



Reflect. Analyze. Realize.

NEWSLETTER

NEW YEAR NEW GOALS

A LITTLE ABOUT THE APP



A NOTE-TAKING SYSTEM THAT GUIDES YOU TO THINK CASUALLY, HELPING YOU ANALYZE COMPLEX THOUGHTS, IDEAS, AND EMOTIONS.

**STRUCTURED SYMBOLS & EMOTION
DICTIONARY = MORE CLARITY &
RATIONALITY**

WHAT WE ARE NOT:

- USER PLUGS IN CONTEXT OF DECISION, APP OUTPUTS AN APPROPRIATE DECISION

WHAT WE ARE:

- APP PROVIDES USER WITH TOOLS TO MAKE BETTER DECISIONS OR OBSERVATIONS
- 100% STUDENT-LED



JANUARY 1, 2025

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UPCOMING LAUNCH AND TECH UPDATES

CARLOS ORTIZ, OUR CHIEF TECHNICAL OFFICER FROM FORT WORTH, TEXAS, AND A FELLOW VANDERBILT STUDENT HAS BEEN DEVELOPING THE ARROWZ APP FOR MONTHS. THERE WERE OBSTACLES ALONG THE WAY, SUCH AS A FEATURE OF THE OPEN-SOURCE LIBRARY IN THE CODING LANGUAGE REACT NATIVE BECOMING DEFUNCT, REQUIRING HIM TO SWITCH OVER TO FLUTTER. HOWEVER, HE PERSEVERED AND IS NOW CLOSE TO SUCCESSFULLY FINISHING THE ARROWZ MOBILE APP. THE LAUNCH WILL TAKE PLACE ON JANUARY 25TH AT NOON CDT.

AFTER THE APP LAUNCHES, CARLOS, A SECOND-SEMESTER SENIOR, WILL STEP DOWN FROM HIS ROLE AS CTO TO PURSUE OTHER ENDEAVORS. A NEW ARROWZ CTO WILL BE ANNOUNCED VERY SOON.

NEWSLETTER

NEW YEAR NEW GOALS

THANK YOU TO STUDENT LEADERS
OF ARROWZ THAT ARE GOING
ABROAD

EMILY
MOLONEY



A LITTLE BIT ABOUT YOUR WORK WITH ARROWZ: AS COO OF ARROWZ, I HELPED ORGANIZE AND MANAGE OUR DIFFERENT TEAMS—TECH, MARKETING, ACADEMICS, AND EMOTIONAL MANAGEMENT—AND ENSURED STRONG CROSS-TEAM COLLABORATION IN BUILDING OUR PRODUCT. I ALSO CONTRIBUTED TO PRODUCT IDEATION, SALES, AND RESEARCH. YOUR BIGGEST TAKEAWAY: ANYTHING IS POSSIBLE! WATCHING AN IDEA MATERIALIZE ITSELF DUE TO THE ENTHUSIASM OF CREATIVE AND INTELLIGENT GO-GETTERS WAS INSPIRING EVERY DAY.

FAVORITE THING ABOUT YOUR EXPERIENCE WITH ARROWZ: THE PEOPLE! I AM SO GRATEFUL TO HAVE BEEN ABLE TO WORK WITH THE ARROWZ TEAM, AND THAT THEY TRUSTED ME AS A LEADER FOR SOME TIME.

NEWSLETTER

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THANK YOU TO OUR STUDENTS
GOING ABROAD

LAUREN
BUCARO



A LITTLE BIT ABOUT YOUR WORK WITH ARROWZ: MY WORK HAS FOCUSED ON CRAFTING ENGAGING CONTENT FOR LINKEDIN AND INSTAGRAM, CONNECTING IN PERSON WITH OUR TARGET AUDIENCE, AND DEVISING A BROADER MEDIA STRATEGY TO APPEAL TO STUDENTS, PROFESSIONALS, AND BEHAVIORAL PSYCHOLOGISTS.

YOUR BIGGEST TAKEAWAY: ALIGNING MARKETING STRATEGIES WITH A PRODUCT'S CORE VALUES AND UNIQUE BENEFITS IS CRUCIAL. FOR ARROWZ, THAT MEANS EMPHASIZING ITS ABILITY TO ADD VALUE RATHER THAN TRYING TO CORRECT PEOPLE'S THINKING, A NUANCED YET VITAL APPROACH.

YOUR FAVORITE THING ABOUT YOUR EXPERIENCE WITH ARROWZ: COLLABORATING WITH A TEAM TO CREATIVELY BRING AN IDEA TO LIFE AND SEEING HOW OUR COLLECTIVE EFFORTS RESONATE WITH THE TARGET AUDIENCE. IT'S INCREDIBLY REWARDING TO WATCH A STRATEGY TAKE SHAPE AND GAIN TRACTION. WHERE YOU ARE GOING ABROAD.

NEWSLETTER

NEW YEAR NEW GOALS

WELCOME NEW MEMBERS

REDDING
WORTH



TITLE: MARKETING DIRECTOR
HOMETOWN: LAKE FOREST, ILLINOIS
MAJOR: SOCIOLOGY AND COMMUNICATIONS
INTENDED CAREER: MARKETING &
ADVERTISING
A FUN FACT: I WORK PART TIME AS A CHEF
FAVORITE THING ABOUT ARROWZ: WORKING
ON AN INNOVATIVE PRODUCT SURROUNDED
BY INTELLIGENT PEOPLE

NEWSLETTER

NEW YEAR NEW GOALS

WELCOME NEW MEMBERS

ANGELINE
NAIRNS



TITLE: ASSISTANT MARKETING DIRECTOR

HOMETOWN: ST. THOMAS, US VIRGIN ISLANDS

MAJOR: LAW, HISTORY, AND SOCIETY

INTENDED CAREER: ATTORNEY

A FUN FACT: I CAN GO 65 MPH ON SKIS

FAVORITE THING ABOUT ARROWZ: IT'S A
SOLUTION FOR A COMMON BUT OFTEN
UNDETECTED PROBLEM

NEWSLETTER

NEW YEAR NEW GOALS

WELCOME NEW MEMBERS

CELESTE
LORA



TITLE: EMOTIONAL MANAGEMENT DIRECTOR

HOME COUNTRY: BOLIVIA

MAJOR: NEUROSCIENCE + BUSINESS MINOR

INTENDED CAREER: PHARMACEUTICALS

A FUN FACT: I LIVE IN THE MOUNTAINS, WITH AN ALTITUDE OF 12,000 FEET

FAVORITE THING ABOUT ARROWZ: THE COMMUNITY AND ITS DESIRE TO KEEP IMPROVING THE APP

NEWSLETTER

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A NOTE FROM OUR CEO!

**FAROUK
RAMZAN**



AFTER 8 MONTHS OF DEVELOPING A PRODUCT THAT NOT ONLY PEOPLE WILL USE BUT HOPEFULLY BENEFIT FROM, I'M THRILLED TO FINALLY RELEASE ARROWZ THIS JANUARY. I'M EQUALLY EXCITED TO EXPAND OUR TRIBE WITH CREATIVE PEOPLE WHO'LL CHALLENGE US TO FURTHER OUR MISSION OF CLEAR THINKING FOR ALL.

NEWSLETTER

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HOW CAN I USE ARROWZ?

HERE IS AN EXAMPLE OF USING OUR EMOTIONAL WELLBEING FUNCTION.

How does feeling guilty when angry lead to me not standing up for myself ?

Other person is intentionally harming you

→ ↑ Anger

→ Associate Anger w/ hurling other unjustly

→ ↑ Guilt + ↑ Shame

→ ↑ Awkwardness

→ ↓ Stopping unjust harm to yourself

→ ↓ Confidence

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HOW CAN I USE ARROWZ?

HERE IS AN EXAMPLE OF USING OUR ACADEMIC FUNCTION.

Arrowz Notes Practice

Question: How does ↑ gas density in spiral arms cause star formation?

- ↑ Gas density
 - Compression of gas
 - ↑ Star formation
 - ↑ Blue, luminous stars
 - Spiral arms appear bright blue

Question: How does ↓ core hydrogen lead to the formation of a white dwarf?

- ↓ Core hydrogen
 - ↓ Fusion pressure
 - Core contracts
 - Outer layers expand
 - Star becomes red giant
 - Outer layers ejected (planetary nebula)
 - Core → White dwarf

NEWSLETTER

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WHY JOIN THE WAITLIST?

- BE ONE OF THE FIRST TO RECIEVE EXCITING UPDATES REGARDING THE LAUCH AND NEW FEATURES
- BE PART OF A REVOLUTIONARY INITIATIVE THAT WILL CHANGE THE POWER OF REASONING FOR USERS EVERYWHERE

NEWSLETTER

NEW YEAR NEW GOALS

OUR NEW MASCOT!





JANUARY 1, 2025

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FOLLOW US ON INSTAGRAM:
@ARROWZNOTES

FOLLOW US ON LINKEDIN:
@ARROWZNOTES

VISIT OUR WEBSITE AND SIGN UP
FOR THE WAITLIST:
[HTTPS://ARROWZNOTES.COM/](https://arrowznotes.com/)



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A large, thick green circle that frames the central text.

THANK YOU
FOR
SUPPORTING
ARROWZ