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CASE STUDY

# FIGHT SONG!

Wichita, KS, United States

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**FIGHTSONG!**®



# OUTLINE OF TOPICS

## WHAT WE'LL DISCUSS

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About Company

Team

Project Overview

Pain Points

Solution

Result

Lets hear it from them

Project Timeline

Solution Look Over

Contact Us



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THINK ABOUT IT:

When I saw what Citta could do, I said:  
'That's what we're going to do.'

STACI SMITH

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# ABOUT FIGHTSONG!

The FightSong! Platform is about more than just reporting, we want to change the process of handling incidents overall. We want to provide students a safety net of resources so no one “slips through the cracks”. Most student conflicts have social-emotional stressors before any violence occurs. Reaching a student during this time and teaching them how to handle the situation appropriately and learn de-escalation techniques is very effective at reducing incidents.

FightSong! is a social-emotional reporting platform that promotes self advocacy and student empowerment. FightSong! engages students in confidential conversation with their school counselors about anything from bullying to mental health. Providing in depth analytics for administrators to further improve the social climate and school safety.

Our vision is to change the way students view reporting : FightSong! empowers students to become advocates for the mental health and physical safety of themselves and others.



# FIGHTSONG TEAM



**JAMES SMITH**

Co-Founder



**STACI SMITH**

Co-Founder



**KIRAN SUTARIA**

Co-Founder



## PROJECT

# OVERVIEW

"FightSong!™" is a reporting and incident management app for mobile and web. It is about summoning the courage to get help and non-violently fighting back against bullying. This is designed from an AppUser's perspective to anonymously report incidents by getting help to the right people."

This app is built for Junior to High School AppUser (ages 13-18), School Administrators, Teachers, and Counselors.



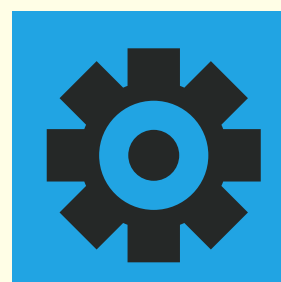
# PAIN POINTS FOR FIGHTSONG!



Multi module chat box system



Not able to manage different processes in one system



Not able to fulfill company's requirement in customization



Direct integration with bank to auto fetch data was not possible



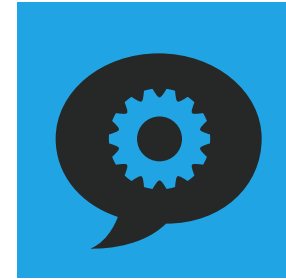
Different application for different type of users



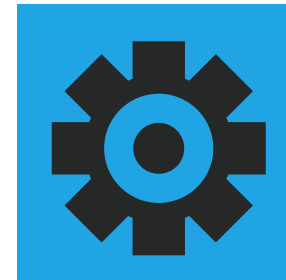
# OUR SOLUTIONS FOR SCHOOLS



Streamline Counselor Workflows



Online Onboarding and Training



Track trends of all customizable information  
from Incident Reports



Track the mental health of your student  
population



Evaluate and Discuss all incidents in one  
place



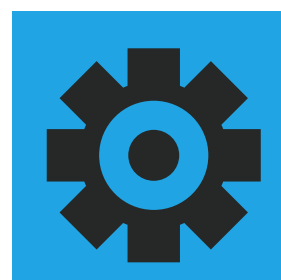
# OUR SOLUTIONS FOR STUDENTS



Confidential Messaging



Students are able to access reports they have sent in



Helps counselors coach students on how to go about conflict-resolution.



Digital support network, with counselors the students



Secure platform to discuss and receive resources on topics from mental health to self-advocacy.



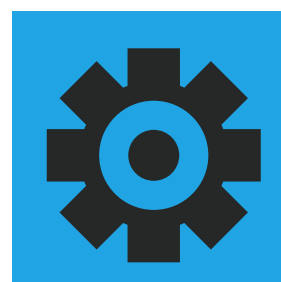
# OUR SOLUTIONS FOR COUNSELORS



Direct Messages within the app allow students to Reach Out for Support



A safe, confidential, place for students to discuss issues before they escalate.



Helps counselors coach students on how to go about conflict-resolution.



Reduce bullying report paperwork in the school counselor's office



Review and Monitor on FightSong School Counselor Dashboard.



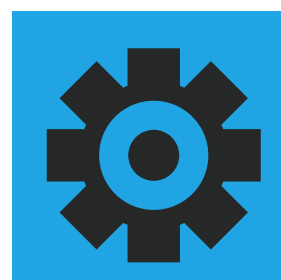
# OUR SOLUTIONS FOR ADMINISTRATION



The encrypted staff portal features



Reduce bullying report paperwork in the school counselor's office



Student Onboarding and Faculty Training Options



Cloud storage of reports so no information stored on school devices.



Counselors can loop in other Administrators, School Resource Officers, or a Behavioral team into the report and each conversation that takes place.

**STUDENTS:  
“TAKE BACK YOUR  
LIFE”**

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**COUNSELORS:  
“CHANGE THE  
CULTURE”**

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## LETS HEAR IT FROM THEM

We drew up the original spec for the FightSong! platform in January to which my friend Kiran Sutariya and I subsequently worked up a prototype. Staci quit her job to focus on the application, Kiran rallied the development team with his company Citta Solutions, Pvt. Ltd.

**Founder - James Smith**

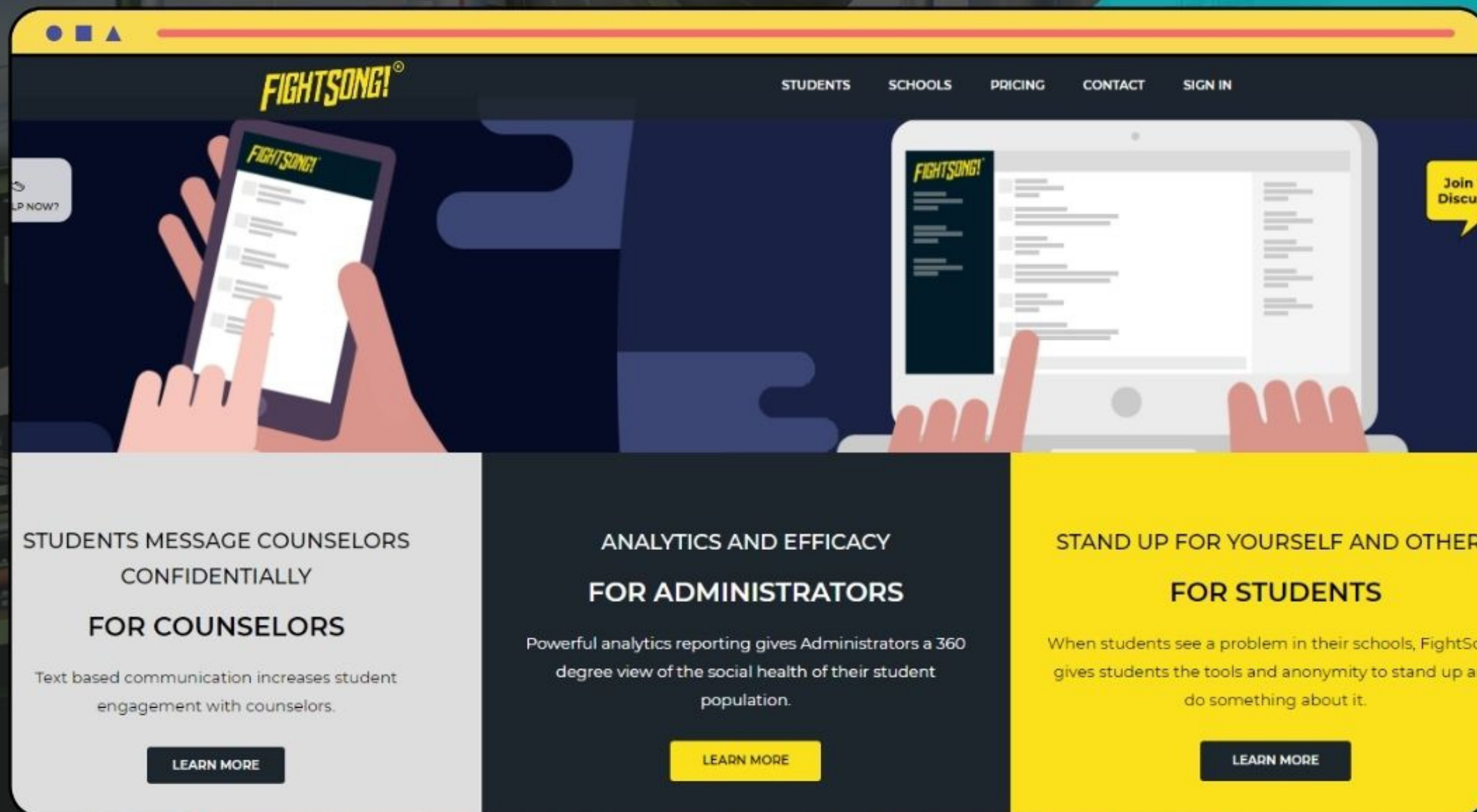
# FIGHTSONG TIMELINE

## A 6-MONTH JOURNEY





# SOLUTION VIEW



**FIGHTSONG!**

STUDENTS SCHOOLS PRICING CONTACT SIGN IN

STUDENTS MESSAGE COUNSELORS CONFIDENTIALLY **FOR COUNSELORS**  
Text based communication increases student engagement with counselors.  
[LEARN MORE](#)

**ANALYTICS AND EFFICACY FOR ADMINISTRATORS**  
Powerful analytics reporting gives Administrators a 360 degree view of the social health of their student population.  
[LEARN MORE](#)

**STAND UP FOR YOURSELF AND OTHERS FOR STUDENTS**  
When students see a problem in their schools, FightSong gives students the tools and anonymity to stand up and do something about it.  
[LEARN MORE](#)

- DASH BOARD
- STUDENT MODULE
- SCHOOL MODULE
- PARENTS MODULE



FightSong!®

SIGNED IN AS Jiya

Close Window

Home

Analytics

- Incident Chart

- OS Detail

- Incident Reason

- Incident Center

- Incident Status

- Incident Type

Profile & Account

Organization Profile

Manage Organization Users

Manage Location

Manage Connections

Manage Incidents

**Manage Buildings**

Manage Reasons

Manage Resources

Subscription

Preference

Log Out

### Manage Buildings

Incident Buildings of test11 organization.

Sr.No.	ID	QR Code	Building Name	Geol
No data available in table				

CAMPUS MANAGEMENT

DASH BOARD

FightSong!®

jiya

#### Staff Messages

- Hardik Shah
- Mitul Mandanka
- Rahul Jha
- Sharad Rathod

#### Buildings

- @ Building1 2
  - # Fight-Anonymous
  - # Accident-Anonymous
- @ Building2 2
  - # Others-Anonymous
  - # Argument-Anonymous
- @ Building3 2
  - # Test2-Anonymous
  - # Test3-Anonymous
- @ Building 4
- @ Building 5

• **Hardik Shah**

hardik@cittasolutions.com

Counselor

## Hello, jiya chaun!

Welcome to FightSong!

**Test11.**

Organization Code: **165916**



FightSong!™  
jiya

Staff Messages

- Hardik Shah
- Mitul Mandanka
- Rahul Jha**
- Sharad Rathod

Buildings

Direct Messages 4

Bots

Rahul Jha  
(rahul@cittasolutions.com)

Incident Assigned To  
Rahul jha

Search Incidents

Confidential  
Reason: Test2  
Location: Kankaria Ahmedabad India  
Description: abc

Confidential  
Reason: Test3  
Location: Sherkotda Ahmedabad Guj  
Description: Xyz

Confidential

Here's your direct messaging space with Rahul jha

Say Hello!

Type your message

TEAM  
MESSAGING

COUNSELOR  
INVITATION

Jiya Chaun  
System Manager

Profile & Account  
Analytics  
Night Mode

Test11  
Organization

Invite Admin  
**Invite Counselor**

Manage Buildings  
Organization Profile  
Settings  
Subscription

iOS & Android Platforms  
Get Started  
Log Out From FightSong!®

Hello, jiya chaun!

Welcome to FightSong!  
**test11**

Organization Code: 165916

COUNSELOR INVITATION

Last, invite your Counselors and assign them to your Buildings.

Counselors, also manage reports but their primary role is to engage with students.

Skip this step Let's Go!

This app is built for Junior to High School Students with smartphone, and their Parents, Administrators, Teachers, and Counselors.

Give your students the tools to be courageous and help change the culture of reporting.

FightSong!® serves the entire school community

LEARN MORE

Join  
Discu

SIGN UP

### 30 Day FREE Trial

(No Credit Card Required)

Enter Your Full Name

Enter Your Email Address

Enter Your School Name

CHANGE THE CULTURE

PAYMENT

https://fightsong.azurewebsites.net/pricing

FOR STUDENTS  
**FIGHTSONG!**

STUDENTS SCHOOLS PRICING CONTACT SIGN IN

NEED HELP NOW?

Join The Discussion

Base Annual Subscription	
	<b>\$280.00/YR</b>
Pricing Examples	
500 students	\$500/Yr
5000 Students	\$3000/Yr
60000 students	\$15000/Yr

FightSong!® is an annual subscription.

Centers can be buildings, buses, athletic fields - Any grouping you wish to use

Admin are administrators over defined Centers and can configure Centers and invite counselors

Counselors are users that can interact with students within their Center

Discount for supplementing existing tip line programs.

starting at \$1 / User / Yr

REQUEST QUOTATION

TRY FOR FREE

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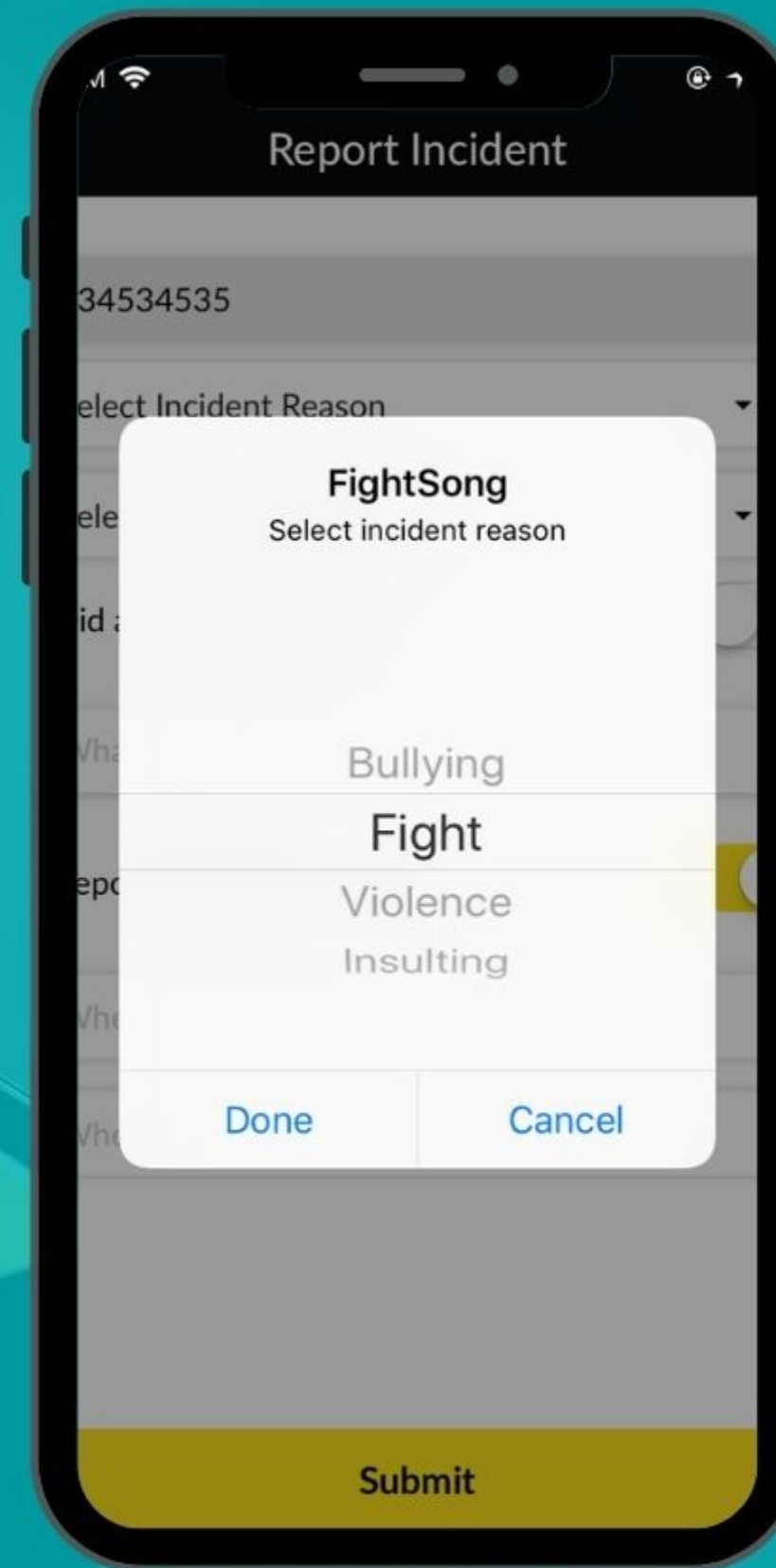
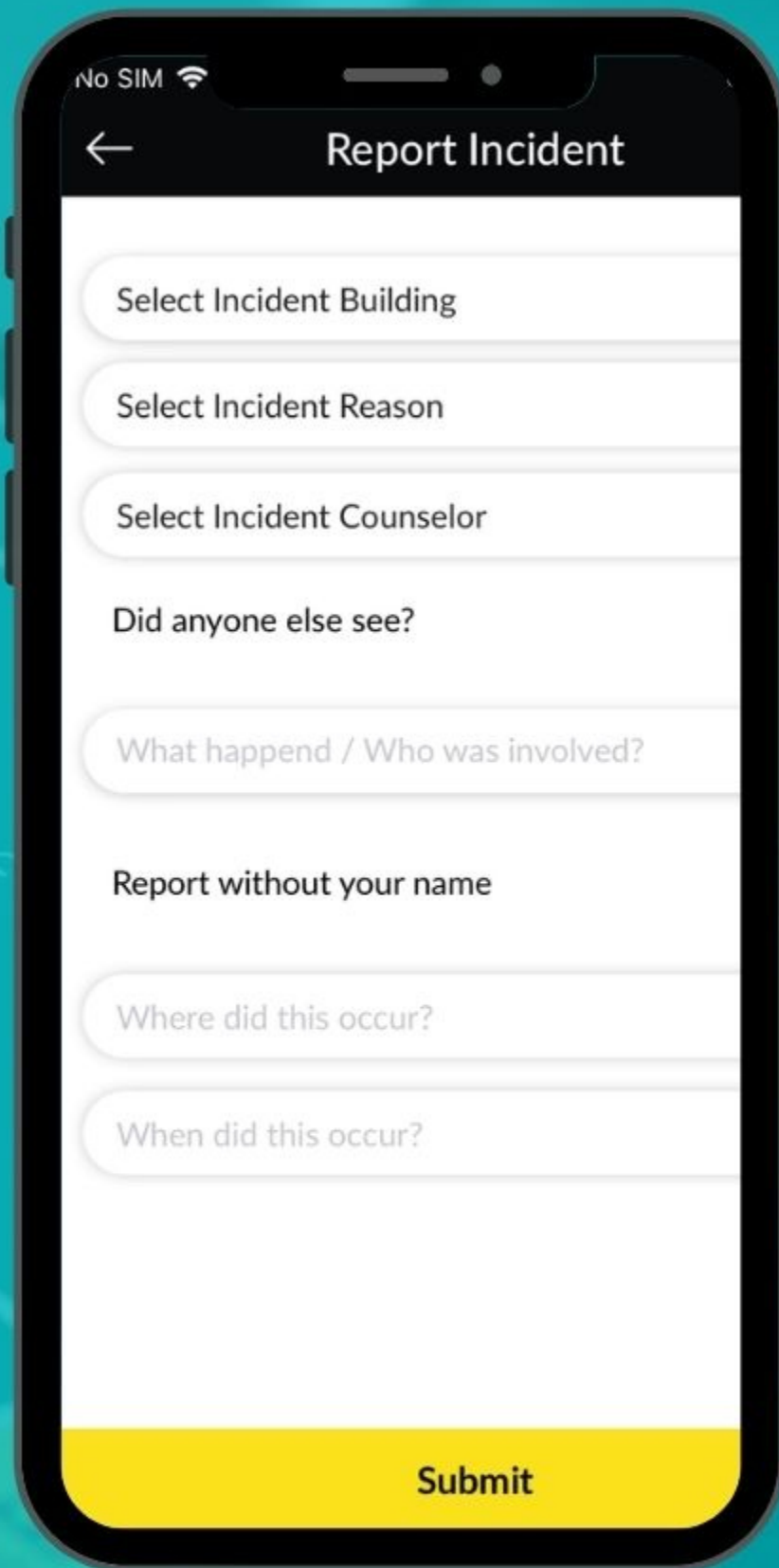
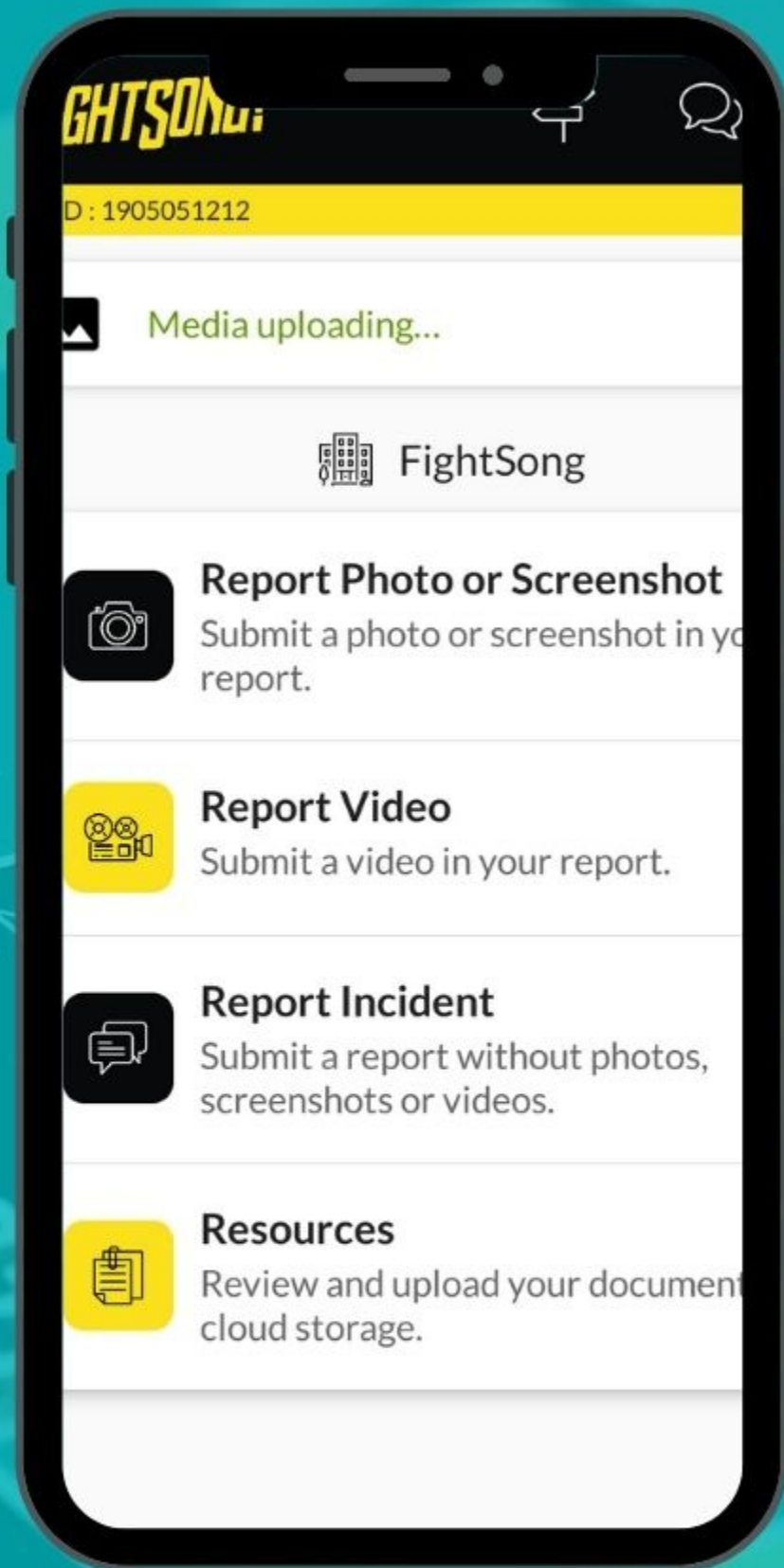


# MOBILE APPLICATION



**FIGHTSONG!**<sup>®</sup>  
Change the Culture

- DASHBOARD
- PAYMENT DETAILS
- EMPLOYEE DAILY PROGRESS REPORT
- PURCHASE ORDER
- DOCKET MODULE

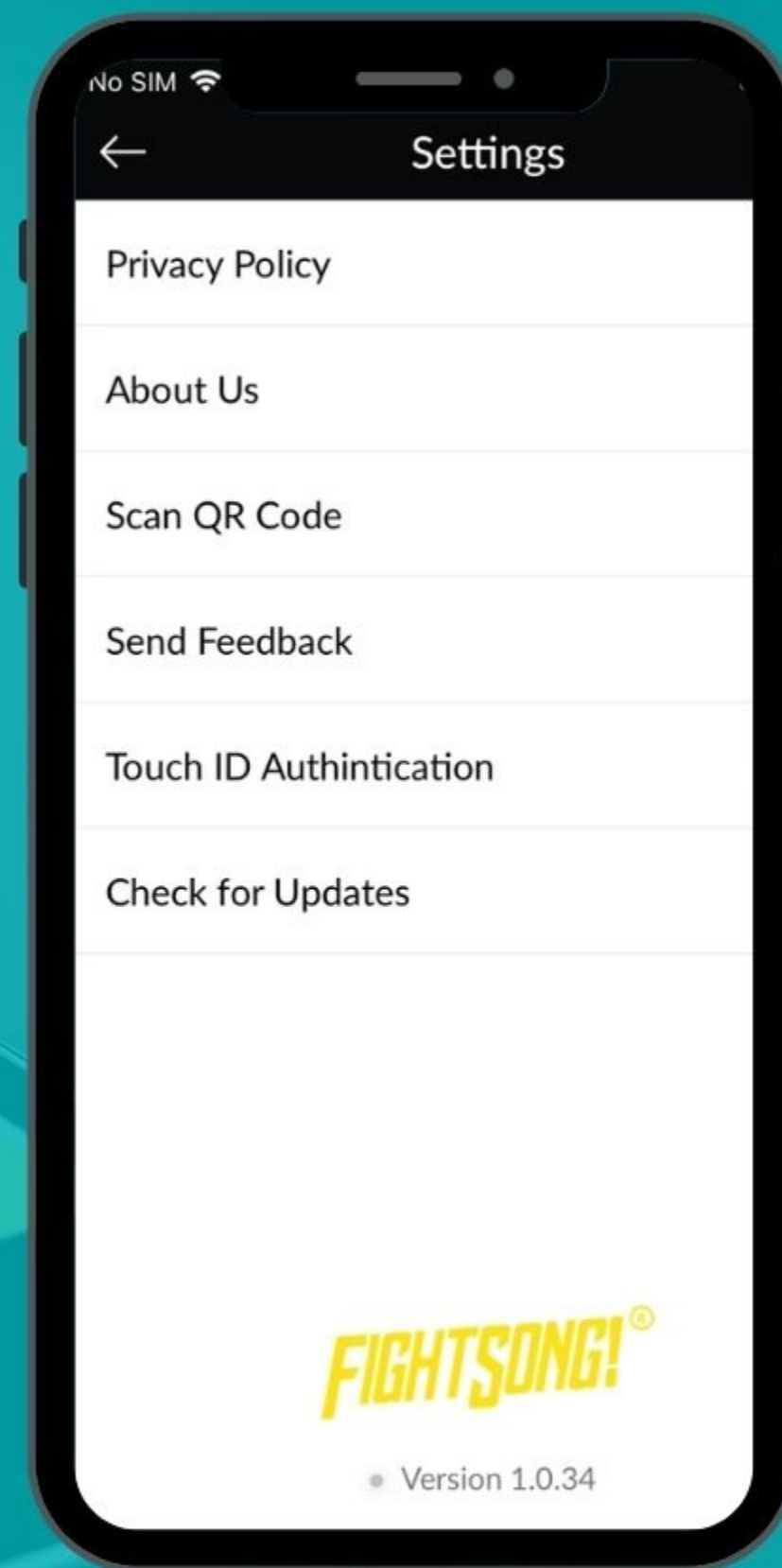
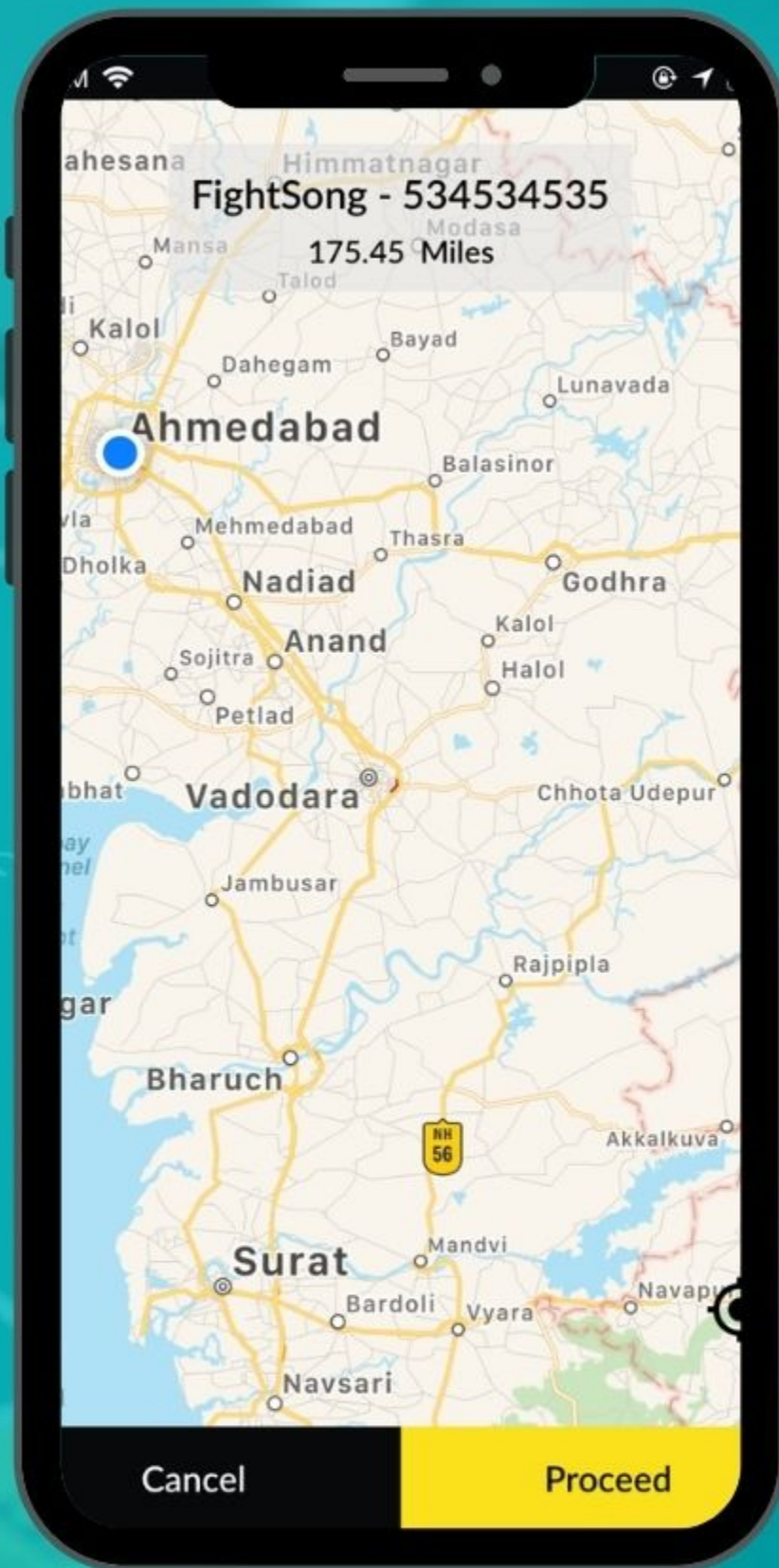
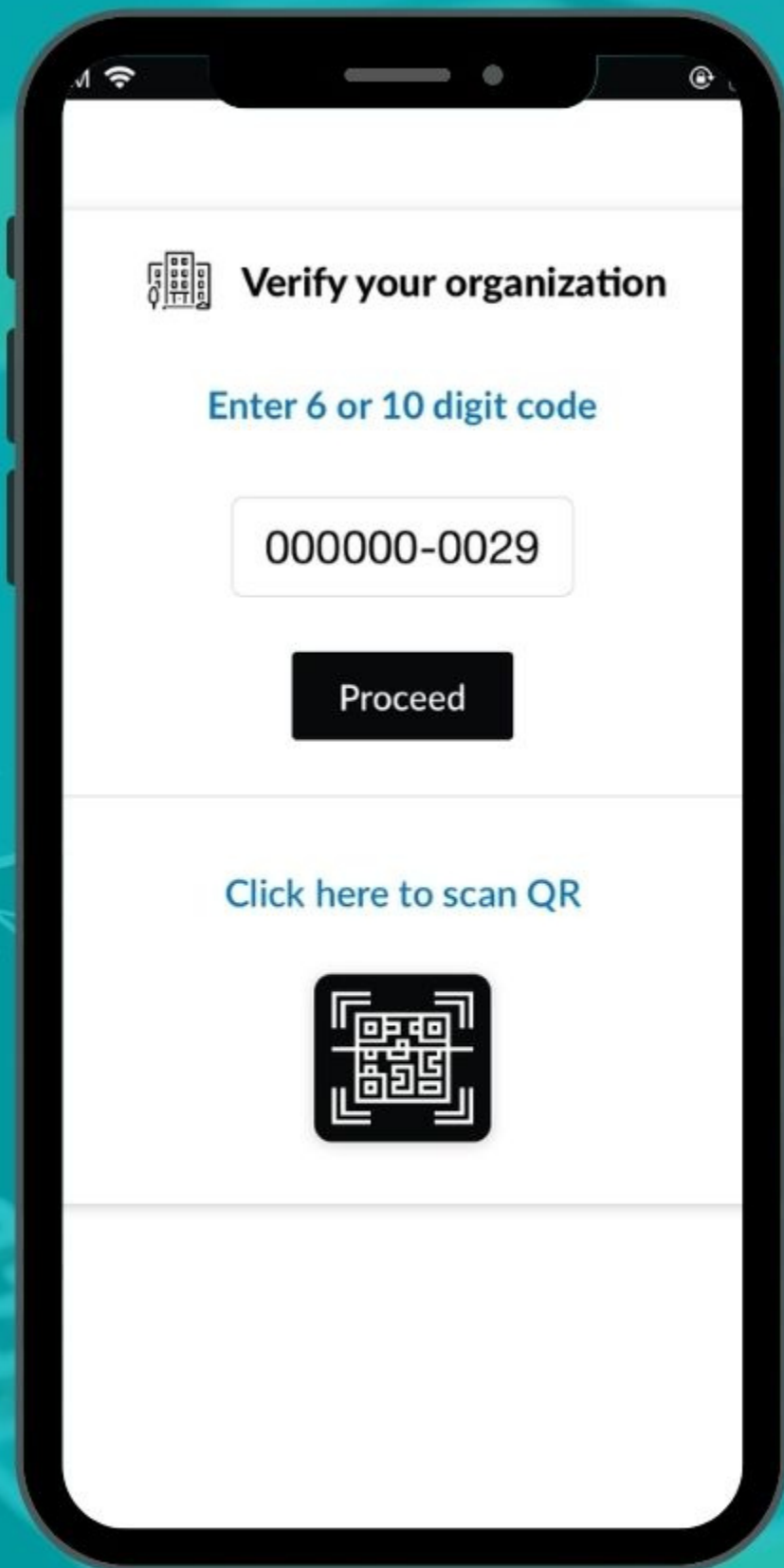


MEDIA UPLOAD

REPORT INCIDENT

CHOOSE INCIDENT





VERIFICATION

GEO LOCATION

SETTINGS



# CONTACT US

FOR QUESTIONS, COMMENTS,  
AND MORE INFO

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## ADDRESS

#911, Times Square  
Arcade, Opp. Rambaug, Nr.  
Ravija Plaza, Thaltej-Shilaj  
Road, Thaltej. Ahmedabad-  
380059.

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## PHONE

+91 79 4107 6111  
+91 79 4899 1546  
+91 81 4029 7820

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## EMAIL

[business@cittasolutions.com](mailto:business@cittasolutions.com)

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## WEBSITE

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