

About the Mochila Platform

Campus in Your Pocket.

A fantastic free app for college students,
offering the best mobile experience.

Texas Tech
February 15, 2017



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YOUR FAVORITES

Anything you star in Mochila will show up here for quick and easy access.

YOUR SCHOOL

- Calendar
- Buildings
- Computer Labs
- Bus Routes
- Colleges
- Student Events
- News

MOCHILA SPONSORSHIPS
 LET YOUR BUSINESS REACH STUDENTS
 Tap to learn more.

Essential Features

Mochila provides students with the very best way to view information that they need for their time on campus. We've built Mochila to be a platform that provides students with data during every part of their day, both on and off campus.

Bus Routes

On lots of campuses, bus routes can get pretty confusing. We built Mochila to bring students access to all of the routes on their campus complete with native route maps, an easily scannable timetable, and the ability to favorite a route for quick and easy access to check upcoming stop times.

Buildings

Every campus has a large assortment of buildings, but often times finding a particular building can be challenging. By offering a list that is searchable by full name and abbreviations, Mochila helps users find where buildings are, as well as take a look at what's inside those buildings.

Campus Dining

Mochila makes it easy to find what campus dining halls are currently serving food. Plus, you can view today's complete menu. Whether you're looking for something you're craving, or just looking for the closest option Mochila has you covered.

Student Events

Making it easier for students to find safe and fun events on campus, Mochila lets verified students create events that are happening on campus. Other students can view them, sign up for notifications, and add them to their calendar or share them with other students on campus. Events can be easily reported with two-tap reporting, and events are only visible to other students.

Student Life

Most universities have great resources available to students, but we've found that lots of students aren't aware of them. Things such as legal services for students, a student health center, and programs aimed at helping students adjust to college life are common examples, but plenty of people are unaware of how to use them. By offering one spot in the app to find them, students are able to get the most out of their college experience.

Other Features

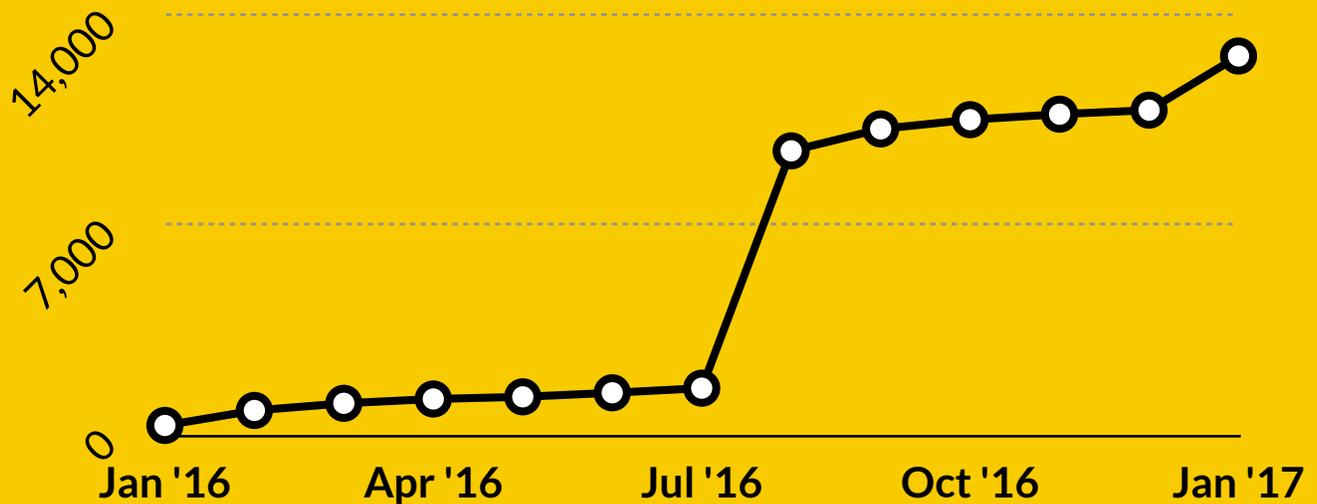
In addition to these, we also include things like computer labs, university news, an academic calendar, and each college within the university and their contact information. All of this combined makes students lives on campus easier than ever before, and helps give them a single place to get it.

Supported Schools

Mochila is currently available at four major schools, including Texas Tech. Our other supported universities include: University of North Texas, University of Arkansas, and Cornell University.

Current Usage

Currently, Arkansas is the school with the largest share of users and sessions. This is primarily because we did some marketing when we launched at Arkansas in August 2016, unlike our other launches in January that same year. Below you can see our growth in users over time, and the relative share of sessions.



■ UARK

■ UNT

■ TTU



Our Business

We've started Mochila with a goal of building a sustainable business from the start so that we can best help students. As a result, we've settled on building a non-invasive sponsorship and advertising model.

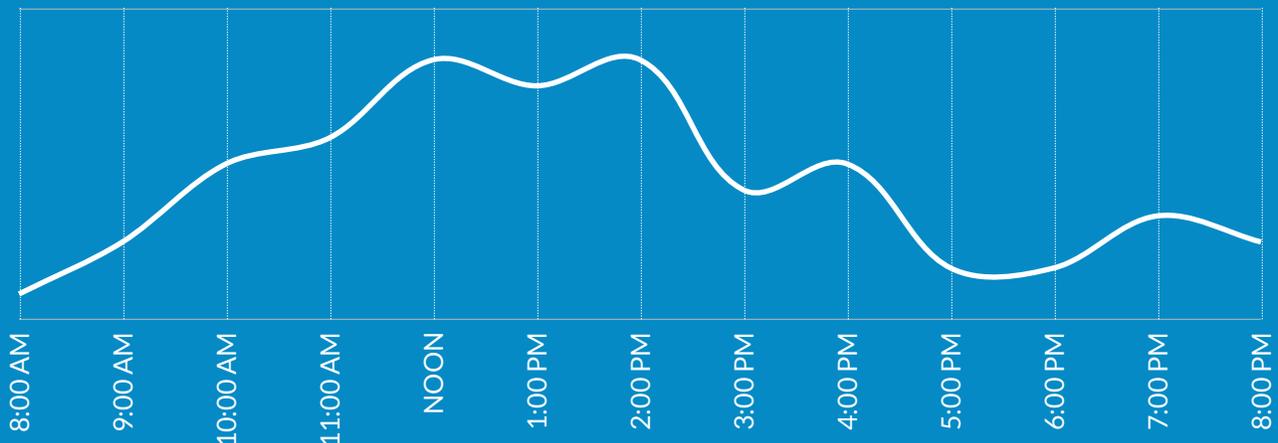
Advertisements

Sold by the impression, Mochila Advertisements are a traditional way to advertise alongside other advertisers. We sell ads in blocks of impressions at each university, and business ads will be shown in rotation with up to 4 others.

Sponsorships

Completely exclusive, Mochila Sponsorships offer a unique way to focus attention on a brand and business. When a sponsorship is active, all advertisements are temporarily paused and the sponsor's ad or logo is displayed to every user on campus.

Relative Usage Trends During an Average Weekday



What We'll Talk About

When we meet we'll share a brief history of Mochila and why we do this, how we're doing (numbers-wise), a brief demo of specific features of the app so you can see how it works, a few ideas we're considering, the security and privacy behind Mochila, and what we want to do by working and talking with you.

In the Meantime...

You can find Mochila on both the iOS App Store, and the Google Play Store for Android phones by searching “Mochila” or visiting get.mochila.co on your iPhone or Android phone.

After we’ve met with you, we’ll leave behind a packet summarizing the information we talked about, along with our contact information for future use. We would love to hear from you about any and all feedback about what we’re doing, how it can best benefit students, or how it can benefit your department or Texas Tech as a whole.

