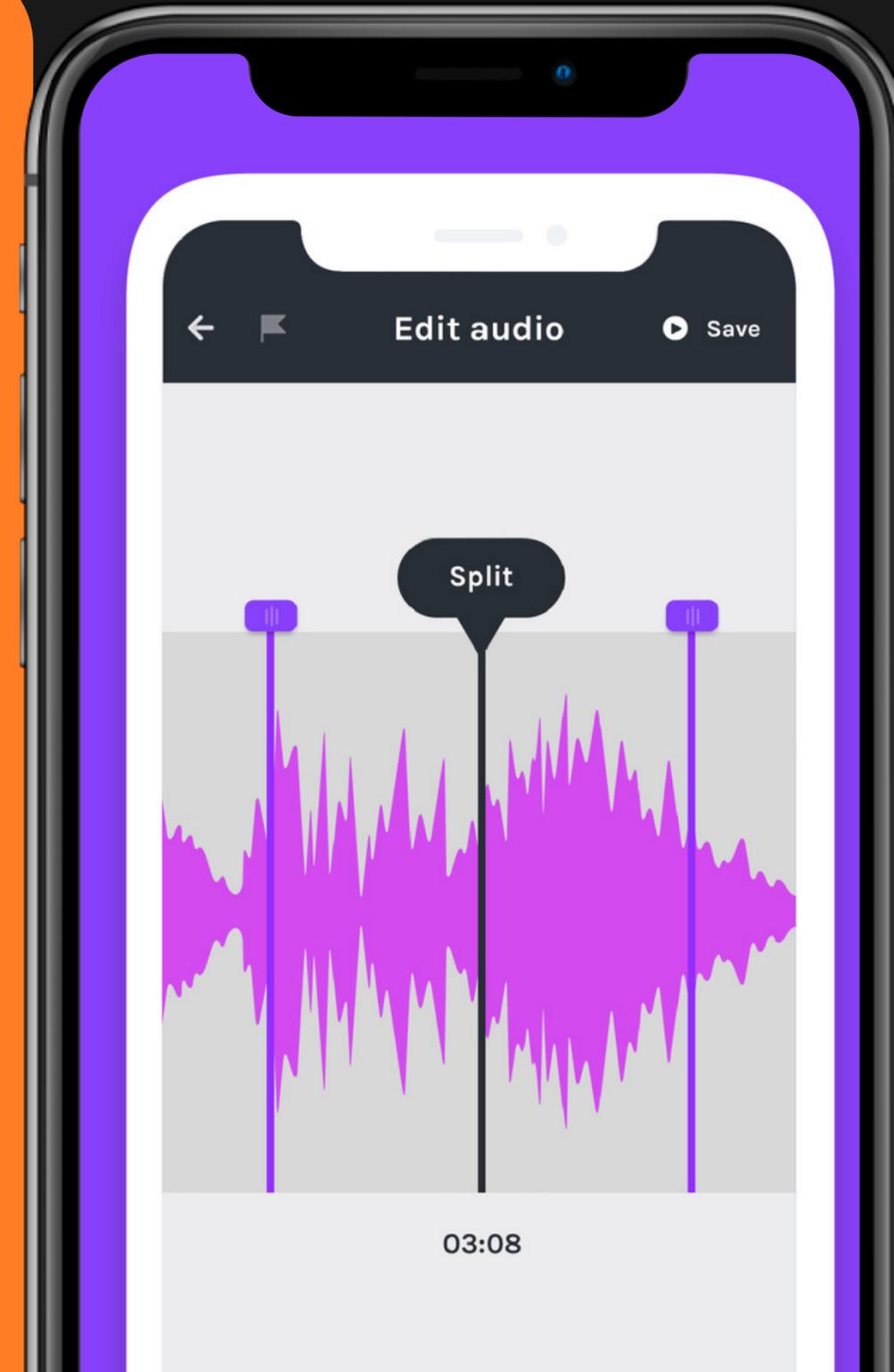
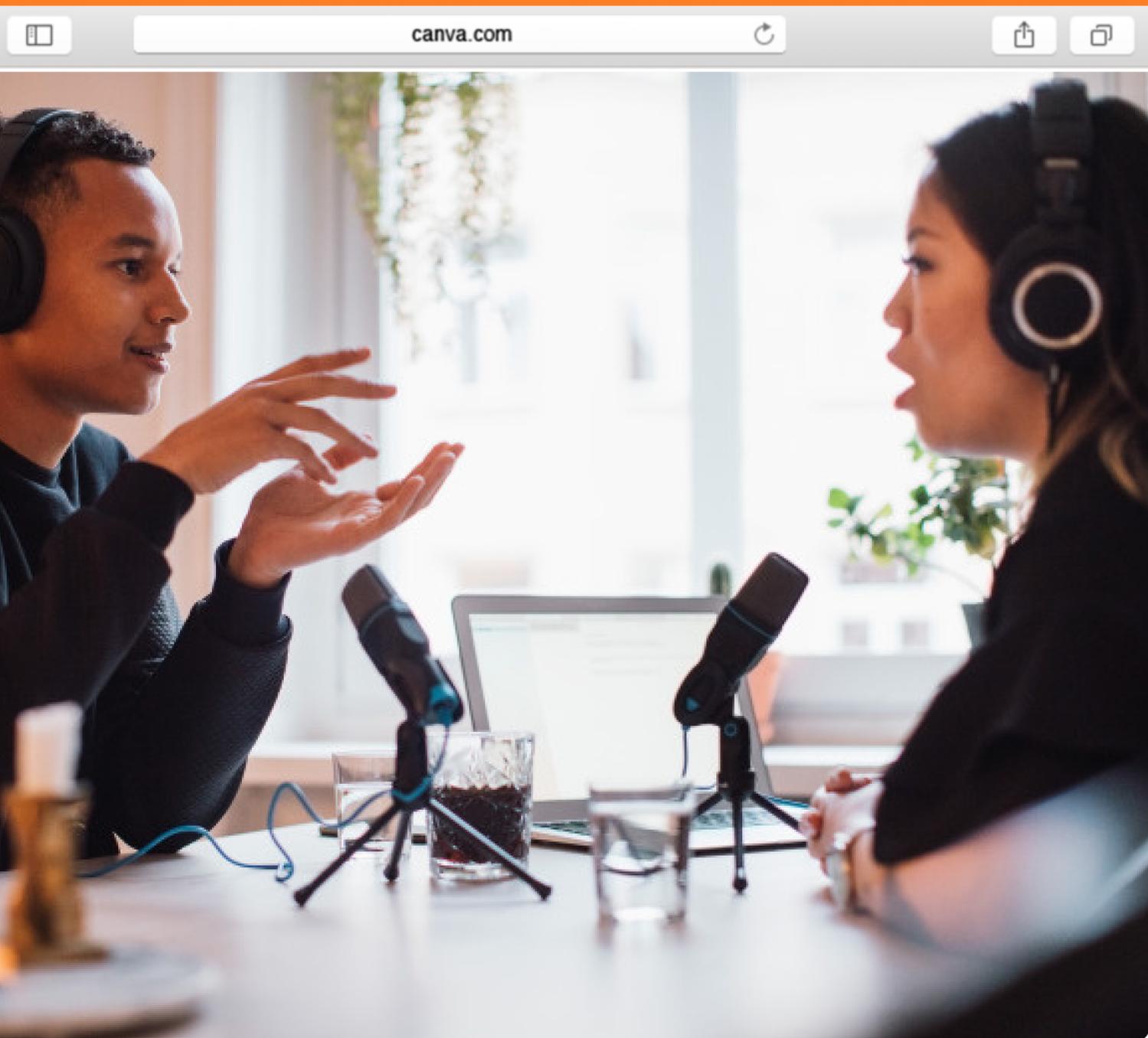


DIGITAL COLLABORATIVE WRITING TEAM 3



A Professional Development Podcast
about success in the Tech Industry





16 million

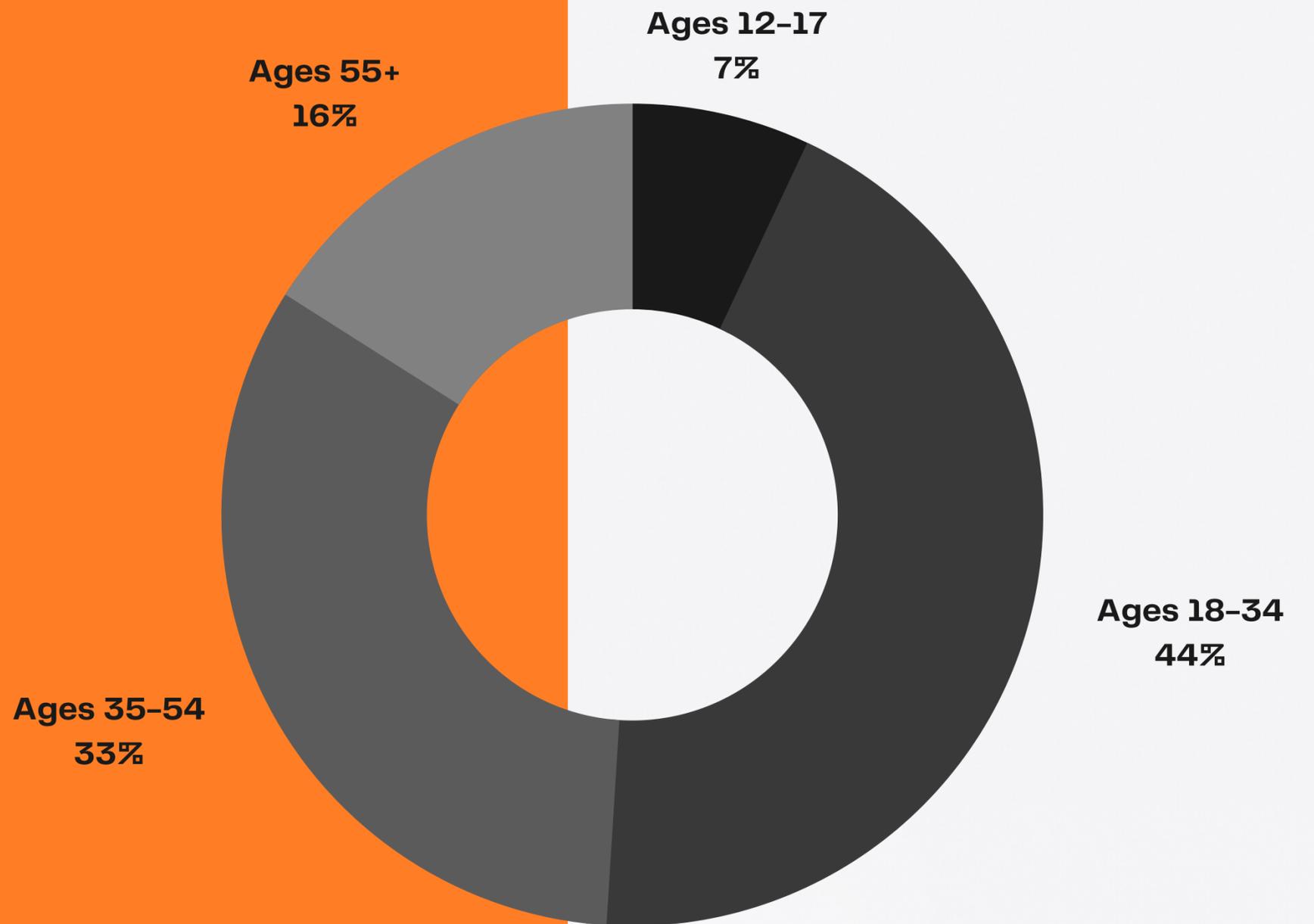
people in the US consider themselves "Avid Podcast Fans"

Organizations and individuals are embracing this new podcasting medium as a way to efficiently connect to listeners as they move through their everyday lives.



Connecting with the target market

- Podcasts specifically connect with younger demographics
- Loyalty: podcast listeners each subscribing to an average of 7 shows per week
- Demographics overlap with TechPoint's target market



Monthly Podcast Listeners



We propose a bi-monthly podcast, OnPoint, that interviews TechPoint alumni and corporate partners about their tech careers and topics in professional development.

What will OnPoint look like?



Onpoint will share ideas about professional development in the tech industry



Two interviews each month will be featured: one with a TechPoint program alumni, and one with a corporate partner, employer, or mentor.



OnPoint will be managed and produced by a Marketing & Communications Intern as well as a Podcasting Intern.



Having interns will help Techpoint strengthen relationships with educational networks and tech professionals.



Episode Examples

A possible path to starting

Episode 1



Amy Brown

Founder and CEO: AuthentiCx

Winner of the 2020 TechPoint Rising Entrepreneur Mira Award, Amy Brown is a 20 year old healthcare veteran who launched AuthentiCx to transform the way humans understand humans. AuthentiCx analyzes and aggregates customer data to reveal transformational opportunities in healthcare. Here about her startup story in this episode!

Episode 2



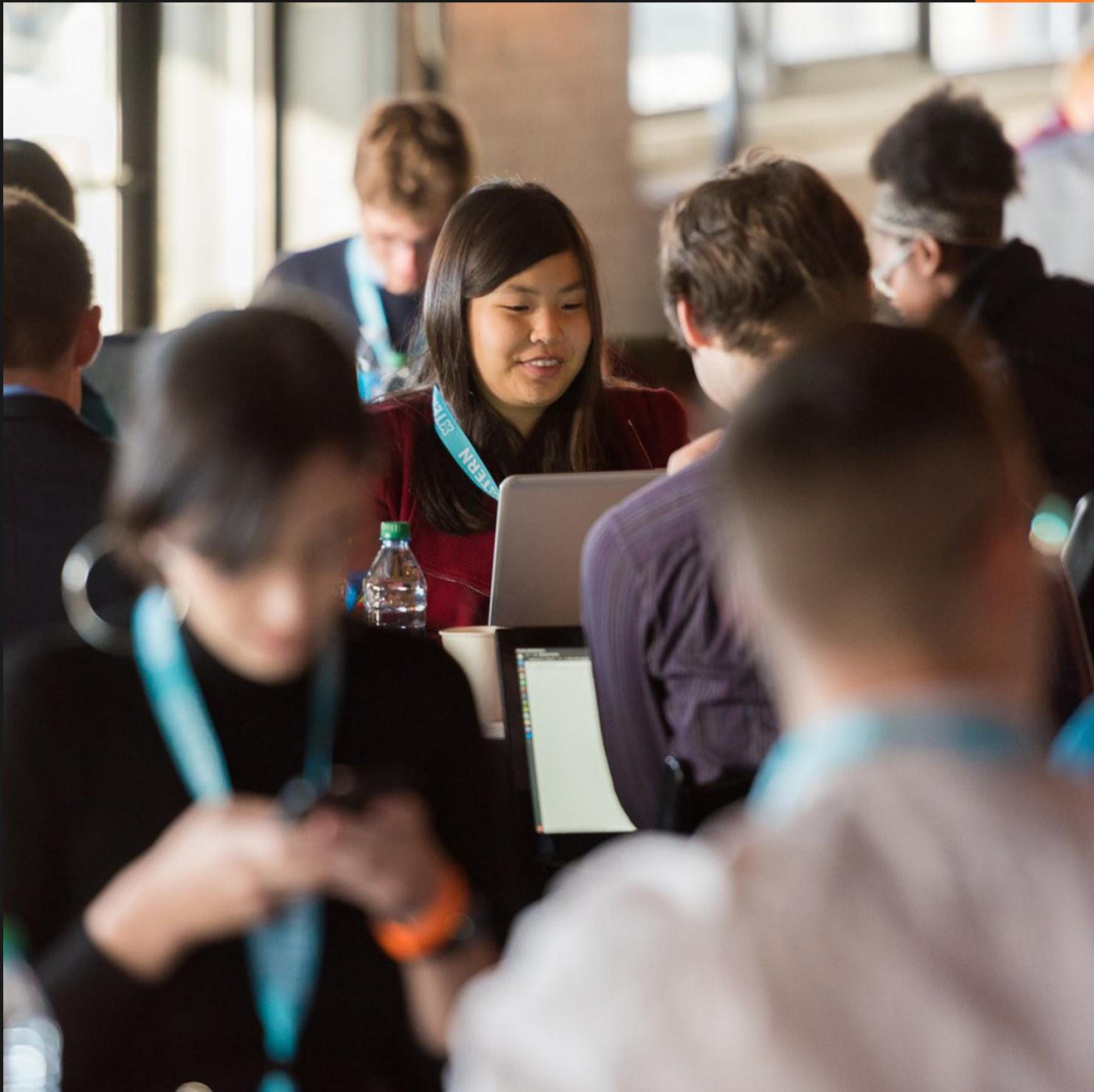
Bryan Wade

CEO: Sigstr

A participant in TechPoint's Venture Capital Speed Dating program, Bryan Wade is a software executive with deep operational experience in SaaS. He builds and leads customer success, engineering, sales, partner/channel and product teams. Listen as Bryan shares his insights from his CEO position, the challenges of his experiences in the tech industry, and his advice to those starting out in the field.

Why a podcast?

- Nurturing relationships with TechPoint's target market
- Boost social media channel and digital engagement
- Strengthen alumni relationships
- Provide resources that cater to the needs of young professionals
- Personalize TechPoint's marketing
- Internships are a great way to connect with university students and spread the TechPoint brand
- Leverage TechPoint's strengths

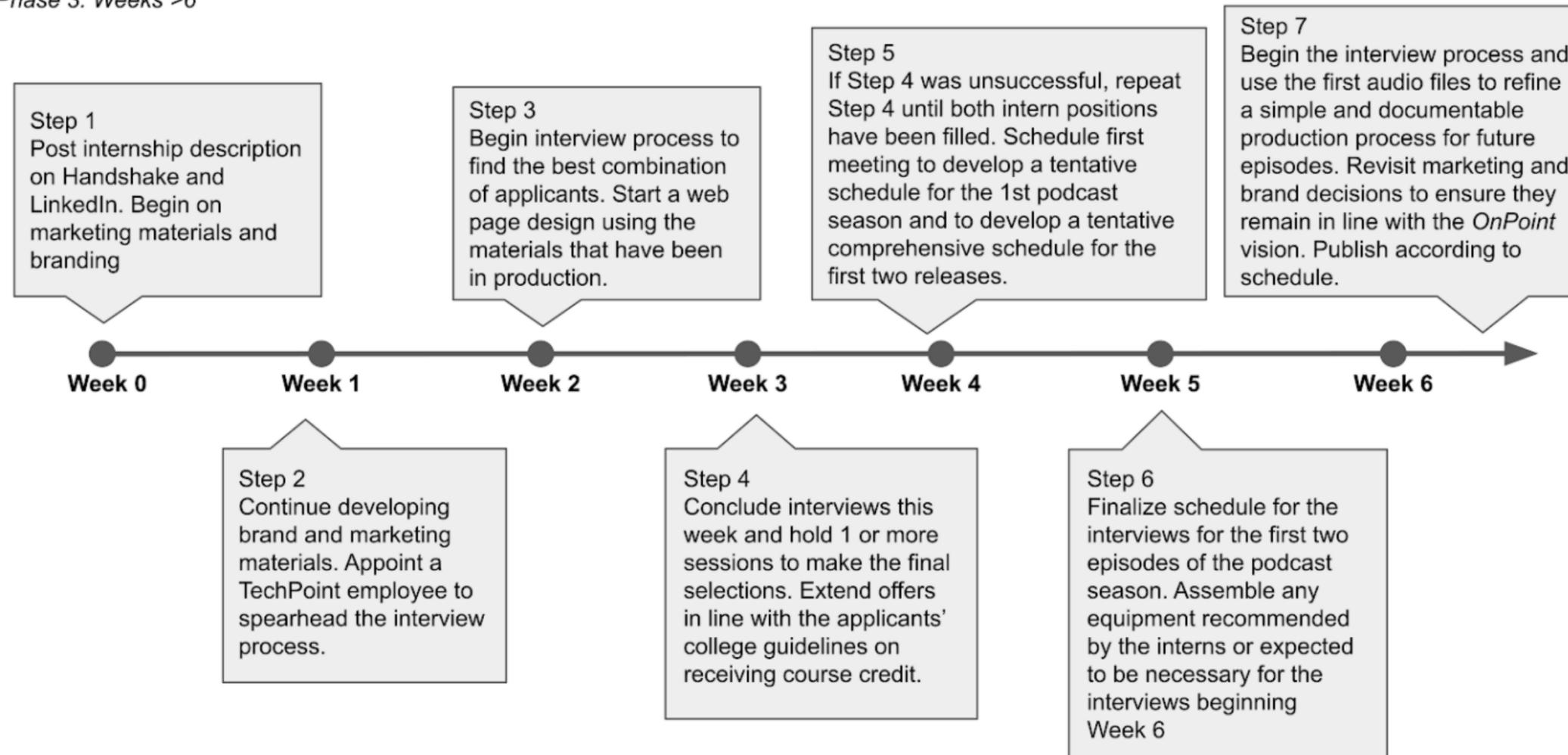


Implementation Plan



Phase 1: Weeks 0-2
Phase 2: Weeks 3-5
Phase 3: Weeks >6

6 Week OnPoint Implementation Plan





Internships

Podcasting Intern

Responsibilities

- Recording, mixing, and producing audio
- Interviewing episode guests in person and over the phone
- Creating a basic script/series of questions for each guest
- Working in Digital Audio Workstation of choice
- Handling tech equipment like mics, filters, and voice recorders
- Acting as a host personality for one season of podcast episodes

Marketing & Communications Intern

Responsibilities

- Outlining and recruiting guests for one season of podcast episodes
- Creating marketing materials for podcast episodes
- Writing creative episode descriptions
- Coordinating with TechPoint employees in marketing roles
- Organizing and scheduling podcast interviews
- Working with Podcasting Intern to establish a clear, consistent work flow
- Develop consistent branding

Equipment



Minimal Option

1. Recorder: iPhone voice memo application (free)
2. Audio Software: Adobe Audition
 - a. Any student with audio editing experience typically owns their own software or can access the adobe suite free through their school.
3. Podbean Membership: \$9/month
 - a. This includes publishing resources, music, RSS server, and connection to Apple Podcasts

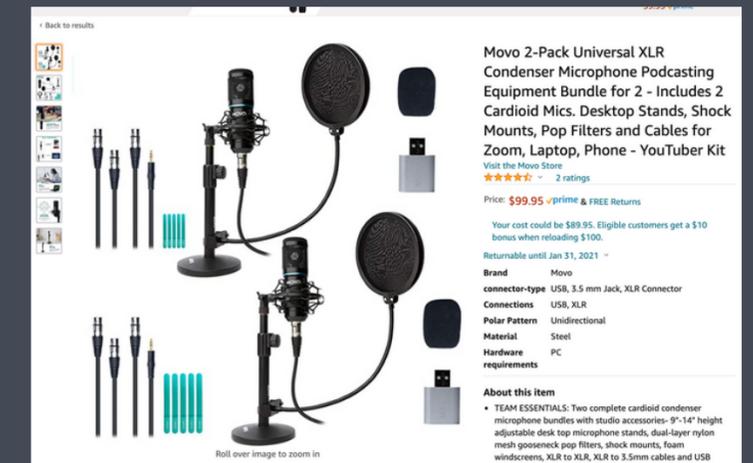
Medium Option

1. Recorder: USB Condensor Microphone and Pop Filter (\$40 - Amazon)
2. Audio Software: Adobe Audition
3. Podbean Membership: \$9/month



Higher Option

1. Recorder: 2 Cardioid Podcasting Microphones (\$99 - Amazon)
2. Audio Software: Adobe Audition
3. Podbean Membership: \$9/month



Q&A



ONPOINT WITH TECHPOINT

By: Danielle Kameristy, Lauren Bishop, Rob Hageboeck, Pragyan Dey, Julia Yelnick