



[www.mcatquestion.com](http://www.mcatquestion.com)

January 25, 2010

To Whom it May Concern,

We are recruiting teams to compete in a marketing competition. The best proposal wins a \$500 USD cash prize.

MCAT Question a Day is an online service that offers a question a day for students preparing for the Medical College Admissions Test (MCAT). We are in search of a brilliant marketing plan to expand our user base and to spearhead new revenue initiatives. The best ideas come from motivated minds, and we are offering a \$500 USD prize to the best marketing proposal.

#### **About MCAT Question a Day**

Our website, [www.mcatquestion.com](http://www.mcatquestion.com), began operation in May 2008. Since then we have offered over 600 questions, with a novel question offered each day. Users have easy access to

- an emailed Question of the Day by signing up to our mailing list
- all of our past questions since the beginning of our operations
- an account-system that tracks user statistics and offers easy sorting tools such as sorting by subject and listing answered and unanswered questions.

All of our services are free with no strings attached and no hassles to access any of our services. Our sole revenue is from advertising via Google AdSense. We have no partnerships with any other organizations nor are we affiliated with the Association of American Medical Colleges (AAMC) which does not accept industry affiliation.

As of January 2010, our mailing list exceeds 2700 people and our website receives approximately 1500 visitors daily. Our visitors are from all continents excluding Antarctica, including 101 countries. Roughly 90% of our visitors are from the United States with another 5% from Canada. Within the United States, visitors come from each of the 50 states. Roughly 25% of the visitors are from New York and California with an even split between the two states. The next highest states are Florida, Texas, and Pennsylvania in order.

We have no direct competition in the area of a free question a day, except for Examkrakers which offers a similar service. The other MCAT prep "giants" like Kaplan and Princeton Review offer prep courses and books which are outside our capabilities in terms of human and financial resources. Our key is to offer novel services or products that fill unmet needs in the

marketplace. This is why we have been extremely successful with our Question of the Day concept, and why we must continue to expand such services.

## **The Proposal**

All proposals must have a budget of less than \$5000 with preference for budgets under \$1000 (budgets of over \$1000 must have solid justification and should not have “filler” initiatives to reach the \$5000 mark). The proposal should give full detail of the budget, the timeframe, and the intellectual resources required. The proposals should also give an analysis of our user demographic and discuss why the specific proposal would meet the needs of the demographic. Proposals should be aimed at both expanding the user base with one or more marketing campaigns *and* outline at least one new revenue-generating initiative outside of Google AdSense. The initiative should be targeted towards our user demographic and be viable within the timeframe of the proposal and within the budget. Preferably, the primary value of the initiative will be in the use of the intellectual resources MCAT Question a Day *does* have: writing novel MCAT questions for MCAT preparation (*i.e.* marketing plans should focus on new ways to ‘sell’ MCAT questions to our users whether it be web or print publication, or other media).

Please submit all entries to **[marketingcompetition@mcatquestionaday.com](mailto:marketingcompetition@mcatquestionaday.com)**

## **Team Guidelines, Restrictions, and Disclosures**

- Our website can be found at [www.mcatquestion.com](http://www.mcatquestion.com) and [www.mcatquestionaday.com](http://www.mcatquestionaday.com)
- All proposals must be received by 11:59 PM February 28, 2010, Eastern Standard Time.
- The winner will be contacted within 4 weeks of the proposal deadline. Prize winnings will be distributed immediately thereafter.
- There is no limit to the number of team members. Teams may share the winnings in any way they see fit. The winnings are distributed to the team captain and MCAT Question a Day takes no responsibility for the funds thereafter.
- There is no age limit for teams or team members.
- There is no restriction to the occupation, location, or institutional affiliation whatever.
- All proposals must be submitted in English and target our user base in the United States.
- Proposals are evaluated and a winner is chosen at the sole discretion of the MCAT Question a Day evaluation team and neither scoring scheme nor the rankings will be disclosed at any point in time.
- All submitted proposals must be the original work of the submitting team and the content must not be in violation of any law including copyright of any published work.
- No received proposals will be disclosed at any point in time after receipt.
- All received proposals and their intellectual content are the sole property of MCAT Question a Day once received (MCAT Question a Day reserves the right to publish any content of the proposal, to alter the content of the proposal, and to exercise the marketing plan or any derivative thereof proposed by the submitting team without any legal repercussion whatever).