



# Peervuu Market Analysis

## The Customer

Edgar Cheney founded Peervuu in the early months of 2022 with the goal to connect curious individuals with experienced mentors for varying prices. His experience in the Product Management provides him the ability to start and bring ideas to life. Cheney's vision is to grow Peervuu to a large platform filled with a variety of mentors, each specializing in different niches. Peervuu currently has a few hundred mentors and mentees.

## The Situation

With Peervuu being such a new company, Edgar's focus was to grow the number of users on the site. He approached the RBDC with the goal of growing the number of mentors to 500. He had already reached out to his own connections and had done a little advertising on LinkedIn and Instagram, but he needed more help due to his limited time.

## The Solution

The Research and Business Development Center (RBDC), was able to help Cheney modify his goals so that they would better align with the RBDC's mission. Initially, we were able to minimally grow the number of users on the site, however and more importantly, we were able to grow the number of interactions with Peervuu by over 1,000%. As we were given access to LinkedIn, we were able to grow the number of followers to 100, and even had three people join the site. As Cheney reached out to the RBDC with various researching tasks, we were able to help him gain a deeper understanding of the industry and found some opportunities for him to partner with other platforms for more exposure.



## Industry Assessment

The student team assessed the industry in a variety of ways:

### General Research

- Compiled data from similar sites and services in the industry
- Joined Peervuu and met with three mentors to understand how the site works
- Signed up as mentors to see how the process works
- Compiled data from various similar platforms to serve as a guide for how Peervuu should grow
- Looked into different forms of mentoring, i.e., the life coach industry
- Compiled varying lists of firms for Peervuu to collaborate with to expand features on peervuu.com

### Public Surveys

- Posted an electronic survey on various Facebook groups and Instagram accounts
- Composed a mock survey for Peervuu users with varying questions to clarify what Peervuu needs to change and expand on- these questions were handed off to another group to send out



## Solutions

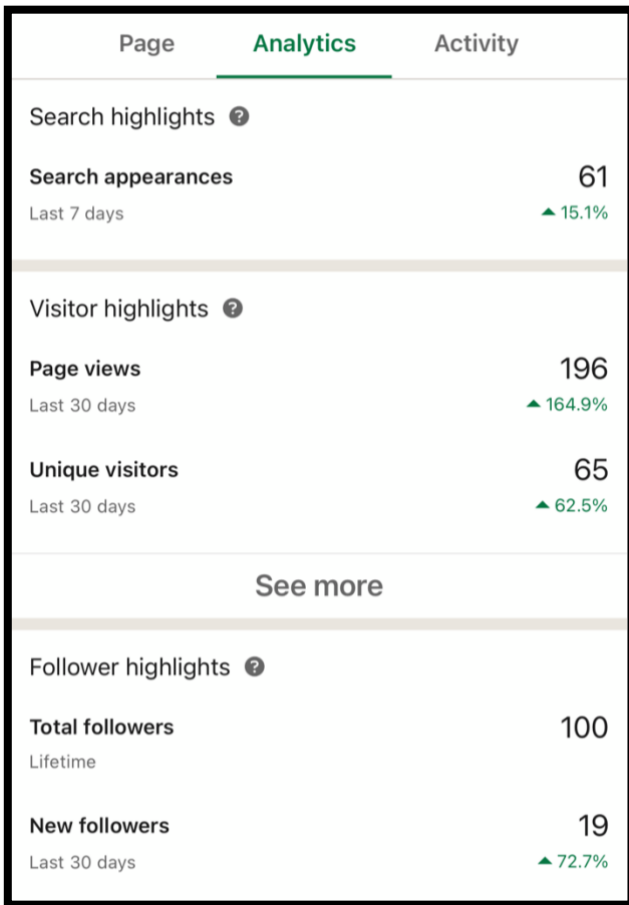
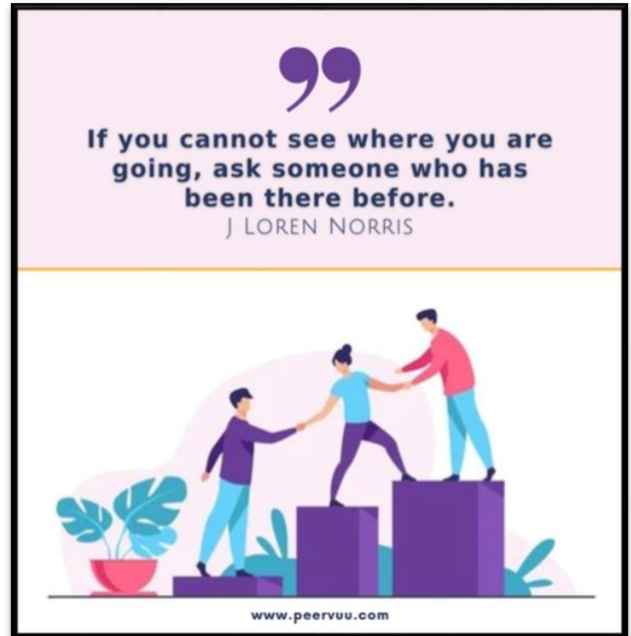
While the team couldn't use our own personal connections to grow Peervuu's users, we were able to grow and improve the site by focusing on advertising. We were given access to LinkedIn and its analytics. This access allowed us to follow various people, such as famous faces of various industries and varying programs, and allowed us to advertise Peervuu's services on a posting schedule.



## LinkedIn Growth and Development

After gaining access to Peervuu’s LinkedIn page, the team was able to come up with varying plans for growth. One of these plans aligned with one of Cheney’s goals to have famous or well-known individuals on Peervuu to offer their mentoring for advice. We were able to research popular creators and pillars of certain niches and communities and find their LinkedIn for Peervuu to follow. We also researched bootcamps, another one of Cheney’s wishes, and were able to follow a few.

We were able to create a posting schedule for Peervuu’s posting page to cement its presence in its follower’s feeds and remain relevant. These posts range from being informational to highlighting various members of Peervuu. With almost every post, our team worked to create interesting visuals to catch the viewer’s eye. We were able to see the analytics of Peervuu’s interactions and noticed that these steps helped increase impressions; LinkedIn was one of the top platforms bringing users to the site. These actions increased the visibility of Peervuu’s LinkedIn page and helped us grow the following to 100.



## Specific Involvement

My specific role within the team was to go over deliverables, however my help was more greatly needed in the aspect of research. The nature of this specific project didn’t provide me with a lot of deliverables to go over, so I instead spent my time working on research in the retreat industry, finding famous people for Peervuu to follow on LinkedIn, compiling relevant competitors’ information into varying documents, and finding different firms that Peervuu could potentially partner with to increase growth.

Providing Cheney with this information was vital to the future growth of Peervuu because these topics are great for building Peervuu’s platform and reach. As Cheney reaches out to the firms of his choice, he will be better equipped to understand how they function and how they can assist him in his endeavor to grow the number of Peervuu’s users. Specifically, the potential collaboration between Cheney and a consulting agency will help him firmly shape the plans and goals he has for Peervuu.

3rd Party Real Time Chat  
Twilio- **Communication APIs to reach your customers on their preferred channel.**

- Programmable Messaging. Send and receive messages on SMS, MMS, and WhatsApp.
- Programmable Voice. Make, receive, and monitor calls.
- Twilio SendGrid Email [API](#)New, Send and receive emails.
- Programmable Video. ...
- WhatsApp Business API.

**Features**

- Voice & Video Calls
- Cross-Channel messaging.
- Two-factor Authentication
- Multimedia Support
- Proactive Notifications
- Mass Alerts

**Pros**