



Aug. 12, 2026

CAMPAIGN CONCEPT

Make the Case

Meet the Team



Jayden Jenner



Cloe Frances



Katie O'Shea



Elizabeth Kern



Pierce Shelby



Nazleen Mohar

03 Why Pre-Law + Business?

One broad segment for scale. One high-intent segment for product fit.

PRE-LAW

75,000+

law-school applicants, 2025-26 cycle

▲ **+8.0%** year over year · +27.4% vs. two years ago

High-stakes workflow — case research and citation checking

Reachable — mock trial, pre-law societies, LSAT prep groups

BUSINESS

1.66M

undergraduates in business majors nationwide

▲ **+7.3%** in accounting, fall 2025 vs. +1.2% for all bachelor's programs

#1 bachelor's degree — 19% of all bachelor's degrees conferred

Reachable — business fraternities and case comp teams

04 Persona 1: Meet Mock Trial Cole

Meet Cole

- 21, Junior, Political Science major with a Journalism minor at a four-year public university
- Captain of mock trial, staff writer at the student paper, member of Pi Sigma Alpha
- Pre-law, studying for the September LSAT, applying fall 2027

A Day in His Life

- Morning class, two hours on his thesis lit review, mock trial practice at 6, LSAT drills until midnight
- Free Perplexity user who still opens the library database to double check every source

"If I can't link it, I can't use it."

Motivations

- Wants every claim in his thesis and his clips traceable to a real source
- Research speed separates a good writing sample from a great one
- Trusts tools that show their work

Barriers

- Burned before: a fake citation cost him an afternoon of fact checking
- Worries AI reads as dishonesty in a field graded on original analysis
- Assumes Perplexity is "just another chatbot" until he sees the sources panel

How to Reach Cole

- **Primary:** mock trial rosters, Phi Alpha Delta/Pi Sigma Alpha, LSAT prep signups
- **Secondary:** r/lawschooladmissions, r/LSAT, LSAT prep creators
- **Trigger:** Computer running a live source checked lit review he can click through



Image: <https://www.pexels.com/photo/young-student-outdoors-with-notebook-33265585/>

06 Strategy & Campaign Concept

Strategic Statement

To meet our objective to increase activation of Perplexity Pro and Computer by 20% **among pre-law and business undergraduates** over ten weeks, we'll use a credibility-and-trust strategy that shows Perplexity in high-stakes academic settings through real students, campus organizations, and peer voices students already believe – proving the product rather than claiming it.

07

Tactics & Sub-Tactics Overview

Three recruitment pushes lead into one hands-on activation.

1

Sub-Tactic - Club & Org. Partnerships

Peer trust before the event, through respected students in each target organization.

2

Sub-Tactic - Guerrilla / On-Campus Awareness

Physical visibility during recruitment, where students already spend time.

3

Sub-Tactic - Landing Page + QR Code

The single sign-up point every other tactic funnels into.

4

Main Tactic - Make the Case: Campus Hackathon Series

Students build a real, source-verified solution live on Perplexity Computer.

11 Make the Case: Hackathon Series

PROOF BEFORE PROMISES

ONE EVENT. FOUR MOMENTS.

01

PARTNER

Pre-law societies and business clubs host separate, discipline-specific events.

02

BUILD

Event access provided by Perplexity, and a 90-minute challenge tied to real work.

03

DEFEND

Teams present the working app or workflow and explain the proof behind it.

04

KEEP

Top builds become reusable templates, giving students a reason to return.

TWO TRACKS. ONE PROMISE.

Pre-Law

PRE-LAW: BUILD A CASE ENGINE

Find Precedent • Map Arguments • Audit Citations

Example build: a case-brief workflow that connects every claim to its original source.

Business

BUSINESS: BUILD A DECISION ENGINE

Scan the market • Organize Evidence • Defend a Recommendation

Example build: a market-entry workflow that turns scattered research into a clear recommendation.

EVERY PARTICIPANT ACTIVATES COMPUTER. EVERY EVENT CREATES A PEER-PROOF STORY.

12 Hackathon: Client Deliverables

PROOF BEFORE PROMISES

What Perplexity receives:

A ready-to-run package from first outreach to repeatable campus rollout.

01

Campus + Organization Target List

Prioritized pilot schools, clubs, societies and outreach contacts.

02

Pilot Framework

Campus-selection criteria, staffing roles, 10-week launch calendar and checklist.

03

Two Challenge Kits

Pre-law and business briefs with prompts, source files, sample outputs and success criteria.

04

Event Operations Pack

90-minute run-of-show, facilitator script, judge roles, room setup and contingency plan.

05

Measurement + Scale Kit

Judging scorecard, activation tracker, template library and next-campus replication guide.

AI Usage Statement

Deep Research and Proofreading with Perplexity Computer

Used Perplexity Computer to gather credible, source-backed data, organizing data, helping better understand data and used to proofread our writing for grammar.

Proofreading and Secondary verification with ChatGPT

Used ChatGPT to proofread our writing for grammar and used as a secondary verification for a key source.