

# Riipen

# PRODUCT UPDATE

## WEBINAR

**Emily Elias**

Product  
Manager



**Barkha Patel**

Associate  
Product Manager



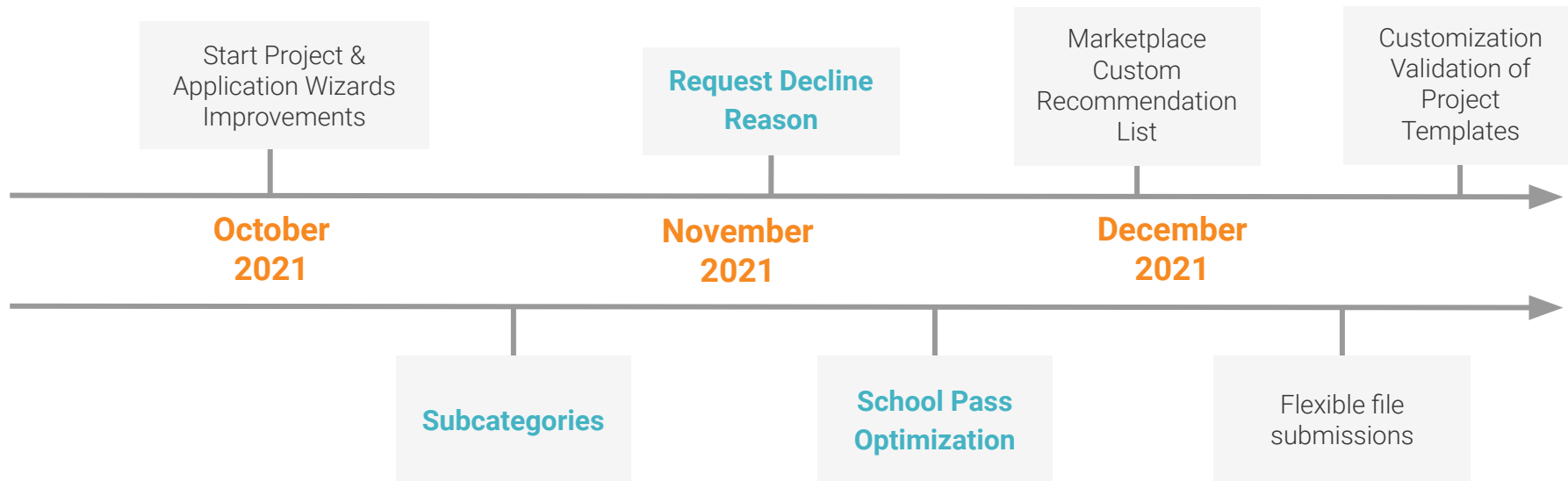
# TODAY'S AGENDA

- **Last Quarter Retrospective:**
  - Subcategories
  - Request Decline Reasons
  - School Pass Optimizations
- **Q&A**
- **Upcoming Feature Releases:**
  - Team Creation + Invitation Wizard
  - Prioritizing Preferred Content
  - Student Participation Report
- **Q&A**
- **Strategic Projects Overview**
- **Platform Metrics**

**Check-In Question!**

# **Retrospective**

# RIIPEN PLATFORM IN REVIEW



## Legend:

- Grey → High level information provided
- Teal → Deeper overview provided in this presentation

# SUBCATEGORIES

## The Story:

Riipen users want to have greater control when searching for projects, courses and internship programs in the marketplace.

Our team consulted with recommendation engine experts to address this feedback and improve recommended content.

We have diversified the taxonomies of the content in the marketplace in order to produce better recommendations of content.



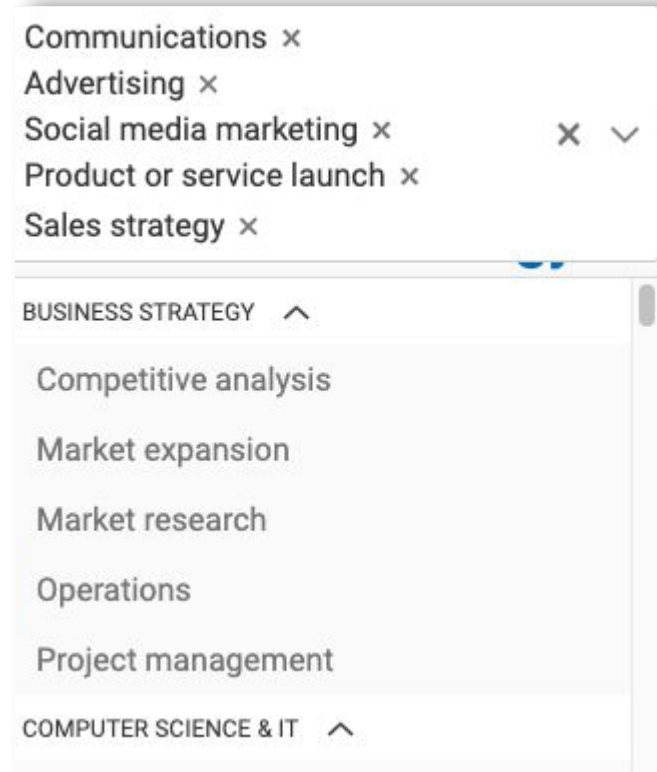
# SUBCATEGORIES

## The Plan:

- Provide better quality of recommendations with more granular tags for content.
- Make it easier to find content through browsing/filtering content as tags are more precise.

## The Solution:

Users can now search content by subcategory, and will be asked to pick up to 5 subcategories when creating new content.



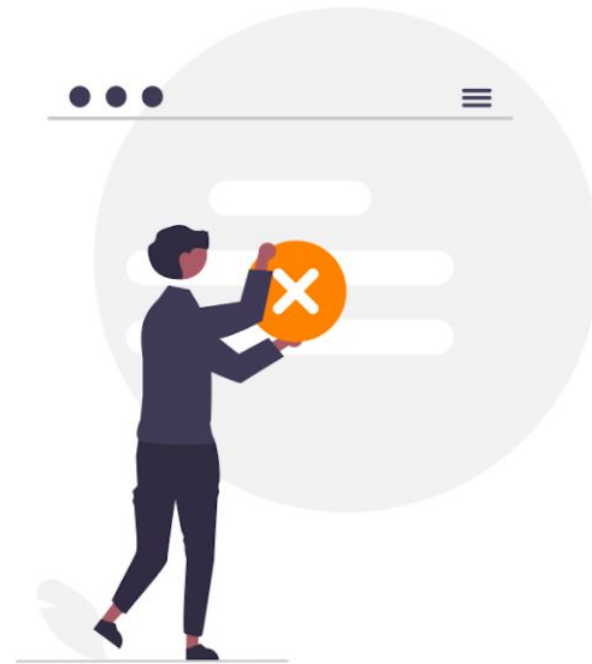
# REQUEST DECLINE REASON

## The Story:

Riipen users tell us the main reason they let requests expire is they consider expiring to be the easier option than having to decline the request. This often leaves the other party hanging, and provides Riipen with minimal data about why requests are unsuccessful.

## The Plan:

- Make it easier to decline a request, so that otherwise expired requests instead get declined.
- Provide a better UX for educators and employers by having more requests get actioned and having users receive that data in the request declined notification.
- Provide Riipen with usable data about the top reasons for declining requests. E.g., if users are selecting 'I no longer need more matches' then we can action that by closing their course/project/IP.





# REQUEST DECLINE REASON

## The Solution:

Users can now give a reason why for declining a request from a selection of reasons, as well as write a custom message to the other party.

### Educators

Decline Request

×

Are you sure you want to decline this request?

**Reason \***  
Select the main reason you are declining this request.

☐

 We have already accepted enough projects for this cohort.

☐

 Project does not fit students' abilities or learning objectives.☐☐**Message**  
Send an optional note to the requester which will be sent to them as a message.

CONFIRM

### Employers

Decline Request

×

Are you sure you want to decline this request?

**Reason \***  
Select the main reason you are declining this request.

☐

 I am not looking for any more matches for this project at this time.

☐

 The course does not fit the project scope☐☐**Message**  
Send an optional note to the requester which will be sent to them as a message.

CONFIRM

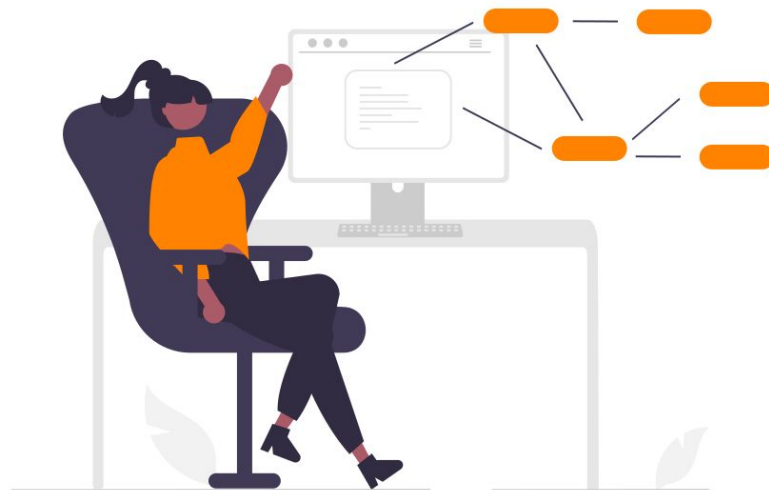
# SCHOOL PASS OPTIMIZATION

## The Story:

Riipen users want to be able to easily invite their network of employers to Riipen. The school pass also provides a lot of value to Riipen to diversify our sources of companies.

## The Plan:

1. Make it easy to track sent invitations.
2. Better access to school passholder data.
3. Customized sign-up experience for school pass invitations.
4. Facilitate invitation of employers at scale.
5. Easy re-engagement of current school passholders.



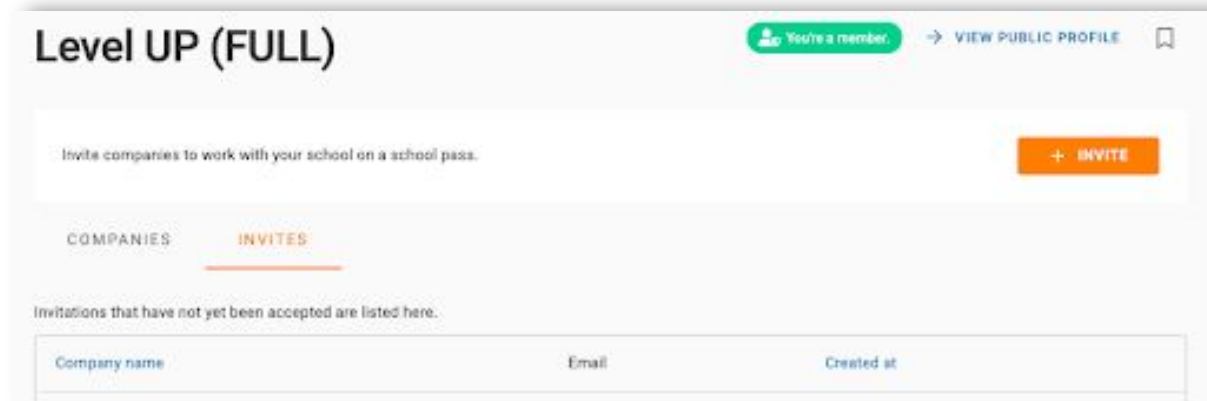
# SCHOOL PASS OPTIMIZATION

## Part 1:

### Make it easy to track sent invitations

#### The Solution:

After an invitation is sent, a user can view all pending invitations. On the “Company” tab of a school portal, a new “Invites” sub-tab has been added showing the email address the invitation was sent to, the name of the company, and the date the invitation was sent. This shows pending invitations only.




# SCHOOL PASS OPTIMIZATION

## Part 2:

## Better access to school passholder data

### The Solution:

Users can now sort by individual columns, search by keyword, filter by industry/location and view number of projects, company location and date the school pass was created.

COMPANIES					INVITES
<input type="text" value="Search"/>					
Company name	Projects	Matches	Riipen Demo U Staging projects		School pass created

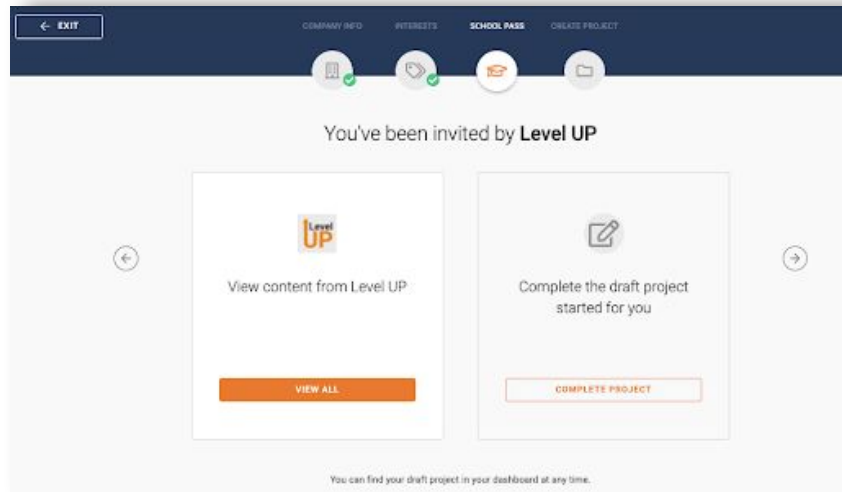
# SCHOOL PASS OPTIMIZATION

## Part 3:

### Customized sign-up experience for school pass invitations

#### The Solution:

Employer sign up experience is customized to show the school prominently as a separate step during sign up and prompts them to create a project for the institution. During the onboarding process users can see the school that invited them and the option to view the school's content.



# SCHOOL PASS OPTIMIZATION

## Part 4:

### Facilitate invitation of employers at scale

#### The Solution:

Users can now send a unique “magic link” to an unlimited number of employers.

When signing up, employers are automatically granted a school pass and are taken through the new customized school pass sign up experience.

Create School Pass

You can also invite new users to sign up to Riipen with your school pass by providing this unique link:  
[https://app.staging.riipen.com/sign-up-wizard?school\\_pass\\_token=2b256e8d-f427-4aca-a81d-c258ab456acd](https://app.staging.riipen.com/sign-up-wizard?school_pass_token=2b256e8d-f427-4aca-a81d-c258ab456acd)

Select or invite a new company to work directly with your school

Company name \*

CANCEL

CONTINUE

# SCHOOL PASS OPTIMIZATION

## Part 5:

### Easy re-engagement of current school passholders

#### The Solution:

Through the existing Invite Company process, educators may now select a company who is already signed up and has a school pass with your institution and can still invite them to a course and/or create a draft project for them.

Create School Pass

You can also invite new users to sign up to Riipen with your school pass by providing this unique link:  
[https://app.staging.riipen.com/sign-up-wizard?school\\_pass\\_token=2b256e8d-f427-4aca-a81d-c258ab456acd](https://app.staging.riipen.com/sign-up-wizard?school_pass_token=2b256e8d-f427-4aca-a81d-c258ab456acd)

Select or invite a new company to work directly with your school

Company name \*

CANCEL

CONTINUE

**Riipen**

**Let's hear from you!**



**Riipen**

## **Product Team Q&A!**

# **Upcoming Features**

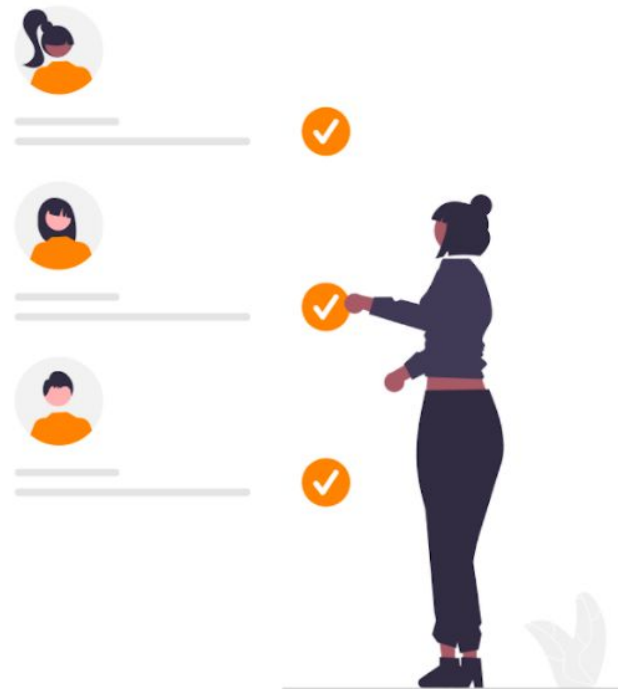
# TEAM CREATION & INVITATION WIZARD (Q1)

## The Story:

Riipen users want more robust tools and a more condensed process to easily invite students and create teams without much effort on their part, and avoid gaps where students don't sign up, making it harder to track student participation.

## The Plan:

- Allow educators to save time by creating all teams at once, rather than repeat the process for each team.
- Make it easy to add multiple learners to a team at once.
- Quickly add learners without requiring acceptance on their end.



# TEAM CREATION & INVITATION WIZARD (Q1)

## The Solution:

Educators will be able to send invitations to students to join their course and/or create multiple teams of students all while reducing the necessary workload and saving time.

The signup process will also be smoother and easier for learners.

The screenshot displays a web interface for the 'TEAM CREATION & INVITATION WIZARD'. At the top, a dark blue header contains two tabs: 'INVITATION TYPE' and 'INVITE STUDENTS'. Below the header, the main content area is white and features the question 'How would you like to invite your students?'. There are two large, light gray rectangular buttons side-by-side. The left button has a circular icon with three stylized people figures and the text 'Invite and create teams'. Below this button is an orange button labeled 'INVITE & CREATE TEAMS'. The right button has a circular icon with a paper airplane and the text 'Invite students only'. Below this button is an orange button labeled 'INVITE ONLY'.

# PRIORITIZING PREFERRED CONTENT (Q1)

## The Story:

Riipen users tell us they want more insights when searching for content and submitting requests on the platform, and avoid submitting requests to unresponsive users.

## The Plan:

- Make it easy to access recommended content in the explore pages by showing the "recommended for me" content by default.
- Add a "highly responsive" label to user name tags for users with a higher rate of responding to requests.
- Boost the recommendation rank of content if the poster is highly responsive, and reduce the recommendation rank of content if the poster is unresponsive.



# PRIORITIZING PREFERRED CONTENT (Q1)

## The Solution:

Users will have access to prioritized "recommended" content by default when searching the platform, based on their preferences. Educators and employers will have better insight into the level of responsiveness of users when submitting requests.



Contact name 

### Highly responsive user

Users with higher response rates will have their content rank higher in our marketplace.

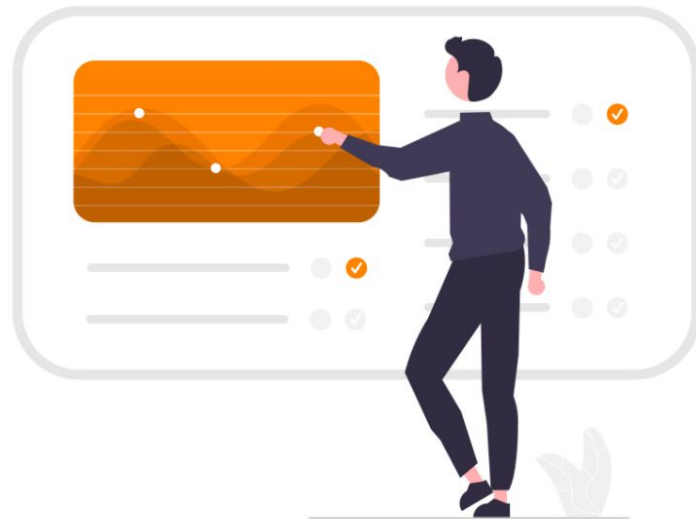
# STUDENT PARTICIPATION REPORT (Q1-Q2)

## The Story:

Riipen users tell us that they wish to have easier and broader access to data about their students' activity on a project.

## The Plan:

- Provide educators with an underutilized data set to assist with student grading.
- Automate a summary report of student participation per project.



# STUDENT PARTICIPATION REPORT (Q1-Q2)

## The Solution:

Educators will be able to access their students' project participation data via a student participation report available for each project on the platform or a downloadable file.

Courses / Riipen Demo U Staging / Strategic Human Resources Planning

MGMT 315

### Strategic Human Resources Planning

INVITE COMPANY

Riipen Demo U Staging  
Vancouver, British Columbia, Canada

Ellen Ripley  
Instructor  
★★★★★ (1)

DETAILS PROJECTS MEMBERS STUDENTS REQUESTS SETTINGS **REPORTS**

#### Student Participation Report

User	Company & Project	Employer Rating	Improved Skills	Peer Review	Actions
ts	Allen Industries Participant Onboarding Plan	★★★★☆	3/5	★★★★☆	Full report
DS	Allen Industries Participant Onboarding Plan	★★★★☆	5/5	★★★★☆	Full report
SC	Pawnee Inc. Performance Management Pro...	★★★★☆	4/5	★★★★☆	Full report

EXPORT CSV

Courses / Riipen Demo U Staging / Strategic Human Resources Planning

MGMT 315

### Strategic Human Resources Planning

Participant Onboarding Plan

Allen Industries  
Vancouver, British Columbia, Canada

Human resources Leadership Organizational structure

Annie Hall (Director)

Started: Sep. 16, 2021  
Ended: Nov. 11, 2021  
Match Dates

36  
Messages sent by team members

12  
Messages sent in the team chat

3  
Milestones completed by students

3  
Milestones completed by students

★★★★★  
Rating of employer

3 | 5  
Improved skills

★★★★★  
Peer review

EXPORT CSV



**Riipen**

**Let's hear from you!**

**Riipen**

## **Product Team Q&A!**

# Strategic Projects



# STUDENT COMMERCE BUILDERS

## The Project:

- Exclusive internship opportunity only available via Riipen
- 8-12 hours/week, 12 week program, @ \$16/hour
- Develop a book of accounts of 12 Shopify businesses, owning their transition to Shopify
- Membership to the Shopify Student Community
- Unique career opportunities like early access to full-time role applications and industry-leading certifications

## The Partner:

- Shopify is a platform built for independent business owners to start and scale their businesses online, in-store, and everywhere in between. Since 2006, they've grown to 7,000 employees, who are building the tools to help merchants generate over \$200 billion USD in sales in 175 countries.



# LEVEL UP

## The Project:

- First of its kind, co-curricular work-integrated learning program
- \$12.25 million investment from GoC
- 6,125 student experiences
- 100% virtual
- 80 hour long projects w/ \$1,400 stipend
- 70%+ of students are from underserved communities

## The Partner:

- In 2020, Employment and Social Development Canada, Government of Canada launched the Innovative Work-Integrated Learning fund to create 10's of 1,000's of new WIL opportunities across Canada.







# Arizona AERO

## The Project:

- AERO is Arizona's B2B project marketplace
- Funded by the Advancing Entrepreneurship grant from Wells Fargo
- State-wide scope
- 20, 40 or 80 hour project engagements
- Virtual or in-person
- All participants are/become SBDC clients, opening access to funding and counselling resources

## The Partners:



Predictable payouts



Backed by MCC



Clear scope of work



Arizona businesses

# RIIPEN MARKETPLACE SIZE

## Current Metrics:

**4,950+**

Active Employers  
on Riipen

**280+**

Active Education Institutions  
on Riipen

**16,400+**

Active Learners  
on Riipen

## Current Marketplace Activity:

- **510** live courses on the platform.
- **2,949** live projects on the platform.



# RIIPEN MARKETPLACE SIZE

## Cumulative Metrics:

**19,000+**

Employers  
on Riipen

**410+**

Education Institutions  
on Riipen

**59,000+**

Learners  
on Riipen

## Cumulative User Activity:

- **124,000+** learner experiences.
- **7,900,000+** learner hours.





**WITH YOUR HELP...**

**1,000,000**

**Learner Experiences by 2025!**

# QUESTIONS?

To be involved in future usability testing, make feature requests or connect with our team, email us at:

[product@riipen.com](mailto:product@riipen.com)

# WE'D LOVE YOUR FEEDBACK!

Please complete the short survey below:

<https://riipen.typeform.com/to/LN5fbvQb>

**Riipen**

**THANK YOU!**