

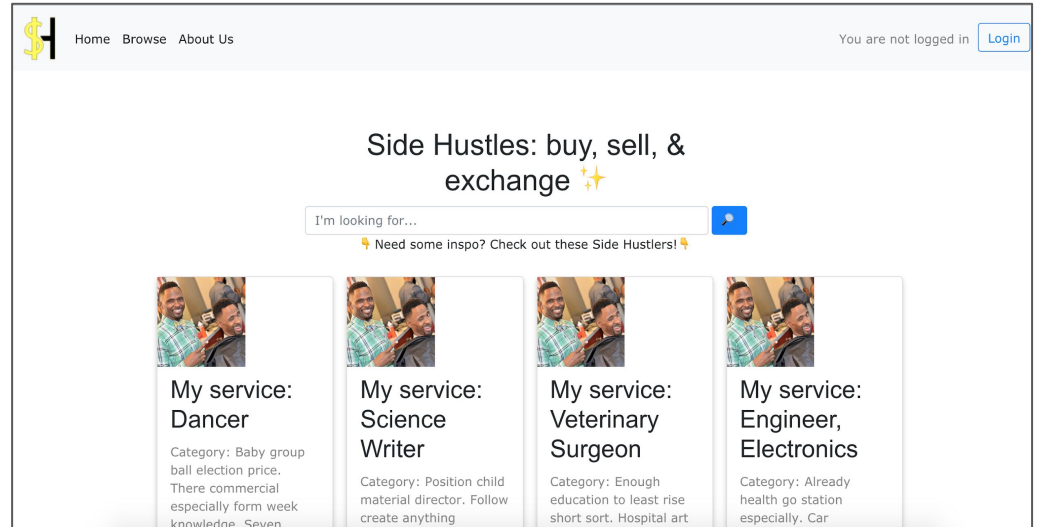
Side Hustles

Team J: Jellyworks



Application Overview

- Our app aims to match “buyers” to “sellers”.
- Each seller will have the opportunity to offer services like a haircut or a physical product such as a bike.
- We’ve limited our potential users to students from UMass.
- When buyers select a seller, they “match” with that person i.e. **they find their Side Hustle Match.**



Target Users

- **College students** who want to exchange skilled services or products with each other.

Who?

- Musicians looking to collaborate
- Python fluent CS student looking for help with C++
- Gamer in need of level-grinding buddy

Side Hustles is a platform that enables college students to meet and assist each other with homework, jobs, and other interests.



Why Side Hustles?

- There are many similar platforms but none are solely for colleges or college students.
- No other app places a strong emphasis on proximity and getting to know your local peers.
- Students are learning new skills all the time but using them to make money is not a straightforward process.

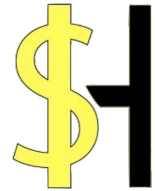


Side Hustles & the Industry Makeup

| Product | Inexpensive | Accessible for Buyers & Sellers | Barter System Support | Student Oriented |
|--------------|-------------|---------------------------------------|-----------------------|------------------|
| Etsy | × | ✓ | × | × |
| Amazon | ✓ | × | × | × |
| Craigslist | ✓ | ✓ | ✓ | × |
| Side Hustles | ✓ | ✓ | ✓ | ✓ |

Profitability

- Ads
- Expand to other colleges
- Percentage of each money and card based transaction
 - The alternative is the barter system
- University-backed fee
 - Partnering with schools in a manner similar to Amazon Prime package centers.



Our Ask

- Resources → advertisements, technology, web developers, UX/UI designers
- Money for employee wages
- Server space
- Campus representatives
- Office space

The Value that Side Hustles Creates for Students

- Safe, localized, student-only environment compared to larger scale competitors
- Being able to trade skills instead of solely using currency = easier on students' debt-strangled wallets
- Platform for collaboration with other students on homework, hobbies, jobs, etc.
- Promotes community development

