



MY.DI

MANAGING MY DIGITAL IDENTITY

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DIGITAL IDENTITY

Should I Be Worried About
My Identity In The Digital Age?

PROBLEM



How are you
perceived
online?



Discrepancy between
professional brand and
online presence

Lack of constructive
input to influence
advantageous online
adjustments

Difficulty managing
social and professional
expectations

Insufficient control over
what information is
being shared about you

Detect threats and flag inappropriate content

Deliver feedback to provide corrective action and recommendations for improvement

Track progress compared to your network

Gain industry insights and a competitive advantage in job placement and career preparedness

SOLUTION

We provide you the tools to monitor your online presence

COMPETITIVE ANALYSIS



My D.I. Target

- College Students
- Universities
- Population 20-30k Students
- Career Placement Focused
- Drive attention to Recruiters
- Manage & Protect Digital Identity
- New Market Tool



Online Identity Protection



Resume Critique



Professional Social
Platform

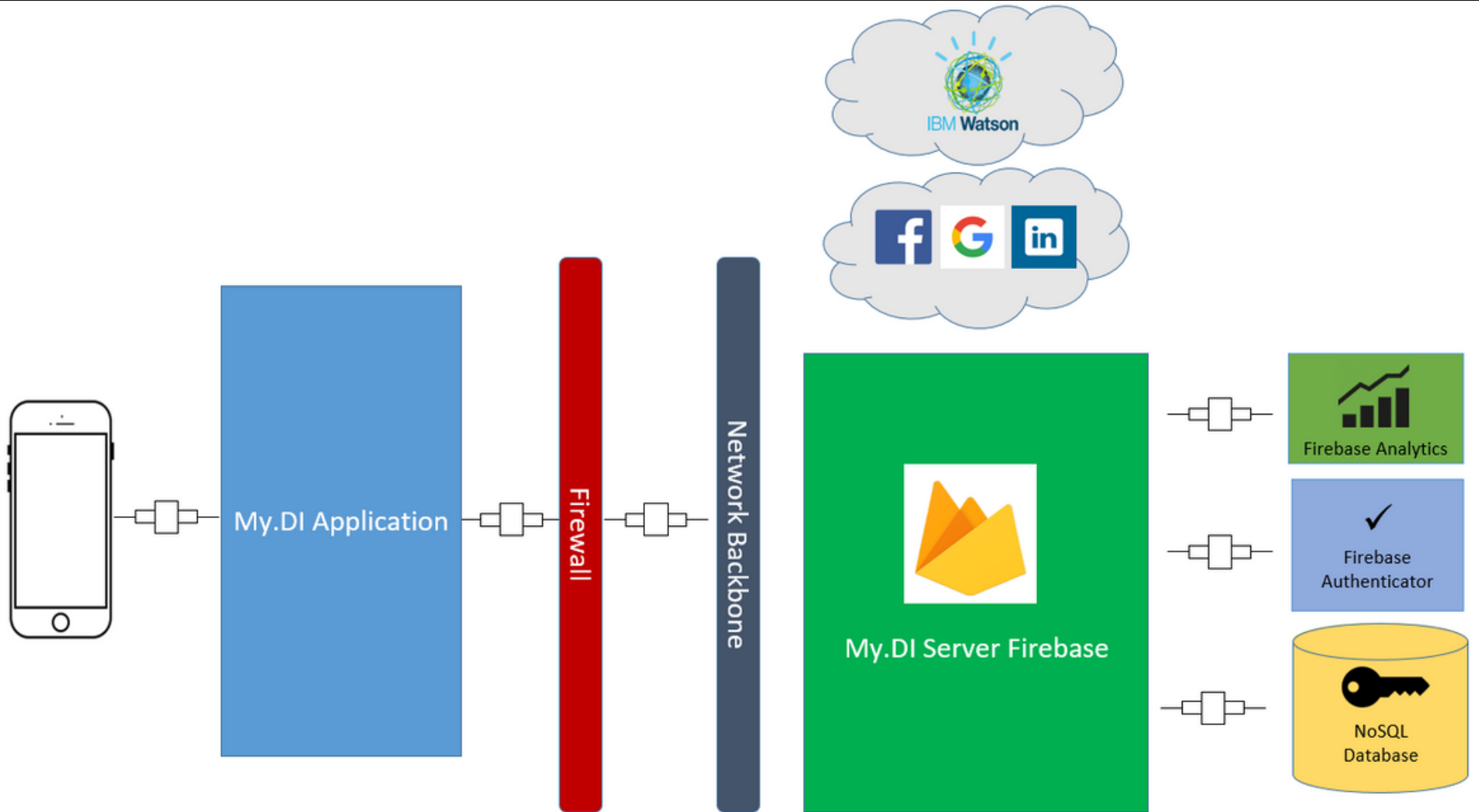
FINANCIALS

Year 1: Beta Testing
Year 2: Four Universities

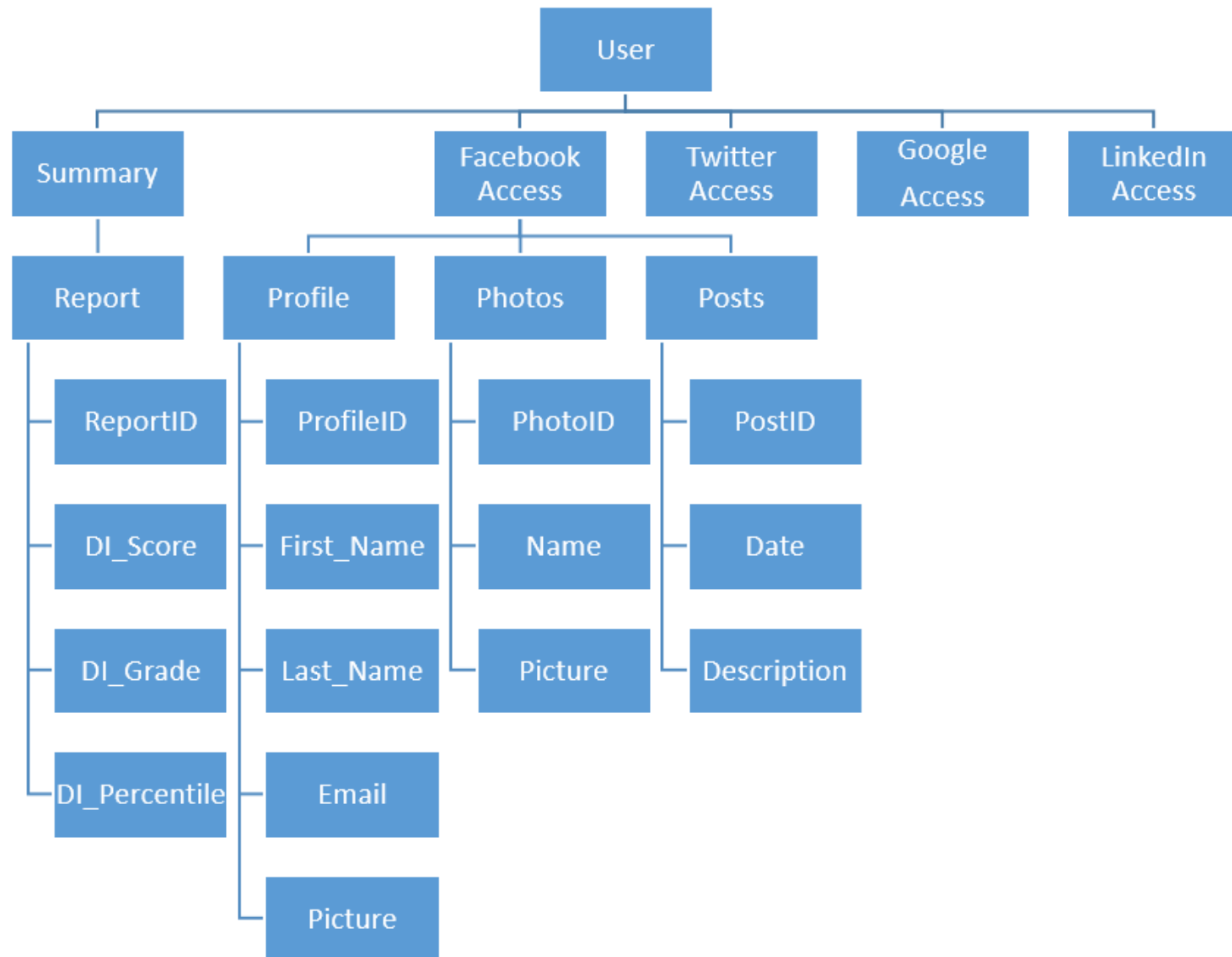
Year 3&4: Eight Universities
Year 5: Ten Universities

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Gross Income:					
Licensing Charge	\$0	\$32,800	\$65,600	\$65,600	\$82,000
Other Income	\$2260	\$7260	\$9770	\$9770	\$11,770
Expenses:					
Sales & Marketing	\$1000	\$1500	\$2000	\$1500	\$1000
Salaries & Taxes	---	\$14,320	\$38,460	\$40,540	\$44,700
Hosting/IBM	\$2040	\$3240	\$6480	\$6480	\$6480
Maintenance	\$1000	\$2000	\$4000	\$4000	\$5000
Developer	\$8580	\$8580	\$8580	\$8580	\$8580
	-\$10,360	\$10,430	\$15,850	\$14,770	\$28,010

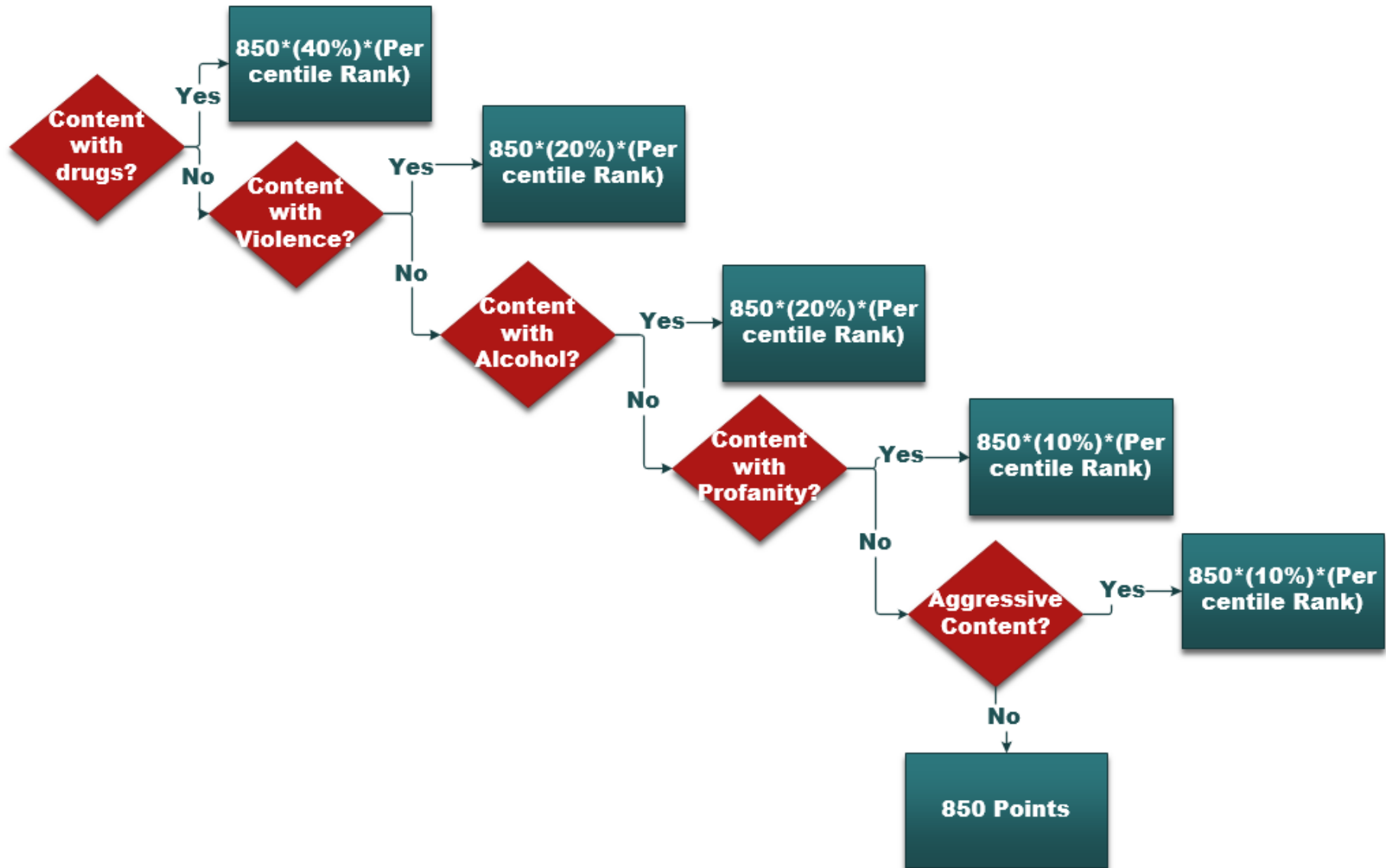
SYSTEMS ARCHITECTURE



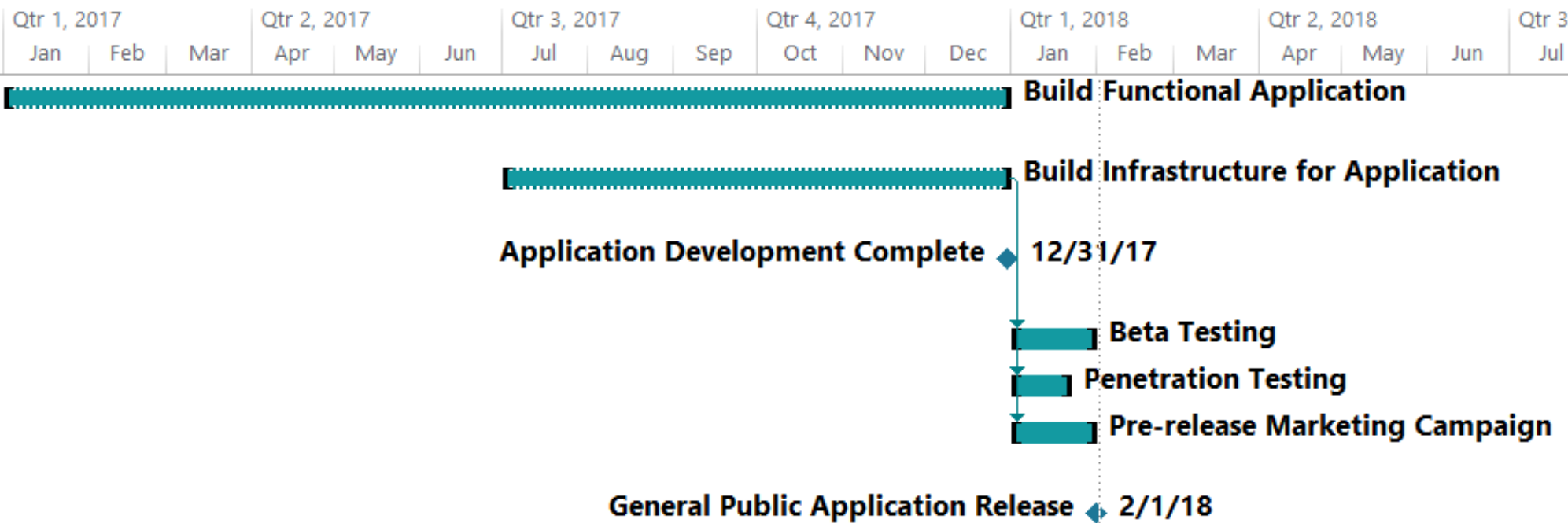
DATA MODEL



DI SCORE DECISION TREE



IMPLEMENTATION PLAN



Interview Rate

Alumni Donations

Average Score Change



PERSONA

Teddy Sanders

Year: Senior

Age: 21

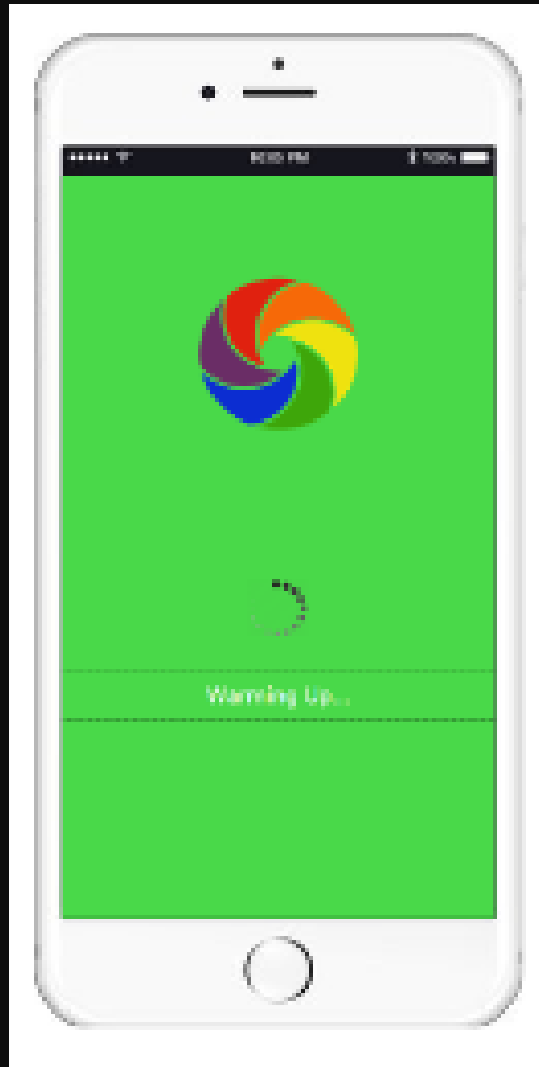
Major: Finance

President of Delta Psi

Studied abroad in Spain



PROTOTYPE DEMONSTRATION



A large, faint fingerprint pattern is visible in the background, centered behind the text. The fingerprint is rendered in a light green color, matching the background, and its ridges are oriented diagonally from the top-left to the bottom-right.

QUESTIONS?