

# The Mottier Innovation Challenge in Systems Engineering

Submission 2

## 1. Project Title

**Laybr**

## 2. Please list team members, denoting department and undergraduate/graduate student

**Rorey Seligmann - Undergrad - ISE Max Kim - Undergrad - ISE Russell Seligmann - Undergrad - CS Brian Roper - Undergrad - CS**

## 3. Please list contact information for the team (email, phone number)

**selgmnn2@illinois.edu, 630-258-9500**

## 4. What are you trying to do? Articulate your objectives using absolutely no jargon.

**We want to develop an intuitive mobile application that creates a peer to peer exchange between college students. People with tasks that need to be completed will post the job to the app with an attached monetary compensation. Talented individuals can then browse and accept various tasks posted in order to make money. Starting out, we want to focus specifically on fitness, academics, and physical labor related tasks.**

## 5. How is it done today, and what are the limits of current practice?

**Both Craig's List and Reddit offer a similar exchange for people to assist in completing each other's tasks. Both of these companies are extremely limited in the organization of the posted tasks. It is challenging and time consuming to navigate various jobs and the payment exchange is unreliable. There is also limited accountability of user behavior across each platform.**

## 6. What's new in your approach and why do you think it will be successful?

**Unlike Reddit and Craig's list, the exchange of tasks between peers will be our primary business function. We will be unique in our execution of the exchange. It will be easy to navigate posted tasks as they will be categorized. We will also create task groups, where individuals can post tasks only to their trusted community. An intuitive application with limited competition and a rise in demand for peer to peer exchanges.**

## 7. Who cares? If you're successful, what difference will it make? What are the risks and the payoffs?

**Both students in need of a quick buck, and students in need of low-cost labor will strongly care. The application will assist in bolstering productivity by providing individuals with access to thousands of talented students across campus. In the long term, our application can connect people internationally in completing virtual tasks ranging from web development to tutoring over Skype. Our largest risk will come from monitoring the content of tasks posted and ensuring the validation of transactions. The pay off will be a small percentage between each transaction with the potential for advertising revenue.**

## 8. How much will it cost? How long will it take? What are the midterm and final "exams" to check for success?

**Since our service is virtual, there will be no initial upfront cost. Down the line, costs will step from web hosting services, PayPal API, data storage, and government related costs (incorporating, licenses, etc.). Our final exam will be a minimal viable product that has all of the functionalities discussed above. At midpoint we expect a working interface with limited backend functionality.**