

# Welcome to Riipen

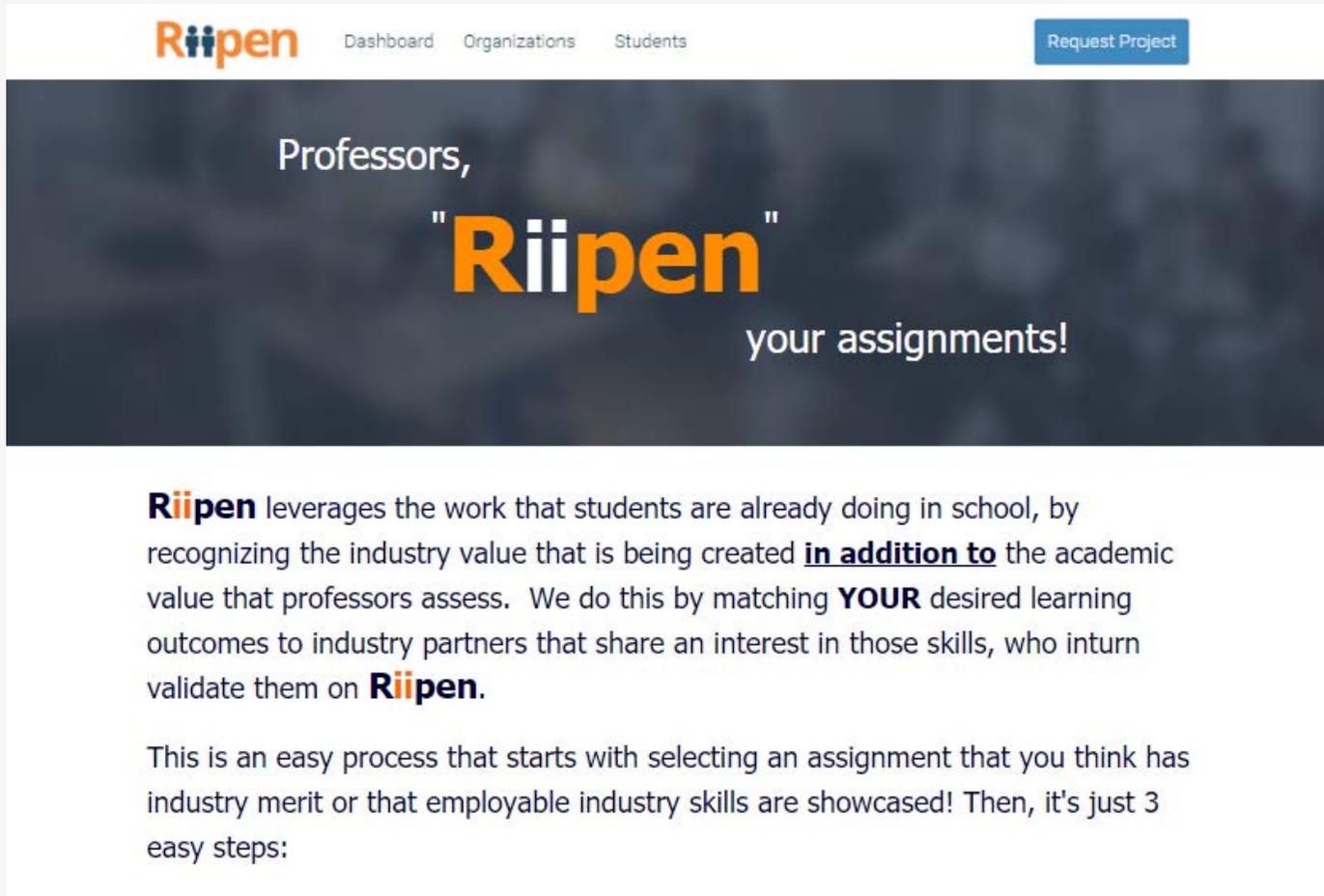
We're so happy you've  
decided to join the  
Riipen community.

SEPTEMBER 1, 2016 | RIIPEN.COM

# Part 1: Project Setup

Connecting with Riipen

Step 1: Go to <http://info.riipen.com/assignments/> to get started.

The image shows a screenshot of the Riipen website. At the top, there is a navigation bar with the Riipen logo on the left, followed by links for "Dashboard", "Organizations", and "Students". On the right side of the navigation bar is a blue button labeled "Request Project". Below the navigation bar is a large dark blue banner with the text "Professors," followed by the Riipen logo in a large, bold font, and then "your assignments!". Below the banner is a white section with text explaining the Riipen platform's value proposition and process.

**Riipen** Dashboard Organizations Students Request Project

Professors,  
**"Riipen"**  
your assignments!

**Riipen** leverages the work that students are already doing in school, by recognizing the industry value that is being created **in addition to** the academic value that professors assess. We do this by matching **YOUR** desired learning outcomes to industry partners that share an interest in those skills, who in turn validate them on **Riipen**.

This is an easy process that starts with selecting an assignment that you think has industry merit or that employable industry skills are showcased! Then, it's just 3 easy steps:

Step 2: Fill out the form that tells Riipen what your class project is all about.

**FILL OUT THIS FORM**

**1**

Think about the learning outcomes that you want this project to have and then fill out this

**Simple Form**

**UPLOAD YOUR ASSIGNMENT**

**2**

First Name

Last Name

School

Email

Choose File No file chosen

Upload

**ANSWER YOUR PHONE**

**3**

Once we have this information, we will call you

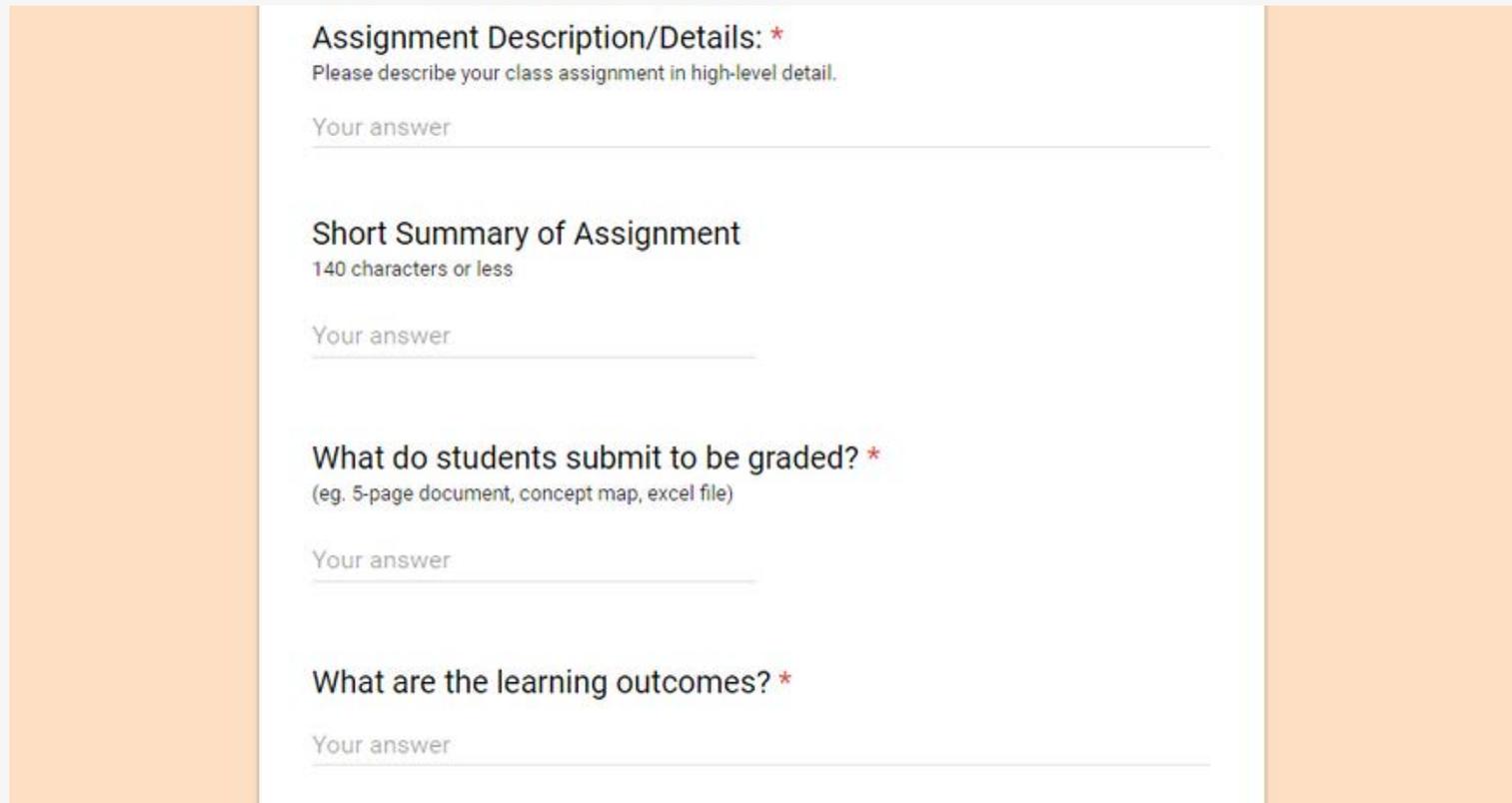
**WITHIN 48 HOURS**

add phone number

**I'm Ready, Call me!**

Click me!

Step 2 Pro Tip: The more detail **you** provide about your project and requirements, the easier it is to find organizations that match your criteria.



**Assignment Description/Details: \***  
Please describe your class assignment in high-level detail.

Your answer

---

**Short Summary of Assignment**  
140 characters or less

Your answer

---

**What do students submit to be graded? \***  
(eg. 5-page document, concept map, excel file)

Your answer

---

**What are the learning outcomes? \***

Your answer

---

# Step 3: Upload your project/assignment.

**FILL OUT THIS FORM**

**1**

Think about the learning outcomes that you want this project to have and then fill out this

**Simple Form**

**UPLOAD YOUR ASSIGNMENT**

**2**

First Name

Last Name

School

Email

Choose File No file chosen

**Upload**

**ANSWER YOUR PHONE**

**3**

Once we have this information, we will call you **WITHIN 48 HOURS**

add phone number

**I'm Ready, Call me!**

Upload project.  
Thank you!

# Step 4: Leave your phone number and we will call you, promise!

**FILLOUT THIS FORM**

**1**

Think about the learning outcomes that you want this project to have and then fill out this

**Simple Form**

**UPLOAD YOUR ASSIGNMENT**

**2**

First Name

Last Name

School

Email

No file chosen

**ANSWER YOUR PHONE**

**3**

Once we have this information, we will call you **WITHIN 48 HOURS**

add phone number

**I'm Ready, Call me!**

Add your number here, thanks!

# Part 2: Getting Connected

Find Your Organizations

Step 5: Riipen creates your Project Page so that organizations can apply to your project.

The screenshot shows a web page for a project titled "Digital Marketing: Industry Research Project". At the top, there are logos for Riipen, Schulich School of Business, and York University, along with navigation links for "Dashboard", "Organizations", and "Students". Social media icons for Facebook, Twitter, LinkedIn, Instagram, and RSS are also present. The main heading is "Digital Marketing: Industry Research Project". Below this, under "Student Skills:", there are three orange buttons: "Competitive Analysis", "Market Research", and "Marketing Strategy". The "Run Date" is listed as "Sept 14th to Nov 30th, 2016". A white button with orange text says "Click to View Your Commitments!". A banner below features logos for partner organizations: JOEY RESTAURANTS, Ruffles, EA, Microsoft, NESPRESSO, Hootsuite, CAR 2GO, and FOUR SEASONS. The text "You're In Good Company" is centered above these logos. Below the banner, there is a section titled "WHY DO IT" with a question mark icon. The text explains that students co-create a marketing challenge with the professor, which can be related to ongoing marketing initiatives like a new product launch, brand campaign, or brand repositioning for market expansion. Students will research competitors, customers, strengths, and weaknesses to provide strategic digital marketing recommendations.

Riipen | Schulich School of Business | YORK UNIVERSITY | Dashboard | Organizations | Students | f | t | in | i | r

## Digital Marketing: Industry Research Project

Student Skills: [Competitive Analysis](#) [Market Research](#) [Marketing Strategy](#)

Run Date: Sept 14th to Nov 30th, 2016

[Click to View Your Commitments!](#)

You're In Good Company

JOEY RESTAURANTS | Ruffles | EA | Microsoft | NESPRESSO | Hootsuite | CAR 2GO | FOUR SEASONS

**WHY DO IT**

With the professor, co-create a marketing challenge that is unique to your organization that students can complete. The project could be related to ongoing marketing initiatives (eg. a new product launch, a brand campaign, or a brand repositioning for the purpose of market expansion, new target markets, etc.). Students will do industry research on your competitors, potential customers and your strengths, competencies, and weaknesses, which informs their strategic digital marketing recommendations for you.

Step 5 Pro Tip: Organizations have to commit to certain requirements before approval. Click 'View Your Commitments' to learn more.

Click here to see organizational commitments.



**Riipen** | **Schulich** School of Business | **YORK U** | Dashboard | Organizations | Students |

## Digital Marketing: Industry Research Project

**Student Skills:** [Competitive Analysis](#) [Market Research](#) [Marketing Strategy](#)

**Run Date:** Sept 14th to Nov 30th, 2016

[Click to View Your Commitments!](#)

**You're In Good Company**

**WHY DO IT**

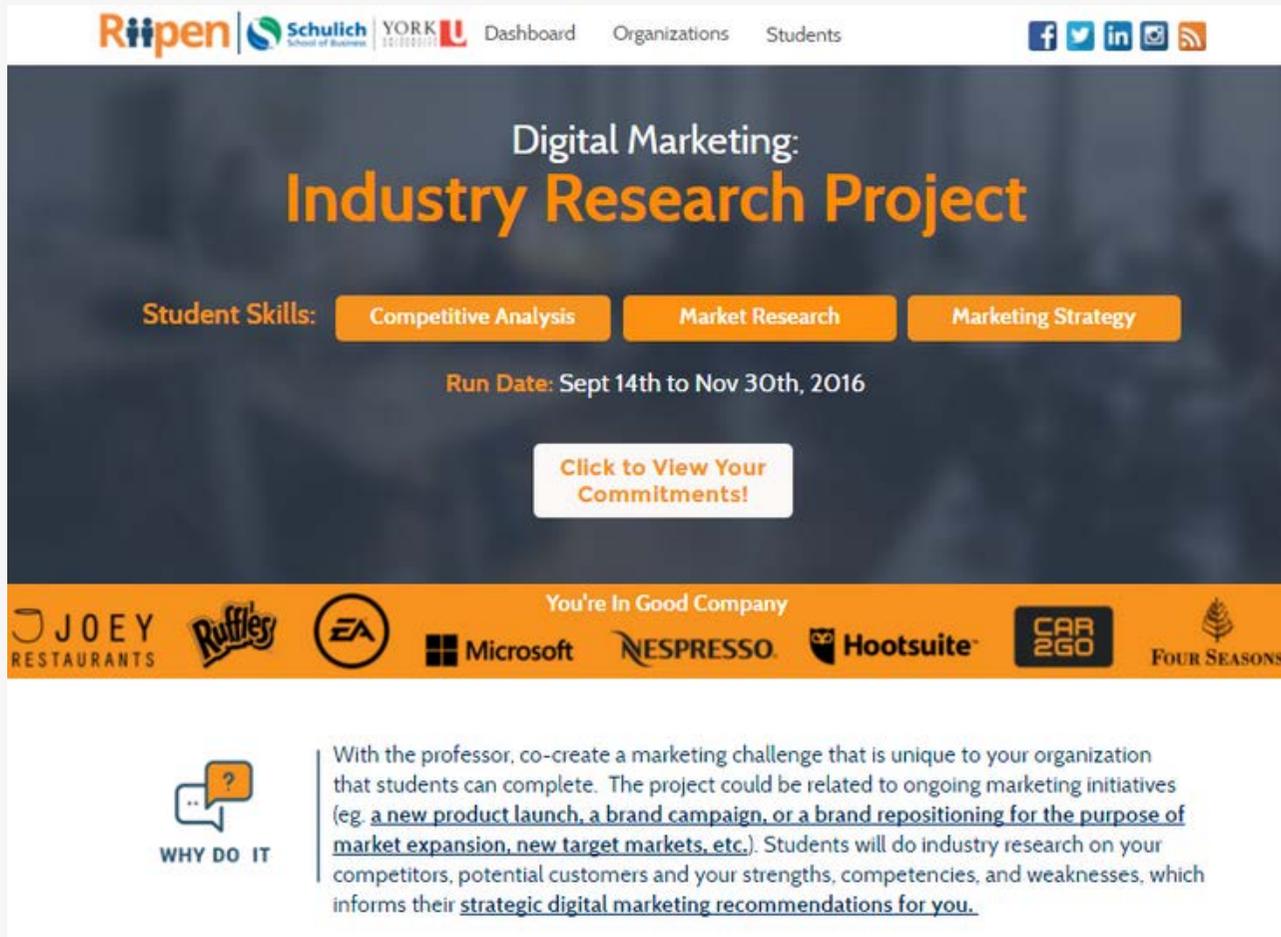
With the professor, co-create a marketing challenge that is unique to your organization that students can complete. The project could be related to ongoing marketing initiatives (eg. a new product launch, a brand campaign, or a brand repositioning for the purpose of market expansion, new target markets, etc.) Students will do industry research on your competitors, potential customers and your strengths, competencies, and weaknesses, which informs their strategic digital marketing recommendations for you.

Step 5 Pro Tip: Organizations must be available to speak with **you** at the start of the project.

**Project Commitments: \***

- Be located in Toronto
- Have a quick phone call with the professor before the start of the project
- Be available for a 1-hour interview (virtual, phone, or in person) in order to make sure the students fully understand your company, industry and needs
- Be responsive to periodic emails to answer any questions or concerns that the student(s) may have as they progress
- Watch the student's final presentation on December 2nd, 2016
- Provide a Riipen skill rating/evaluation on student performance upon completion of the project
- Create an organizational profile on Riipen (if you do not already have one)
- Complete a 30-second exit survey

Step 6: Riipen directs targeted organizations that match the project to your Project Page.



The screenshot displays the Riipen website interface. At the top, the Riipen logo is on the left, followed by the logos for Schulich School of Business and York University. Navigation links for 'Dashboard', 'Organizations', and 'Students' are present. Social media icons for Facebook, Twitter, LinkedIn, Instagram, and RSS are on the right. The main content area features the title 'Digital Marketing: Industry Research Project' in large orange and white text. Below the title, 'Student Skills' are listed in three orange buttons: 'Competitive Analysis', 'Market Research', and 'Marketing Strategy'. The 'Run Date' is specified as 'Sept 14th to Nov 30th, 2016'. A white button with orange text says 'Click to View Your Commitments!'. A banner below the main content area, titled 'You're In Good Company', displays logos for Joey Restaurants, Ruffley, EA, Microsoft, Nespresso, Hootsuite, Car2Go, and Four Seasons. The bottom section, titled 'WHY DO IT' with a question mark icon, contains a paragraph explaining the project's purpose: 'With the professor, co-create a marketing challenge that is unique to your organization that students can complete. The project could be related to ongoing marketing initiatives (eg. a new product launch, a brand campaign, or a brand repositioning for the purpose of market expansion, new target markets, etc.). Students will do industry research on your competitors, potential customers and your strengths, competencies, and weaknesses, which informs their strategic digital marketing recommendations for you.'

Step 7: Riipen prescreens organizations and sends them directly to you for review.

Welcome Microsoft!  
Your  
goals align perfectly  
with the goals  
of this project.

Riipen

Step 8: You connect with industry partners to approve organizations for your project.



# Part 3: Student Onboarding

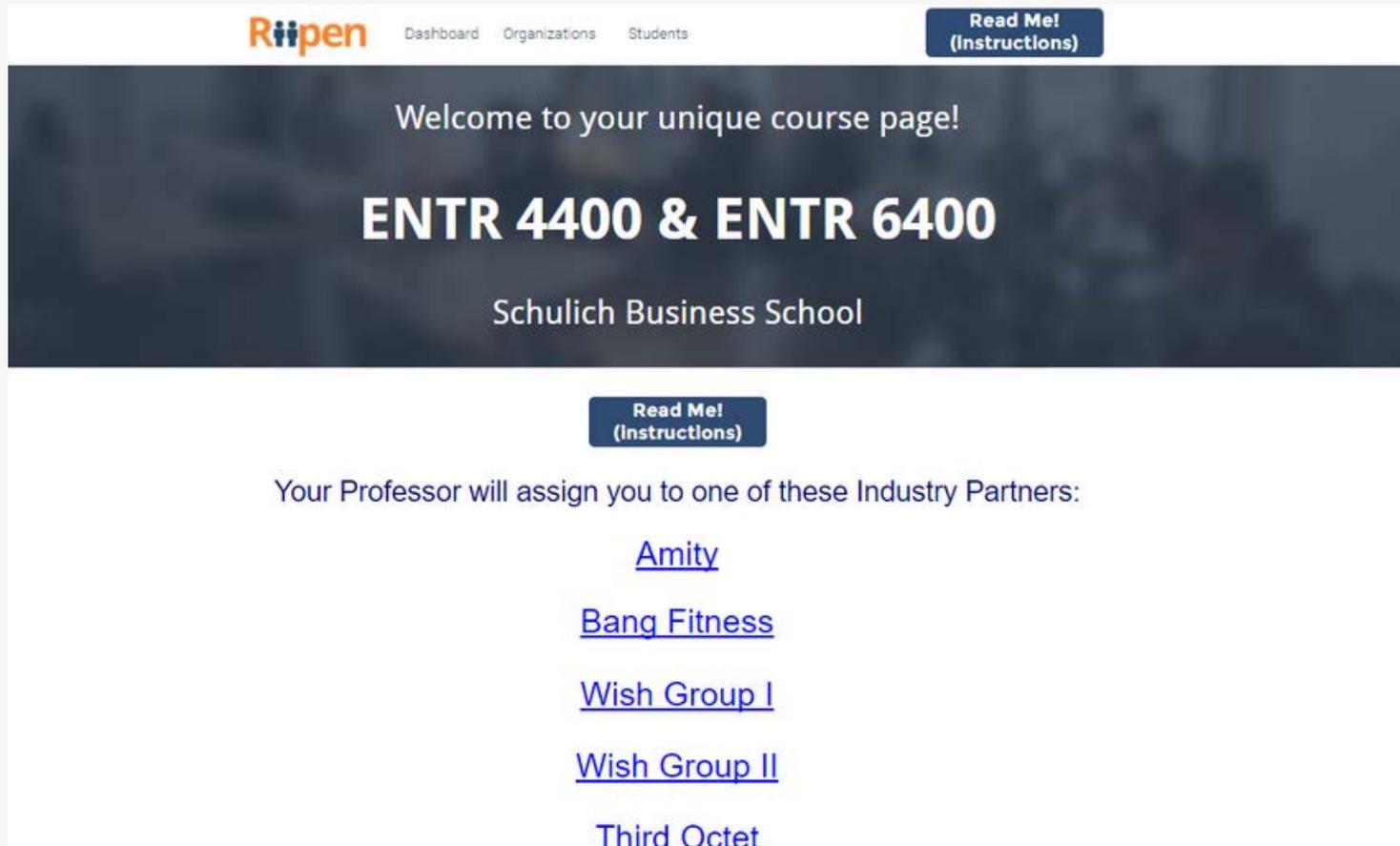
Connecting Students with Organizations

# Step 9: You direct students to create a profile page at Riipen.com



Students sign up here. They will be guided through the rest. Search for students if you want to know whether they've signed up.

Step 10: Riipen creates your Unique Course Page with approved organizations and emails you the link.



The screenshot shows a web interface for Riipen. At the top left is the Riipen logo, followed by navigation links for Dashboard, Organizations, and Students. A dark blue button labeled "Read Me! (Instructions)" is in the top right. Below this is a dark blue banner with the text "Welcome to your unique course page!" and "ENTR 4400 & ENTR 6400" in large white font, with "Schulich Business School" below it. Underneath the banner is another "Read Me! (Instructions)" button. The main content area says "Your Professor will assign you to one of these Industry Partners:" followed by a list of links: [Amity](#), [Bang Fitness](#), [Wish Group I](#), [Wish Group II](#), and [Third Octet](#).

Step 11: **Students** access and review each organization through **your** Unique Course Page.

The screenshot shows a web interface for Riipen. At the top left is the Riipen logo, followed by navigation links for Dashboard, Organizations, and Students. A dark button labeled "Read Me! (Instructions)" is in the top right. The main content area has a dark background with the text "Welcome to your unique course page!" and "ENTR 4400 & ENTR 6400" in large white font, with "Schulich Business School" below it. A second "Read Me! (Instructions)" button is centered below this. The text "Your Professor will assign you to one of these Industry Partners:" is followed by a list of links: [Amity](#), [Bang Fitness](#), [Wish Group I](#), [Wish Group II](#), and "Third Octet".

Step 11 Pro Tip: Include the link to this page in your syllabus so it's easy to find. Direct student to the 'Read Me' button for their own instructions.

Direct students to click this button for their own specific instructions



A screenshot of the Riipen website interface. At the top left is the Riipen logo. To its right are navigation links: 'Dashboard', 'Organizations', and 'Students'. At the top right is a dark blue button with white text that says 'Read Me! (Instructions)'. Below the navigation is a dark blue banner with white text: 'Welcome to your unique course page!', 'ENTR 4400 &amp; ENTR 6400', and 'Schulich Business School'. Below the banner is a white area containing a dark blue button with white text that says 'Read Me! (Instructions)'. Below this button is the text 'Your Professor will assign you to one of these Industry Partners:'. Below this text are five blue underlined links: 'Amity', 'Bang Fitness', 'Wish Group I', 'Wish Group II', and 'Third Octet'.

# Step 12: Students review the Project Pages.

The screenshot shows a web interface for Riipen. At the top, there is a navigation bar with the Riipen logo and links for Dashboard, Projects, Organizations, Portals, Students, Events, and Help. On the right side of the navigation bar are buttons for 'Request Project', 'Sign Up', and 'Log In'. The main heading of the page is 'Schulich Applied Entrepreneurship Field Study by Bang Fitness'. Below the heading, there are tabs for 'Details' and 'Comments'. The main content area features a large image of a gym interior with a person working out. To the right of the image is a green button labeled 'Login To Do Project'. Below the image are two logos: 'BANG' and 'BF'. The page is divided into several sections: 'Summary' with a brief description, 'Incentives' featuring a 'Portfolio Booster!' icon and text about skill ratings, and 'Details' with a paragraph about Bang Fitness's history and services. On the right side of the page, there is a sidebar with a countdown timer showing '122 days to go' and 'n/a hours time estimate'. Below the timer are 'Categories' (Sales & Marketing, Business Services), 'Skills' (Market Research, Competitive Analysis, Marketing Strategy), 'Location' (Toronto, ON, Canada), and 'Share' options (Invite, Twitter, Facebook, Google, LinkedIn, Email).

Step 13: You assign each student/ group to an organization in any manner that best fits your class.



Step 14: Direct **students** to connect with their assigned organization by clicking 'Start This Project'.

The screenshot displays the Riipen website interface. At the top, there is a navigation bar with the Riipen logo and links for Dashboard, Projects, Organizations, Portals, Students, Events, and Help. On the right side of the navigation bar, there are buttons for 'Request Project', 'Sign Up', and 'Log In'. The main heading of the page is 'Schulich Applied Entrepreneurship Field Study by Amity'. Below the heading, there are tabs for 'Details' and 'Comments'. The central content area features a large image of a laptop with the text 'The Most Powerful Customer Success Software' and a sub-headline 'Amity helps you understand which customers need your attention and why.' To the right of the image, there is a green button labeled 'Login To Do Project'. Below this button, there is a countdown timer showing '122 days to go', followed by 'n/a hours time estimate'. The page also lists categories: 'Sales & Marketing' and 'Business Services', and skills: 'Qualitative Research', 'Quantitative Research', 'Customer Segmentation', and 'Positioning'. The location is listed as 'Toronto, ON, Canada'. At the bottom, there are social sharing options: 'Invite', 'Twitter', 'Facebook', 'Google', 'LinkedIn', and 'Email'. A green arrow points from the right side of the page towards the 'Login To Do Project' button.

Students click this button to send a message to the organizational contact and start the project.

Step 15 Pro Tip: Convey the importance of this first introductory message. It connects *directly* to industry partners. First impressions are critical!

Start this Project ×

Your name  
Jesse David

Your email  
jesse.david@live.ca

Send a short note to the organization about yourself (and your group, if applicable)

Be professional. Be succinct. Keep it to a paragraph. This is your first impression to this organization. If this is a group project for your class, please put the names of all group members and who will be the lead communicator.

If this is part of your in-class project, you may require some more information from your instructor or the organization. If it is not, you now have enough information from the project details, deliverables, and resources to finish this project.

If you have any questions, please use the comments tab found on this project page to post them. MyPackage will be notified when you post a question and they will respond there as well.

When you are finished your project please submit it through Riipen so that MyPackage can view and endorse your work, which can be added to your virtual portfolio. Any projects not submitted through Riipen will not be recommended and you will not be added to this organization's talent pool for future positions.

[Do Now](#)

Step 16: **Students** should introduce themselves, team members, the lead communicator, and the lead communicator's preferred contact information.

Hi Amity,

My name is Jesse. I would like to connect with you to set up our first meeting. My team members are Stephanie, Vijay and Michelle. The project lead for our team will be Michelle. Her primary e-mail address is michelle.letch@schulich.yorku.ca. Her primary phone number is 647-712-6027.

We're all excited about collaborating with you to deliver outstanding results.

Looking forward to hearing from you.

Sincerely  
Jesse

# Part 4: Feedback

Logistics and Project Process

Step 17: You send your account manager at Riipen the teams assigned to each company as soon as it is finalized.

Student-Organization Partnership								
	Team Number/ Name	Assigned Company					Companies Not Assigned	
A								
B								
C								
D								
E								
F								
G								
H								
I								
J								
K								
L								
M								
N								
O								

Please be sure to fill this section in as well.

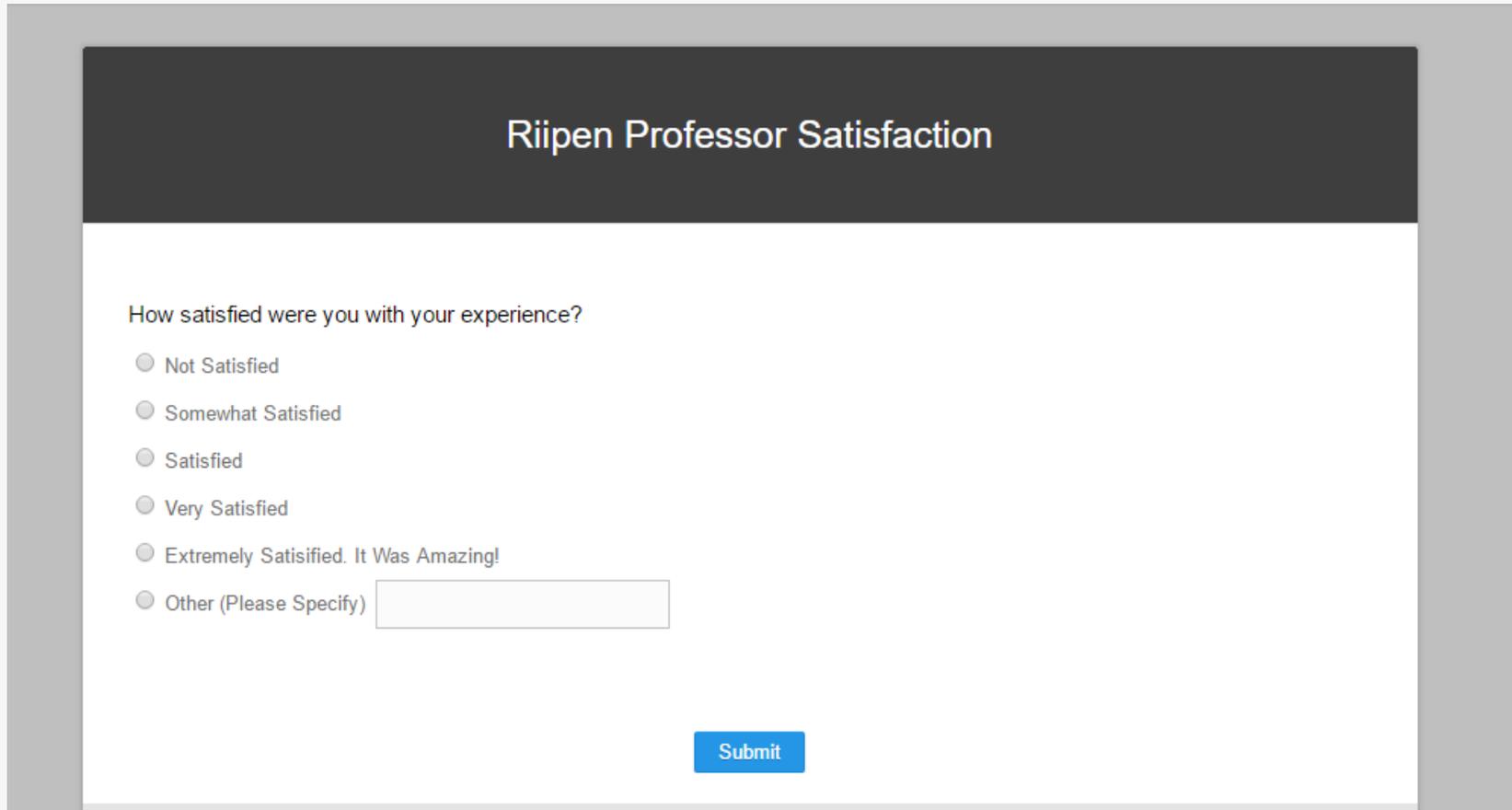


Step 18: Riipen touches base with you and the company to assess the project.

Hey!  
How is it going?  
Any questions  
or concerns?  
We're here to help.

Riipen

Step 19: The last step! Both *you* and the organization complete an exit survey to provide us with feedback.



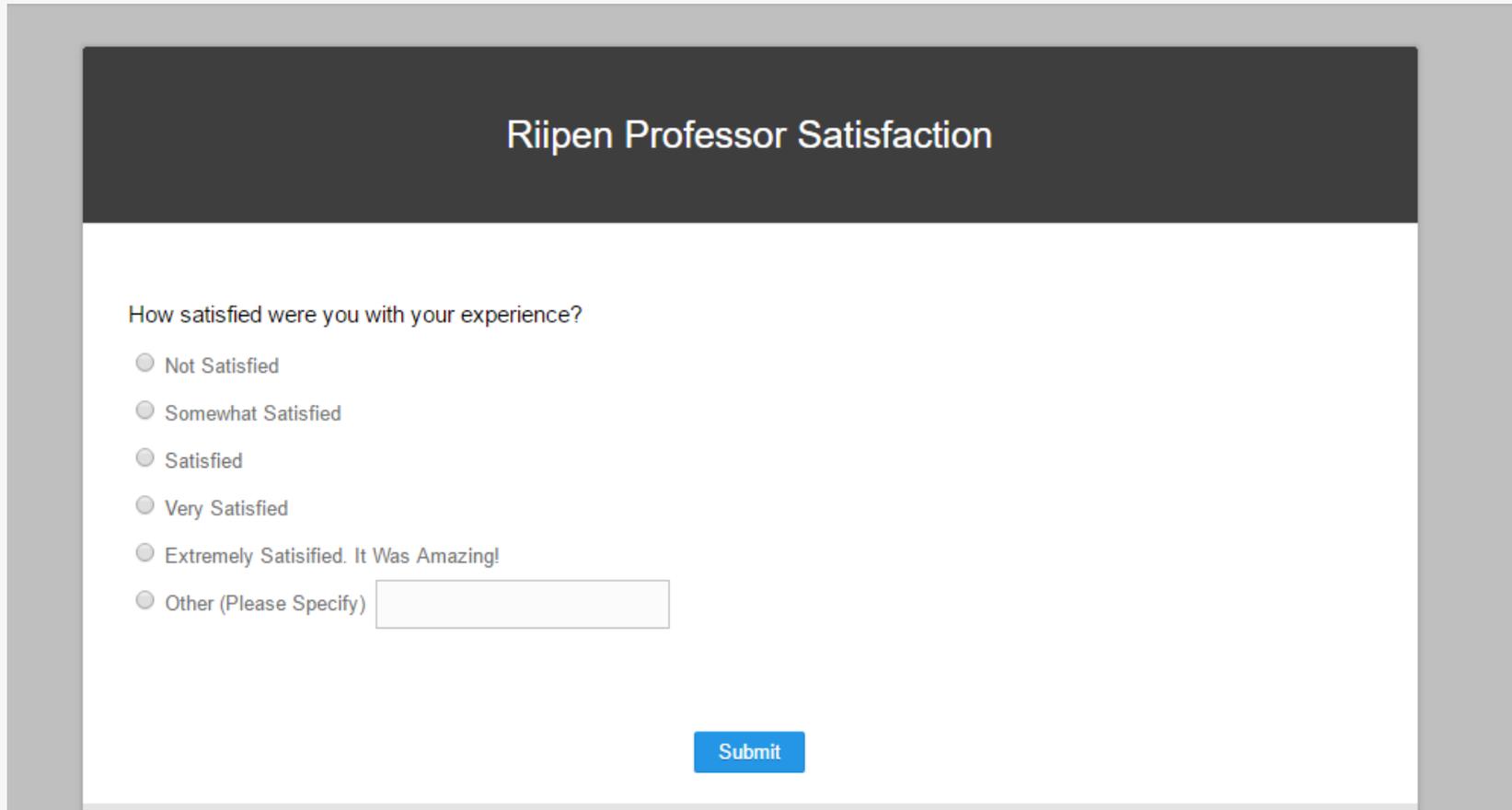
The image shows a screenshot of a web-based survey form titled "Riipen Professor Satisfaction". The form is set against a dark grey header with the title in white. Below the header, the question "How satisfied were you with your experience?" is displayed. There are six radio button options: "Not Satisfied", "Somewhat Satisfied", "Satisfied", "Very Satisfied", "Extremely Satisfied. It Was Amazing!", and "Other (Please Specify)". The "Other" option is followed by a text input field. At the bottom center of the form is a blue "Submit" button.

**Riipen Professor Satisfaction**

How satisfied were you with your experience?

- Not Satisfied
- Somewhat Satisfied
- Satisfied
- Very Satisfied
- Extremely Satisfied. It Was Amazing!
- Other (Please Specify)

Step 20: You say, "Hey this was amazing, let's do it again next semester."



The image shows a screenshot of a web-based survey form titled "Riipen Professor Satisfaction". The form is set against a dark grey header with the title in white. Below the header, the question "How satisfied were you with your experience?" is displayed. There are six radio button options: "Not Satisfied", "Somewhat Satisfied", "Satisfied", "Very Satisfied", "Extremely Satisfied. It Was Amazing!", and "Other (Please Specify)". The "Other" option is followed by a text input field. A blue "Submit" button is located at the bottom right of the form area.

Riipen Professor Satisfaction

How satisfied were you with your experience?

- Not Satisfied
- Somewhat Satisfied
- Satisfied
- Very Satisfied
- Extremely Satisfied. It Was Amazing!
- Other (Please Specify)

The background of the slide is a grayscale photograph of a desk. In the foreground, there is a silver laptop, a smartphone to its left, and a notebook with a pen on its right. A glass of iced coffee is also visible on the left side of the desk. The background is blurred, showing what appears to be a parking lot with cars and some people.

**The journey of a thousand  
miles begins with one step.  
Thank you for taking your first  
steps with us!**