

The Kessler Fellows Program '10 Sarah Sprague

Engineering College Council
October, 22, 2010

Background

- ▶ Mansfield, MA
 - ▶ Undecided in engineering as a freshman
 - ▶ Introduction to computer science
 - ▶ ISST major
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Junior Year

- ▶ ISST major
 - ▶ But didn't want to program...
 - ▶ Kessler Fellows Program
 - ▶ Amazing learning opportunity
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Nimbit

- ▶ Framingham, MA
- ▶ Bob Cramer, CEO
- ▶ Direct-to-fan online music platform
- ▶ Provide musicians with tools to manage their own career
- ▶ 2 projects from start to finish



Affiliate Marketing Program

- ▶ Market Research
- ▶ Recommendation
- ▶ Implementation
- ▶ Management



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place links
on your page

- eye-catching buttons
- advertising banners
- unique tracking url
- the code is all given to you!

earn
money easily

- For each signup through your links you earn!
- \$2/nimbit/free account
- \$10/nimbit/indie signup or upgrade
- \$20/nimbit/Pro signup or upgrade

track
your revenue

- access to your own dashboard
- link tracking devices
- real-time sales reports

Easily make money while supporting indie music.

Instant Band Site

- ▶ Developed product on my own
- ▶ Launched September 29th
 - ▶ Go-to-Market Strategy
 - ▶ Board of Directors Presentation
 - ▶ Tutorial
- ▶ 1000+ downloads so far

Create Your Band Website Today - Fast & Easy



What I Learned

A Lot to Learn

- ▶ **Mentor**
 - ▶ Bob Cramer
 - ▶ Involvement in startup MUCH farther down road
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Passionate Atmosphere



Engineer a Better World

Thank You

- ▶ Mr. Kessler, B.S. '80 EE
 - ▶ College of Engineering
 - ▶ Kessler Fellows Program Office
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