



STUDENT PROGRAMMING FUND (#77)

# AggieWorks

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Product  
External Affairs

[aggieworks.org](http://aggieworks.org)

OUR ASK

# \$35,900

to improve life at UC Davis  
for 10,000 students

## We tackle three main problem spaces



### Product

Tech on campus is **inaccessible**, of **poor quality**, and doesn't solve **student needs**



### Community

Berkeley & Stanford students have **more shared resources** to achieve **better job prospects**



### Education

UCD courses are **not transferable** to the tech industry (**design, software, product, GTM**)

# Product

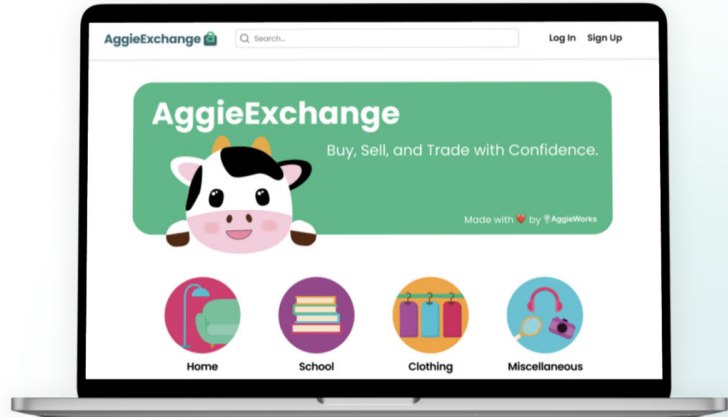
We have **3 products launched**, and 5 more currently in development.

All our products solve a **need for subset of students** on campus.

# AggieExchange

An online marketplace for UC Davis students to buy and sell items from each other.

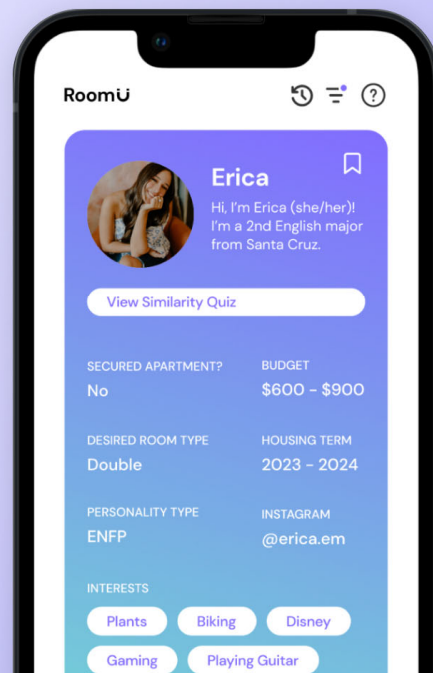
[AggieExchange.com](https://AggieExchange.com)



# RoomU

A modern roommate search solution helping college students find roommates with safety and convenience.

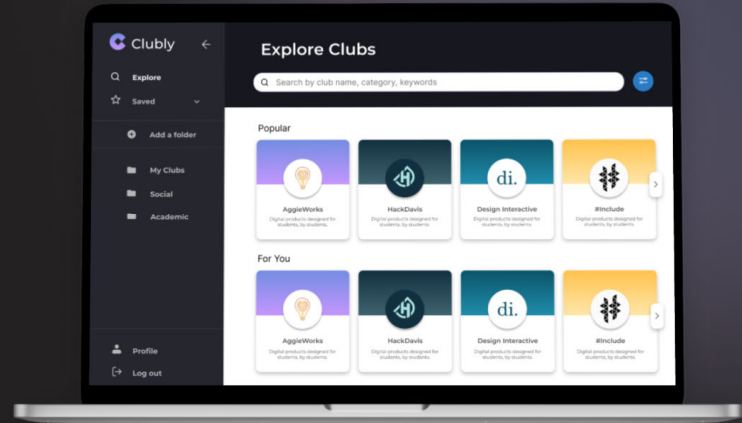
["RoomU" on App Store](#)





A club discovery tool that simplifies the process of finding and joining organizations at UC Davis.

Clubly.org



5 more, in the works...

- 1 Mental health + wellness management app
- 2 Professor-backed resource sharing & collaboration tool
- 3 Travel & carpool coordination for Bay + Sac
- 4 Marketplace for services offered by UCD students
- 5 Dining hall meal plan menu notifications & insights



## STUDENT PROGRAMMING FUND AREA

# Programs and Activities that Benefit a Large Range of the Student Population

## Community

We run 4-6 events per quarter, reaching an aggregate **attendance of 1,000 students / q**

So far, we've ran 4 hackathons, 3 mixers, 6 workshops, and 1 convention.

**Total 2023-24 reach: 1,500 students**

# Product Convention

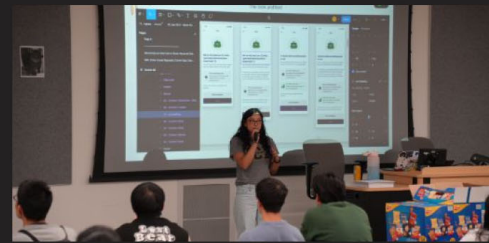
Helped UC Davis students gain product experience by building apps for SMBs

- 150 attendees
- Two-Day Product Dev. Competition
- Industry Speakers + Judges

- Teams built a wide range of products, from a **book club subscription tool** to a fully functional **local business event discovery**
- Speakers from **Uber, LinkedIn, Lyft, Stripe, Twitter** gave workshops on product **ideation**, marketing/**growth**, **engineering**, and **design**
- Attendees had **20+ various majors**, many whose **first time exploring tech / products**



Organizers, Judges, Speakers, Mentors, and Finalists



Caitlyn Liu (PM @Uber) presenting on Product Design

# Tech Club Mixer

Provided UC Davis students to opportunity to discover the right tech clubs for them

- 500+ attendees
- Tech Organization Discovery Fair
- Guest Speaker: PM @ Visa

- Increased accessibility to **13 tech student clubs**, centered around tech
- Students heard **directly from existing members** value/impact of joining clubs
- Clubs saw **increase in membership & engagement** at events in the 23-24Y
- **1st club joined** for many attendees



Attendees (not all are pictured, some are outside!)



Taj McGowan (Ex-NFL Player, PM @ Visa) speaking on his career



# Girls Who Code workshop



Increased accessibility to design & product management resources through a guided exercise

- 40 attendees
- Design + Ideation Focus
- Open Networking Session



Workshop presenters Isabel and Nishi

- Attendees learned specific ideation and design skills from **speakers who have worked in the industry**
- Provided a **resource framework** to refer in future personal/work projects
- Opened up **networking & Q/A space** to increase equity in & access to tech



Attendees working through the example

## A sneak peek into our community...



STUDENT PROGRAMMING FUND AREA

# Student Services and Programs Fostering Diversity, Equity and Inclusion

## Education

Our members learn what they need to secure jobs & internships at top tech companies.

Tech companies hire for ALL majors: from environmental science to public policy.



## We've got jobs & internships at



## What we teach

Students from any major are hireable in tech. Here are our most popular industry pathways & some curriculum examples:

### Product Management

- Leading ideation & strategy
- Talking & learning from users
- Agile → Design, Develop, Market

### Product Marketing

- Creating successful marketing campaigns (not just social/tableting)
- Positioning a product + branding

### Software Engineering

- Writing quality code & production grade web/mobile applications
- Translating design docs & communicating with non-engs

### Business Development

- Prospect → deal/customer lifecycle & how to convert users
- Learning how the best products “do things that don’t scale”

## How we teach it



Getting real world experience by taking products from ideation to launch & learning as we succeed or fail in the process



Connecting with alumni & industry professionals for lunch/coffee to gain insight in the current trends & competitive adv.



Workshops and hackathons help maintain our comp. edge & we experiment to learn new skills. We host & attend!



Extensive peer interview prep, hammering down the technical aspects of the job with collected resources

## Hackathons

8-hour competitions to bring community, learn new things, and launch real products

- 50 attendees x 3 hackathons / quarter
- Usually 10am - 6pm on Saturdays
- Food, drinks, and fun!

- Opportunity for receive **direct mentorship** from experts or peers
- **Everyone "ships" something** — new design, code, post, interview, etc
- True community building, **bringing people together** & working in teams
- Aggregate attendance: **450p/year**



*Team(s) showing off their finished product*



*Various teams hard at work!*

# Workshops

Professional Development Workshops that build attendees' portfolios and opportunities

- 30-50 people x 3 workshops / quarter
- 1:1 Résumé + LinkedIn review
- Hear directly from alumni / interns

- Hear & **discuss insights directly** from people who have had internships & jobs at target companies
- Rigorous standard for profile scanning + **mock interviews** for desired role
- Advanced, **domain-specific workshops** for returning attendees



Attendees live editing their LinkedIn from feedback



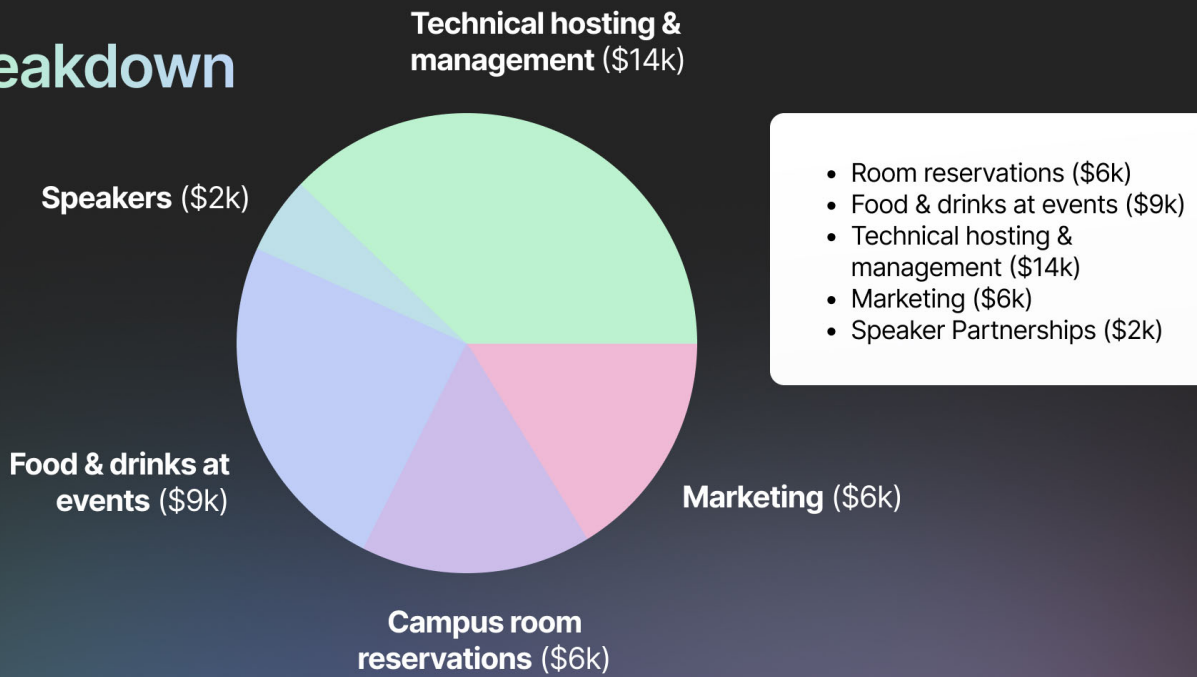
Return attendees working on an advanced workshop

STUDENT PROGRAMMING FUND AREA

**Services and Programs of  
Growing Interest to Students**

# What are we going to do with \$35,900?

## Breakdown



## Order of priority

### Most important (*other funding sources likely won't cover this*)

1. Food & Drink @ Events — \$8,900
2. Marketing — \$5,752.45

### Important (*funding sources in the past have covered 50% of this*)

3. Technical hosting & management — \$13,688

### Helpful (*there are a lot of funding opportunities/flexibility for these*)

4. Room reservations (outside of 4 hr limit) — \$6,000
5. Speaker partnerships — \$1,500

## Our other funding sources & allocations

- Club Finance Council (\$3,000)
  - Prizes / supplies only
- Graduate School of Management (\$5,000)
  - Operational / technical expenses only
- ASUCD Innovation & Research Lab (\$1,000)
  - Room reservations only
- Individual contributions (\$2,250)
  - Operational / technical expenses only
- Time donation/in-kind (\$1,000)
  - Speaker partnerships only

1. Food — \$9k  
 2. Marketing — \$6k  
 3. Technical — \$14k  
 are our MOST NEEDED  
 funding areas for  
 2024-25. We would be  
 grateful for anything, but  
 our program would be  
 extremely difficult to  
 operate without these.



**WHY FUND US?**

**We have a proven track record of providing value to thousands of students at UC Davis.**