



Uni-Verse



# Uni-Verse

**Bringing Clubs and Students Together**

# Our Team

Product Pros



**Chaitanya Moregaonkar**

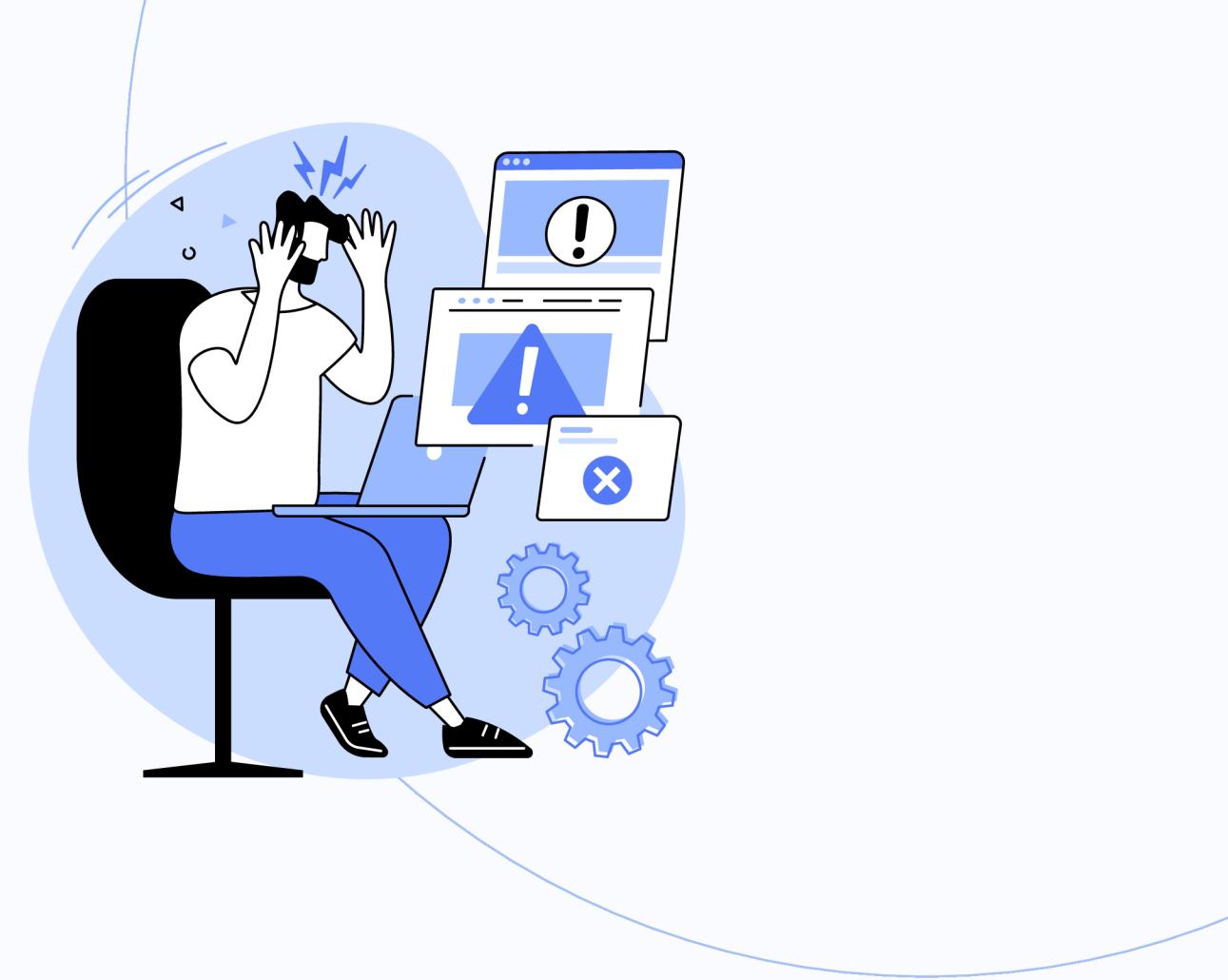


**Anuja Thakar**



**Kavita Khetavat**

# Problem Overview



## LACK OF CENTRALIZED PLATFORM FOR UNIVERSITY EVENTS

Students often miss out on events because there isn't a single place to view all club activities.



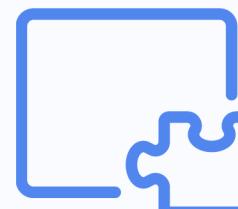
## COMMUNICATION GAP

Many students aren't aware of events or updates from clubs they'd be interested in due to inconsistent communication.



## POOR DISCOVERABILITY FOR CLUBS

Clubs struggle to reach their target audience, leading to low engagement and attendance at events.



## DISORGANIZED EXPERIENCE

Students have to rely on different channels (email, social media, word-of-mouth) to stay informed, creating a fragmented and ineffective experience.



# Survey Insights

60%

86%

60%

70%

**Of respondents frequently miss campus events due to a lack of centralized information.**

**Of respondents find a single platform for campus events "very useful" or "extremely useful."**

**Of clubs find it extremely challenging to drive attendance for events.**

**Of clubs are open to premium memberships for advanced features.**

# Our Solution



## EASY EVENT DISCOVERY

Students can browse events in one place, with filters for categories, dates, and interests.



## SUBSCRIPTION TO CLUBS

Students can follow clubs, receive notifications for events, and stay updated without needing multiple platforms.



## ENHANCED ENGAGEMENT FOR CLUBS

Clubs gain a platform to promote events, manage RSVPs, and increase turnout with data-backed insights.



## IMPROVED COMMUNICATION

Real-time notifications and personalized recommendations help bridge the gap between students and clubs, creating a cohesive campus experience.

# Size of The Market

**Scope : USA**

## TAM

Average of 200 Clubs per Universities and 100 per Community Colleges  
 $(2,637 + 1,294)$

**785,400 clubs**

## SAM

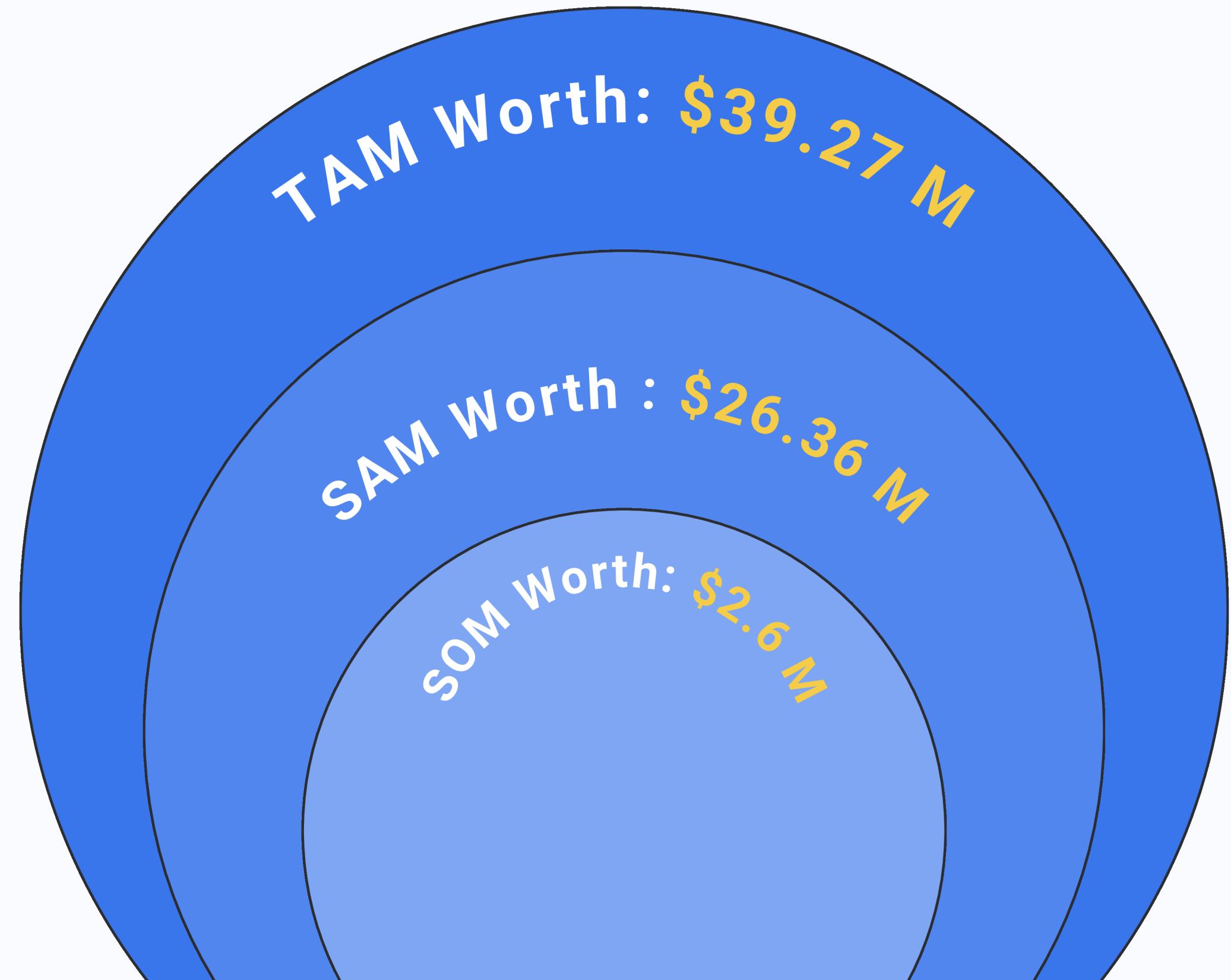
Focus on universities only

**527,400 clubs**

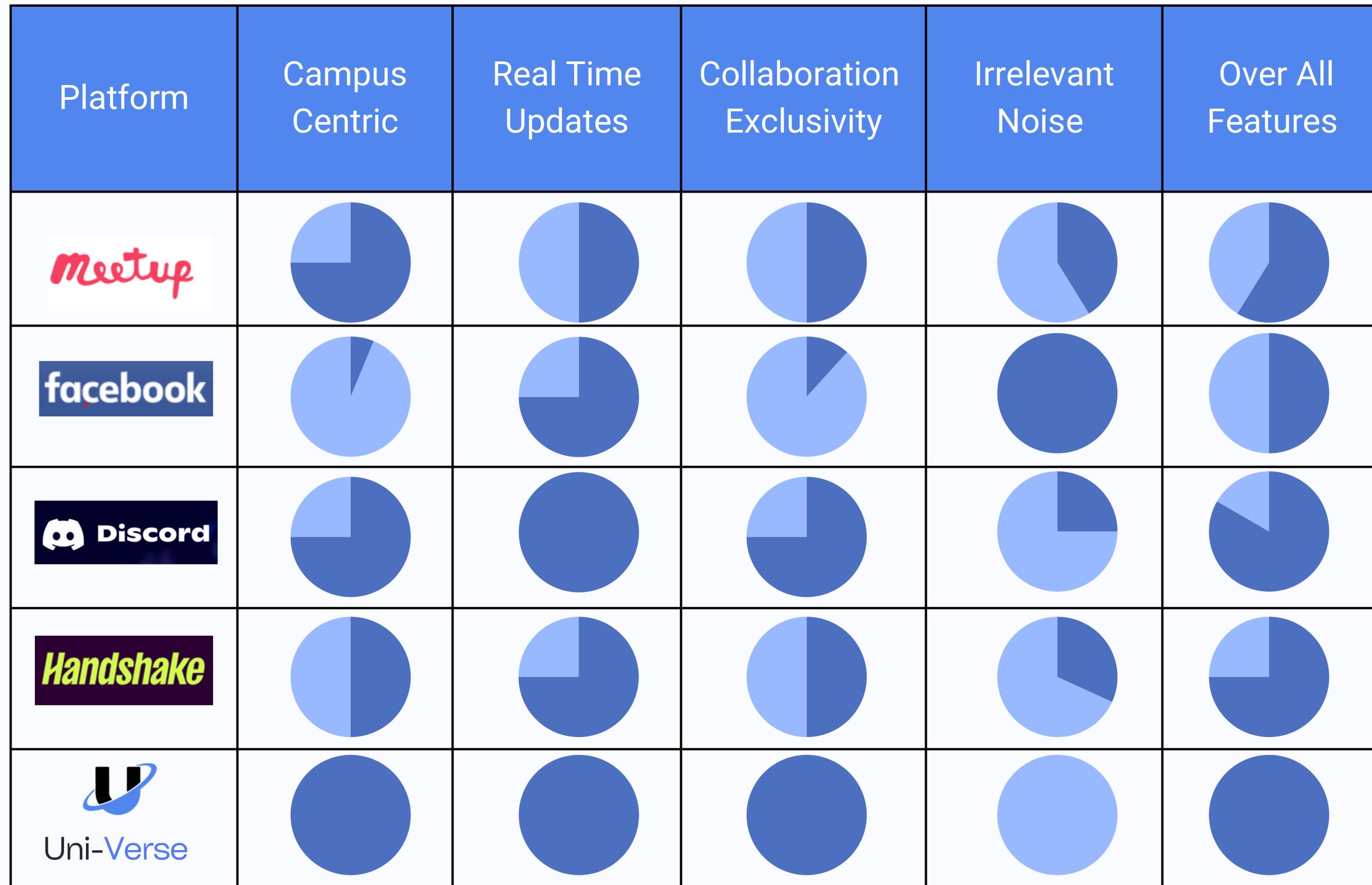
## SOM

10% market penetration rate

**52,740 clubs**



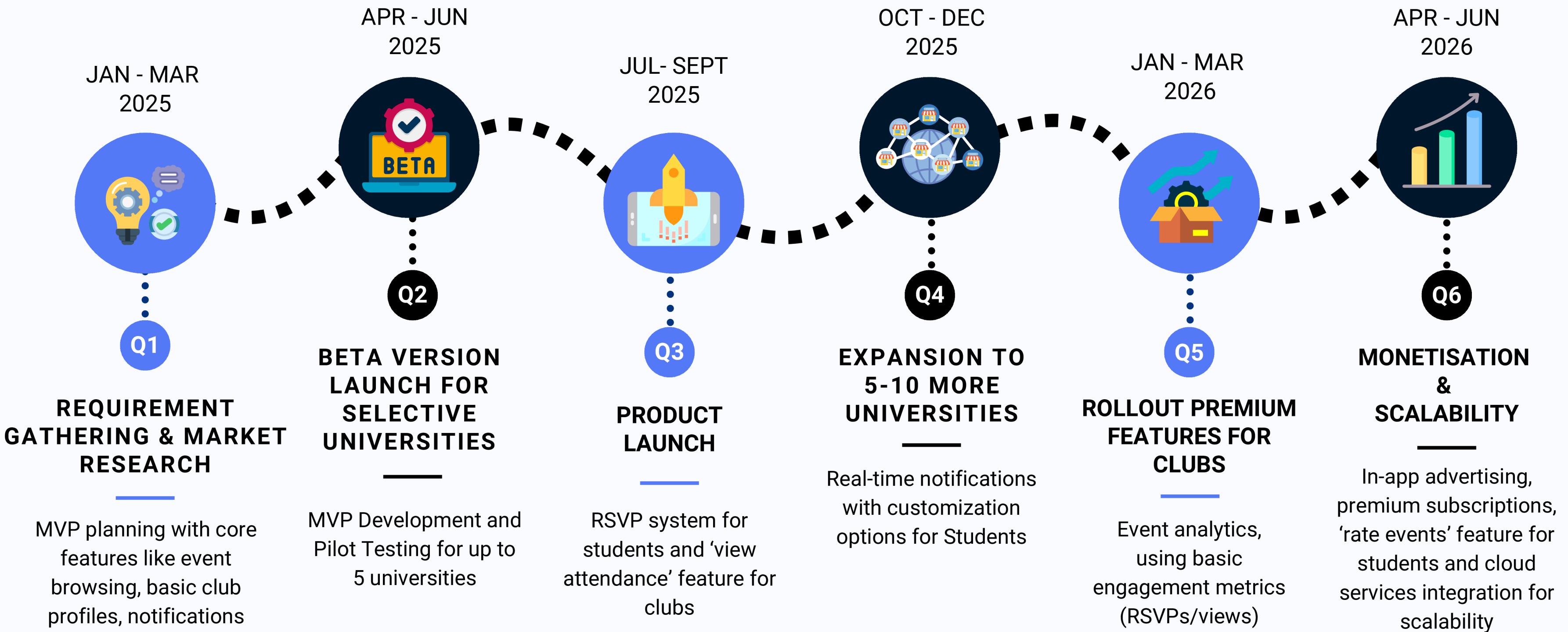
# Competitive Analysis



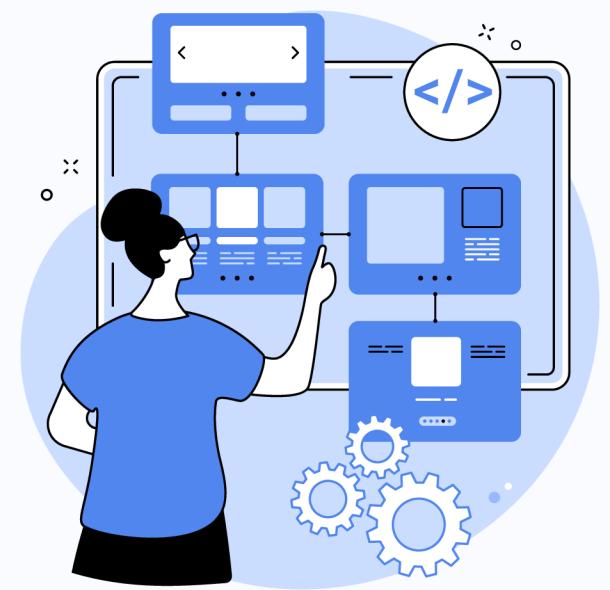
# Product Strategy Canvas

Vision	Relative Costs	Trade-offs	Capabilities
Create a unified platform that enhances student engagement by centralizing university event discovery and communication for clubs, making it easy for students to stay informed and connected.	<ul style="list-style-type: none"> <li>Investment in a <b>reliable cloud infrastructure</b> to handle event data and user traffic.</li> <li><b>Marketing</b> through digital campaigns, social media, and partnerships with universities.</li> <li><b>Development costs</b> associated with real-time notification systems and a cross-platform mobile app.</li> </ul>	<ul style="list-style-type: none"> <li>Prioritizing <b>simplicity</b> and <b>ease of use</b> over highly customizable features to ensure mass adoption by both students and clubs.</li> <li>Offering a <b>premium model</b>, focusing on basic features for all clubs while reserving advanced analytics for premium.</li> </ul>	<ul style="list-style-type: none"> <li><b>Centralized</b>, cloud-based event management system for clubs.</li> <li><b>Real-time notifications</b> and <b>personalized recommendations</b> for students.</li> <li><b>RSVP features</b> to improve event attendance and club reach</li> </ul>
Market Segments	Value Proposition	Key Metrics	Growth
<ul style="list-style-type: none"> <li>University Students: For <b>easy discovery</b> of events and <b>personalized updates</b>.</li> <li>University Clubs and Organizations: A platform to <b>promote events</b> and <b>increase engagement</b>.</li> <li>University Administrations: For <b>easier communication</b> and event promotion across campus.</li> </ul>	UniVerse makes campus life effortless by <b>streamlining event discovery</b> , enhancing <b>student-club interactions</b> , and driving engagement through <b>personalized</b> and <b>real-time updates</b> .	<ul style="list-style-type: none"> <li><b>User growth</b> and engagement rates.</li> <li>RSVPs and <b>event attendance</b>.</li> <li><b>Conversion rates</b> from free to premium subscriptions</li> </ul>	<ul style="list-style-type: none"> <li>Leverage student ambassadors and <b>influencers</b> to promote Uni-Verse.</li> <li>Form partnerships with <b>university administrations</b> for credibility and broader reach.</li> <li><b>Expand to multiple universities</b>, focusing on feedback-based feature enhancement and premium service offerings for clubs</li> </ul>
<b>Ask Yourself</b>			
<ul style="list-style-type: none"> <li>How can Uni-Verse better serve both <b>casual</b> and <b>highly active students</b> looking for diverse campus events?</li> <li>What <b>additional features</b> could boost engagement, such as social sharing or event feedback mechanisms?</li> <li>How can Uni-Verse <b>differentiate from other event platforms</b> by specifically addressing clubs and students needs?</li> </ul>			

# Product Roadmap



# Execution Strategy



## Development Strategy

- Agile Development Process
- DevOps Integration
- Testing and QA
- Technology Adoption
- Cross functional collaboration



## Technology Stack

- Frontend: React.js, Angular
- Backend: Node.js with Django
- Database: PostgreSQL
- Real-time notifications: Firebase
- Cloud Infrastructure: AWS or Google
- Analytics: Google Analytics
- App Development: Flutter



## Key Partnerships

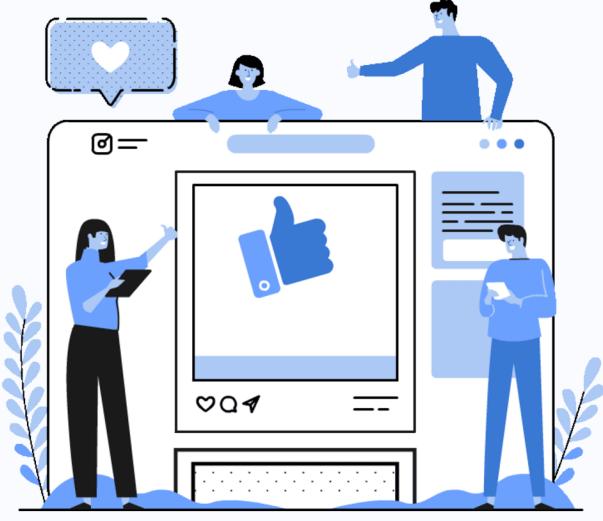
- University Administration
- Club Representatives
- Student Influencers and Ambassadors



## Scalability

- API development for third party integrations
- Multi-Tenant Architecture
- Horizontal scaling using cloud
- Localization features
- Scalable AI models

# Marketing Strategy



## Direct Outreach to Campus Clubs :

- Campus Ambassadors
- Club Fairs and Events
- University Partnerships



## Market Penetration Strategy :

- Pilot Programs
- Strategic Partnerships
- Brand Advocacy



## Digital Campaigns :

- Targeted Email Campaigns
- Social Media Ads
- Content Marketing
- Referral Program for Clubs



## Value Proposition for Clubs and Organizations :

- Enhanced Visibility
- Data-Driven Insights
- Cost-Effective Advertising
- Simplified Communication

# Monetization

Plan	Monthly Cost	Yearly Cost
Basic Plan	\$2.99	\$29.99
Premium Plan (Add-On)	+\$2	+\$20
Total for Premium Users	\$4.99	\$49.99
Students	\$0	\$0

“Affordable pricing designed to maximize value for campus clubs.”

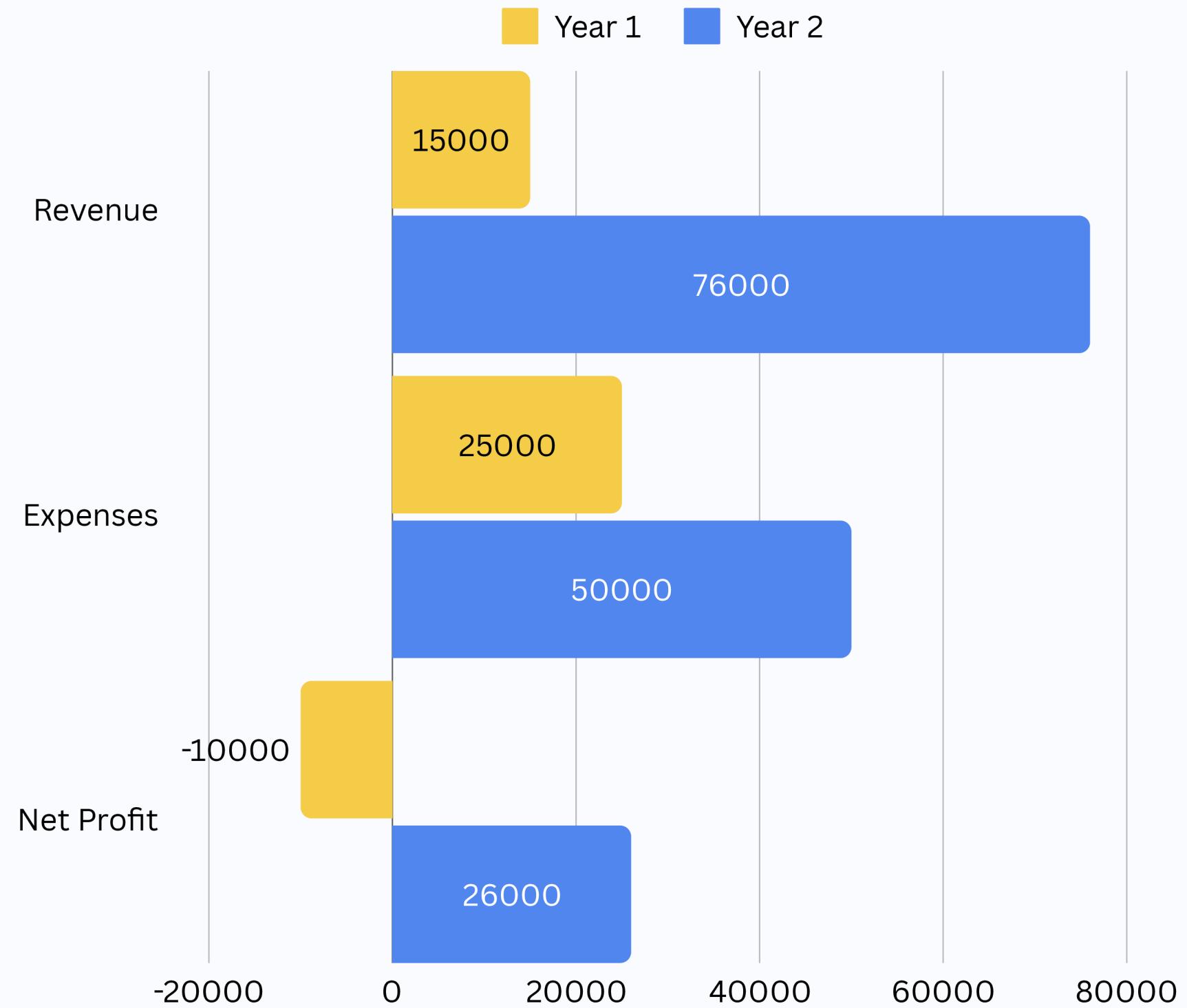
# Investment Criteria

## ASSUMPTIONS:

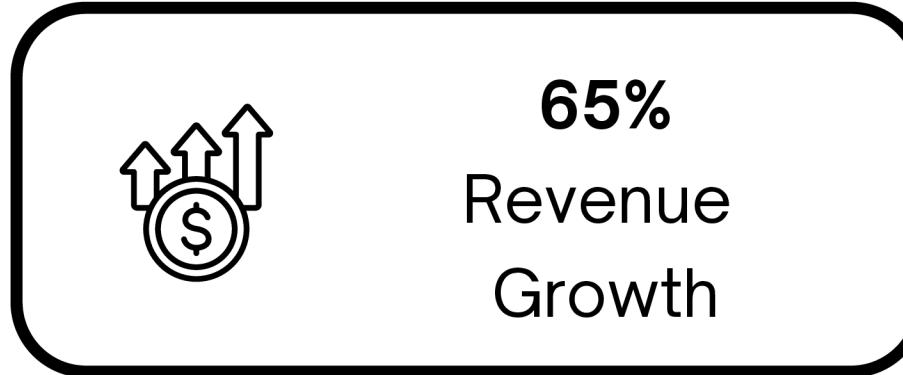
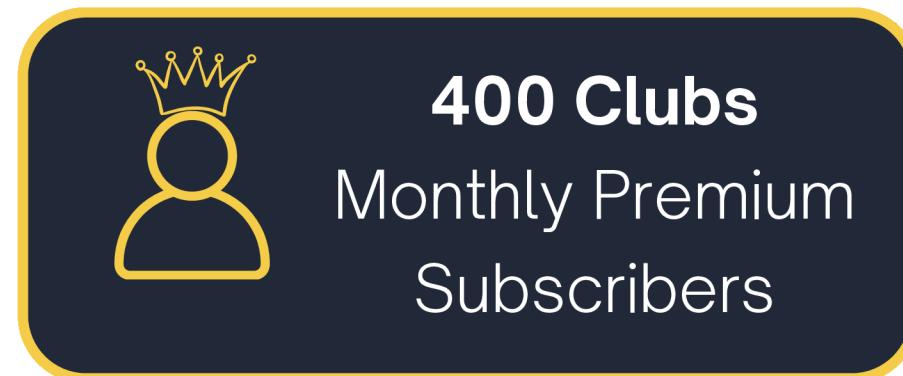
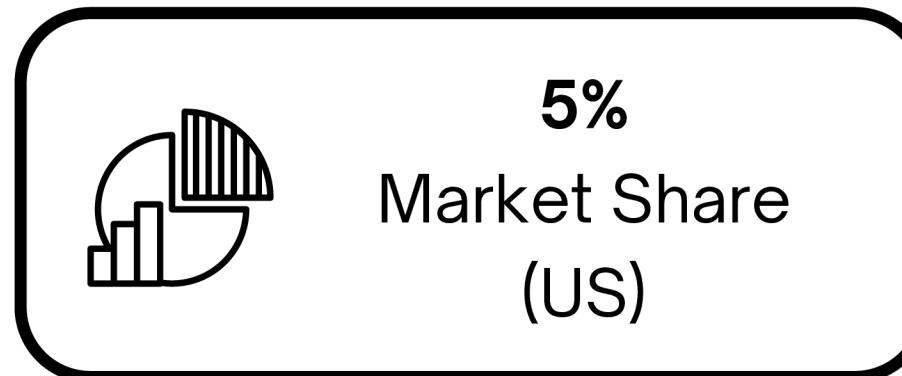
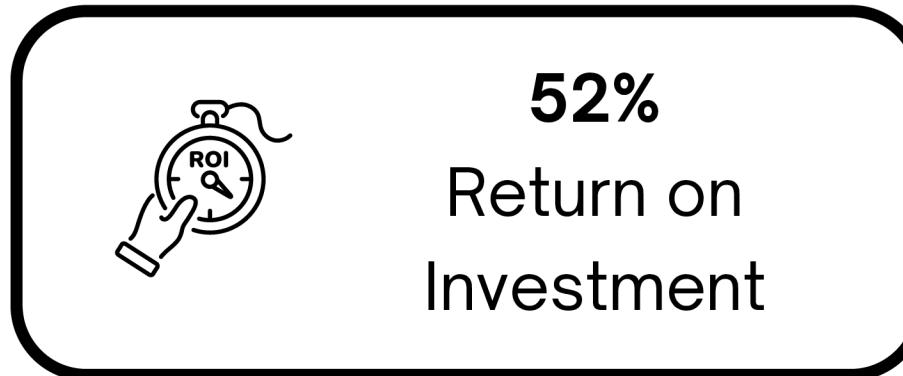
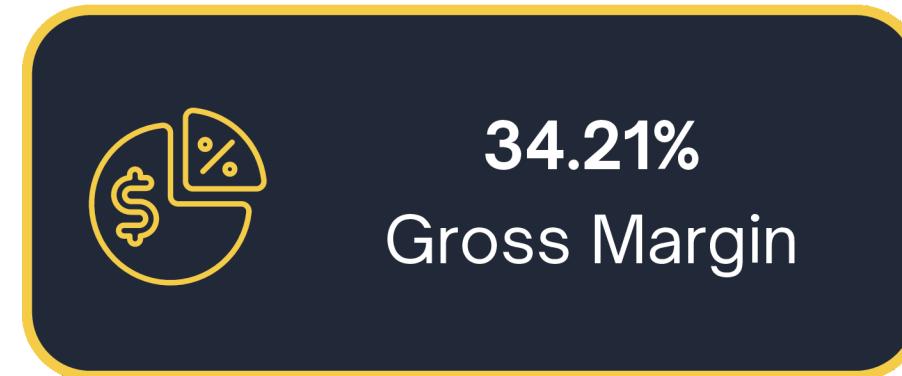
- YEAR 1: 500 CLUBS ONBOARDED
- YEAR 2: 2000 CLUBS ONBOARDED, \$8000 GENERATION THROUGH ADS(\$4 PER AD) AND \$8000 BY PREMIUM SUBSCRIPTIONS

## EXPENSES:

- YEAR 1: DEVELOPMENT COSTS \$20000 AND MARKETING COSTS \$5000
- YEAR 2: DEVELOPMENT COSTS \$20000 AND MARKETING COSTS \$30000



# Business Results





Uni-Verse

# Thank You So Much

