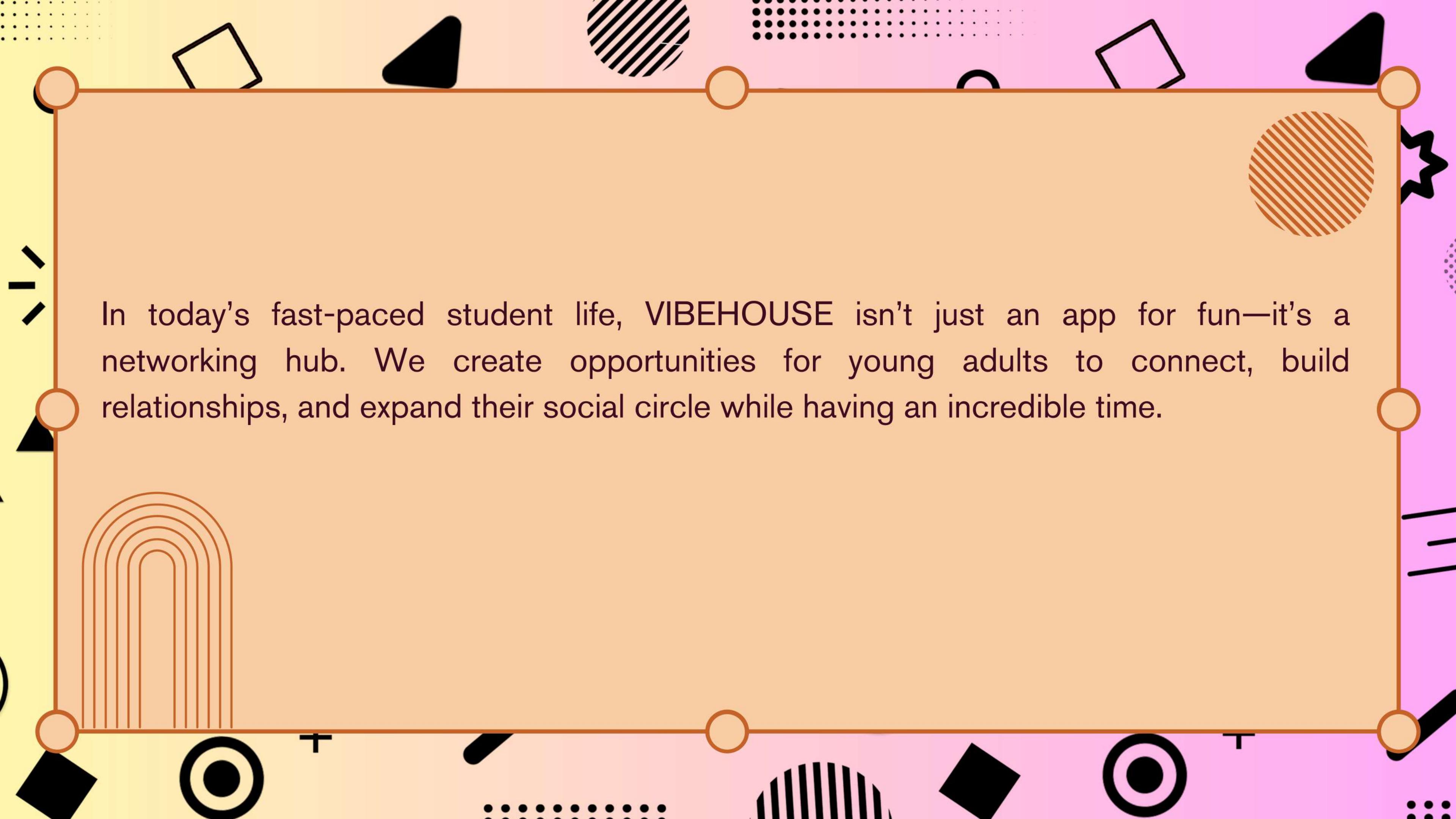


To position VIBEHOUSE as a powerful networking and marketing platform for 21+ students, the concept needs to emphasize its role in connecting individuals, fostering relationships, and offering value beyond just parties.

vibeHouse: Where Connections Thrive

“Party Delight, Say Yes Tonight!”



In today's fast-paced student life, VIBEHOUSE isn't just an app for fun—it's a networking hub. We create opportunities for young adults to connect, build relationships, and expand their social circle while having an incredible time.

INTRODUCTION: The VIBEHOUSE

Looking to host unforgettable events and create connections that last a lifetime?????

VIBEHOUSE transforms house parties into networking ecosystems where friendships are built and memories are made.

What We Offer:

- Platform to Socialize : Meet new people and strengthen existing bonds through carefully curated events.
- Event Management Made Simple : Plan, manage, and execute house parties seamlessly while focusing on connecting with your guests.
- Unique Networking Atmosphere : Unlike crowded bars or clubs, VIBEHOUSE events provide a relaxed and controlled space to engage with others authentically.

What Does VIBEHOUSE Provide for Networking?

1. Social Networking : Whether you're new in town or looking to expand your circle, VIBEHOUSE provides a platform for building genuine connections.
2. Affordable Weekend Parties: Easy entry for students ensures a steady flow of participants, creating a diverse network.
3. BYOB (Bring Your Own Beverage): Freedom to choose your drink fosters casual conversation and ice-breaking moments.

Marketing Strategy: Building Connections, One Event at a Time

1. Event Customization

- Study Break Mixers: Connect over shared academic experiences.
- Cultural Nights: Network with people from diverse backgrounds.

2. Collaborations

- Partner with local influencers, brands, and entertainers to drive attendance and expand the network.

3. Tech-Driven Engagement

- Integrate AI-based recommendations for guests to meet based on shared interests.
- Personalized invitations with details about attendees to help break the ice.

4. Community-Building Focus

- Promote VIBEHOUSE stories—highlight friendships or professional opportunities that started at your events.
- Create post-event networking groups for continued engagement.

SWOT Analysis: Networking Perspective

Strengths

- 1. Personalized Experiences: Customizable events encourage deeper, more meaningful interactions.
- 2. Word-of-Mouth Growth: Positive experiences shared within social networks amplify the brand's reach.

Weaknesses

- 1. Regulatory Concerns: Legalities of gathering and alcohol management may impact the trust factor.
- 2. Operational Complexity: Balancing logistics while maintaining a seamless experience requires fine-tuned management.

Opportunities

- 1. Partnerships with Student Organizations: Collaborate with clubs and societies to target niche groups.
- 2. Cross-Network Events: Mix-and-match themed events to attract attendees from different social circles.
- 3. Digital Integration: Use the app to track attendees' preferences, creating tailored invites and fostering ongoing engagement.

Threats

- 1. Competitive Market: Bars, clubs, and other apps may offer alternative socializing experiences.
- 2. Public Incidents: Mismanagement or negative incidents could damage VIBEHOUSE's reputation.

vRIO Framework: Creating a Networking Ecosystem

1. Valuable

- Unique Value: Offers a personal and safe alternative to public venues for networking.
- Personalized Events: Build trust and encourage organic networking.

2. Rare

- Focused Niche: Unlike large, impersonal venues, VIBEHOUSE targets students looking meaningful connections.
- Exclusive Partnerships: Collaborating with local brands adds value to events, making them unique.

3. Imitable

- High Investment: Difficult to replicate the same curated and tech-integrated experience without significant resources.
- Strong Relationships: Building trust within a network takes time and authenticity, creating barriers for competitors.

4. Organized to Capture Value

- Efficient Event Operations: Apps simplify networking by centralizing invitations, RSVPs, and guest preferences.
- Effective Marketing: Use word-of-mouth and social media to target and expand the network.

Porter's Five Forces framework To evaluate its competitive environment.

1. Threat of New Entrants

Low barriers, digital platform accessibility, brand loyalty, operational complexity

2. Bargaining Power of Buyers (Users)

High switching costs, affordability, cost sensitivity, unique value, personalization, student preferences

3. Bargaining Power of Suppliers

Venue partnerships, service providers, local suppliers, app development, digital marketing, technology providers

4. Threat of Substitute Products or Services

Alternative venues, social apps, bars and clubs, virtual connections, digital-only interaction, exclusive events

5. Industry Rivalry

Competitive market, niche positioning, social platforms, personalized events, word-of-mouth, social media

4P'S OF MARKETING FOR viBEHOUSE

PRODUCT

VIBEHOUSE is a networking app for students, providing a fun, safe way to meet people and host events. Key features include:

Event Discovery: Personalized event recommendations like “Study Break Mixers.”

Event Management: Simple tools to host and manage gatherings.

Networking Tools: In-app messaging and suggested connections based on shared interests.

Price

Affordable and student-friendly

Free Basic Access: Core features are free.

Premium Upgrades: Optional upgrades for VIP events, exclusive invites, and premium features for a small fee.

Place

A mobile app available on major platforms, VIBEHOUSE leverages digital reach to connect students at local events.

Promotion

Focused on social media, word-of-mouth, and collaborations with local brands:

Social Media Campaigns: Targeted ads on Instagram, TikTok, etc.

Influencer Partnerships: Promos by local influencers.

Campus Outreach: Partner with student organizations to grow user base.

STP for VIBEHouSE

1. Segmentation

Demographics: 21+ college students in urban areas.

Psychographics: Outgoing, value community and networking.

Behavioral: Prefer socializing in safe, organized settings.

2. Targeting

Primary: College students seeking safe, affordable networking events.

Secondary: Young corporate professionals interested in local networking.

3. Positioning

"VIBEHOUSe is the go-to networking app for students, offering safe, curated events for genuine connections."

Marketing Objective

- Awareness & Engagement: Grow downloads and users by 25% in six months.
- User Retention: Aim for 50% repeat attendance through personalized events.
- Event Participation: Target 15-20 attendees per event for a vibrant experience.

Pricing Strategy

Freemium Model: Free access with paid premium features and VIP options.

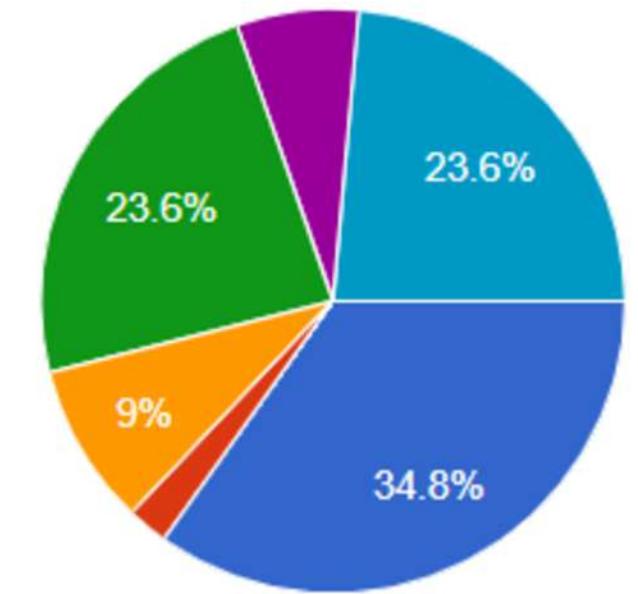
Affordable Event Fees: Low-cost entry with optional premium events.

Discounts & Rewards: Referral bonuses, event credits for loyalty, student-friendly pricing.

What is your primary goal for attending this event?

89 responses

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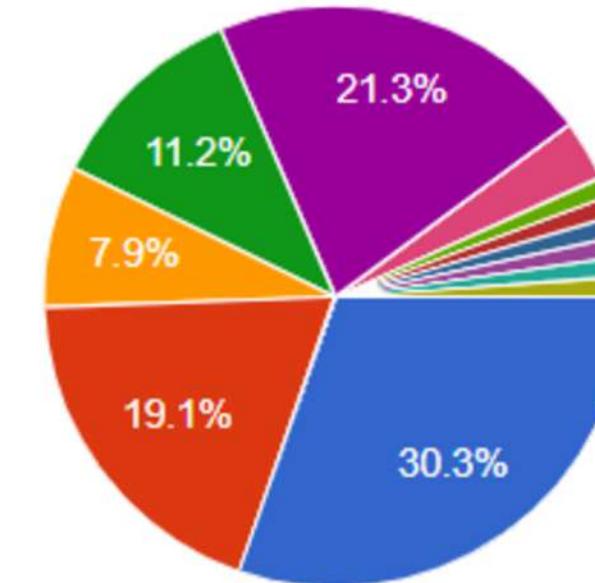


- Building new business relationships
- Finding potential clients or customers
- Exploring partnership or collaboration opportunities
- Expanding professional knowledge
- Seeking career opportunities or mentors
- Socializing and meeting like-minded professionals

Which industry or sector do you primarily work in?

89 responses

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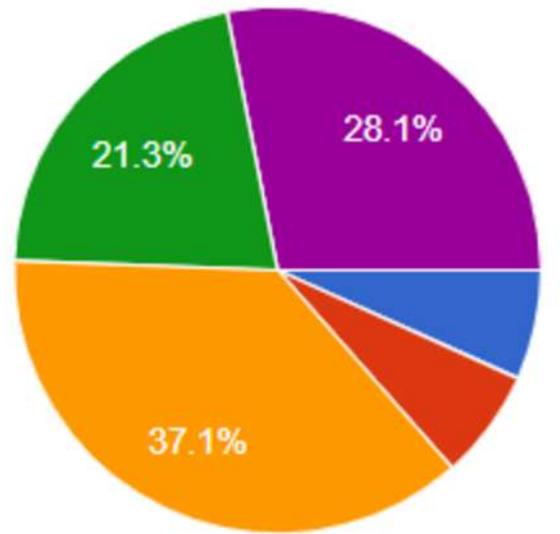


- Technology
- Finance
- Healthcare
- Marketing/Advertising
- Education
- Legal
- Aviation
- Student

▲ 1/2 ▼

How important is it for the event to include structured networking activities (e.g., icebreakers, breakout sessions, etc.)?

89 responses

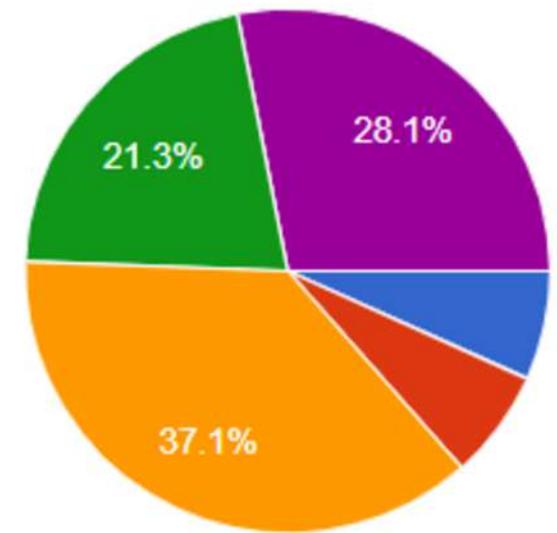


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- 1 - Not important
- 2
- 3 - Neutral
- 4
- 5 - Very important

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89 responses

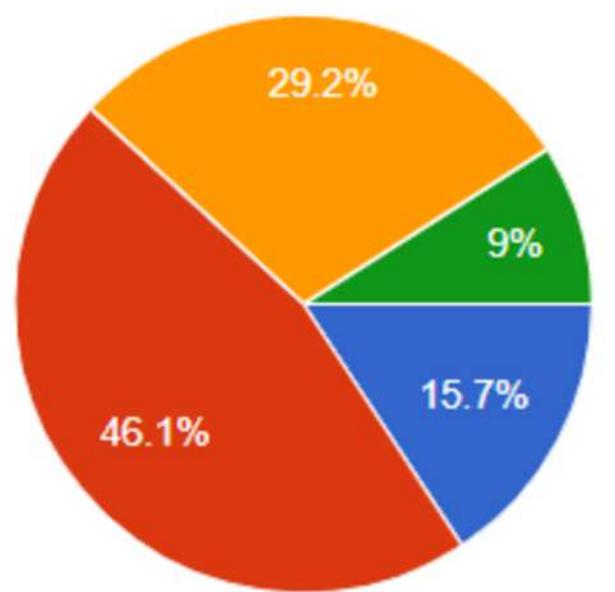


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How do you prefer to network?

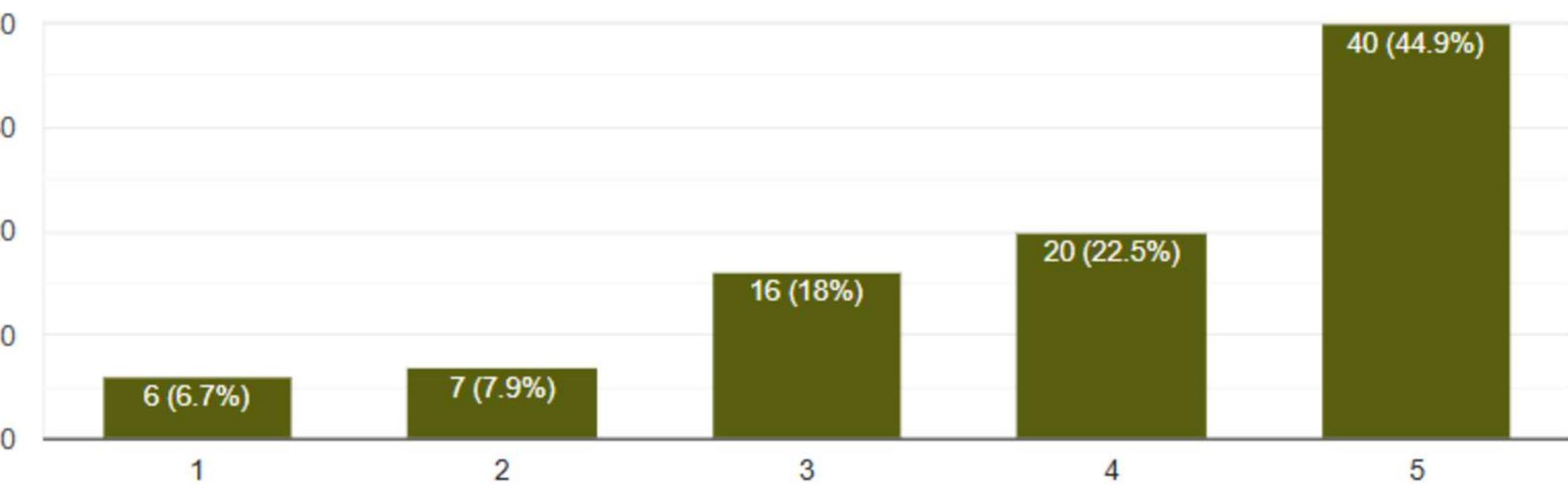
89 responses



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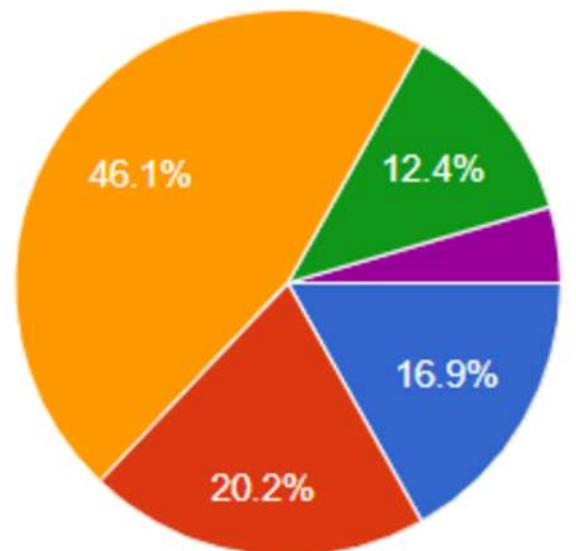
I am looking forward to the opportunity to meet new people.

89 responses



What specific resources or opportunities would make this event more valuable to you?

89 responses

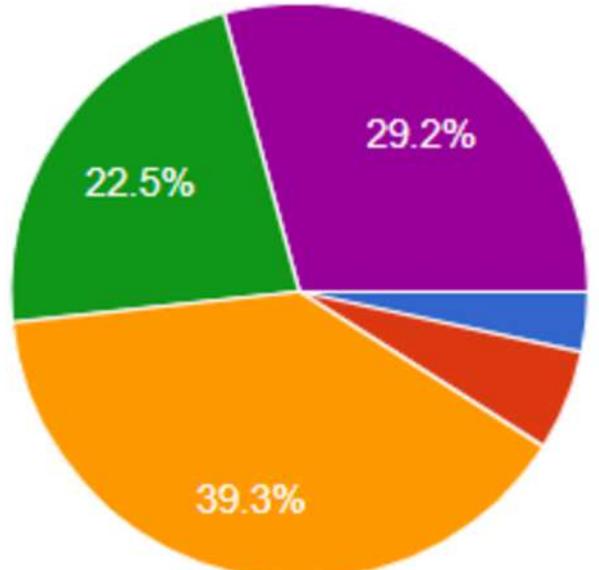


- Access to industry leaders or keynote speakers
- Opportunities for mentorship
- Workshops or skill-building sessions
- Tools for follow-up after the event (e.g., attendee directory)
- Exclusive offers or promotions from partners

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What are your expectations regarding the diversity of attendees?

89 responses



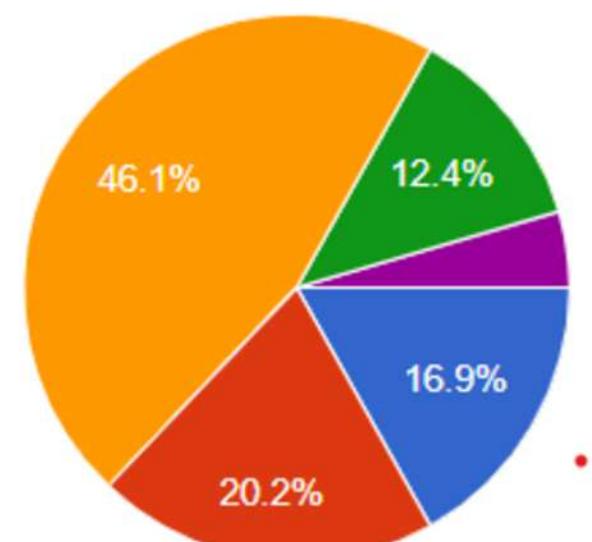
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What specific resources or opportunities would make this event more valuable to you?

89 responses

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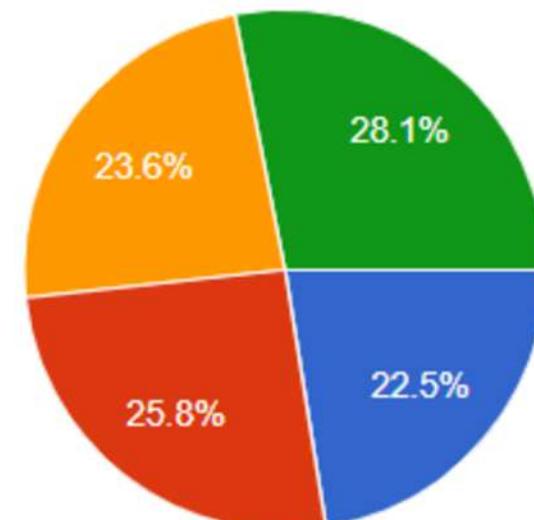


- Access to industry leaders or keynote speakers
- Opportunities for mentorship
- Workshops or skill-building sessions
- Tools for follow-up after the event (e.g., attendee directory)
- Exclusive offers or promotions from partners

What challenges or obstacles do you face when networking at corporate events?

89 responses

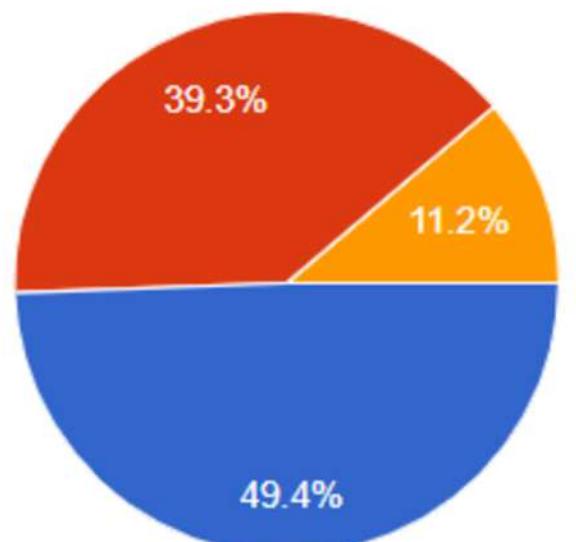
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- Approaching new people
- Finding relevant connections
- Time management during events
- Staying in touch after the event

How would you prefer to receive post-event follow-up materials (e.g., contact lists, event summaries)?

89 responses

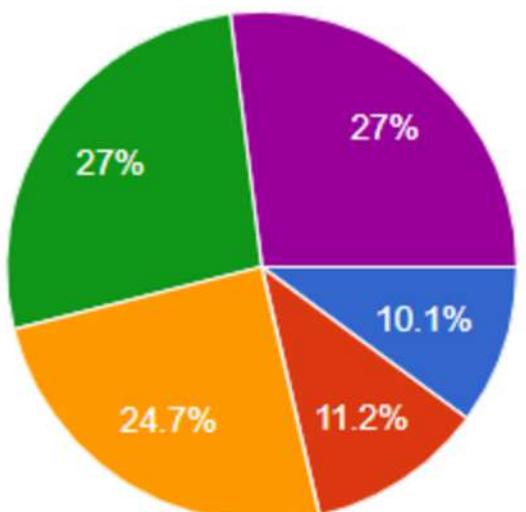


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- Email
- Networking platform/app
- Printed handouts at the event

When would you prefer events to be scheduled?

89 responses



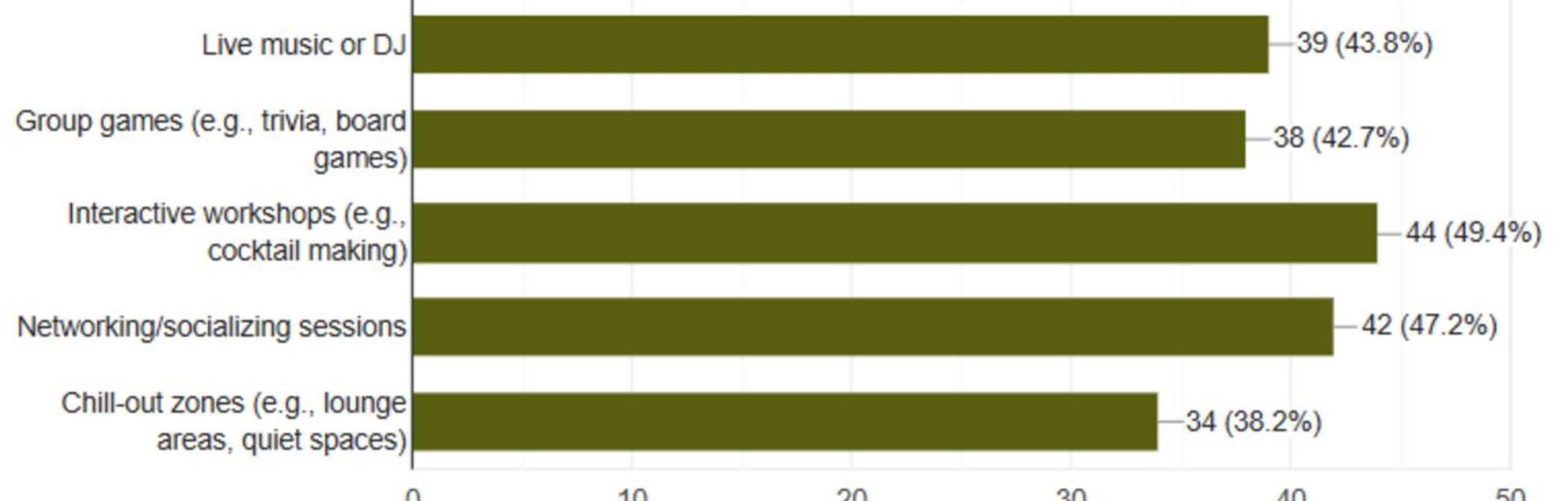
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- Weekdays during work hours
- Weekdays in the evening
- Weekends during the day
- Weekends in the evening
- Whenever free, flexible timing

What type of activities would you be most interested in at the event? (Select all that apply)

89 responses

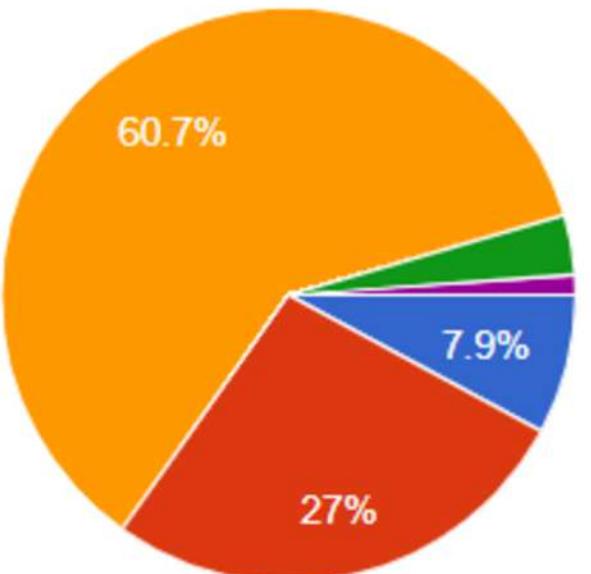
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How do you feel about the entry cost of Rs 1,000 to Rs 2,000?

89 responses

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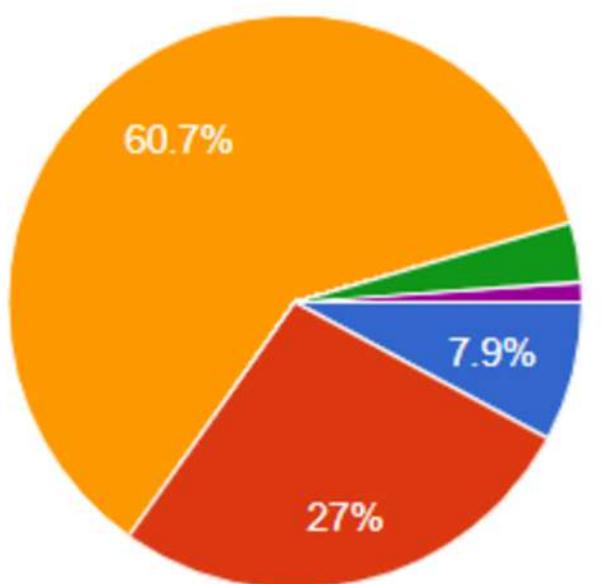


- Too high
- Slightly high
- Reasonable
- Slightly low
- Too low

How do you feel about the entry cost of Rs 1,000 to Rs 2,000?

89 responses

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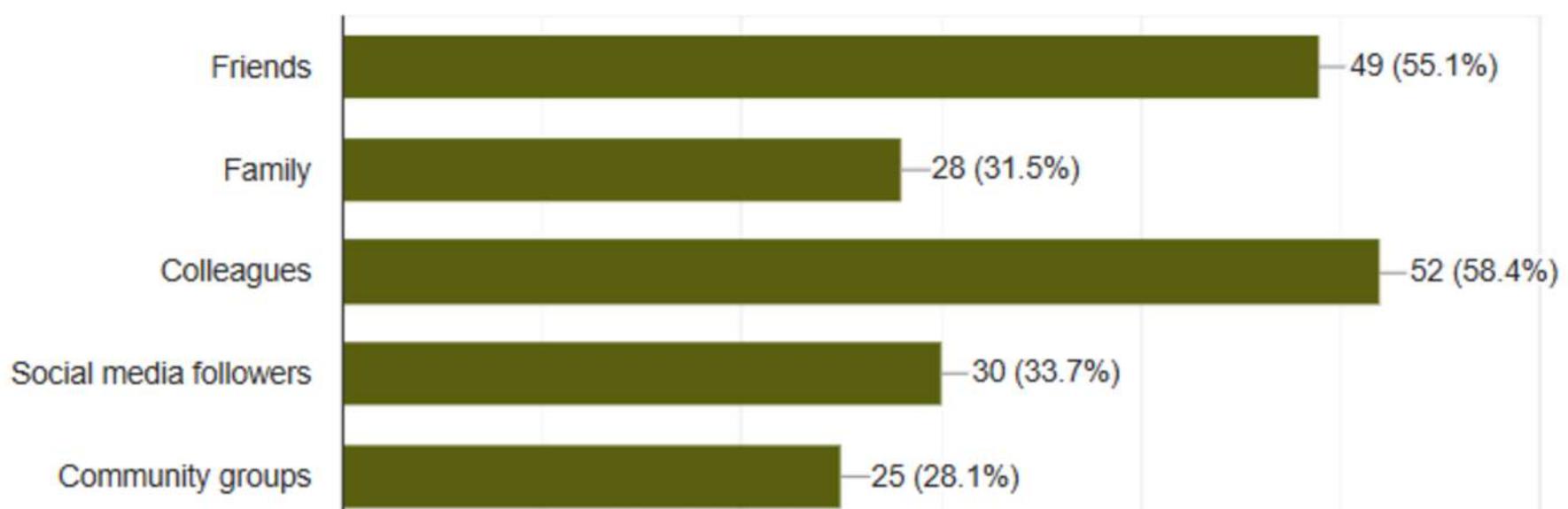


- Too high
- Slightly high
- Reasonable
- Slightly low
- Too low

Who would you suggest Vibe House events to after your experience?"

89 responses

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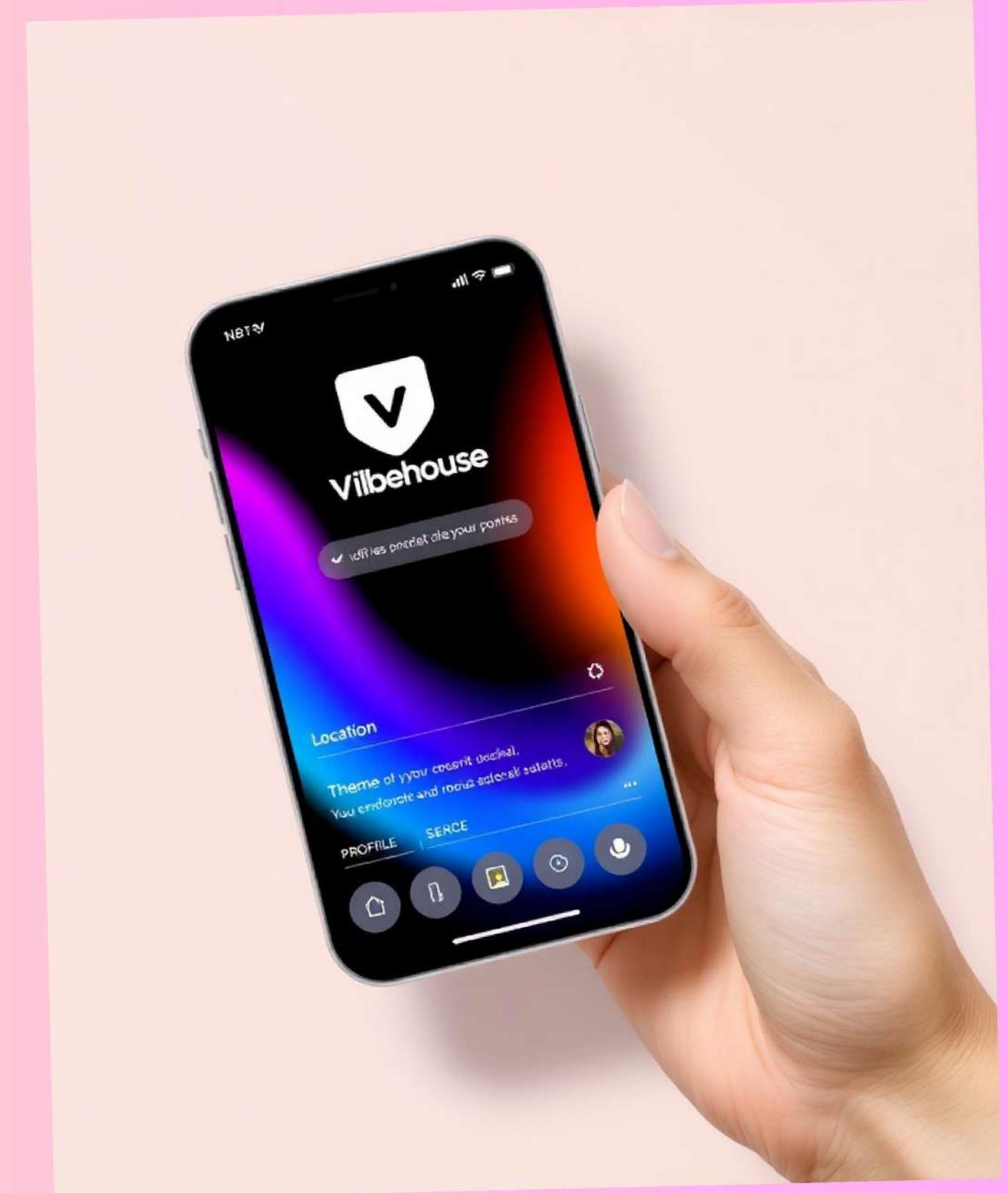
vibEHOUSe App interface

1. Home Screen

- Featured Events: Trending, recommended events.
- Explore, Host, Find Friends: Quick access buttons.
- User Profile: RSVP'd events, basic info.

2. Event Details

- Info & RSVP: Date, time, location, attendee count.
- Invite Friends: Easy invites, attendee list.
- Chat Host: Direct message for event questions.



3. Discover/Explore

- Event Filters: Type, interest, size.
- Map View: Nearby events.
- Recommendations: Based on interests.

4. Networking Hub

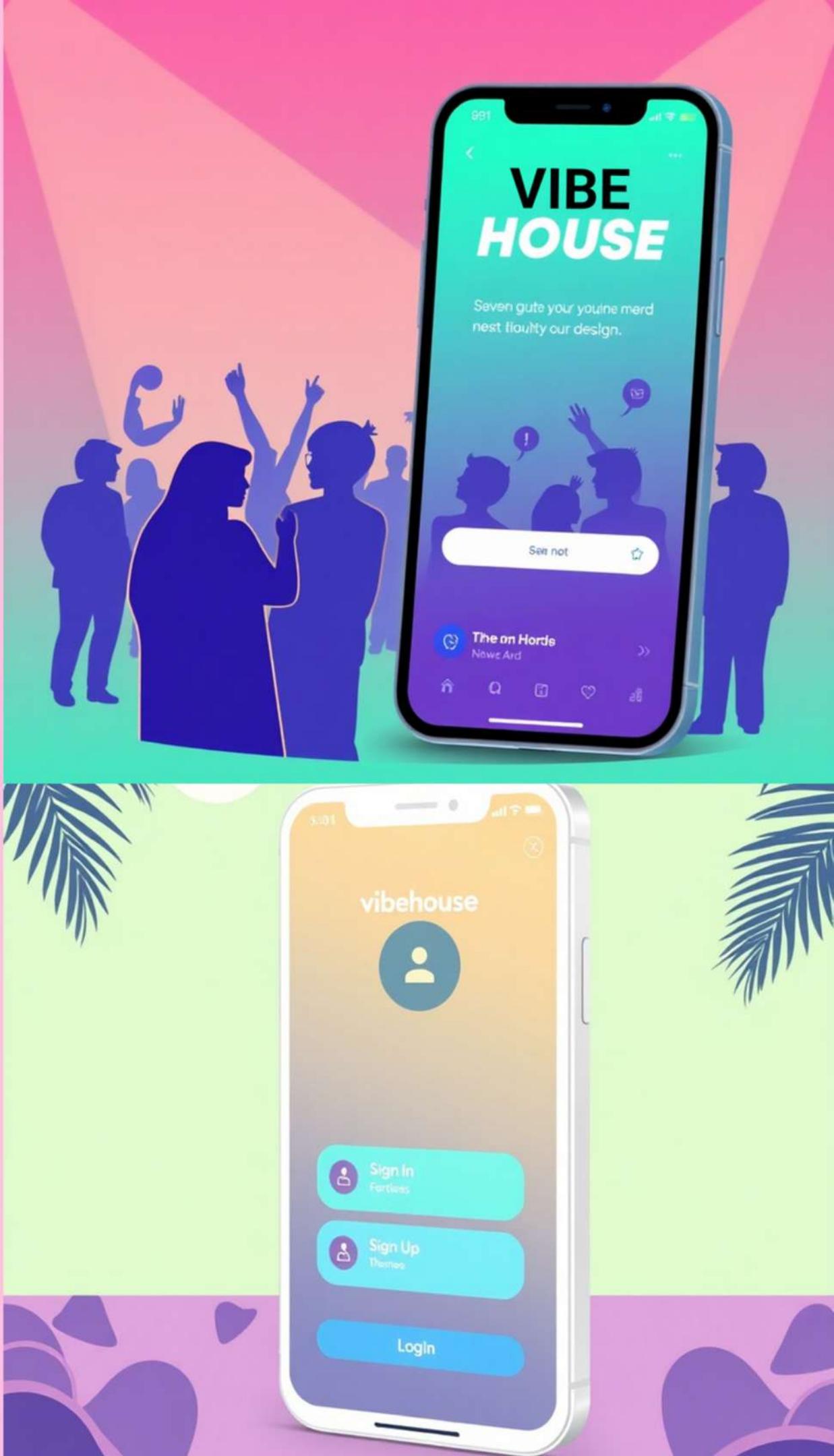
- People You May Know: Suggested connections.
- Messaging: In-app chat.
- Post-Event Groups: Connect with attendees.

5. Event Creation

- Details Form: Title, time, location, theme.
- Guest Control: Add/remove guests, private/public.
- Themes: Pre-set or custom.

6. Notifications

- RSVP Alerts: Confirmations, reminders.
- Friend Activity: See friends' RSVPs.
- Event Reminders: Updates for upcoming events.



THANK YOU

Aniket Choudhary

Harshit Tiwari

Ashutosh Semwal

Yuvraj Bisht

Muskan Khatrakar