Entrepreneurship 9: User Adoption Plan (Junior Division)

Team name + Short Project Summary: *suggested 1 paragraph*

The Infinity ∞ team created the RAINSTORM application with the aim of helping to prevent human and material losses resulting from floods by using artificial intelligence to 1) alert the probability of floods; and 2) create a chatbot to assist people who experience this situation by directing them to the corresponding public and private services for each individual case.

How have you gotten people to use your app or invention?: *suggested 1-2 paragraphs*
(Example: We invited friends and family to test, partnered with organizations, publicized on social media, etc.) Note: this does not have to be the finished product but can be intermediate versions of the project.

We used Instagram to promote the prototype of the application on the account @projeto_rainstorm, explaining its objective. As responsible for our adoption plan. I, Yasmin, showed the Rainstorm app to my family and asked for their opinions to help us with the application. They were happy to participate with us in this journey.

How many people have used your app or invention so far?

5 people from my family, our team composed of 3 girls and our 3 mentors, which makes a total of 11 people that have used the Rainstorm app.

What feedback did they give you?: *suggested 1-2 paragraphs* *(give as much detail as possible with particular feedback that may have influenced changes to your designs)*

Some feedback mentioned that the design has a color palette that catches the eye and makes the app attractive, while others mentioned that they did not understand the functionality of the buttons on the notification screen and the home screen, which are things to improve in our app.

How do you plan to get people or organizations to use your app or invention this year?
suggested 2-3 paragraphs

❏ *social media, marketing, outreach to community organizations*
❏ *How will you convince people they need your product?*

We intend to work in partnership with different organizations on a network communication strategy, leveraging audiences from different social media platforms to reach more and more users. To achieve this, we have created an Instagram account (**@projeto_rainstorm**), where we will post weekly, bringing content to raise awareness of the problems caused by floods and showing the evolution of the application.

We have mapped possible communication partners, such as **Carbon Free Brasil**, the **Communautaire Institute of Greater Florianópolis (ICOM)**, the **Clima Adapt** platform from Microsoft and the Brazilian Ministry of Integration and Regional Development, and the **Civil Defense of Santa Catarina**, public and private projects and organizations that relate to our theme. We have prepared the following introduction message to send to each of the possible partners:

*Hello, my name is Yasmim, responsible for communication, and along with Giovana and Gabriela, we form the Infinity ∞ group. We take part in Technovation Girls, a global program for girls/women to have an immersive experience in the technology field. In the program, we created an application with the aim of helping, assisting and informing people to protect themselves from floods, which is called **Rainstorm**. Now, we are looking for partners to help us promote our application on social media and exchange content to raise awareness about the importance of prevention to avoid new floods. After extensive research, we noticed that we have something in common, which is the willingness to help the environment and people. We would love for you to join us on this journey. If interested, we can schedule an online meeting to discuss the project and possible partnerships further. Thank you very much for your attention!*