# Table of Contents

**Introduction and Project Goals** ................................................................. 2

**Responsibilities** .......................................................................................... 3

  Committees ....................................................................................................... 4

**Planning** ......................................................................................................... 5

**Development** ............................................................................................... 6

**Implementation** ............................................................................................ 7

  Facebook Projects ............................................................................................ 7
  Chapter Programs ............................................................................................. 9

**Evidence of Publicity Received** ................................................................. 11

**Benefits and Concepts Learned** ................................................................. 12

  Impact on Chapter .......................................................................................... 12
  Impact on Facebook ......................................................................................... 12
  Concepts Learned ............................................................................................ 13

**Evaluation** .................................................................................................... 13

  Goals Completed .............................................................................................. 13
  Recommendation for Change ............................................................................ 15

**Appendices and Supporting Documentation** ............................................... 15
Introduction

With the modern boom in technology among today’s high schoolers, social media has become an ever-growing industry and cultural trend. Social media is especially prevalent amongst teenagers, who have been known to spend countless hours on their phones and computers, connected to their friends from the moment they wake up to when they go to sleep. In fact, nearly all teens use a form of social media in their everyday lives, with 71% of teens between the ages of 13 and 17 using Facebook.

Facebook is one of the major social media companies located in the heart of the Silicon Valley. It has capitalized on the technological revolution, which has transformed computer-based products into profitable businesses that serve the community.

Recognizing the role that social media plays in the community, Monta Vista High School’s FBLA chapter decided to partner with Facebook with the following shared mission statement:

*Project Innovate works to adapt the usage of social media at Monta Vista High School toward more productive uses by working with Facebook to create a “school” tab for students. Project Innovate lifts the skills and capabilities of students through hands-on experience, workshops, and guest speakers.*

### Project RIDE Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Future Activities</th>
</tr>
</thead>
</table>
| Raise interest and excitement in the business and entrepreneurship world for 60 members. | Invite more entrepreneur guest speakers.  
Increase social media marketing.  
Hold Facebook tours to garner more interest.  
Hold engaging club socials. |
| Increase career opportunities for 50 members by developing their skills in entrepreneurship and coding, as well as through internships and jobs. | Continue EntreHack coding program.  
Create more career opportunities through the internship program. |
| Develop a Facebook Messenger feature which is relevant to the Monta Vista community. | Expand focus groups to all of Monta Vista High school.  
Create a permanent beta testing group with Facebook. |
| Enrich members’ leadership skills with real world experience through internships and committee positions. | Implement the “Seniors Get Savvy” non-profit within the community. |
Responsibilities
Following the officer applications and interviews, FBLA president Ananya Krishnapura appointed Mark Solomonik as the 2018-2019 Director of Partnership with Business Project. Mark was chosen for his strong commitment towards enriching opportunities for FBLA members, as well as his passion for uniting chapter members over a single mission. Arya Jawadekar, Anand Kathardekar, William Yang, and Pratya Poosala composed the rest of the Projects Team and assisted Mark in organizing events for Project Innovate. In addition, Akshat Rohatgi was selected as the Director of Design for Project Innovate and is responsible for designing all promotional fliers and social media posts to maximize chapter outreach.

RESPONSIBILITIES AND ROLES

- Lead committee
- Communicate with partners
- Help organize events
- Develop internship program

Mark Solomonik

• Maximize communication between the directors
• Work with high school administration

Arya Jawadekar

• Write social media posts
• Write weekly updates to rest of officer team

Anand Kathardekar

• Help organize events
• Lead social media campaign
• Write weekly emails

William Yang

• Lead branch
• Make sure everyone is on task
• Create deadlines and action items

Pratya Poosala

• Design fliers
• Write social media posts
• Oversee social media accounts

Akshat Rohatgi
Responsibilities of Project leaders
- Organize workshops and promotional events.
- Use social media, email marketing, and school programs to effectively promote workshops and the project.
- Promote the beta testing group and maintain communication with Facebook about the feature.
- Work with other school clubs and businesses to find guest speakers and create curriculums to impact members.

Responsibilities of Facebook
- Create a group chat so members can communicate with developers.
- Create a Facebook group to discuss features, and make the school tab available to all Monta Vista students.
- Organize one or more tours of Facebook’s campus to promote the project and to help members learn more about entrepreneurship and product development.
- Reach out to business professionals to find guest speakers for workshop events and Shark Tank judges.
- Participate as judges and guest speakers.
- Elect product manager Dominic Coryell to be the direct representative of Facebook.

Committees
In order to garner active member involvement, the projects team sent out an interest form to members to assist in the development of the project. After examining their answers to the application, the Projects Team selected 15 members who were the most passionate about entrepreneurship and technology, as well as learning about the business world through working with business professionals.

<table>
<thead>
<tr>
<th>Communications</th>
<th>Operations</th>
<th>Planning and Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dylan Geva</td>
<td>Shonal Vaidya</td>
<td>Rishi Ajjarapu</td>
</tr>
<tr>
<td>Manvi Kottakota</td>
<td>Daniel Duan</td>
<td>Andy Zhang</td>
</tr>
<tr>
<td>Akshat Rohatgi</td>
<td>Will Lee</td>
<td>Steve Ho</td>
</tr>
<tr>
<td>Nikhil Sathye</td>
<td>William Ouyang</td>
<td>Collin Qian</td>
</tr>
<tr>
<td>Iris Yuh</td>
<td>Cindy Zou</td>
<td>Jessica Nelson</td>
</tr>
</tbody>
</table>
Role of Committees

Three initial meetings were held with the committees between August 20th and September 10th to create a roadmap for the project. The committee’s primary responsibilities were:

- Brainstorm events for project
- Write emails, design fliers, and assist in promoting the project
- Organize logistics of events
- Create the curriculum for the workshops

Planning

Selecting a Company

The main factors that were considered when choosing a business partner were:

- The company’s relevance to the Monta Vista High School community
- Business partner’s experience in fields that are relevant to Monta Vista FBLA, such as coding, technology, and entrepreneurship
- Willingness to provide guest speakers and campus tours to engage members
- Enthusiasm of company’s liaisons

Following this, the Projects Team reached out to the companies Facebook, the Cupertino Chamber of Commerce, Quarter Zero, Startup Escape, and Techlab. Due to its high relevance and usage in the school’s community, Facebook was selected as the chapter’s primary partnership. The chapter reached out to Facebook’s product manager and primary liaison Dominic Coryell, who was engaged and active throughout the course of the development of the project. Monta Vista FBLA primarily worked with the Facebook Messenger developer team that was interested in targeting the high school demographic but was limited in their knowledge of high schooler’s usage of Messenger.

<table>
<thead>
<tr>
<th>MVHS relevance</th>
<th>Cupertino Chamber of Commerce</th>
<th>Quarter Zero</th>
<th>Startup Escape</th>
<th>Techlab</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Experience in coding, technology</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Can provide tours and guest speakers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Enthusiastic Representative</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

PARTNERSHIP WITH BUSINESS 2018-2019
In August of 2018, William Yang met with Facebook product manager Allison Swope in order to discuss their upcoming school tab, and how Monta Vista FBLA could participate in the development of the product. In the meeting, they decided that the best way Monta Vista FBLA members can benefit the company is by beta testing upcoming features. Because Monta Vista FBLA members comprised the target market of the school tab, they could test the feature effectively. A Facebook page was created which allowed access to the new feature when joined. Facebook also created a Facebook Messenger group where developers asked questions about the feature and members could respond and test features.

Committee Meeting

On September 6th, Project Directors William Yang and Mark Solomonik met with the committees to determine the best way that the project could benefit Monta Vista FBLA members. They decided to host two series of workshops. The first workshop ran from November to December 2018, and was focused on introducing members to entrepreneurship. The second ran from January to March and was designed to give members a practical introduction into building products with code. They decided that giving members experience in the startup process and in coding would be the most effective way to let them begin to create their own products and grow into business leaders.

Development

#mvfblaconnect

The Projects Team recognized that the first step to bringing the chapter together was to create an entry point for Monta Vista FBLA to promote and discuss the mission. In accordance with Facebook’s theme of connecting people through social media, the project’s Director of Marketing, Ethan Lin, coordinated #mvfblaconnect week, where members were given prompts for a new social media post every day. Under the guidance of the Projects Team, Ethan Lin came up with the following challenges for #mvfblaconnect week:

<table>
<thead>
<tr>
<th>Monday</th>
<th>Post a photo with an FBLA officer and caption it with your favorite FBLA memory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>Post a photo with your favorite teacher</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Write a personal tagline for another FBLA member</td>
</tr>
<tr>
<td>Thursday</td>
<td>Post a photo with people from all four grade levels.</td>
</tr>
<tr>
<td>Friday</td>
<td>Post anything creative!</td>
</tr>
</tbody>
</table>

In total, over 60 chapter members participated in this challenge and it was highly successful in accumulating member involvement in Project Innovate.
Projects Interest Meeting
In August of 2018, the Projects Team introduced Project Innovate at a member meeting to over 40 members. The team outlined their goals for the upcoming year and their strategies to achieve the goals. The meeting proved to be highly successful and by the end, every single member signed up to be a part of the Projects email list.

Projects Blackberry Farm Social
Following the interest meeting, the Projects Team organized a social that would further promote Project Innovate to the chapter and maximize chapter involvement. The 40 attendees of this event were split into two groups, with one group painting a poster that read “If you could start a business, what would it be?” and the other group making numerous cut-outs of sharks on colorful paper.

After introducing Project Innovate to the chapter, the Projects Team set out to increase the project’s publicity in the greater community. Monta Vista FBLA hung up the promotional poster in the main quad to establish a stronger on-campus presence. During lunch, students at Monta Vista were encouraged to write their business ideas on the colorful shark cut-outs and post them on the poster. Answers included everything from “Indian Ice Cream Restaurant” to “Textbook selling service.” As the students filled out the cut-outs, the Projects Team informed them about their goals for the upcoming year and the ways they planned to integrate the community in their events. By the end of this event, over 40 students signed up for the Shark Tank program.

Implementation
Facebook Beta Testing
In order to help Facebook successfully design the school tab for high schoolers, projects directors and Facebook product manager Marie Shin created a closed beta testing Facebook group with 32 members which gave everyone in the group access to certain beta features. Project directors created a Facebook Messenger chat where developers could pose questions and polls about beta features. Developers asked questions that involved the members testing out the features and maintained constant communication on the chat.

Facebook group/tour
In order to kick off Project Innovate, the Projects Team planned a tour of the Facebook campus. Students first met with Facebook product marketing manager Dominic Coryell, who showed the members around the Messenger building and gave them an in-depth view of
product development cycles. Next, members met with the Facebook Messenger team in the kick-off meeting. Here, the Facebook team started off by explaining to Monta Vista FBLA about the purpose of the focus group, which was to test out new features and provide feedback. To begin, they told members about their latest ideas for the new school tab feature for Messenger that would connect students taking the same courses. After listening to the explanation of the new product and asking clarifying questions, members gave the employees thoughtful and honest feedback on what they felt about the school function. After the discussion, members were given a tour of the Facebook campus. Through the kick-off tour, members were not only able to gain an in-depth look at Facebook’s workings, but Facebook was also able to gain valuable insight into their target market’s opinions of their upcoming features.

**Video Feature**
In June of 2018, Facebook product manager Jay Sethna requested for members to film a video promoting a feature to enable multiplayer games through group video calls. Members Anand Kathardekar, Trudie Ngo, Billy Yang, and Sravya Gonaguntla visited the Facebook campus and were filmed in a promotional video which was later posted on the company’s internal network, garnering other employees’ attention to the feature.

**Emoji feature**
In order to make Facebook Messenger more appealing to teenagers, the company decided to implement an “emoji” feature, where a status emoji could be chosen to be placed next to each user’s name. They consulted the Facebook Focus Group to receive feedback before releasing this feature, and committee member Shonali Vaidya suggested providing a variety of popular emojis in addition to the basic ones. The Facebook developer team could also estimate the potential success of the feature by examining how frequently and in what ways the participants of the beta testing group were using the feature.

**Reporting a Problem**
Messenger’s “Report a Problem” is for users that either want to report a part of the app that is not working or any harmful content they come across. Facebook developer Erica McLain requested for members to interact with this feature and post their feedback in the Facebook group. Upon testing it out, committee member Nikhil Sathye recommended making the feature easier to find in the app and including a FAQ section for users experiencing common issues that had been resolved in the past.

**Facebook Tour**
Towards the end of the project, the Facebook developer team who was working on the school tab worked with project directors to organize a second Facebook tour and focus group to test another unreleased feature. After touring the Oculus, Instagram, and Whatsapp buildings at the Facebook headquarters, members and developers participated in a conversational focus group. Facebook Messenger developers were able to gain feedback on an unreleased feature and learn about how younger people use Facebook Messenger compared with other messaging apps.
Shark Tank
The committee members and Projects Team decided that the best way to introduce members to entrepreneurship was through a series of business plan bootcamps and eventual shark tank. Five workshops were held on 10/27, 11/10, 11/17, and 11/24. At the workshops, entrepreneurs taught members about not only their personal experiences starting successful companies, but also topics such as idea validation, marketing, and pitching to investors. On October 19, committee members led the social media marketing campaign to promote the bootcamp and the Shark Tank event, in which members were encouraged to post on social media promoting the event. They also created school-wide announcements, promotional emails, and posted flyers around campus. During the bootcamps, participants formed teams of three to five and each created their own business idea, ranging from shoes with replaceable soles to a college and job shadowing service.

On December 2, Project Innovate held the Shark Tank with employees from Facebook as judges. Each team created a six to seven minute presentation to pitch their ideas. At the end, judges graded the teams off of a rubric that took into account marketing, management, organizational, and financial aspects of the business. The winning team was Seniors Get Savvy, a non-profit with weekly workshops to help senior citizens learn how to use technology. They shortly began working with Facebook representative Dominic to reach out to several senior centers and senior homes and file for a 501(c)(3) non-profit.

Code Workshops
To further Project Innovate’s goal of increasing member’s skills and knowledge of coding, Monta Vista FBLA launched the EntreHack program. Three coding workshops were held in coordination with Facebook and multiple computer science clubs on campus on 1/19, 1/26, and 2/2. Each workshop had an attendance of roughly 25 members. In November and December of 2018, Monta Vista FBLA contacted guest speakers from companies such as Facebook and Apple to speak at the coding workshops in order to raise excitement about technology for members. Monta Vista FBLA also collaborated with clubs on campus including the C++ Club, Web and App Development, and
Design It to create a multi week curriculum to teach skills such as coding and website design during lunch at school. In preparation for the kickoff event, Monta Vista FBLA booked the school library and bought free bubble tea for members. The guest speakers created a slide presentation and talked about their experience as coders, hackathon participants, and professional software engineers at Apple. The lunch workshops included topics such as how to use Adobe Illustrator to create logos and design apps, how to code in Swift, and how to create websites.

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/27/18</td>
<td>Steve Onishi</td>
<td>The elements of a good business plan: pain-point problem, blue ocean competition, and consumer’s willingness to pay. Brainstormed business ideas.</td>
</tr>
<tr>
<td>11/3/18</td>
<td>Larry Dean</td>
<td>Market Analysis and Product Plan: conducting preliminary industry analysis, researching product differentiation, and developing a business model.</td>
</tr>
<tr>
<td>11/10/18</td>
<td>Richard Lowenthal</td>
<td>Organization and Marketing Plans: identifying a corporation structure, supply chain logistics, and marketing strategy and avenues.</td>
</tr>
<tr>
<td>11/17/18</td>
<td>Raymond Lei</td>
<td>Finances and Long-term Growth: modeling costs and revenues, predicting expected break-even point, and developing 3, 5, and 10 year plans for future growth.</td>
</tr>
<tr>
<td>11/24/18</td>
<td>Dominic Coryell</td>
<td>Business plan synthesis: writing the executive summary, organizing the business plan sections, and designing a presentation. Also practiced presenting business plans.</td>
</tr>
</tbody>
</table>

**Internship Program**
The internship program first began on November of 2018, when one of Monta Vista FBLA’s partners, Silicon Valley Successes, requested six marketing and business development interns. The Projects Team sent out an application and went through a selection and interview process with Silicon Valley Successes until they chose six suitable interns. In January of 2018, Monta Vista FBLA also initiated an internship program with Quarter Zero. After meeting with them on January 5th, their representative outlined a set of qualifications and experiences that they wanted their interns to have. The project committee created an application form that was sent out to all the high schools in the Fremont Union High School District to find an intern.

**Other Collaborations**
After spreading awareness about Project Innovate and garnering the chapter’s involvement, the Projects Team transitioned its focus toward giving members career opportunities outside of FBLA. Committee member Iris Yuh contacted Cupertino’s Mayor Liang Chao, requesting her to support Project Innovate’s mission. On February 7th, Mayor Chao met with the committees and discussed a potential partnership between the Cupertino Chamber of Commerce and Monta
Vista FBLA. The Mayor also recommended ways for Monta Vista FBLA members to get involved with leadership positions in the City Council.

Throughout the workshops and career development program, Monta Vista FBLA met with the Cupertino Chamber of Commerce to request their support and promotion of the project, workshops, and internship positions. Committee members were responsible for meeting with the Chamber of Commerce and taking their suggestions for the events and future activities. Monta Vista FBLA also worked with Bay Area Youth Career Opportunities to help expand Project Innovate’s mission outside of Monta Vista High School, and into the entire district. This was accomplished through collaborating with them on their annual job fair, and running mock interview workshops at the job fair, which allowed over 50 people to gain practice interviewing.

Evidence of Publicity Received

El Estoque
Project Innovate was recognized both on campus and in the surrounding community. Monta Vista High School’s award-winning school magazine, El Estoque, published several articles detailing progress of the project and publicizing its events to the rest of the school. These magazines were distributed to students on campus and posted on their website.

Social Media
The Projects team used Monta Vista FBLA’s social media accounts to facilitate community outreach and garner increased participation in events. The communications committee was in
charge of posting regular updates about the project and publicizing events on the Facebook and Instagram accounts. In addition to social media, the Monta Vista FBLA website was updated with the project’s event throughout the year.

**Bay Breeze**
California’s Bay Section publishes an annual issue of Bay Breeze in which local chapters are recognized for their initiatives. This year, MVFBLA submitted an article about the activities they organized throughout the year, including the Shark Tank event, technology workshops, and internship program. The Bay Breeze magazine was distributed to all members of the Bay Section, allowing them to learn about the chapter’s accomplishments for Project Innovate.

**Benefits and Concepts Learned**

**Impact on Chapter**
In the modern world, knowing how to code is an incredibly valuable and versatile skill, and the workshops were effective in removing members’ fear about starting to learn how to code. Through the workshops, members were given an introduction to iOS coding with Swift, as well as creating logos and branding with Adobe Illustrator. Members learned through the 30-minute website demo that anybody can learn how to code.

After the Entrehack workshops, committee members worked with project directors to create a survey which was sent out to Shark Tank and Entrehack participants over email. In the survey, approximately 75% said that the Entrehack program was their first effective introduction into coding, and around 90% said that they were able to effectively gain business communication, teamwork, and public speaking skills through both the Shark Tank and EntreHack program.

Project Innovate therefore led members to take the first step in their journey to business success, by not only gaining confidence in their team working abilities and professional public speaking and pitching skills, but also by jump starting their knowledge of technical skills to build products as well.

**Impact on Facebook**
Monta Vista FBLA was able to use its access to high school students to effectively test the school tab for Facebook’s exact target market. There were over 30 members in the Facebook Messenger development group, and 15 developers. Questions were posed nearly every day and Facebook was able to successfully steer development of the feature towards an implementation that would be more successful upon release. Developers also initially had a lack of understanding about how high school students used messaging apps, and through the
group they were able to learn more about this demographic. Facebook used the group and consistently added in changes after they were made throughout the course of the development process. They continued to use the information that they gained about the high school student demographic in the development of other high school features. The constant feedback loop from Monta Vista FBLA members largely changed the development process of the feature, and allowed the developers to maximize the usability and attractiveness of the feature. The development team overall actively participated in this unique opportunity given towards them.

Concepts Learned
Over 75 members were involved during the course of the project, with majority participating in the business plan bootcamp and coding workshops. Members were introduced to important skills such as creating business plans and speaking in front of business professionals. One of the chapter’s main objectives was to enrich members’ public speaking skills, which was achieved through the Shark Tank event’s culminating presentation in front of entrepreneurs and professionals. Participants of the Shark Tank event also learned interpersonal skills by working with their teammates and the process of starting a business and dividing roles. Facebook’s guest speakers inspired members to learn more about coding and technology.

EVALUATION
Goals Completed
Before the partnership, four RIDE goals were put into place in order to ensure that the partnership between Monta Vista FBLA and Facebook was valuable for both parties and would result in an impactful project for members. Through the beta testing group, active committee and member involvement, Facebook Messenger school tab, and two rounds of workshops, the RIDE goals were successfully fulfilled and surpassed.

“No matter what profession I want to do when I grow up, I need some kind of coding. This was a good introductory session to see what I’m capable of coding and what I can improve on in the future.”

-Freshman Nikhil Sathye
1. Raise interest and excitement in the business and entrepreneurship world for 60 members.

Not only did the guest speakers effectively introduce over 60 members to the entrepreneurship world, but they showed through demos how easy it is to create websites and apps. The initial socials in the beginning of the year kicked off the growing interest in entrepreneurship, and the business bootcamps continued to inspire members with guest speakers. Over 75 members participated in these events, learning directly from guest speakers with experience launching businesses and developing products.

2. Increase career opportunities for around 50 students by developing their skills in entrepreneurship and coding.

The coding workshop kickoff event started the journey for members to learn how to code, and the following workshops continued to teach members skills about coding. The lunch workshops successfully taught over 20 members not only the beginnings of Javascript, Swift, and Adobe Illustrator, but also how to use services such as Zapier and Unbounce to create landing pages for marketing. Participants of the workshops can continue to learn coding and eventually be able to apply these skills at jobs and internships.

3. Develop a Facebook Messenger feature which is relevant to the Monta Vista community.

Furthermore, the chapter successfully helped Facebook design and evaluate the school tab for their target demographic. Throughout the course of the development of the feature, the feature was available exclusively to the Monta Vista High School community. The developers used members’ feedback and information to create a feature that automatically creates a group for every class and was available to all Monta Vista students. Furthermore, several other features were tried on the Monta Vista community including profile emojis. Through the Facebook page and Messenger group the Facebook developer team was able to gain feedback in real time while they were developing the school tab and other features. This opportunity for the developer team gave them the ability to quickly evaluate the the school tab and receive feedback from its target market.

4. Enrich 20 members’ leadership skills with real world experience through internships and committee positions.

Over 15 committee members were put into leadership positions, giving them experience organizing events, marketing the project, and creating strong relationships with partners. Six members were even given internships throughout the course of the project. Committee members flourished under their responsibility and made sure that all their deadlines were reached successfully. They successfully completed their leadership roles and have gained invaluable experience.
Recommendations for Change and Continuation
Although Project Innovate was successful in surpassing each of the chapter’s goals, the following recommendations of change were created to improve the project for future years. First, project directors could have maintained a more consistent social media campaign to garner interest throughout the year, rather than just the beginning. In addition, although the committee was heavily involved with the planning aspects of the project, project directors could gain more of the committee’s input in the brainstorming aspects of the project.

After meeting with the committee, Facebook, and the Cupertino Chamber of Commerce, project directors decided that the best way to continue the program was to create a more comprehensive internship program for members. The shark tank will become annual and will be continued next year in much the same fashion. Projects directors will aim to benefit 100 members and gain full 100% involvement in the project across the entire chapter. In addition to partnering with Facebook to gain more guest speakers and beta test new Facebook Messenger features, Monta Vista FBLA will aim to expand its partnership with Facebook to reach out to a wider audience with its coding workshops.

Appendices