

Optimizing Information Sharing at Alliance of Angels

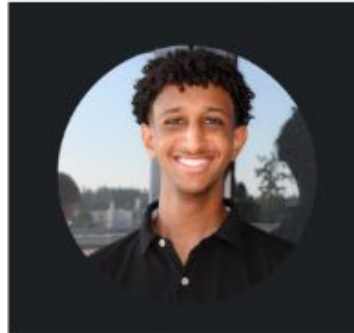
Janis, Toby, Yonas, Joel



Meet the team



Janis Kim
PM



Yonas Mekonnen
Web Developer



Joel Renish
UX Designer



Tubal Theodoros
Web Developer/Data Scientist



Alliance of Angels

Puget Sound Venture Club Membership Merges with The Alliance of Angels - [read more!](#)



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Pacific Northwest**

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Problem Context

- Information data is split between multiple platforms
 - AoA website
 - Zoom
 - Spark
 - Groups.io
 - Dropbox
- Need integrated calendar
- Difficulty with user management



Problem Statement

How might Alliance of Angels optimize their website to provide a comprehensive and seamless experience for their users ensuring easy access to events, meetings, and research for investors and startups?

Research Insights

- Secure and organized resource sharing is the key to an effective management system.
- Calendar integration saves a lot of time, and is overall an effective measurement for an organization to keep track of their events and schedules.
- AoA currently has too many platforms, which leads to an increase in unorganized information ⇒ **Their website seems like the best place to integrate tools**



Personas

- Stakeholder Groups
 - Investors
 - Members of AoA
 - Provides funding to startup companies through AoA
 - Staff
 - Works at AoA, takes care of management
 - Entrepreneurs
 - People who is looking for funding for their startup company

Meet Paula Hickman



Basic Info

- Paula is a 43 year old staff member at Alliance of Angels
- Lives in Seattle

Story

Context

I am one of the 5 people that work in this organization full-time. My job is to manage AoA membership and sponsorship in order to connect AoA investors and prospective entrepreneurs for startups to receive investment.

Situation

There are a few full-time workers at Alliance of Angels and the organization is comparatively small. It is difficult to receive funding for tech support.

Needs

Organizing data for me to help with scheduling issues

Pain Points

AoA's resources are scattered between a lot of different web platforms, making it difficult to manage investor/entrepreneur data. It is hard for me to keep track of changes in personal information or scheduling meetings.

Goals

Expanding AoA membership and establishing more connections with investor-entrepreneur

- Membership and Sponsorship Director
- Has issues with data organization / Scheduling, due to disorganized and scattered data
- Wishes to expand AoA membership

User Testing and Validation

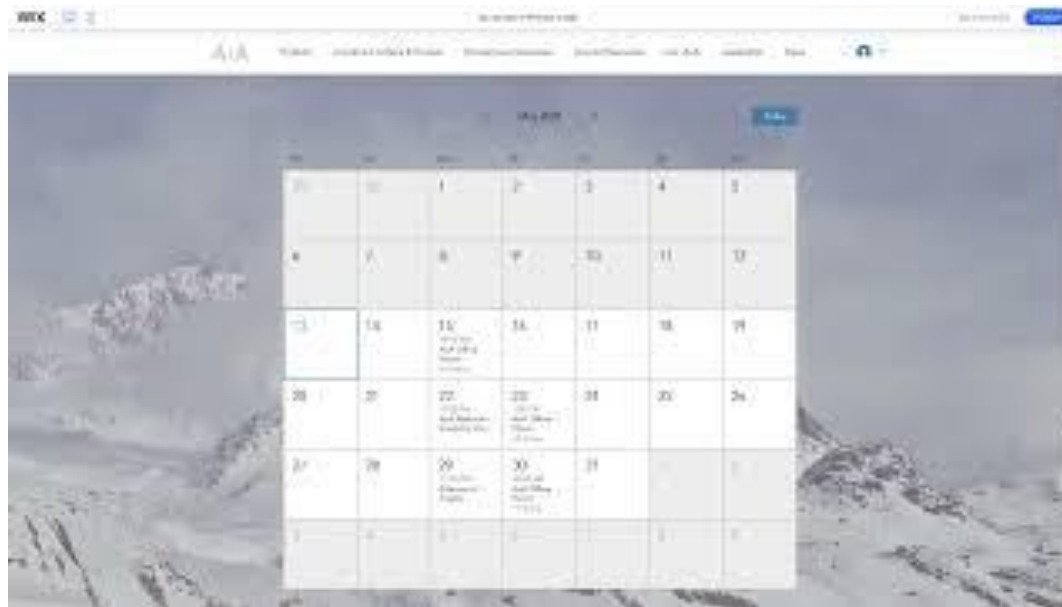
- Includes board members, a membership director, and general members to cover a wide range of interactions.
- Users appreciated the streamlined event calendar but noted difficulties in navigating between different platforms.

If we could make the membership process as streamlined as our events, that would be great.

Key Features

- **For Investors:** Personalized dashboards offer streamlined investment tracking and exclusive insights, with networking for strong connections.
- **For Staff:** Intuitive CMS and administrative tools simplify operations, supported by analytics for smarter decisions.
- **For Entrepreneurs:** Highlight your startup to investors, access growth resources, and connect through our event calendar.
- **Cross-Stakeholder Enhancement:** An integrated calendar, customizable profiles, and mobile-friendly design ensure a seamless user experience for all.

Demo



<https://youtu.be/z-aCypSFaS4>



Ethical Considerations

- **Security:** Protecting users' information with adequate measures to prevent unauthorized access, data breaches, or leaks.
- **Accurate Data:** Ensuring company data is correct so that users won't get misinformation about potential investments.
- **Accessibility:** Designing the website to be accessible to all users.



Next Steps

- Continue to receive feedback and make improvements to product.
- Design new features to help with Alliance of Angel's data organization.
- Expand calendar features for due diligence meetings of AoA.



Thank You

Any questions?

