

18 November 2017

The Director  
Methodist College of Engineering and Technology  
Hyderabad – 500001

### Proposal to use 100pins' Services

Dear Sir:

100pins is a messaging-as-a-service company, that offers a world-class, category-leading and continually evolving **group messaging and group analytics application to build and manage large groups online**. The company is run by graduates of premier colleges including the IITs, IIMs, BITS etc., and continuously innovates on its product.

100pins is free, and we would like to propose that Methodist College use it to maintain a central group of all students, faculty, alumni, staff and parents of students, and communicate with either all of them or with any sub-groups, in real time.

100pins works through free push notifications - that is, whenever you send a message through 100pins, recipients get instant alerts via free push notifications, doing away with the need for SMS. SMS (a) costs money (and thereby makes you send only 1-2% of the messages that you would otherwise send), (b) lets you send only plain text and not rich content including tables, attachments, images and videos, making 100pins a great substitute.

100pins is available as both an elaborate desktop app as well as an easy-to-use mobile application. The mobile application is available for Android and iOS devices.

A partial list of the features of 100pins follows:

#### 1. Create groups of unlimited sizes, and with your own fields:

- You can build a group of 10 persons or 10 million persons - all your departments, staff members, students, parents of students, alumni and anybody with whom you would like to be able to interact with on a regular basis can be added to your group
- You can create any number of different member types (e. g. faculty, administrators, students, parents, admission applicants, alumni), and define any number of fields for each member type to store data for people of that member type (e. g. for students, you can store name, gender, course, year of passing out, section, hostel, roll number, academic record, attendance data and anything else)
- Members cannot see data of other users or interact with them unless you give the necessary permissions

#### 2. Send unlimited free messages (attendance / exam results / course content / circulars / events / announcements and much more)

- You can create any number of sub-groups using filters (e. g. a sub-group of all HODs, a sub-group of staff members, a sub-group of male students), and send unlimited messages to either all members or members of specific sub-groups
- Messages can have any amount of text, and have attachments, images, formatting etc.
- Messages can be sent within 3-4 taps of your phone
- Recipients will receive instant alerts about new messages through free push notifications, and can see the full message on the app or on the web
- Recipients can also receive the messages over email if they have provided emails
- You can extend the messaging feature to other members of your group, either selectively (e. g. only to HODs) or to everyone
- Messages are stored forever on the inboxes of users (unless deleted by the senders and recipients), and can thus be accessed at any time



### 3. Benefit from unparalleled messaging features

- You can send automated messages upon the occurrence of specified events or triggers - for e. g., monthly messages can be sent to the teaching staff members informing them of their students with low attendance status and poor academic performance. Nobody needs to manually send such messages - they are sent automatically.
- You can also plug the biometric system output to the application in order to send attendance statuses automatically and monitor the progress
- You can administer instant tests online, and results can be seen in real time
- Polls / surveys can be administered as part of each message, and results can be seen in real time, and by categories of respondents (e. g. how did first year students vote, how did girls vote)
- Messages with polls can be automated - for example, you can send an automated message with a poll at the end of each class seeking feedback from students
- The application is integrated with an intelligent bulk SMS solution which enables you to send SMS only to those who did not receive the free push notifications, and only when you'd like it (since SMS is paid)
- For each message, you can decide whether recipients can respond to it (or if should be just a broadcast), and if they can respond just to you or to all people the message was sent to
- You can stop showing messages to a user unless he gives some additional data that you do not have (e. g. designation and organization of work for parents of students), thus enabling you to enrich/update your data for your group members
- A dedicated attendance module allows faculty to take attendance on the app, and send messages to parents/students once attendance is marked for each class (or at the end of the day)
- You can see the delivery status of messages through detailed and graphic analytics - how many received the message, in what mode (push notifications / SMS / email) and when, how many unsubscribed etc.

### 4. Benefit from extensive access control to your data and the features

- Decide which members can see other members, and how much data of other people they can see
- Decide which members can communicate with other members, and which other members they can communicate with
- Decide for which members bulk are allowed, whether such bulk communications need moderation, and if so who the moderators will be
- Super-administrators can download all the member data at any given time

### 5. Accept online payments instantly, and for any number of purposes

- Accept online payments from your group members for varied purposes like fee collection, ticket sales for an event, or donations from alumni / well-wishers
- You can use the pre-built payment gateway or your own payment gateway to accept payments (no extra fee payable to 100pins)

### 6. Get highly useful reporting / analytics

- Get comprehensive reports for attendance, message delivery statistics, payments, academic performance and user activity dashboard
- Any other group / user level analytics or reporting requirements will usually be worked on upon your request
- You can track any piece of data over time by asking users to enter it through an automated messages sent to them every day (or at set periods), and see analytics for that data

### 7. Build a vibrant alumni database

- Students will continue to be on your Methodist College group even after they have graduated, thereby ensuring that your alumni database building activity is taken care of for the future
- You can add any alumni data you already have to your group, and 100pins will encourage those alumni to add the numbers of all classmates, to your group, thus quickly bringing older batches too onto your group
- The application allows you to stop showing messages to a user unless he gives some additional data



that you do not have (e. g. designation and organization of work for alumni), thus enabling you to enrich/update your data for your group members

#### 8. Support

- 100pins provides you a relationship manager, and technical support to give demos and train your staff and colleagues
- The technical team of 100pins works with you to build new features (for free) in case you need any

#### 9. Continuous product evolution

- 100pins continuously adds new features as part of satisfying the specific requirements of its various clients, and thus the product evolves continuously for all users

#### 10. High data security measures

- 100pins strives to incorporate the best data security practices to safeguard the data on its servers, including advanced encryption and hashing techniques, and also works with clients to ensure that certain types of data do not even reside on the 100pins servers

#### 11 sample use cases for Methodist College of Engineering and Technology

We believe that the Methodist College can put 100pins to excellent use for a variety of purposes. Here are eleven typical use cases:

1. The college can offer mass communication powers to various key administrators and HODs so that they may pass on important messages to the students in their jurisdiction. For example, the Principal's office sends timely notifications to the students regarding latest policy guidelines, eligibility for admissions, scholarships news etc.
2. The college can create a sub-group of all the heads of the departments and faculty members, and send them important notifications / circulars / policy changes, to their mobile phones, for quick communication.
3. The college can crowd-source alumni database creation by allowing students and alumni who are part of the group to just add the mobile numbers of all other alumni they are in touch with into a simple box in the app. The app will then send messages to all those numbers asking them to download the app and give their basic details to see their batchmates and other Methodist alumni. Those who give additional information will then be allowed to see all the same information for other alumni, giving them an incentive to give a high amount of information about themselves.
4. The college can use the group messaging feature to raise money from alumni for causes / initiatives (e. g. modernization of a lecture hall, air tickets to send a team of deserving students to an international competition, funds for a promising student project, a new laboratory). 100pins has a specially designed section just to post causes in an appealing manner, and to accept donations online.
5. The academic cell of the college can scrutinize and share technical learning content like white papers, video lectures by the best faculty in the state, industry expert talks, and articles on the latest technological trends, with all the students, which will help in skill development.
6. The extensive reach that the college will have through this group will attract several organizations who will want to sponsor student workshops, seminars and technical events in return for a mention in a mass broadcast to the group that they are sponsors. This will greatly enhance the college's skill development efforts at no cost.
7. The college can send messages to the students informing them of important technical and learning events like seminars, conferences, technical meet-ups, competitions and hackathons happening locally around them. This will expose students to the best campus talent, and motivate them to attain those levels.
8. The college can send daily motivational quotes / articles and videos of motivational talks to help maintain the overall morale and well-being of the students.
9. The college can routinely poll students on important issues / planned new initiatives and get the feedback of

the silent majority, too.

10. Attendance in all the departments of the college will be available in one single dashboard through 100pins, and the comparison and analytics tools will help the college officials unearth a lot of problems regarding absenteeism.

11. Performance reviews of the teaching staff can be gathered at the end of each academic term by collecting feedback directly from the students using the polls feature. This will help the college plan the necessary training and development programs for faculty members.

#### Cost

The application is available for free.

SMSs (optional) will be charged @ 11 paisa per SMS.

SMSs can be purchased in multiples of 50,000 (with payment made 100% in advance).

#### Demo and implementation

100pins is a comprehensive group messaging and group analytics application that has evolved over four years, and a 4-page proposal cannot explain the entire gamut of ways in which the application can help the college.

We therefore **STRONGLY RECOMMEND** that you allow us to make a product demo. We request you to take a view on the application after seeing the demo, and not merely on the basis of this proposal.

If you choose to use the application for the college, an extensive set-up and implementation procedure will be followed post-agreement to help you make the best use of the service. Please note that usage of the 100pins application is subject to all terms and conditions posted on the 100pins website. We look forward to a long and mutually fulfilling relationship with you. Thank you.

Yours truly,

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## Full List of Features of 100pins

### Data storage and organization

1. Create your own fields in addition to 10 basic fields 100pins provides by default
2. Create different fields for different categories of members (e. g. different fields for students, parents, faculty, staff, alumni)
3. Select from different kinds of field types - normal text, dates, numerical, dropdown etc.
4. Collect information in fields gradually over time, by restricting access to your messages until information in a certain field is given (e. g. after member has seen 100 messages, disallow him from seeing any more messages until he gives his zipcode, then do the same after another 100 messages for another field etc.)
5. Have a "unique field" for each type of members – e. g. for the member type "students", this could be "Roll Number". No two persons will be allowed to have the same value in this field, and it enables you to update data by this field, which is specific to your college, whenever you need to. While mobile numbers, emails and almost everything else about a member may change in the future, this field will always stay the same.
6. Add, delete or edit fields whenever you wish
7. Add members to your list directly by uploading data through a spreadsheet, any number of times
8. Add members to your list through an API (e. g. whenever a student is enrolled into the college, his data is automatically sent to your group on 100pins without anyone needing to do anything)
9. Edit member data through an API (e. g. whenever a student's data is updated in the college's systems, the additions/changes/deletions are automatically made on your group on 100pins without anyone needing to do anything)
10. Allow people to join your list through a public URL (e. g. 100pins.com/signup/iitm) – typically used for alumni
  - Make fields compulsory or optional
  - Disallow some fields from appearing when user signs up directly
  - Allow people to sign up using their Facebook, LinkedIn or Google Plus accounts if they want to (else they can sign up using their email)
  - Decide whether users joining through a URL are directly added or need to be approved
  - Give permissions to selected people to approve people joining through a public URL, and based on criteria (e. g. selected staff of CSE can be given permission to approve people signing up who claim to be alumni of the college)
11. Allow members to share the URL above via Facebook, LinkedIn and Twitter, which will publicize the group in the social media (thereby reaching out to alumni since each member of your group is likely to have several other potential members of your group as friends in the social media)
12. Members are authenticated by the system through one-time-passwords sent to their mobile phones
13. Members can attach emails to their accounts to receive all messages over email, too, and the 100pins system will authenticate the emails first
14. Allow users to edit data in certain fields later, but not in other fields
15. Users can upload photos of themselves, and 100pins will store the original photo as well as the cropped version
16. Allow members to add other members themselves with just mobile numbers
17. Allow members adding other members, to give additional data for those members in addition to mobile numbers
18. Allow both the above via spreadsheet uploads (when there are multiple people being added / invited to the group)
19. Give members pre-defined welcome text to invite new users, which they can however edit if they want
20. Track which members were added by which other members, and when
21. Browse all your list members on the 100pins website and app with the entire data for them, organized neatly by whatever filters you choose. In addition, you can also:
  - Browse by geography (see users on a map, by countries, states and cities)
  - Browse by date of joining
  - Browse alphabetically
  - See all payments made by a user when browsing users



22. Search for all members matching specific criteria based on fields created by you (e. g. all students of Methodist College who are foreigners, all students of B. Tech. courses across the college, all toppers from across the college)
23. Club fields and give them common names to fields to enable logical search – for example, the college may have three fields as "Course 1", "Course 2" and "Course 3" since a student can do upto 3 courses in the college (UG, PG and PhD), but the search form should not show these three fields but just a field called Course
24. Club fields into sets to fields to enable logical search – for example, if a student can do upto 3 courses in Methodist College (UG, PG and PhD), there may be nine fields like "Course 1", "Course 2" and "Course 3"; "Year of passing out for course 1", "Year of passing out for course 2" and "Year of passing out for course 3"; and "Section for course 1", "Section for course 2", and "Section for course 3", but the search form should not show these nine fields but just three fields called "Course", "Year of passing out" and "Section", and the values entered by the user searching should be looked for only in the sets of fields ["Course 1", "Year of passing out for course 1" and "Section for course 1"], ["Course 2", "Year of passing out for course 2" and "Section for course 2"] and ["Course 3", "Year of passing out for course 3" and "Section for course 3"], and not any other combinations of these fields. This is just an example, and the application allows any such kinds of rules involving any number of such fields.
25. Members can be linked/inter-connected – e. g. parents and mentors can be connected to the corresponding students, so that whenever you want you can send messages to both students and the connected people, (e. g. attendance messages) – and that enables you to see all connections for a student on the 100pins site
26. Add notes for members (that are searchable later)
27. You can delete members whenever you want to
28. View all the members with and without verified mobiles separately
29. View all the members with and without photos separately
30. View all the members who have and have not downloaded the app separately
31. Move members from one member type (e. g. students) to another member type (e. g. alumni) if all fields for the former member type are part of the latter member type
32. Get 100pins to update any internal database of your own with the data in your 100pins groups, whenever you want, in real time, through an API

#### Data access

33. Decide whether members can see other members
34. If members can see other members, set what categories of members can see what other categories of members – e. g. all students of B. Tech. first year CSE of Methodist College can see all other students of B. Tech. first year CSE of Methodist College.
35. If certain members can see other certain members, set what data of those members that they are allowed to see, they can see – e. g. all students of B. Tech. first year CSE of Methodist College can see all other students of B. Tech. first year CSE of Methodist College, but only 8 of 14 fields
36. If members can see other members, then for any specific field of data that they can see for other members, decide if they should not be able to see that field if that field has certain values – e. g. students of B. Tech. first year CSE of Methodist College can see the hostel name of all other students of B. Tech. first year CSE of Methodist College, but not if the hostel is one of the women's hostels
37. Decide which members (specific members or all members matching some criteria) are allowed to send direct / personal messages to the members that they are allowed to see
38. Decide which members (specific members or all members matching some criteria) are allowed to send bulk messages to the members that they are allowed to see
39. For members who are allowed to send bulk messages, decide whether the messages should be instantly sent or first moderated
40. If bulk messages from certain members are to be first moderated, decide if moderation is necessary only if the number of recipients crosses a certain number
41. You can create a super administrator of your choice and give them all the privileges or only a few of them.
42. Give specific members permissions to edit data in specific fields of members matching some criteria – e. g. a HOD can change the data in the "Companies internships done with" field for all current students of his department



43. Give specific members permissions to approve members who have signed up to join the group – e. g. an alumnus can be given permissions to approve all people who have applied to join the group (via the web URL) who claim to have passed out in the same year as this alumnus and from the same department
44. Give specific members permissions to delete members who are part of the group – e. g. the Principal can be given permission to delete students who have left his college
45. Edit permissions given to anyone at any time
46. Give permissions to selected members to add notes for users
47. Allow members to choose what fields of their data to show to others (overriding group settings made by the superadmin)

## Messaging

48. Messages can be sent to a single user, all users or some selected users (who either match some criteria or are randomly picked)
49. Messages can be seen on the 100pins website, the 100pins app or the member's email
50. Messages are archived forever, and can therefore be seen at any time in the future, and searched through
51. Members are instantly notified when you send them a message, via free push notifications (if they have downloaded the 100pins app) or SMS (which is paid for)
52. Only the first few characters of a message are sent as part of the SMS, and the member needs to either download the 100pins app to see the full message (which ensures that from the next time you do not need to send him SMS since he can be reached via free push notifications) or visit the 100pins website
53. You can however send the entire message over SMS, too, if you want
54. Users can decide whether they want to receive push notifications when new messages are sent, and whether they want such notifications instantly, once a day, once a week or once a month
55. Users can decide whether they want to receive SMSs when new messages are sent, and whether they want such notifications instantly, once a day, once a week or once a month
56. Users can decide whether they want to be notified via email when new messages are sent, and whether they want such notifications instantly, once a day, once a week or once a month
57. Users can unsubscribe whenever they want to
58. You can create unlimited subgroups to quickly send messages – e. g. you can create a sub-group labeled 2019-b-tech-stpeters@100pins.com to send a message to all 3<sup>rd</sup> year B. Tech. students of Methodist College (the @100pins.com at the end comes by default). As soon as you open the 100pins app/website, you will find all your sub-groups, and you can select whichever ones you want and send messages to those. You can also send messages to the email itself using your email account. That is, if you open your email account and send an email to the address 2019-b-tech-st-peters@100pins.com, it will go to all the 3<sup>rd</sup> year B. Tech. students of Methodist College. They can see it on the 100pins app, the 100pins website, or over their email.
59. Subgroups can be made that are just aggregates of other sub-groups – e. g. a sub-group called all-students@100pins.com can be defined as just an aggregate of first-year-students@100pins.com, second-year-students@100pins.com, third-year-students@100pins.com and fourth-year-students@100pins.com
60. You can create a list of sub-groups at the beginning that are available to all people you give bulk messaging permissions to, so that they do not need to create the same ones themselves (and you can ask the 100pins team to create these sub-groups for you)
61. Sub-groups can be arranged into folders so that you can easily select the ones you need
62. You can send unlimited text, images and attachments along with your messages, and also format the text
63. For every message sent, you can see detailed reports on when the notification (push / SMS) was delivered to each recipient, when and when and how the person read the message etc. You can also see graphic analytics that show you what percentage of notifications were delivered in what route, what percentage of people read and did not read the message etc.
64. You can keep track of bouncing emails, SMSs and push notifications from your dashboard
65. Messaging can be made available to other members – either all those matching some criteria, or specific members you choose to give messaging permissions
66. Other members that you choose to give messaging permissions to, can be given either just individual messaging permissions (i. e. they are allowed to send messages to people that they can view, only one at a time) or bulk messaging permissions (i. e. they are allowed to send a message to people that they



can view, many at a time)

67. Bulk messages sent by other members can be moderated (i. e. they will be delivered to the intended recipients only after a moderator approves them). You can make anyone a moderator, and thus assign multiple moderators to moderate bulk messages. A moderator can be given permissions to moderate either any message, or only messages sent to people matching certain criteria (e. g. a moderator is given permissions to moderate only messages sent to all first year B. Tech. CSE students)
68. Moderation can be set up only for specific sets of members. For example, you may choose to moderate bulk messages sent by students to other students, but not by faculty to students.
69. Moderation can be set up either for every message, or for messages where the number of recipients crosses a certain number.
70. Details of who moderated a bulk message, when and from which IP address are visible to the group super-administrators
71. When bulk messages are sent, you can set a reply-to address
72. When a bulk message is sent, the sender can decide whether she wants SMS notifications to be sent for that message (for this the sender needs to have either bought or been given SMS credits)
73. If you choose to send SMS notifications for a bulk message, you can decide in how much time after you send the message the SMS notifications should go (e. g. 15 minutes, 30 minutes, 1 hour etc.). Until then, users are notified by free push notifications, and only those users who have not received free push notifications are sent SMSs, so that you send a few SMSs as possible.
74. You can buy SMS credits for the entire group, and assign credits to specific persons (e. g. HODs, key administrative staff) who can then use them to send SMS notifications when they are sending bulk messages
75. You may also just send SMSs to people without first having them as part of your group (i. e. using 100pins as a pure bulk SMS solution). All the people receiving SMSs from you this way will also be able to see the SMS on the 100pins web interface and app in future (i. e. all messages are archived), and thus if and when they become permanent members of your group (e. g. admission applicants you send SMSs to becoming normal students), all these messages are available to them.
76. When sending a bulk message, the sender can tag it (e. g. Academic, Jobs, Classifieds), so that people wanting to see messages of a particular category can do so easily
77. When sending bulk messages, you can automatically add a "Dear First Name" at the top of every message – i. e. each user gets the message with Dear [His Name] as the beginning, making it look like the message was sent directly to him
78. When sending a message, you can make it go with your photo and other details (like your designation) or just as plain text
79. When bulk messages are being sent, the sender can decide whether it is purely a broadcast (i. e. no recipient can reply), or whether recipients can reply only to him (the sender) or whether recipients can reply to all the people that the original message is being sent to
80. The sender, if he is the super-administrator, can send the message anonymously, as the list owner – e. g. he can send the message as "Methodist College" instead of as "Chandra Mohan Reddy"
81. Before a message is sent you can see how many people the message will reach (i. e. how many people match the sub-group you are sending the message to) and who they are
82. When sending a bulk message, you can send different messages to different members by uploading along with the message, a spreadsheet / CSV that has member specific information. For example, you can send each student his marks in an exam by sending a standard message to all students with a spreadsheet / CSV attached. The application will pick up each student's marks from the spreadsheet / CSV and add it to the message being sent to that student.
83. When sending a bulk message to a bunch of members, you can send the same message to all the other members connected to these members, too – e. g. when sending a message to all students of B.E. 1<sup>st</sup> year, you can send the same message to all their parents, too (typically for exam results, attendance status, special classes, fee dues etc.)
84. You can send messages automatically to one or more recipients when an event/action/trigger happens – e. g. a fee payment falls overdue for a student. 100pins will help you integrate an API with your own internal systems/ERP, which will get triggered whenever any of several events you define happen, and send messages with pre-defined text.
85. The sender's contact details (mobile/email) will not be visible to the recipient when messages are sent through 100pins – they can respond only through 100pins
86. You can call members of your group from the application for free if they have downloaded the 100pins app
87. Messages are stored as drafts as they are being typed so that text is not lost for any reason



88. Messages can be "liked", thereby promoting engagement
89. Members can mark messages as spam and block senders
90. For all messages sent, the sender's IP is stored by 100pins and made visible to you
91. If messages are confidential and cannot be stored on the 100pins servers, you can keep the messages on your own servers, and the message sent via 100pins will have just a link to see the actual message on your servers
92. You can enable automatic birthday / anniversary wishes for members of your group, and configure who they go out from

### Payments

93. Accept online payments for any number of purposes – e. g. event registration, mess bill, tuition fee, donations
94. Generate separate URL for each payment purpose, share with relevant members
95. For each purpose have multiple amounts as options – e. g. a tuition fee payment purpose can have different amounts as options, for different courses (including options for users to enter their own amounts, typically for donations)
96. Use the 100pins payment gateway or use your own payment gateway (no additional commission to 100pins in either case)
97. Use multiple payment gateways of your own for different payment types – e. g. one for debit cards, one for credit cards, one for international payments
98. See MIS of all payments, export as CSV to integrate into your own ERP
99. Create coupon codes to share with relevant individual users who should get discounts – e. g. a special delegate to an event who should be allowed free entry but still needs to register needs to be given a 100% off coupon, as also should be given a delegate whose fee has been paid by someone else but who still needs to register
100. Create coupon codes applicable to groups of users who should get discounts – e. g. early bird discounts for events
101. Keep track of usage of all coupons you have generated
102. Offer bulk discounts where relevant – discounts are automatically applied when the number of purchases / amount of purchase (you can set it as either) crosses the amount for eligibility for bulk discounts (bulk discounts can also be in multiple slabs)

### Donations

103. Use the specially designed 100pins donations page to list any number of causes that need donations from alumni / the general public (e. g. 100pins.com/lists/iitm?type=support-causes)
104. List causes in whatever order you want
105. Categorize causes into groups, so that users see whatever causes they are interested in (e. g. research, infrastructure, scholarships)
106. For each cause give as much text as you want to describe it, and add as many photos as you want, in the specially designed organized layout for individual causes
107. For each cause, show starting date, ending date, target amount to be raised, amount raised so far and list of donors so far
108. Create separate URL for each cause and circulate it among potential donors (e. g. among alumni)
109. Set minimum donation amount if you would like that
110. Allow donors to stay anonymous
111. Allow donors to send customized notes when donating
112. Add customized (thank you) notes for each donor when displaying name in list of donors for a cause
113. Decide which member payment acknowledgement emails should go from, and what the text should be
114. Close donations for any cause whenever you want

### Polls / Online Tests

115. You can send a poll with every message (or a poll itself as a message)
116. A poll can have one question or multiple questions
117. A question can have any number of options



118. You can allow a respondent to select multiple options as answer for a question instead of just one
119. Questions for a poll can be arranged in whatever order you wish
120. Respondents can be given the option to stay anonymous
121. Polls can be given a starting date/time and an ending date/time
122. Polls can be paused and revived/reactivated at any time
123. You can send reminders to members who haven't voted, at any time
124. Polls can be automated – for example, a standard poll can go out to a defined set of recipients **once** every few hours / days
125. Polls can be automatically attached to specific types of messages – e. g. attendance messages **can** have polls attached to them seeking feedback about the class
126. If the poll is intended to serve as an online test, then one option for each question can be specified ~~as~~ the corrected option, and marks assigned to it. As soon as the student completes answering the test, ~~he~~ gets to see his marks.
127. Sender can see poll responses in real time, and slice and dice the responses by various criteria (e. g. sender can see aggregate responses of only people who belong to a certain section or a certain department)
128. Sender can see individual responses of members (if members have been given the option to stay anonymous, then sender can see the responses of members who haven't opted to stay anonymous)
129. You can conduct student/union elections on the app using this feature

#### Attendance

130. Allow either a whole category of members (e. g. faculty) or specific members to mark attendance
131. Add as many courses as you would like to mark attendance for
132. For each course, add specific members who can mark attendance for that course (and delete them whenever you want)
133. Disable attendance marking for a course whenever you want
134. Faculty members allowed to mark attendance from their mobile phones or using a desktop computer
135. Faculty members allowed to mark attendance can select a class from among the various classes defined by you, and a class time, to mark attendance
136. Faculty members allowed to mark attendance can define a new class whenever needed (e. g. a special batch) and mark attendance for it
137. The IP address of the person marking or updating attendance is captured whenever attendance is marked or updated (in addition to the normal account details)
138. After a faculty member marks attendance for a class, all students of the class, and their parents, get messages informing them whether they have been marked present or absent
139. You can set the messages above to be sent only once a day or after every class (or both, or never)
140. For the above, you can set separate frequencies for push notifications, SMSs and actual messages
141. Individual students and parents can themselves also decide how often they want to receive such messages
142. The messages go as free push notifications for the recipients who have the 100pins app, and as SMSs to the rest if you choose to use SMS and have SMS balance
143. After marking attendance, faculty members can edit it for as many days as you specify in your group's settings
144. Faculty members can mark attendance even in the traditional way (e. g. in a register or on a paper) and then go to the staff room or a wifi zone and enter it into the 100pins app
145. Faculty members who are not using the 100pins app to mark attendance but are using a traditional method like a paper/register, can also submit that data to an employee of the college who uploads all the data received in a day to the 100pins website through a URL we give – 100pins will then send messages to all students and parents
146. Faculty members can see details of the attendance of all students they are marking attendance for for a course, on the 100pins app at any time, and by percentage range (e. g. all students with less than 60% attendance in a course)
147. Faculty members can see details of the attendance of all students they are marking attendance for, by individual classes (e. g. which student attended in which date and was absent on which date) on the 100pins app
148. Students can see details of their attendance on the 100pins app at any time, by course (with details of which date they were marked present and which date they were marked absent, for each course)



149. Parents of students can see details of their children's attendance on the 100pins app at any time, by course (with details of which date the students were marked present and which date they were marked absent, for each course)
150. A dashboard allows you to see a summary of attendance for all courses and classes across the college, for any time period – which classes, batches and courses are having the highest and lowest attendances, which are the students with lowest attendances, which colleges in the college have the highest and lowest attendances etc.
151. The dashboard above also has a search screen that allows you to search and display attendance details by any criteria (e. g. all attendance for 2<sup>nd</sup> year B.E. students of the section A in the Building Management course for the past two months, or attendance across all courses of a specific teacher), and drill it down to attendance by class for each student

### Forums

152. You can enable public forums on your groups to allow anybody (including outsiders) to interact with everyone else, enabling rich and vibrant discussions, and allowing people to seek help from one another
153. All people will have their mobiles verified, and their basic details (name, city, occupation) will be collected, before they are allowed to post messages
154. You can set up moderation for the public forums, so that only messages approved by moderators appear on the forums
155. Members can choose to be notified every time a new message is posted on a particular thread/topic
156. You can put a different template on the 100pins default forum interface

### Admissions / Job Applications

157. You can create custom forms on your 100pins groups for admissions to any courses / applications to any jobs, and share the URL on your website / elsewhere to enable prospective applicants to apply
158. Applicants can apply multiple times for different candidates
159. You get a backend dashboard that allows you to see details of all candidates and keep updating the status of a candidate
160. You can choose to send notifications to candidates when there are updates in their statuses
161. You can accept payments (application fees) through the application forms

### Testimonials

162. You can get people to write testimonials for Methodist College on a public page (e. g. 100pins.com/methodist)
163. Users need to upload real photos and give correct personal details (name, city, occupation) for testimonials to appear, resulting in credibility for the page
164. Large numbers of testimonials by real, identifiable people – including several illustrious alumni – result in higher brand equity for the college
165. The page is designed to rank high on Google for most searches related to your college
166. You can highlight testimonials by selected people – some star alumni and faculty – that appear right at the top of the page
167. You can moderate testimonials before they appear
168. You can delete testimonials
169. You can set the URL for your testimonials page, so as to be search-engine-friendly

### Third-Party App Integration & White-Labeling – Using 100pins With/As Your Own Product

170. 100pins allows you to use its features on your own mobile app – your app can have a tab labeled "Notifications" or something similar, and the entire section will be powered by 100pins
171. The section, while coming from 100pins' servers, will have your app themes / colours, so that it visually looks like a part of your app
172. 100pins will do the necessary technical work to enable the integration
173. The section will talk to the rest of your app – e. g. you can display an icon for new notifications anywhere on your app, if there are new notifications for a user



174. This will work for both Android and iOS apps, and both for hybrid and native apps
175. If you do not have your own app, you can just use the 100pins app, but branded as your app (white-labeled) – users will download your app (whatever you want us to name it as) from the AppStore / Playstore, rather than the 100pins app. 100pins will set this up for you.

#### Gating – Making 100% Users Sign Up Themselves To Your Group With Full Information

176. While you may have your own information for all students/parents/faculty/alumni, you might not be sure if everything is the latest, and you may not have all the data you want (e. g. photos, pincodes, occupations for parents etc.). Instead of you uploading whatever data you have, 100pins enables you get 100% of the people you want on your group, to sign up to your group through a form directly, getting them to enter whatever data you need, and making them verify their mobile and password. For this, you give out certain information needed by members and information different for each of them – e. g. examination marks, payment dues, attendance details – only upon signing up for your list.
177. 100pins allows you to integrate the signup form onto your website in such a way that after a student/parent enters the roll no. (or faculty member enters employee ID), the 100pins system first checks if the person with that data has signed up to your group or not. If they have not, it first makes them sign up by loading the form, and after getting them to authenticate their mobile (and email if you wish that), then redirects to your website to show them the data that they seek (e. g. exam results). If they have, they see what they are looking for, directly on your site.
178. You may also send the form any data that you already have, so that users only need to edit rather than fill up all the data themselves.
179. You can configure the 100pins form to redirect to whichever page of your website you want the users to reach after the signup is over
180. You can track how many members joined your group through this approach
181. 100pins will handle the programming for this part at no cost if you wish us to

#### Security

182. 100pins salts passwords before storing them (and does not store text passwords anywhere)
183. 100pins will not store contact details of your members if you do not wish for that
184. 100pins tracks all user logins and IPs the logins happen from
185. 100pins limits attempts to recover lost passwords to avoid brute force attacks
186. 100pins limits attempts to be resent mobile verification codes to avoid spamming of unrelated numbers

#### Other

187. Users can set frequencies of notifications for various types of messages (e. g. notifications can be instant for personal messages sent to them, once a day for messages from a specific group, instant if messages are responses to their posts)
188. You can set what text should appear when your group is discovered on a Google search
189. You can set what text should appear when your group is shared on Facebook
190. You can decide whether your list can be listed on 100pins or should be private
191. You can integrate the 100pins messaging module with a biometric data-capturing application