College Connect: Pitch Deck

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Problem Statement

- College represents a significant life transition marked by numerous challenges and stressors for students.
- Recognizing the need for solutions to enhance social life and lessen stress, we aim to develop a mobile application offering convenient access to leisure activities and social connections.
- Through research, we seek to identify strategies for improving college social life and addressing the diverse stressors students encounter during this pivotal phase of their lives.

Market Analysis

- College Connect is a mobile application designed to lessen stress and foster a supportive community for college students.
- It offers features such as activity groups based on common interests, an event calendar for local and school-sponsored activities, location-based recommendations, discussion forums, safety features, and community feedback mechanisms.
- By facilitating social connections, providing recreational opportunities, and offering a platform for support and advice, College Connect aims to reduce stress, enhance belonging, improve time management, and promote overall well-being among students.

Financial Projections

- To generate revenue we would ***implement advertisements within the app.*** Advertisers interested in reaching out to college students could pay us to display ads or reach the top of our feed based on their specific demographic, interest, or social groups.
- ***Creating partnerships & sponsorships*** with local businesses, restaurants, bars, or schools to offer promotions/discounts to students who use our app.
- ***Allowing ticket purchases*** for events within our app, making it one quick and easy stop for our users.

Diversity and Global implication

- College can be a difficult time for many students, let alone socializing & keeping everyone connected. This app will allow students one quick & easy stop for everyone to connect with people based on their own wants, needs, & desires.
- Our key goal is to *help college students make new friends & increase college engagement* by making their social experience much easier & fun with our apps algorithm that filters through people with similar interests to their own.

Competition

Instagram & Snapchat

- 73% of 18- to 29-year-old Instagram users visit the site every day, with 53% accessing the platform several times per day.

- 71% of Snapchat users ages 18 to 29 access the app daily, including 60% who visit multiple times a day.

- Both apps maintain consistent user engagement which is one of the factors in their success.

- With College Connect we have the advantage of focusing on a specific target audience like Texas State students and making College Connect the best fit for those students.

Potential Solutions

- Possible key features for College Connect include:

    - Interest-based group formation, matching algorithms for connections, chat functionalities,

        social challenges, location-based networking, event hosting tools, social media integration,

        and safety measures.

- College Connect should feel exclusive and unique to the user making it a more enjoyable

    experience compared to other apps.

- One potential solution could be to market the app for incoming freshmen at their university.

- Another possible solution is to make the app with the intention for the user to "graduate" from it

    and longer need.

Marketing Strategies

1. Reach out to social media influencers who are within our niche
2. UGC content
   a. collab with micro influencers
3. Having a social media account for our service and making ads on Facebook and TikTok
   a. Create short explanation videos on how the app creates solutions for college students
   b. Have some friends/ family talk about app since they will be one of the first ones to use our app
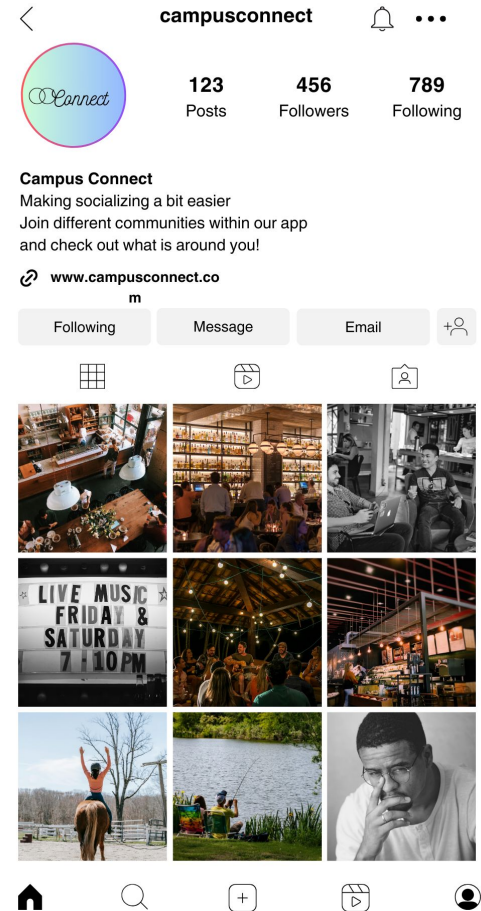
Challenges/Limitations

1. Resources and expenses - strict budget
2. Finding investors
3. Technical Issues- may be some bugs, glitches, or performance issues within the app
4. Negative User Experience
5. Can be a bit similar to other apps out there.