| **User** | **Need** | **Insight** |
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| **Student entrepreneurs with business ideas** | To secure funding, mentorship, and visibility | They lack awareness of existing platforms and prioritize live pitch sessions for real-time feedback. Trust hinges on verified investor profiles and peer reviews to overcome scepticism. |
| **Established entrepreneurs scaling startups** | To upscale efficiently and differentiate | They face market competition and need strategic partnerships. Prefer interactive pitch decks to showcase scalability and value, relying on investor track records for trust. |
| **Professionals transitioning to entrepreneurship** | To validate ideas and build networks | Balancing risk with full-time jobs, they seek mentorship and written proposals for clarity. Trust is driven by app-generated recommendations and safe environments. |
| **Founders struggling with team-building** | To find reliable collaborators | They prioritize platforms with community-driven networking and transparency to address partnership gaps. Recommendations from trusted users are critical. |
| **Entrepreneurs with niche/untested ideas** | To gain credibility and structured feedback | Limited industry knowledge demands interactive formats (e.g., videos, decks) and mentorship. Safety features (verified profiles) are essential for trust. |