

Küdzoo is a mobile app that's looking to galvanize student engagement in their schoolwork by rewarding students for good grades and school attendance with "Küdzoo Cash," which can then be exchanged for gift cards, discounts at restaurants and stores, and

The Seventy Four sat down with Küdzoo co-founder and CEO Trevor Wilkins, to talk about technology in the classroom, the company's first year as an app, and where they want Küdzoo to go from here.

Lizzie Thompson: Let's start with where the idea came from:

Trevor Wilkins: I had the idea in my senior year at Princeton. One of the biggest reasons I attribute to getting into Princeton was because my parents incentivized my brother, sister, and I. They gave us \$10 for As, \$5 for Bs, and took away \$25 for Cs. That motivation growing up turned into self-awareness of wanting to do well. And it worked at home. I went to Princeton, my brother went to Yale, and my sister is at Penn.

So we started working on a basic platform my senior year and when we graduated Logan (Cohen, co-founder and COO) had the idea to bring it to the mobile market.

So at the beginning of 2014 we began development and in August we had soft launch. From there, we tested different metrics with a focus group in west Philadelphia on a weekly basis where students helped us discover how they would use the app, everything from the visuals to what types of deals they'd like to see.

This was crucial during our development. And throughout this last school year 2014-15, we tested different deals live, saw how students interacted. And funnily enough, Küdzoo picked up in June at the end of the year. We started pushing heavily from a social media standpoint -- basic grass roots. We've gone from 4,500 students in June to 55,000 in August.

Wow. What do you attribute that massive growth to?

About the Author

Social media influences regarding [Trevor Wilkins](#). We'll pay somebody with a mass following on Instagram or Twitter to tweet or mention us. We are in all 50 states, and students from around the world have started to pick it up. Students use us in 100 different countries.

Source: <http://www.secrets-de-comment.com> | [Formation Marketing](#) | [NetConcept, droits de revente](#)