

# Application No. SP077

## Q1. Applicant Information

Name (first and last)	Shrey Gupta
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Name of Department/ Unit/ Student Organization	AggieWorks
What is your role or position within the Department/ Unit/ Student Organization?	Vice President of Product

## Q2. Event/ Program Information

Name of the Event/ Program	AggieWorks year-long program
Date(s) of Event (include the year; must take place in 2024-25 academic school year)	2024-25 school year
Location	Davis, California
Estimated # of UC Davis students that will attend/ benefit from program	5,000
TOTAL event/ program budget (\$x,xxx)	\$50,000
Funding request amount from COSAF (Student Programming Fund) (\$x,xxx)	\$40,000

## Q3. Please provide a detailed description and purpose of the event/ program.

AggieWorks is a registered student organization that builds software products for the UC Davis community. We have a 45-person operational/product team at any given point, host 20+ internal and external events each quarter, and currently have 3 launched products and 5 more in the works. Through building products, our team gains real-world experience of what it's like to work on a technical, cross-functional team. We have over 120 alumni, and many of them have gone off to work at some of the most well-known tech companies in the industry (Amazon, Apple, Salesforce, NASA, etc). In order to give back to the Davis community, we host numerous external and internal events that focus on professional development and community. Our external events are open to all UC Davis students and they aim to provide professional development advice to students. We also collaborate with other student organizations to maximize our reach and gain perspectives outside of our own. At all our events, we provide food and beverages so that attendees have a comfortable experience, since they tend to happen in the evening. On average, we host three external workshops a quarter. We focus on providing high quality education and exceptional experiences from these workshops. Some examples of events we've hosted in the past include: [Fall 2023] Tech Clubs Mixer with the AI Student Collective We hosted 13 student organizations in TLC 1020, had an industry speaker from Visa, and over 500 student attendees. Attendees were able to explore the different club opportunities that UC Davis has to offer and had the opportunity to network with Taj McGowan, an ex-NFL player and PM at Visa. [Fall 2023] Intro to Ideation with Girls Who Code UC Davis We hosted and led this workshop in collaboration with the UC Davis Girls Who Code chapter. We introduced design and ideation fundamentals to over 60 attendees. We focused on marketing this event to women-identifying demographics and non-traditional tech majors. Through the workshop attendees were able to gain hands-on experience with industry standard design tools and frameworks. [Winter 2024] Professional Development Mixer with EBSA This event focused on building professional skills and knowledge for students that are interested in business and technology. By collaborating with the largest business organization on campus, we were able to reach a new market of students and share new opportunities with them. We hosted UC Davis Alumni Allyson Wu to be a speaker for the event where she did a Q and A with the audience to share her professional experiences and advice. [Winter 2024 -Upcoming] Product Convention with the AI Student Collective This event is a product case competition, with over 200 expected competitors. They will build a product to help a Davis Small Business of their choice, and they will have many resources to draw from over the course of the 2-day event. We are bringing in industry professionals to give workshops on product development, serve as mentors for competitors, and ultimately judge their presentations. There will be free food and drinks available for the participants, and there will be prizes given to the top 3 placing teams.

Q4. How will the requested funds be utilized to support this event/ program?

Budget Overview: 1. Hackathons (3x/year) - \$5,396.97/year - ARC Ballroom A Reservation Fee: \$700/ 8 hours - Food: \$600 - 20 Costco Pizzas: \$250 -Snacks: \$450 - Yerba Mate, Bottled Water, Redbull: \$250 - Marketing: \$148.99 - Flyers (1,000): \$98.99 - Instagram Ads: \$50.00 2. Professional Development Events and Workshops (6 events/year) - \$4,568.94 - Marketing: \$148.99 - Flyers (1000): \$98.99 - Instagram Ads: \$50.00 - Food: \$500 -Attendee food: \$350 - 10 Costco Pizzas: \$125 - Water, Yerba Mate, Redbull: \$250 - External Speaker/Guest food: \$250 - ARC Ballroom A Reservation Fee: \$440 3. Product Expenses) - 12 Google Domains: \$144/year (\$12/domain/year) - Supabase: \$900/year (\$25/month/product) - Amazon Web Services: \$2160/year (\$60/month/product) - Google Cloud: \$720/year (\$20/month/product) - Expo: \$960 (\$80/month) - Hubspot: \$3,600 (10 seats at \$300/month) - Amplitude: \$600 (\$49/month) 4. Product Marketing Materials - \$13,500 - Allocate \$4,500 for each product, including: - Tablecloth (6'x2.5x2.5): \$223.60 - Banner (33"x81"): \$170 - Flyers (1,000 count): \$98.99 - Stickers (500 count): \$152 - Instagram Ads: \$250 - Partnerships/Influencer Marketing: \$1,500 - Giveaway prizes (10 Amazon gift cards @ \$100 each): \$1,000 5. Product Launch Events - \$1,040 - Food:\$800 (Pizza, Cookies, Boba, Waters, Soda, and other finger foods) - Venue Reservation Fee: \$440 6. Administrative Expenses (across all operations) -Marketing Materials for Recruitment (3x/year): \$1,477.77 - Tablecloth (6'x2.5x2.5): \$223.60 - Banner (33"x81"): \$170 - Flyers (1,000 count): \$98.99 -Instagram Ads: \$50 - Notion Workspace: \$4,440 (\$8/user/month, billed annually for 45 members; \$10/month billed monthly) - Mailchimp Standard: \$240 (\$20/month)

Q5. Please enter estimated attendance for the following groups.

Staff	15
Faculty	30 (we co-host events in classes & with professors often)
UC Davis Students	5,000 (total annual reach)
Other (please specify and include number)	100 (tech & industry professionals)

Q6. Who is the target audience of the event/ program? (e.g. students, program participants, users of a

UC Davis students (undergraduate and graduate), industry professionals that support our events, and professors whom we work with occasionally.

Q7. What program, activity, or service will be provided? (e.g. six-week training program, instructional class or activity, structured community program that exposes students to new ideas and experiences)

Professional development initiatives, community engagement/impact, social events, and products developed to positively impact the Davis community.

Q8. What will be learned? (i.e. acquired knowledge, skills or abilities, a new awareness/ sensitivity/ perspective, an adopted practice)

1. Workshops: bring in industry and academic professionals with domain expertise across fields such as software engineering, product design, marketing, entrepreneurship, product management, and business related fields. Along with professional speakers, we also provide hands-on educational workshops that aim to create tangible impact such as resume reviewing, mock interviews, career advice from students with past internship experience, and LinkedIn/portfolio building to ensure attendees are equipped with the skills necessary to succeed in their career hunt journey. Since UC Davis has also historically been overlooked by large technology corporations, one of our goals is to highlight the talent that the university has to offer. 2. Public Events: throughout the year we host 10+ events open to the student population. These events spread across multiple domains such as product management, hackathons, entrepreneurship, and career development. Each quarter we host 8-hour long hackathons open to the public where we provide free food and beverages. Attendees pair up in teams of 2-4 and have 8 hours to build a project. These projects help students build up their resume, skills, and connections with others in the Davis community. We also host workshops and community events that connect students with one another, give them the opportunity to network with industry professionals, and build professional skills. 3. Networking: Networking and building your connections is arguably one of the most valuable life skills to have. By executing networking events that connect students with industry professionals and UC Davis alumni, we are able to empower our community with the network they need to succeed. Through networking and building strong relationships with those in roles/fields that students are interested in, the barrier to entry said positions lowers dramatically. This reinforces our mission to provide students with professional opportunities, specifically in the technology industry. We also provide networking opportunities for students that are more interested in academia and research. 4. Product Development: Our general members gain industry standard knowledge and hands-on experience in building software products. By practicing real-world software development, product design, product management, and marketing methodologies. We teach our members both hard and soft skills. For example, software engineers learn different tech stacks, product designers fine tune their design software skills, marketers use CRM software. By working in cross functional product teams, we are able to mimic what it's like to work on a real product development team. Not only are members able to build tangible products that have real impact, they also develop the skills that will help them thrive in the professional world. This wide range of learning opportunities are things that students can't get just from courses. It takes a large team of hardworking students to plan and execute these initiatives, without adequate funding these would not be possible.

**Q9.** How will the learning be shown or what does the learning look like? (e.g. demonstrated knowledge of course material, change in behavior, a practiced skill, a task achieved)

The vast learning opportunities are demonstrated through the connections that students build with other students, industry professionals, and professors. We have also been able to measure learning and development outcomes from verbal feedback and tangible knowledge gain (e.g building resumes and LinkedIn profiles, professional headshots, etc...) We have successfully built and launched 3 software products that all have the mission to solve common student problems. See our products and their mission below: - RoomU - A modern roommate search solution helping college students find roommates with safety and convenience. By using Google Authentication, we are able to validate a users student status to ensure safety. We have hundreds of people on our waitlist and current in a limited beta test with 150 users. - AggieExchange - An online marketplace for UC Davis students to buy and sell items from other UC Davis students. By connecting with vendors and students, the AggieExchange has been able to craft a website that has helped hundreds of sellers & buyers since its initial launch in spring of 2023. - Clubly - Clubly is a centralized club-searching website where you can effortlessly discover clubs at UC Davis in the fastest and simplest way. Find the perfect club for you in seconds, explore diverse academic and social interests, and make informed decisions with detailed club information. The team has successfully connected with over 256 active campus clubs which has allowed them to populate the website with their most up to date information and descriptions. Through our products, we are creating tangible impact for the Davis community and solving problems that have not yet been addressed. Whether it's finding a roommate, searching for a new club, or looking to buy used textbooks, our mission is to improve the lives of 30,00+ students at UC Davis.

**Q10.** How does the event/ program provide services that are of growing interest to students? (if applicable)

The Technology industry is one of the fastest growing and most sought after ones that exist. Within the industry, UC Davis is not known for its technological talent, however, we aim to change that narrative. Our student community has incredibly talented individuals that are very well suited for roles at tech companies. Unfortunately, there are many factors that limit student visibility to campus recruiters and desired companies. Unless students have prior connections or experiences to these companies, it's incredibly difficult to land roles in tech. Without our events and opportunities, it's tough for students to get proper exposure to the tech industry, especially when there are thousands of other applicants from institutions that are highly accredited and hold strong reputations for tech corporations.

**Q11.** How does the event/ program foster diversity

We strive to create an inclusive environment that builds our community both internally and externally. On the external end, all of our events are publicly accessible, anyone is able to participate. To ensure we are able to reach as many students as possible, we have built a marketing and outreach infrastructure that reaches all of the UC Davis major departments, a diverse range of social media accounts, and in-person tabling at the Memorial Union, Silo, and On-campus dorms. Internally, when we recruit each quarter, our application is open to students from all major backgrounds. We also provide numerous opportunities to receive help on our application such as coffee chats, office hours, and information sessions, all of which are open to the public and promoted across our multiple marketing channels. We have worked to lower the barrier to entry within the technology industry by pushing hiring efforts to hire from marginalized groups of people. The tech industry is male dominated, especially leadership positions. At AggieWorks our core leadership is led by women and we empower general members that are from underrepresented groups to take on leadership positions. We also consider economic backgrounds in our organization. All of our external events are free and open to the public. We also provide free food and beverages at the majority of our events, which is something we hope to continue in the future. We have \$15 quarterly dues for each of our members, including those in board positions. These dues are used to fund our operational costs (admin and product) as well as internal events to ensure we provide exceptional experiences for our members. A core value of our organization is community, we host a multitude of socials and events for our members, using our dues for food and activities. We know that not everyone is able to afford our dues, and we refuse to make this a barrier for applicants. We openly discuss potential payment plans and opportunities to get dues waived if members are facing difficult financial circumstances.

Q12. How does the event/ program provide crucial services to students? (if applicable)

Q13. Has your Department/ Unit/ Student Organization put on this event in the past?

- Yes
- No
- Uncertain

Q14. Please provide the following information on the previous event(s).

Event date(s) (Month(s)/ Date(s) / Year)

Location

Total attendance

Q15. How was the success of the event measured?

## FUNDING AMOUNT REQUESTED FROM COSAF | 2024-25

Name of Event/Program:

**AGGIEWORKS YEAR LONG PROGRAM**

Name of Department/Unit/Student Organization:

**AGGIEWORKS**

Program Date(s): **SEPT 24 - JUNE 25**

ITEM	ESTIMATED COST	SUB-TOTAL
<b>FACILITY:</b> Room Rental, Room Set-Up, Equipment Rental, Audio/Video		
1.	HACKATHON MEETING ROOM/BALLROOM RESERVATION	\$ 2,100.00      3 x 700
2.	PROFESSIONAL DEVELOPMENT LECTURE HALL RESERVATION	\$ 2,640.00      6 x 440
3.	PRODUCT LAUNCH / MARKETING EVENT RESERVATION	\$ 1,320.00      3 x 440
4.		\$ _____
5.		\$ _____
6.		\$ _____
		<b>\$ 6,060.00</b>
<b>FOOD:</b> Refreshments, Breakfast, Lunch, Dinner (include estimated cost per person)		
7.	HACKATHON PIZZA (COSTCO)	\$ 750.00
8.	HACKATHON SNACKS	\$ 1,350.00
9.	HACKATHON DRINKS	\$ 750.00
10.	PROFESSIONAL DEVELOPMENT ATTENDEE FOOD	\$ 3,750.00
11.	PROFESSIONAL DEVELOPMENT SPEAKER/GUEST FOOD	\$ 1,500.00
12.	PRODUCT LAUNCH / MARKETING FOOD	\$ 800.00
		<b>\$ 8,900.00</b>
<b>OPERATIONAL EXPENSES</b>		
13.	HOSTING/DATABASE/TECHNICAL EXPENSES	9,048.00
14.	NOTION / SLACK WORKSPACES	4,400.00
15.	MAILCHIMP STANDARD	\$ 240.00
16.		\$ _____
17.		\$ _____
18.		\$ _____
		<b>\$ 13,688.00</b>
<b>PUBLICITY/MARKETING:</b> Flyers, Posters, Advertising, Mailing, Printing		
19.	5000 COUNT ANNUAL FLYER (HACKATHON, PRO DEV, PRODUCT, ADMIN)	\$ 1,484.85      5 x 296.97
20.	SOCIAL MEDIA ADVERTISEMENT BUDGET	\$ 450.00      50 x 3 x 3
21.	GIVEAWAY PRIZES	\$ 1,000.00
22.		\$ _____
23.		\$ _____
24.		\$ _____
		<b>\$ 2,934.85</b>
<b>SUPPLIES:</b> Decorations, Online Tools, Software, Licenses		
25.	PROGRAM TABLECLOTHES	\$ 670.80
26.	PROGRAM BANNERS	\$ 510.00
27.	PRODUCT TABLECLOTHES	\$ 670.80
28.	PRODUCT BANNERS	\$ 510.00
29.	ANNUAL STICKER BUDGET (FOR USE ACROSS PROGRAM)	\$ 456.00
30.		\$ _____
		<b>\$ 2,817.60</b>
<b>TRAVEL:</b> Transportation, Parking, Lodging		
31.	SPEAKER PARTNERSHIPS	\$ 1,500.00
32.		\$ _____
33.		\$ _____
34.		\$ _____
35.		\$ _____
36.		\$ _____
		<b>\$ 1,500.00</b>

<b>Total Amount Requested from COSAF:</b>	<b>\$ 35,900.45</b>
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<b>OTHER FUNDING SOURCES: Income, ASUCD, Dept &amp; Club Contributions</b>		
1.	SPONSORSHIPS & OUTREACH	\$ 6,000.00
2.	CLUB FINANCE COUNCIL	\$ 3,000.00
3.	MEMBER CONTRIBUTIONS	\$ 2,250.00
4.	ASUCD SENATE SUPPORT	\$ 1,000.00
		<b>\$ 12,250.00</b>

<b>BUDGET SUMMARY</b>		
	Please Enter <b>Total Event/Program Budget:</b>	\$ 48,000.00
	Less Other Fund Sources:	\$ 12,250.00
	Less Amount Requested from COSAF:	\$ 35,900.45
	Balance (if any):	\$ -150.45