

## TalkTech 2012:

A Collaboration Project between “Politehnica” University of Timisoara and Bentley University

In this project two Bentley students and two “Politehnica” University Timisoara (UPT) students will work together to create a presentation in which you analyze and discuss the potential of various start-up Internet companies.

You will manage your collaboration using [VICADIS](#), an online Virtual Campus for Digital Students hosted at UPT in Romania. To be able to do this you will need to complete your “profile” area once you will be logged in ViCaDiS. You will receive your account information via email, and the collaborative area is here.

You will communicate with your partners using any communication but you will need to communicate at least once per week.

Final deadline for submission is: 3.12.2012.

All details about the project you can find [here](#).

You will be able to choose your start-up in the [TalkTech2012 Choice of Start-up](#).  
<http://www.vicadis.net/campus/course/view.php?id=107>

## The Project:

You will create a presentation for innovative methods used in business. For this you will evaluate that new tool, how it use social media, what tools are integrated, how they do the “work” for that subject/company.

Select one of these companies:

There are 11 web companies and 7 mobile companies. Before you select a mobile company and app please check that your smartphone supports that app!

### Web

1. [GazeHawk](#): Using simple webcams, this innovative technology tracks eye movements on a web page.

2. **SnapTag:** Death to ugly QR codes. SpyderLynk's SnapTag circle tags work elegantly with company logos, on photos, even on beer coasters.
3. **Burn Note:** E-mailing sensitive information such as social security numbers, PINs and passwords via Burn Note ensures there's no electronic trace left anywhere on the internet.
4. **Strangeloop Networks:** Optimizes how a website appears on different displays to increase speed and viewer experience--and, ostensibly, sales.
5. **Kik Interactive:** This app developer created Kik Messenger for fast, cross-platform and group texting, as well as the Klik app, which turns smartphones into remote controls for any screen that has an internet browser.
6. **Senseg:** Patented haptic technology creates "feel screens" that enable users to feel textures, contours and edges on their touchscreen devices.
7. **PrintEco:** A plug-in that automatically optimizes documents for printing in order to save paper.
8. [MindQuilt](#) - Connecting people with Answers
9. [123ContactForm](#) - a free form builder to create powerful online web forms
10. **Yottaa:** Its Site Speed Optimizer doubles the speed of any website's load time without additional coding or software.
11. **Nimble:** Pulls together Facebook, LinkedIn, Google+, Twitter, e-mail, contacts and calendars onto one screen with a brilliantly simple CRM.

## Mobile

1. [JukeBox](#) - a free app that automatically keeps your music in the Cloud and lets you play it anytime, anywhere, no matter the device.
2. **Rnkd:** A universal loyalty program. Upload pictures of clothing you already own and earn badges for things like Zappos gift cards.
3. **Bikn:** To ensure that nothing goes missing (phone, keys, dog), Treehouse Labs' system uses an app, smart case and tags to stick on your stuff.

4. **QRawr:** Print out a QR code and stick it to something. Then, use the app to upload photos, links and texts, turning a real-world object into a place for virtual conversation.
5. **appSmitten:** Delivers personalized app recommendations from the 15,000-plus released every week.
6. **Pixable:** Twitter for images. Aggregates photos from multiple social networks for easy categorization and editing; hashtags enable searches by topic and keyword.
7. **FastCustomer:** Spares iPhone and Android users the aggravation of waiting on hold. Register your phone number, then get a call back from any of 3,000 companies.

You will need to investigate that company, according to the criteria below, and working with your partner and international partners, to provide a “review” as an online presentation that will answer these questions:

1. **Overview:** What is the product or service that the company provides? What do they claim to do differently or better than anyone else?
2. **Audience:** Who is the target audience for this site? Can users of the site interact with each other?
3. **Content Reuse -** Does the site use content (maps, videos, rss feeds, etc) from external Web sites? If so, what content, and how is it used? Does the site allow its own content to be reused or shared on other sites?
4. **Delivery -** What advantage does a software-as-a-service solution over the Internet (vs. a software application installed on your computer) provide to this application?
5. **Business Model -** how do they make money now or propose to make money in the future? If they don't, propose a business model that may enable them to make money, and describe why you think this is plausible. What are the benefits of using this product/tool?
6. **Success -** Do you think this company has a chance to succeed? Do they have any competitors that you know of? (If you don't know of any off hand, search online before answering.) How would you improve their product/tool/site? Justify your answers.

## Deliverables:

- **Presentation - Create a slide presentation, as follows:**
  - **Each team makes a PPT presentation in VoiceThread with these slides:**
  - **1. Team Introduction** intro with names, photos, and universities of participants, the product/site name and webaddress
  - **2. Company Overview**
    - § Location,
    - § Founders,
    - § Any previous successes the founders had?
  - **3. Product or Service Overview**
    - § What does it do?
    - § Explain a screen shot or two that gives the idea of how do users interact with it
  - 
  - **4. Technologies Used**
    - § How is the product or service delivered? (Web, App, Download, etc)
    - § On what devices or platforms does it work (if mobile app)
    - § On what software or technologies does the application rely?
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  - **5. Prediction of Success**
    - § Business model
    - § Customers / growth
    - § Prediction of success
  - **Final Slide** - Credits and sources
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  - To encourage collaboration, use Google Presentations for your presentation!
- **Voice Thread**
  - Upload your presentation to VoiceThread .
  - There can be no more than 10 words on a slide. The team members have to edit the PPT adding images, graphs to ENHANCE the presentation. Each student has to add eight comments: one to each slide with an original observation, and one on each slide that shows they listened to their partners and enhances or disagrees with an earlier remark and your valid opinion on the information provided by your colleague.

- In this way you will have an asynchronous conversation with your partners about each slide.
- Each voice thread should be about 30 seconds long and add a substantive remark to explain, discuss,, or describe some aspect of that slide.
- **When you're done, include the original presentation and the voice thread in the blog on your ViCaDiS site.**
- **The ViCaDiS blog for your group:** Use this blog to keep track of your group's progress share links to relevant articles on line, or your ideas about how and for what you are using the tools. These can be short -a sentence or two is fine. (Think "tweets.") Each group member should post to the ViCaDis blog at least twice a week during the project. You should post and keep records of you instant communication too.
- **Evidence of your collaboration.** Use the blog to show evidence of your interactions with your international partners (Provide screen captures of your talk or as you work with your software applications. Paste in your chat conversations.)

●  
Please check the attached (right menu) world clock in order to plan your online instant real-time meetings!

Each group should deliver the presentation, voice thread of their work on one start-up and several entries in the blog.

## Milestones:

Week of Oct 15	Groups Assigned, First Communication made, Start up selected, Questions chosen (Post progress on the ViCaDis blog)
Week of Oct 22	Groups do individual research. Check in online. Begin creating PPT deck and convert to Voice Thread,
Week of Oct 29	Add voice threads, post final links to ViCaDis,
Week of Dec 3	Online submission of the final presentation