

Networking: Problem Statement

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Problem Statement:

- College students often miss networking opportunities because they don't know when relevant events (career fairs, guest lectures, workshops, startup meetups) are happening on or near their campus. Current event platforms are too broad (like Facebook Events) or not tailored to academic and career growth.

Who is experiencing the problem?

- College students, especially those who are trying to build professional networks, find internships, attend career fairs, or grow academically through workshops, guest lectures, and campus events.

What is the problem?

- The problem is that students struggle to discover relevant events in a timely, organized way. Many events are poorly advertised, scattered across multiple websites or social media pages, or not personalized to the student's interests or major. As a result, students miss opportunities for professional and academic growth.

Where does the problem present itself?

- The problem occurs on college campuses and in surrounding areas where career fairs, academic workshops, professional speaker events, and local networking meetups are held. It particularly affects students who are balancing busy schedules and need simple ways to find important events quickly.

Why does it matter?

- Networking and professional development are crucial for career success after college, but without easy access to opportunities, many students are at a disadvantage. By creating an app that streamlines event discovery and helps students connect ahead of time, we can make it easier for students to maximize their time in school, build valuable connections, and jumpstart their careers.