly near her hair and neck. The background is a light, warm tone. The overall style is soft and artistic.

Project Radiate

Partnership with Business Project
Homestead High School 2018-2019
California | Chapter 8990

Sruthi Rayaprolu | Martin Wu | Rohan Zamvar

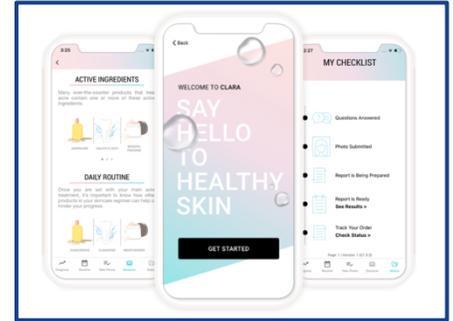
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Purpose

The growth of social media has magnified the importance that people, especially teenagers and young adults, place on their outward appearance. Acne — a skin condition faced by 85% of people between the ages of 12 and 24, which includes 50 million Americans annually — manifests itself on the face, which is arguably a person’s most prominent feature. Since each person’s acne is unique, over-the-counter acne medicines commonly found in drug stores are largely ineffective due to the lack of skin-related knowledge held by those in need. SkinIQ, a startup located in the Silicon Valley, aims to address this prevalent issue by using Clara, an app with integrated artificial intelligence, to accurately detect the user’s specific type of acne, provide the user with useful information about his or her skin, and recommend skincare products and regimens with the promise of clear skin within two to three weeks. Homestead FBLA strongly resonated with SkinIQ’s mission and thus began a mutually beneficial partnership, which allowed SkinIQ to grow tremendously and also exposed Homestead FBLA members to the workings of a local startup with a viable plan to make a global impact.



Screenshots from the Clara app by SkinIQ

Goals

Quantifiable Goals to Benefit Members

Project Radiate established six main goals to benefit and educate its members. These goals were tailored to develop career-oriented business skills and provide unique opportunities for members to grow in their public speaking, professional writing, and problem-solving skills applicable in the business world.

Goals to Benefit Members	Strategies for Implementation
Impact at least 60 members through dynamic and engaging events.	<ul style="list-style-type: none"> Hold weekly project meetings to increase members’ business knowledge and skills. Provide exposure to various fields by holding one guest speaker event with a business professional. Arrange at least six work events where members can collaborate. Host at least three workshops for members to enhance their expertise regarding a specific business concept.
Improve members’ oral, written, and collaborative skills in order to prepare them for success within business careers.	<ul style="list-style-type: none"> Provide members with at least two opportunities to present formal presentations to large audiences. Compose and deliver speeches to describe the potential mobile app features created by the members to SkinIQ executives. Compose and deliver scripts for potential SkinIQ commercials to SkinIQ executives.
Introduce and exercise the concept of design thinking throughout the creation of features for SkinIQ’s app, Clara.	<ul style="list-style-type: none"> Organize an interactive workshop to introduce members to the concept of design thinking. Familiarize members with how design thinking is applicable in approaching problems in and outside of business.

	<ul style="list-style-type: none"> Execute four of the six steps of design thinking: Empathize, Define, Ideate, and Prototype, during the development of new features for <i>Clara</i>, SkinIQ's app.
Enhance members' graphic design skills and expose them to design software.	<ul style="list-style-type: none"> Organize an interactive workshop to educate members about graphic design. Teach members how to use the design website Canva to create mobile application designs and social media graphics for SkinIQ.
Teach members about the application of various marketing skills and strategies.	<ul style="list-style-type: none"> Organize an interactive workshop to educate members about fundamental marketing concepts. Apply these core concepts in the initiation of SkinIQ's marketing campaigns through the creation of commercials, social media accounts, and website.
Develop data collection and analysis skills.	<ul style="list-style-type: none"> Teach members how to effectively analyze and communicate feedback data. Conduct field research both on and off campus.

Quantifiable Goals to Benefit SkinIQ

Project Radiate established four main goals to harness project members' greatest strength, their position as SkinIQ's target market. These goals were tailored to meet both SkinIQ's immediate needs, app feedback and app development, and SkinIQ's long term needs, marketing and community outreach.

Goals to Benefit Partner	Strategies for Implementation
Provide SkinIQ with usable and relevant feedback for their app from at least 150 teenagers and young adults.	<ul style="list-style-type: none"> Familiarize students with SkinIQ's app, <i>Clara</i>. Conduct app feedback with at least 100 students from the Homestead FBLA member base Conduct app feedback with at least 50 students from the Middle Level FBLA chapters associated with Homestead FBLA. Gather data through both of SkinIQ's most preferred methods of feedback: video footage and written responses.
Design new and applicable features for SkinIQ's app to further refine the app's utility.	<ul style="list-style-type: none"> Conduct research on SkinIQ users' needs and wants. Brainstorm at least 15 viable app features to improve user experience. Fully design four features, including graphics and the feature's benefits, for SkinIQ to implement within Clara.
Expose SkinIQ's target market to the company through the initiation and development of their marketing campaigns.	<ul style="list-style-type: none"> Brainstorm and detail methods which would most effectively publicize SkinIQ. Initiate SkinIQ's three desired social media platforms: Instagram, Facebook, and Youtube accounts. Post engaging and compelling graphics on Facebook and Instagram. Create commercials usable by SkinIQ to reach a wider audience.

	<ul style="list-style-type: none"> • Design and create a website for SkinIQ to reach customers searching for the company online.
<p>Assist SkinIQ with any immediate tasks which supports the development of their business as they progress out of startup stage.</p>	<ul style="list-style-type: none"> • Hold weekly meetings with SkinIQ executives to plan and collaborate on strategies for business development. • Utilize the communities present in the cities of Sunnyvale and Cupertino in any manner that may benefit SkinIQ.

Business Leader Involvement

SkinIQ

SkinIQ provided Homestead FBLA with several of their executives to communicate with at every stage of the project. The project chairs maintained contact with the following leaders on a regular basis to develop the project and maximize its impact.



Geoff Seyon, President and CEO
 One of the primary liaisons between Homestead FBLA and SkinIQ



Janhavi Singhal, Head of Customer Advocacy
 One of the primary liaisons between Homestead FBLA and SkinIQ, Student at Homestead High School



Abhishek Bhattacharya, Skincare Deep Learning Specialist and Founder of SkinIQ
 Involved in the initial planning and provided a vision for SkinIQ



Virendra Vaishnav, Senior Program Manager
 Implemented app feedback and designs into Clara and collaborated with Homestead FBLA for the website



Afsana Akhter, SkinIQ Adviser
 Facilitated growth of members' business- and career-related skills and provided content for each workshop and event

Project Radiate Co-chairs

The project chairs Sruthi Rayaprolu and Rohan Zamvar served as Project Radiate's leaders throughout the project. After contacting businesses with regards to a potential partnership, the project chairs established a partnership with SkinIQ, who they deemed to be the best fit. They planned and held weekly project meetings with Homestead FBLA members and hosted off-campus events and workshops to further SkinIQ's initiative.

They also maintained weekly contact with SkinIQ executives through emails, video calls, and in-person meetings to focus the impact of Project Radiate towards the needs of SkinIQ.

Homestead FBLA Members

Project members attended weekly project meetings and several off-campus events hosted by the project chairs. Dedicated members applied to be part of Project Radiate’s committees including the App Feedback Committee, Digital Video Production Committee, Process Testing Committee, Middle Level Committee, and Website Committee.

The selection process for each committee was conducted through a written application that assessed each member’s dedication and passion to be part of that committee as well as what they would be able to contribute. Committees consisted of groups of members who focused specifically on one area of improvement and communicated with SkinIQ regarding the work completed during the corresponding phase.



Sruthi Rayaprolu Rohan Zamvar
Project Radiate Co-chairs

Planning and Development of Project Radiate

Partner Selection

In order to build a partnership, the project chairs communicated with over 30 potential partners through emails, phone calls, and in-person meetings in the summer of 2018. They sought to collaborate with a company that was relevant to students, and it was vital that the business had an enthusiastic and communicative liaison who was willing to work with the project chairs and members to ensure a successful partnership. During an officer retreat in September 2018, the project chairs worked with Homestead FBLA’s 20-officer team, past project chairs, and three teacher advisers in the process of selecting a partner company. Ultimately, the project chairs narrowed down the list to three potential partners.

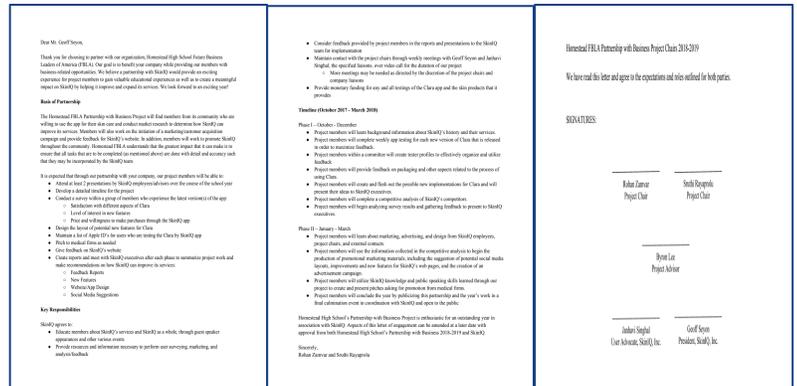
Potential Partner	Advantages	Disadvantages
Sugar Mama Creamery (Ice Cream Catering Company)	<ul style="list-style-type: none"> Members have a high interest in food-related companies. Would allow members to hold several local events due to their accessibility. 	<ul style="list-style-type: none"> No personal point of contacts for the company. The company is not looking to expand and therefore the impact that a partnership could make would not be very beneficial.
Uber (Ride-sharing service)	<ul style="list-style-type: none"> Strong personal contact through Rohan’s uncle. Service is well known within Homestead High School. Used by any high schoolers and their parents 	<ul style="list-style-type: none"> Uber is a large company, so the impact would be hard to quantify. Project Radiate would not have the independence to take the project in a direction that would allow for the creative freedom of the members. A partnership with Uber would require surmounting several legal obstacles, decreasing the amount of time available to dedicate to making an impact.

<p>SkinIQ (Skincare Software Company)</p>	<ul style="list-style-type: none"> • Many opportunities for members to make a quantifiable impact since it is a small startup. • Allows members to explore several different facets of SkinIQ rather than focusing on one area. • Project Radiate would be able to take the project in a direction that would be of interest to members and also create meaningful impact. 	<ul style="list-style-type: none"> • SkinIQ had not released its product Clara to the public, limiting the members' knowledge of the company. • Being a startup, SkinIQ's trajectory was very uncertain.
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After discussing the feedback received of the three companies, SkinIQ stood out as the top choice for three main reasons. First of all, SkinIQ's CEO, Geoff Seyon, demonstrated extreme enthusiasm at the prospect of a partnership and saw tremendous value in what Homestead FBLA could offer them. Furthermore, SkinIQ was looking to rapidly grow during the time of the partnership and had several projects planned which would become educational opportunities for members. Additionally, they recognized SkinIQ's passion to work with Homestead FBLA, the unique opportunities that they provided, and the company's relevance to high school students.

Letter of Engagement

The project chairs and SkinIQ CEO, Geoff Seyon, drafted a letter of engagement to officially establish the partnership. The letter outlined the basis of the partnership, key responsibilities of each partner, and the year plan so that both parties clearly understood the expectations and deliverables of the partnership. The letter of engagement was signed by project chairs Sruthi Rayaprolu and Rohan Zamvar, CEO Geoff Seyon, Head of Customer Advocacy Janhavi Singhal, and Homestead FBLA advisor Byron Lee, which ratified the partnership between Homestead FBLA and SkinIQ.



Project Radiate's Letter of Engagement

Implementation of Project Radiate

After thorough planning, the project chairs developed three phases for implementation. Phase I consisted of app feedback, phase II with design thinking and feature creation, followed by marketing in phase III, and the ongoing efforts of Project Radiate in phase IV.

Phase I: App Feedback (October - November 2018)

Introduction

Phase I began on October 5 with the first Project Radiate meeting. Members learned about SkinIQ and the features of its app, Clara. They met SkinIQ executives who discussed their business model and networked with peers and project chairs through icebreakers.

Rationale:
In Phase I, app feedback was of foremost importance for SkinIQ. Thus, Project Radiate began with it in order to satisfy SkinIQ's immediate needs.



Members, led by FBLA officer Erin Yoon (left), conducting written app feedback

Written App Feedback

On October 12, members provided detailed product feedback through a survey on the aesthetics and usability of the Clara app. Additionally, SkinIQ's CEO Geoff Seyon, founder Abhishek Bhattacharya, and Head of Customer Advocacy Janhavi Singhal guided members through the extraction of useful feedback. Through this experience, members gave product feedback and developed analytical skills. Program Manager Virendra Vaishnav used the detailed feedback from SkinIQ's target market to release an improved version of Clara, drastically different from the first.

Video-Recorded App Feedback/Homestead Community Feedback Event

To fulfill SkinIQ's request for feedback through video footage, members participated in the Homestead Community Feedback Event on October 19th.

They interviewed students of the Homestead community, filming their immediate reactions to app features. Members enhanced their networking and professional skills in interacting with students they had never met before and generating formal questions about student's reactions in a manner that represented themselves and SkinIQ professionally. SkinIQ once again gained valuable feedback to implement in their app and used the videos provided for pitches to potential investors.

Competitor Analysis

As SkinIQ underwent a critical shift in their business model, Project Radiate provided thorough competitor analyses of their three main competitors: MD Acne, E-Treat, and Roop. This analysis greatly benefitted SkinIQ with the decision-making process for their new business model and allowed members to learn more about business development.

Phase II: Design Thinking and Feature Creation (November - December 2018)

Design Thinking Workshop

Project Radiate hosted guest speaker Stanford Professor Dr. Jeff Kleck to teach members about design thinking, a six-step solution-based approach to problem-solving. After familiarizing members with the six steps of design thinking, Dr. Jeff Kleck concluded the workshop with an interactive question and answer session where members were able to deepen their understanding of the concept.

App Design Creation

On November 9, members used design thinking to generate over 20 potential features for the Clara app. From there, members and SkinIQ selected the top four features to be implemented -- a community forum, a user profile, a recommended products page, and a calendar. On November 16, members created preliminary sketches. Upon receiving SkinIQ's approval, members finalized their designs on Canva, an entry-level, user-friendly graphic design software.

Rationale:

*In Phase II, SkinIQ sought to increase its **ease of use and accessibility** before releasing Clara. Project Radiate members **created new features** for Clara that they felt would be **tackle these issues**.*

Mock Shark Tank

Members then applied their creations to the Mock Shark Tank, where members pitched their features to a panel of Homestead FBLA officers, advisors, and SkinIQ Executives including Abhishek Bhattacharya and Afsana Akhter. Prior to the presentation, members spent several out of school hours at the three work sessions hosted by the project chairs in order to draft professional speeches and use aesthetic PowerPoint presentations to convey why their feature would benefit SkinIQ. Overall, members developed their public speaking, professional

(Left) Sample design of "Calendar" page made by member Kaustubh Harnoor during the app design creation



writing, graphic design, and professional skills. Members then sent their graphic designs to SkinIQ, who completed the last two steps of design thinking, testing and implementation, by bringing these new features to the app itself.

Phase III: Marketing (January - February 2019) Marketing Workshop

The project chairs laid a foundation for the marketing phase through a scavenger hunt where members learned about fundamental marketing concepts, including target markets, industry analysis, SMART goals, the 4 P's of marketing, SWOT analysis, inbound marketing strategies, and outbound marketing strategies.

Rationale:
In Phase III, SkinIQ Began the process of making Clara a public app. Project Radiate worked hand in hand with SkinIQ to create promotional materials to insure the success of Clara's release.



(Above) Members participating in the marketing scavenger hunt

Commercial Pitching Contest

After the project chairs created SkinIQ's YouTube channel, members created professional scripts, scene layouts, and plots for advertisements. During the commercial pitching contest, members pitched these commercials to CEO Geoff Seyon, SkinIQ Adviser Dexter Hadley, and Head of Human Resources Fatima Sharifi, and the judging panel chose four of the nine commercials to be produced and



Members pitching their commercial concept

become a reality. The Digital Video Production Committee then collaborated with students of Homestead's Drama Club/International Thespian Society to produce these videos. Here, the committee directed, filmed, and edited the commercials while Drama Club members acted in them. Through this endeavor, SkinIQ expanded its marketing campaigns and members developed their professional writing skills, digital video production skills, public speaking skills, and collaborative skills.

Graphic Design Workshop

In collaboration with Homestead High School's design club, HHS DesignIt, Project Radiate held a graphic design workshop to further the graphic designs skills learned in the second phase. HHS DesignIt officers Clarissa Gao and Kelly Mao delved deeper into Canva and the various tools available to teach members how to effectively design social media graphics for SkinIQ. These graphics were then sent to SkinIQ to post on Facebook and Instagram to further their marketing efforts.

Website Creation

In order to make SkinIQ's products more well known, Project Radiate created a fully-fledged website through establishing a Website Committee who designed and built it. In the development, Website Committee members held meetings with Program Manager Virendra Vaishnav and CEO Geoff dseveral drafts for the website. Through this, members were able to develop their website production skills and assist SkinIQ in increasing its web traffic.

Graphic Design “ ” ▷ Typography ▷ Graphics & Photos ▷ Color ▷ Purposeful, eye-catching, aesthetically pleasing	Social Media “ ” ▷ Center of communication ▷ Really good place to distribute your design ▷ Consider the different demographics for different platforms
SkinIQ Stats 1. Include all basic information What, when, where, who... 2. Demographic? Why they should care? 3. Social media platform? 4. Include relevant graphics/photos/font	

Sample slides from graphic design workshop

Phase IV: Ongoing Efforts and Future Plans (March 2019 – Present)

Middle Level Impact Presentations

In order to expose a larger audience to SkinIQ and receive a different perspective on Clara, Project Radiate formed the Middle Level Committee, a group of members with the aim to present at Sunnyvale Middle School FBLA and Cupertino Middle School FBLA about their experience in Project Radiate. After creating an aesthetically attractive presentation and a professional script, members attended the middle level meetings and explicated SkinIQ's mission and goals to the middle level members, as well as the different skills that they learned in the year. They also conducted another round of app testing through a survey and sent the results themselves to SkinIQ executives.

Rationale:

Events in Phase IV have been tailored to meet SkinIQ's immediate requests right as Clara is about to become public. They primarily focus on raising awareness within the cities of Sunnyvale and Cupertino.

Interview with Homestead Epitaph

The project chairs and three other members were interviewed by a representative of the *Homestead Epitaph*, the school's newspaper. They discussed SkinIQ and the products they offer, as well as Homestead FBLA's involvement throughout the year. This interview will be included in the May issue of the *Homestead Epitaph*, reaching over 2400 people in the Homestead community and even those beyond.



Member Virginia Anderson presents on SkinIQ with Project Chair Sruthi Rayaprolu at Sunnyvale Middle School

30 Day App Feedback Challenge

On April 1, Project Radiate commenced the 30-Day App Feedback Challenge, where members filled out a daily survey to record their feedback for Clara in its most recent versions. Surveys were sent out on Remind 101, a mass texting app, every day for 30 days, and feedback was collected by both the project chairs and SkinIQ executives to be sorted and organized.

Homestead Horizon Articles



Project Radiate was featured twice in the *Homestead Horizon*, Homestead FBLA's newsletter, which brought additional publicity to the project. Project Radiate formed the *Horizon* Committee, which drafted and sent in articles about SkinIQ, their unique products, and the events Project Radiate held throughout the year, to the *Horizon*. These articles were brought to the Homestead FBLA community as well as social media to promote Project Radiate, and will continue to be written for the coming months detailing the impact made on both of the parties in the partnership.

Homestead Horizon Issue #2

SkinIQ Ambassador Program

The project chairs are working with Afsana Akhter to launch the SkinIQ Ambassador Program to maintain Homestead FBLA's involvement within SkinIQ for years to come. In the Ambassador Program, students will become part of SkinIQ's team, directly applying the skills that they learned in Project Radiate. They will be the first round of testers for each new app version, conduct in depth market research to further the existing marketing strategies, and assist with outreach to teenagers around the nation. Additionally, their roles and responsibilities within the company will evolve as SkinIQ grows.

Evidence of Publicity Received

Formal Recognition

Through Project Radiate, members gained knowledge on business operations, developed career-oriented skills, and assisted in the success of a partnership with a business. Because of this, Project Radiate received recognition in multiple ways by partners, business leaders, and government officials for its impact on the members of Homestead FBLA and SkinIQ. Congressman Ro Khanna and Senator Dianne Feinstein commended the project for the tremendous impact created on both the members of the project and the company that it had partnered with.



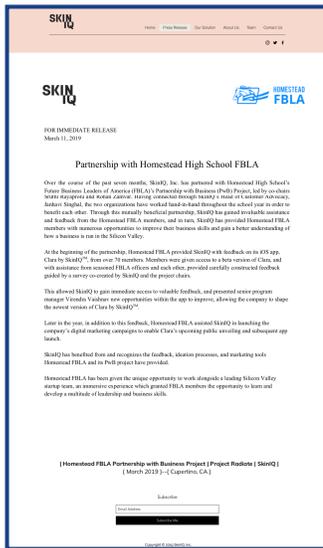
Letters of Recognition from Dianne Feinstein and Ro Khanna

Publicity by SkinIQ

SkinIQ acknowledged the manner in which Project Radiate positively and dramatically had dynamically affected its success through adding Homestead FBLA's logo to both Clara. Additionally, SkinIQ has published a press release detailing the impact Project Radiate has made on them, officially recognizing the partnership between Homestead FBLA and SkinIQ.

Publicity by Project Radiate

Throughout the duration of the project, Project Radiate identified the several opportunities that SkinIQ had provided them to develop project members into future business leaders through Homestead FBLA's Instagram page, which has over 460 followers, and the *Homestead Horizon*, which reaches over 200 people with each issue.



(Left) Press Release by SkinIQ recognizing the partnership between Homestead FBLA and SkinIQ.

"Through this... partnership, SkinIQ has gained invaluable assistance and feedback from Homestead FBLA members."

"SkinIQ... recognizes the feedback, ideation processes, and marketing tools Homestead FBLA ... [has] provided."

(Right) @homesteadfbla post about SkinIQ

(Below) Homestead Horizon Issue #1



(Above) Clara's first page. Homestead FBLA's logo is present at the bottom right corner.

Impact on SkinIQ and Benefits Gained

Phase I: App Feedback (Goal 1)

Before	After
<ul style="list-style-type: none"> SkinIQ received feedback on Clara from only two 	<ul style="list-style-type: none"> SkinIQ received feedback on Clara from over 90 Homestead FBLA members, who embodied SkinIQ's target market.

<p>people who were not in their target market.</p> <ul style="list-style-type: none"> • SkinIQ had only one video recording of user-interaction and feedback for Clara which was unusable for demonstrational purposes. • SkinIQ was built upon a significantly different business model that provided too many similarities to competitors. 	<ul style="list-style-type: none"> • Major edits were made to Clara to improve its graphic appeal and usability. For example: <ul style="list-style-type: none"> ○ Action buttons were added or refined on every page. ○ Many of the questions on the survey were edited and they were all brought to one page. • 20 video recordings of user-interaction and feedback of Clara were provided to SkinIQ, who displayed them during investor pitches. • Over 200 people in the Homestead community were exposed to SkinIQ. • Through the help of the competitor analysis and meetings with the project chairs, SkinIQ evolved their business model into one that differentiated them from competitors, thus adding a competitive advantage.
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Phase II: Design Thinking and Feature Creation (Goal 2)

Before	After
<ul style="list-style-type: none"> • Prior to Project Radiate's creation of features, Clara had 3 basic pages. 	<ul style="list-style-type: none"> • Through Project Radiate's app design creation, Clara now has seven pages with the addition of four new features that were implemented or are in the process of being implemented. These new pages include: <ul style="list-style-type: none"> ○ Recommended products page ○ Calendar and progress tracker page ○ User profile page ○ Community forum page • From these pages, SkinIQ saw an increase in customer acquisition, retention, and satisfaction by an average of 107% from January to present times.

Phase III: Marketing (Goal 3)

Before	After
<ul style="list-style-type: none"> • SkinIQ had made no efforts to develop marketing strategies and efforts. • SkinIQ had no social media/outreach platforms. • SkinIQ had a website with one static page. 	<ul style="list-style-type: none"> • SkinIQ now has three active social media accounts through which they can interact with potential customers. <ul style="list-style-type: none"> ○ Instagram ○ Facebook ○ YouTube • SkinIQ's website was completely remade and now has 5 interactive pages with appealing graphics. • Project Radiate's work was presented during SkinIQ's pitches to investors. This included: <ul style="list-style-type: none"> ○ 4 Commercials ○ 3 Social Media Accounts

	<ul style="list-style-type: none"> ○ 1 Fully Developed Website with several pages and engaging graphics
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Phase IV: Ongoing Efforts and Future Plans (Goal 4)

Before	After
<ul style="list-style-type: none"> • SkinIQ and their products were not familiar to the local community. • Clara was not ready to be released to the public due to the lack of sufficient approval from its target market. • SkinIQ was not exposed to part of their target market that included young teenagers. 	<ul style="list-style-type: none"> • The Homestead Horizon’s articles on SkinIQ and the monthly issue of the Homestead Epitaph have reached/will reach over 3000 people in the community. • Clara is receiving feedback every day from its target market, and new app builds are being released much more frequently as a result of the feedback. • Clara will be ready to be released to the public at the end of April. • Through the Middle Level Impact Presentations, SkinIQ was exposed to over 100 teenagers in the age group of 11-14.

Impact on Homestead FBLA and Concepts Learned

Project Radiate maintained a member base of 78 members throughout the year. With these members, Project Radiate conducted a beginning-of-project and an end-of-project survey to measure how much members’ business skills were dynamically changed. Each question asked members to rate a specific concept learned on a scale of one to five, where one represented no possession of that skill and five represented mastery of the concept.

Skills and Corresponding Goal	Definition of Skill Mastery (5) and Activities to Reach Mastery	% of 5’s at start of project	% of 5’s at end of project
Leadership and Organization (Goal 1)	Ability to plan and set goals for events and thoroughly execute them. <ul style="list-style-type: none"> • Commercial Creation and Development • Website Committee • Middle Level Committee • Interview with Homestead <i>Epitaph</i> <i>“Being part of the Middle Level Committee gave me the opportunity to create and lead my own meeting, something I have never done before. It was great to see the audience captive with what I had to say.” - Virginia Anderson</i>	13.4% of members	96.4% of members
Public Speaking and	Ability to compose and/or deliver speeches and essays that portray the speaker professionally. <ul style="list-style-type: none"> • Mock Shark Tank 	Speaking: 12.7% of members	Speaking: 94.2% of members

Professional Writing (Goal 2)	<ul style="list-style-type: none"> • Commercial Pitching Contest • Middle Level <i>Impact Presentations</i> • Homestead <i>Horizon</i> Articles • Interview with Homestead <i>Epitaph</i> <p><i>"Pitching to the SkinIQ executives for the Commercial Pitching Contest was very rewarding because it placed me in a professional environment, and the feedback I received help me improve my speaking and writing styles."</i> - Arnav Tandon</p>	Writing: 10.6% of members	Writing: 91.3% of members
Design Thinking (Goal 3)	Ability to apply the six steps of design thinking. <ul style="list-style-type: none"> • Design Thinking Workshop • New Feature Creation <p><i>"I never realized how applicable design thinking was until I learned it first hand from Dr. Jeff Kleck. His workshop really motivated me to use it more often."</i> - Erin Yoon</p>	15.9% of members	89.4% of members
Graphic Design (Goal 4)	Ability to create effective and professional graphics usable by established organizations. <ul style="list-style-type: none"> • App Design Creation • Graphic Design Workshop + Social Media Posts <p><i>"Project Radiate helped me explore graphic design as I learned how to appeal to a target market with graphics. I also learned about how things are sometimes best when they are basic and simple."</i> - Kaustubh Harnoor</p>	9.1% of members	97.1% of members
Marketing Concepts (Goal 5)	Possession of a strong foundation in marketing concepts and ability to apply it to the real world. <ul style="list-style-type: none"> • Marketing Workshop • Commercial Creation • Graphic Design Workshop + Social Media Posts <p><i>"Since I am taking the Principles of Business class this year, learning the marketing concepts from the workshop gave me a leg up when we covered the marketing unit in class."</i> - Kevin Chu</p>	17.6% of members	95.2% of members
Digital Video Production (Subcategory of Goal 5)	Possession of confidence in developing engaging and professional videos for various business endeavors. <ul style="list-style-type: none"> • Commercial Pitching Contest • Commercial Creation and Development <p><i>"I learned the process of designing a commercial is a lot more difficult than I thought. There's a lot of planning that's goes towards it, and the commercial has to be appealing to the targeted audience."</i> - Julie Wan</p>	8.3% of members	84.2% of members
Product Feedback (Goal 6)	Ability to give detailed feedback for a product. <ul style="list-style-type: none"> • Written App Feedback • Video-Recorded App Feedback • 30-Day App Feedback Challenge <p><i>"When we were evaluating Clara, I noticed different aspects of the app that I never considered looking at before. Now I can help make apps better and more appealing to customers."</i> - Arnav Kulkarni</p>	6.8% of members	88.6% of members

Evaluation of Project Radiate

Recommendations for Change During Project

Project chairs Sruthi Rayaprolu and Rohan Zamvar evaluated the project periodically to make adjustments. They used three specific methods: (1) analyzing strengths and areas of improvement with member involvement after project meetings, (2) taking member feedback on project meetings and off-campus work events into account, and (3) consulting Homestead FBLA officers and advisers for feedback. Members played a vital role in providing the project chairs with the necessary information with which they made changes to the project. This was collected either through one-on-one contact with the project chairs or by the frequent surveys sent out to the member base. From this, the following areas of improvement were recognized and changes were made accordingly:

1. **Inform members about the contents of each project meeting beforehand and recap meetings for those who could not attend.**

Solution: The project chairs began sending both reminder emails prior to each meeting detailing what would happen and summary emails encompassing what had happened on November 30. Project chairs also utilized other forms of communication, including Instagram and Remind 101.

2. **Hold more individual meetings with different executives of SkinIQ.**

Solution: The project chairs worked with a specific executive of SkinIQ during a specific phase that correlated with their position to maximize impact and efficiency in the meetings. The project chairs maintained weekly meetings with the CEO and Head of Customer Advocacy to give them updates on progress and discuss the direction of the project as they were the primary liaisons from SkinIQ.

3. **Provide more opportunities for members to receive feedback directly from SkinIQ.**

Solution: The project chairs invited SkinIQ executives Afsana Akhter and Abhishek Bhattacharya to the Mock Shark Tank, and Geoff Seyon, Dexter Hadley, and Fatima Sharifi to the Commercial Pitching contest. In both of these scenarios, not only did the executives take detailed notes on how members could improve but they also had short meeting with them to provide specific feedback.

Recommendations for Change After Project

Even given the Project Radiate's success, the project chairs determined that the following changes would create an even larger impact should the project have been repeated.

1. **Consistent app feedback throughout the duration of the project.**

Project Radiate gave feedback to SkinIQ's app, Clara several times throughout the year and in great depth. However, many of the builds of the app that were created did not receive feedback as new builds were created every couple days. If the project were repeated, the project chairs would organize more app feedback events throughout the year to give feedback on each new build of the app.

2. **Hold more meetings for committees to complete their work.**

We wanted to respect our members' times by not overloading them with meetings. However, we were pleasantly surprised by their passion for the project and willingness to put in many hours to make it a success. In retrospect, we would hold around 20 committee meetings rather than 12 committee meetings hosted to allow committee members ample time to finish their work without feeling rushed.

3. **Begin Phase II (Design Thinking and Feature Creation) sooner.**

The project chairs both agreed that it would have been beneficial to begin Phase II (Design Thinking and Feature Creation) sooner as it would have provided (1) members more time to better flesh out their ideas and (2) SkinIQ more time to implement the features. Program Manager Virendra Vaishnav informed the project chairs that it took more time than expected in order to implement the features.

Overall Evaluation of Project

Overall, Project Radiate was an enormous success for both SkinIQ and Homestead FBLA. While members received the invaluable opportunity of learning several different business skills and applying their knowledge to a company based in the heart of innovation, the Silicon Valley, SkinIQ gained Homestead FBLA's unique perspective as its target market, allowing them to expand their business and prepare for the public release of their app, Clara. Due to the dedication and hard work of the parties in the partnership, each came out improved and thoroughly impacted.

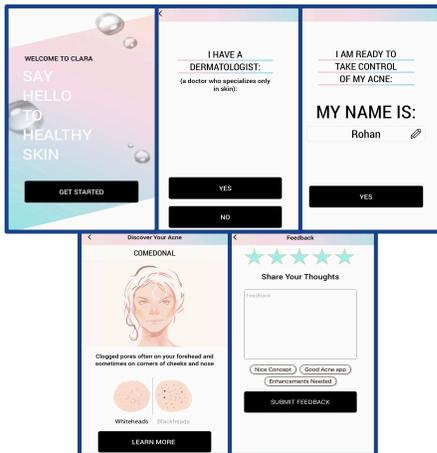
Hours Spent

Event	Total Hours Spent	Event	Total Hours Spent
Project Meetings	848	Speaking and Presentation Events	302
Officer Meetings	497	App Feedback	289
Liaison Meetings	276	Workshops	176
Contacting Potential Partners	76	Committee/Outside of School events	489
Project Planning and Development	658	Marketing	604
		Total Hours	4,215

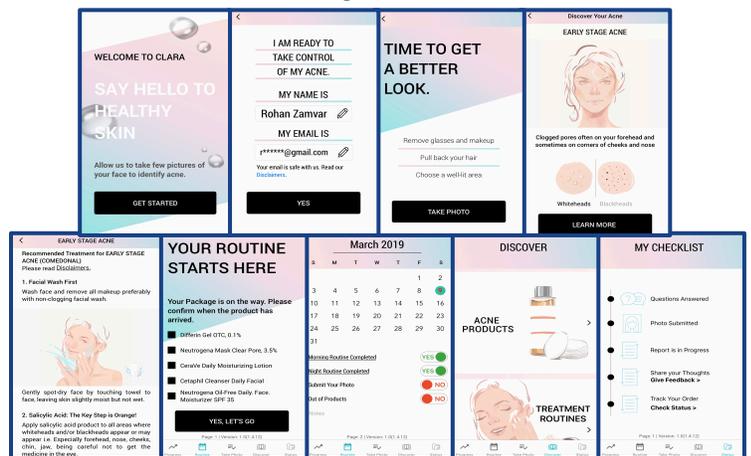
Evolution of Clara Throughout Partnership

*Per SkinIQ's request, the face-scanning page is not pictured.

(Below) Screenshots of Clara after Project Radiate. The "Routine" and "Discover" pages are modeled after the "Calendar" and "New Products" designs created by Project Radiate members during Phase II.



(Above) Screenshots of Clara before Project Radiate. Clara had no pages that followed up with the user after it recognized with type of acne the user had.



Project Radiate would like to thank its members and SkinIQ for making the project possible. This has been an immense journey full of hard work and perseverance, and without either party, Homestead FBLA would not be able to have such a successful and rewarding experience.