



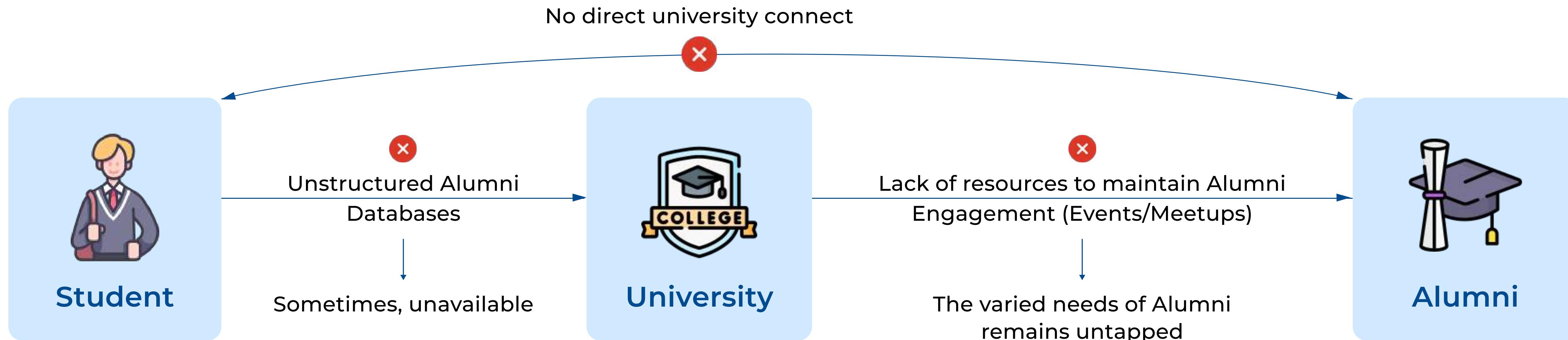
TEAM
18



#1

The University Chapter

Only 3 out of 10 Institutions provide Alumni Connect



THE MISSING CONNECTION

84%

Alumni are willing to contribute to the development of their institutions

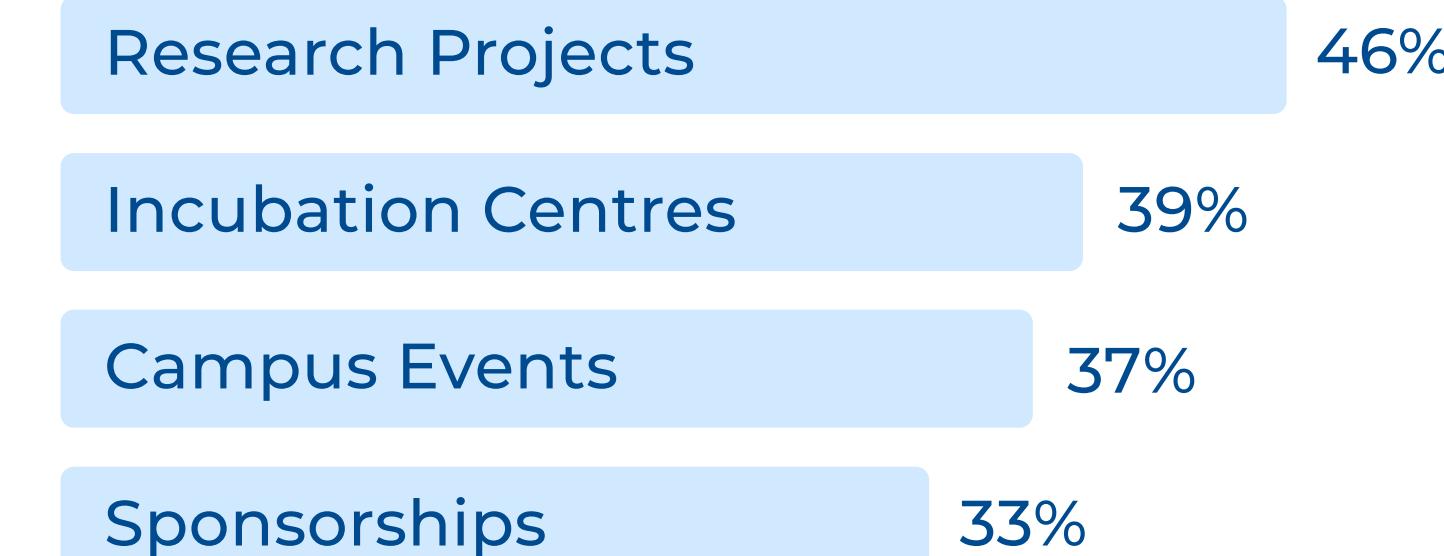


>63% Alumni feel their institution lacks efforts in building or maintaining a connect with them

<15%

Alumni connect with their institutions/students more than once in a year

% of alumni willing to financially support their college in the following areas



The Industry-University Setup

More than 70% of institutions do not offer Alumni network, that plays a key role in helping their Alma Mater prepare for the workplace of the future, offering internship opportunities and much more.

THE CORE PROBLEMS

The Fragmented Alumni Community



University

Alumni

This expectation mismatch creates a divide in engagement approaches, hindering the cohesive alumni network

These tend to focus on **transactional interactions** with Alumni, particularly during placement seasons.

The Alumni desire more meaningful & **sustained engagements**, for a supportive network

Inefficient Collaborations of Labs-Industry



Industries find it hard to start projects with professors and labs because the process is too complicated.

Why a big issue?

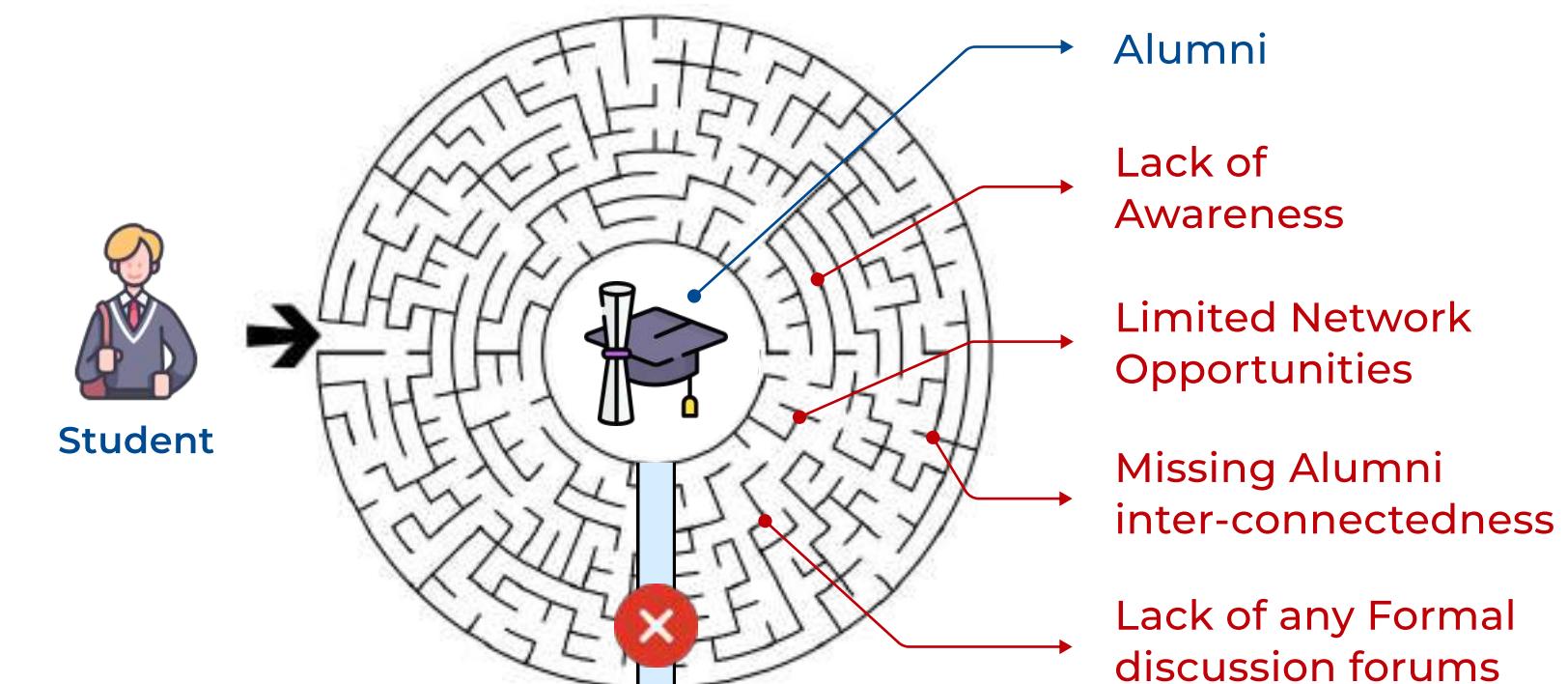
Industry projects collaborations are **vital for funding** the academic laboratories

Lack of collaboration would **hinder new opportunities** and the potential of labs to do more impactful research.

The Alumni-Student Networking Gap



Student



Inaccessible Shortcut
(Lack of direct university connect)

The lack of alumni-student connect limits their access to crucial project insights and career opportunities.

Expert Corroboration



“Industry projects & collaborations are *vital for funding* our academic labs, especially in institutions like IITs. However, *administrative hurdles and paperwork* delay project completion.

Simplifying the collaboration process can unlock new opportunities, significantly boosting lab capabilities and fostering *impactful research*. However, it *essential to maintain transparency* with the institute”

Dr. Ram - Professor, Department of Chemical Engineering, IIT

The Alumni Viewpoint



“As an alumnus, our connect from the institutions is *very low...* mostly during the get-togethers etc. I truly *wish for a direct channel* to engage with my college, not just for formal project discussions but also for *casual weekly interactions*.

When you enter the industry, you accumulate a bag full of ideas, It's all about creating a space where both *alumni and students can come together*, pitch ideas and engage in fruitful discussions to *foster innovation and collaboration*.

Mr. Harsh - Product Manager, (Batch of 2020)

The Target User & Market



Shreya Shukla
MNIT Jaipur Student
3rd Year



Dr. Ram Narayan
Professor
Chemical Engineering



Harsh Pandey
Product Manager
Alumni

Pain Points:

- Difficulty *finding alumni* in the desired domain for meaningful connections.
- Challenges in collaborating* with alumni & professors for gaining experience.

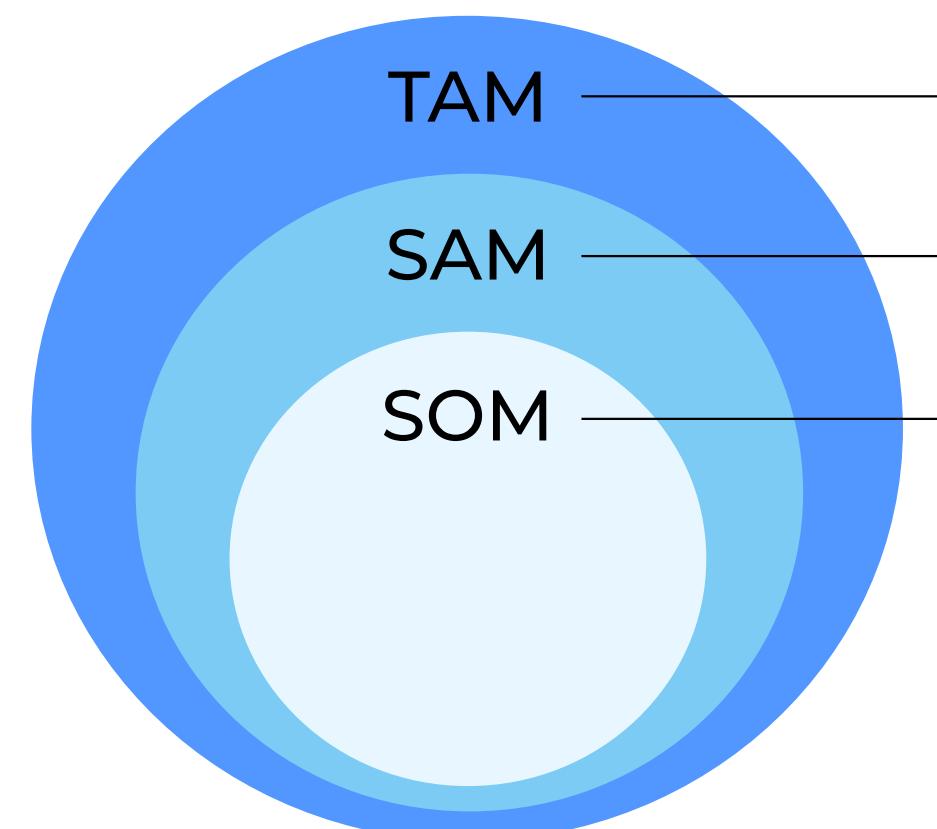
Pain Points:

- Difficulty *securing funds* to sustain and enhance lab capabilities.
- Laborious administrative processes* make finding and engaging in industrial work challenging for professors.

Pain Points:

- Difficulty *staying informed* about the college's latest innovations and findings.
- Unable to identify a *proper channel* for meaningful engagement and giving back to alma mater.

THE TARGET MARKET



→ **44K Colleges**

→ **1100 Colleges**

→ **SOM**

→ **~180 Colleges**

↓
*Tier 1 & top Tier 2 colleges**

APPROACHES TO FOCUS BY INSTITUTIONS



Capitalize on volunteering instincts

Sense alumni's interest areas and map them to the "causes" they can volunteer for



Ask the Experts/ Professionals

Focus on opportunities that will give alumni the platform to take decisions and navigate challenges



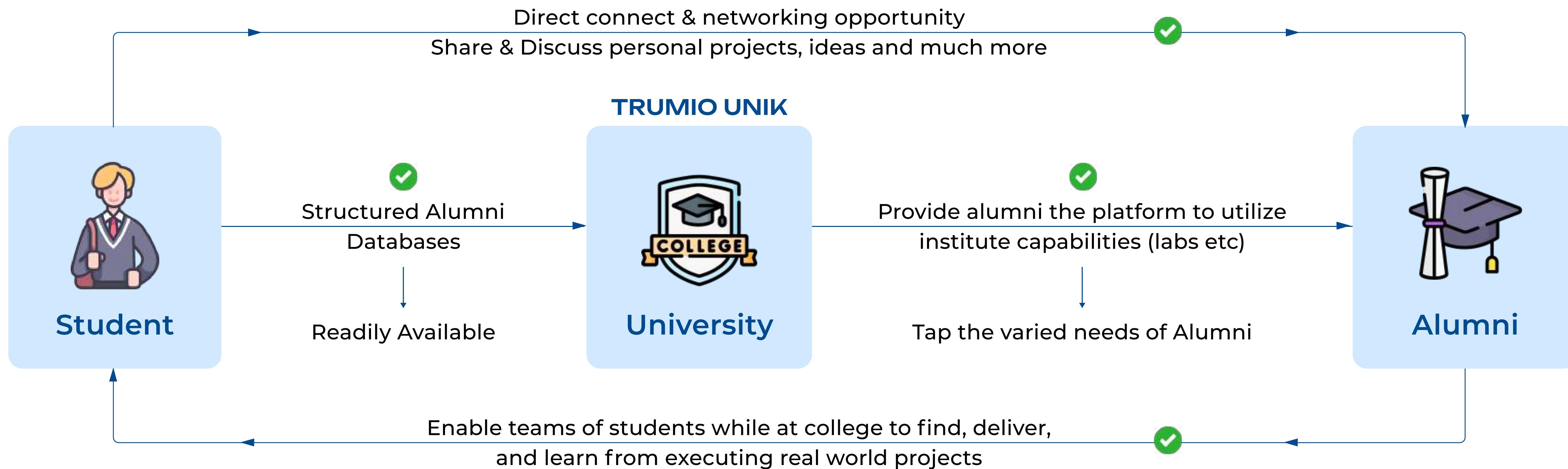
Through the core users' lens

Use user relationship management strategies (like relationship mapping) to engage alumni

Trumio Unik: The University Connect Ecosystem



Our integrated platform would seamlessly connects Alumni, University and Students, creating meaningful networking opportunities, with an aim to foster collaboration, leveraging university capabilities for a more impactful experience



PRIMARY GOALS COVERED

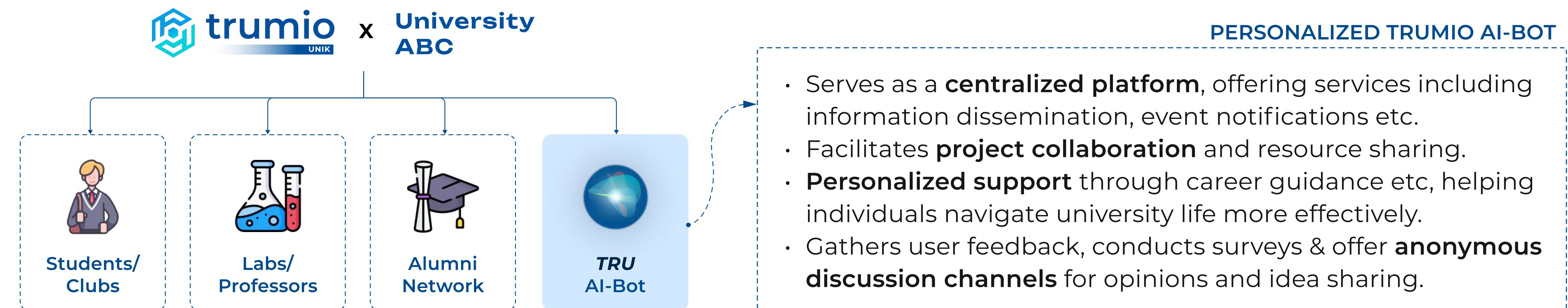
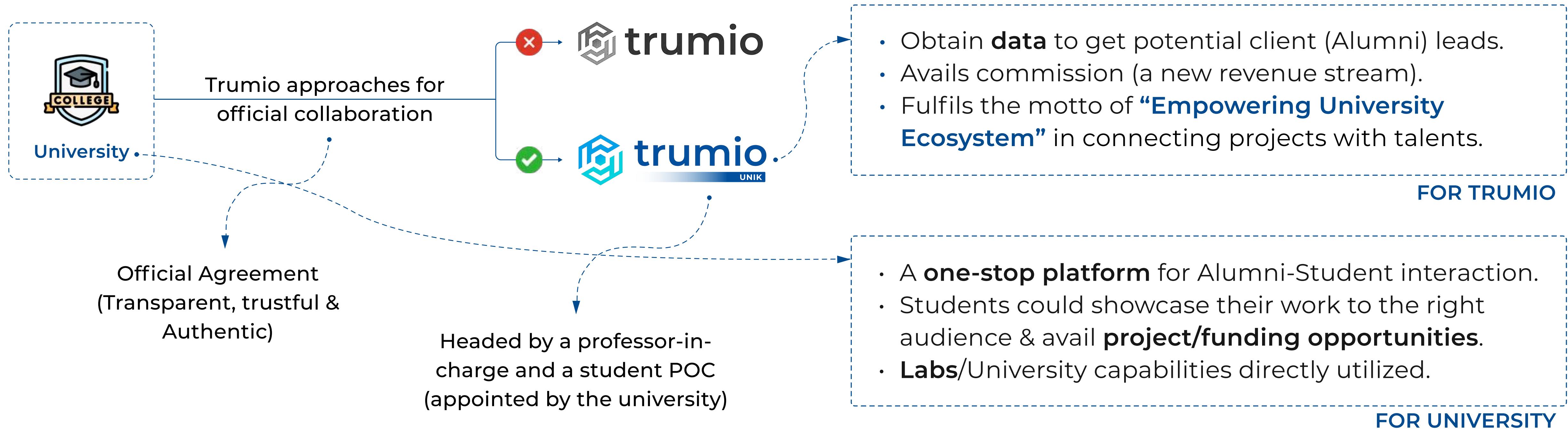
Greater Alumni engagement and Client project flow to students and universities

Upskill students on modern industry capabilities through Alumni mentorship

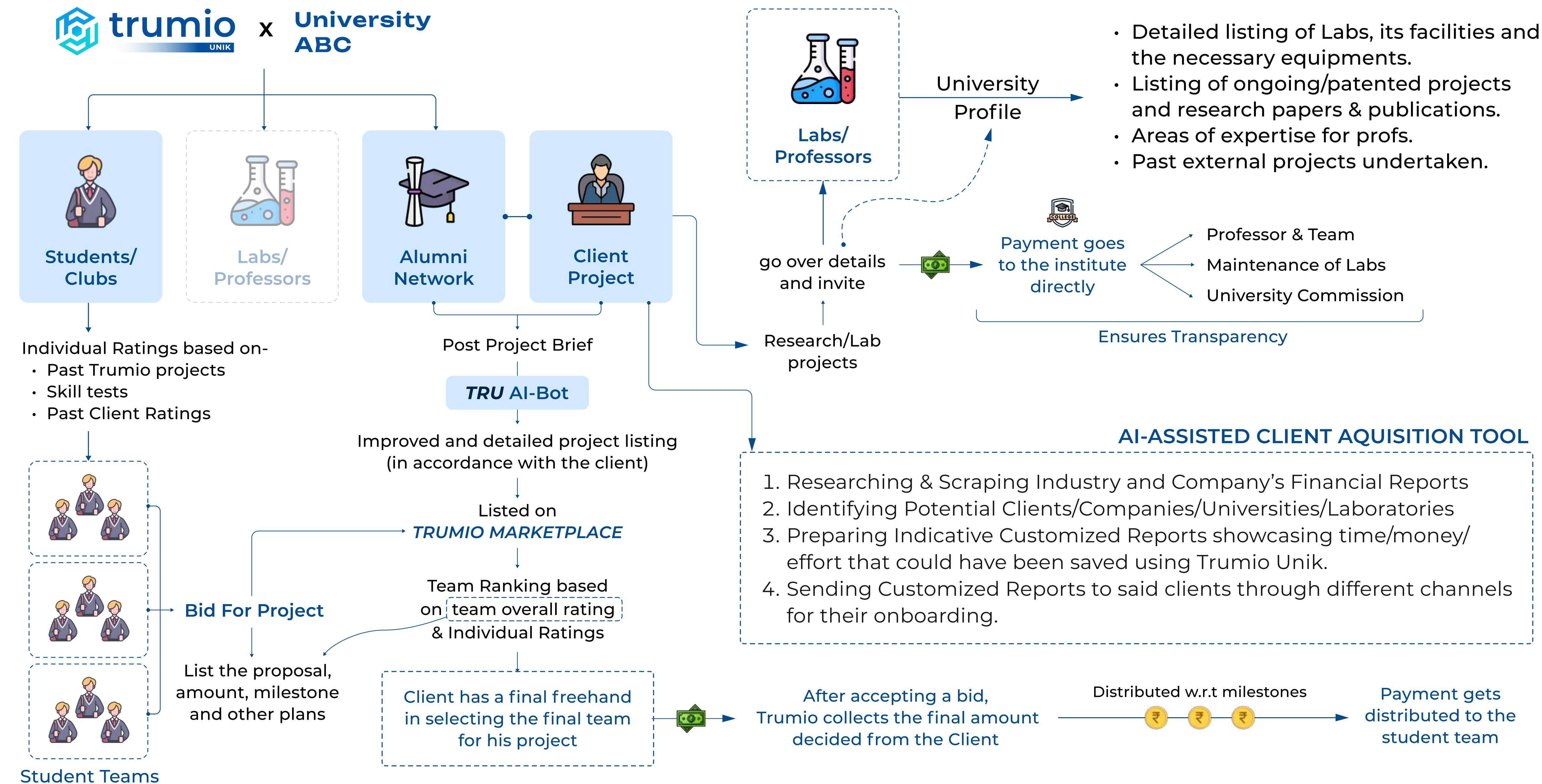
Quality Assurance on every step of the Client Project

Increased & Efficient use of Lab and other University capabilities

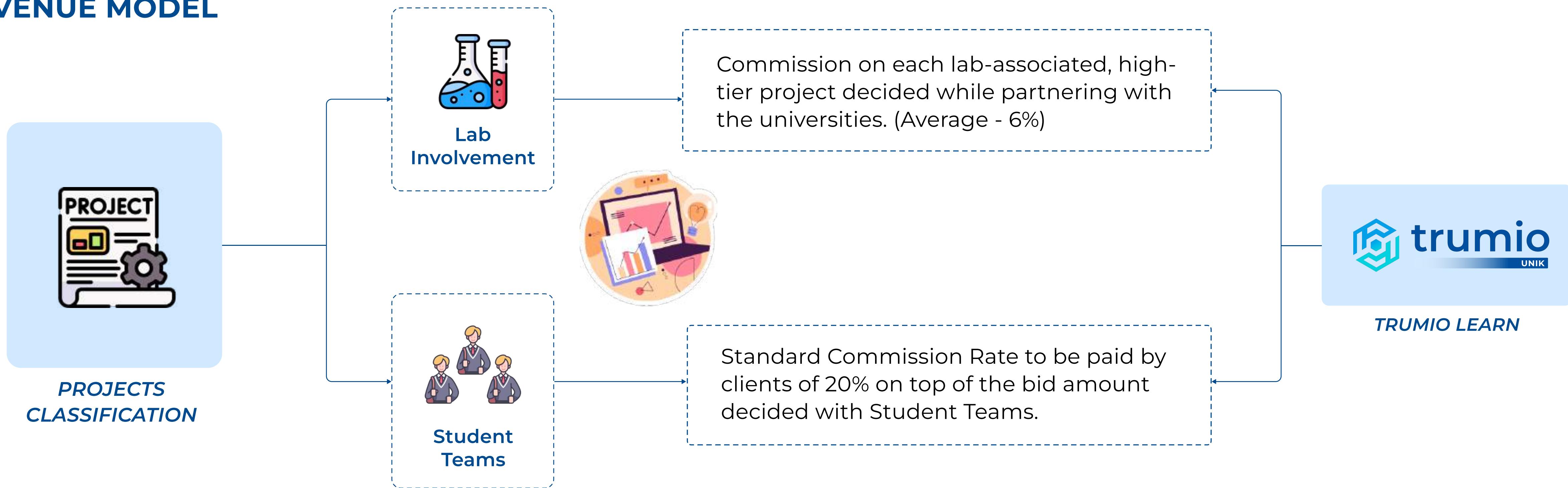
Breaking Down the Solution



Fitting in the User Flow



REVENUE MODEL



COST MODEL

- Manage costs for technical infrastructure upkeep, covering server maintenance, software updates, and database security for user and project data (the technical infrastructure)

Cost Components

- Expenses for server hosting, software development and cybersec. alongside database hosting, encryption, backups etc.

- Include the costs associated with sales efforts to onboard colleges and attract clients, as well as marketing initiatives to promote the platform.

Cost Components

- Salaries and commissions for sales representatives, marketing campaigns, digital advertising, promotional events etc

80%

alums find it difficult to make meaningful connections with their Alma Mater

92%

are willing to mentor and guide student projects

78%

alums are willing to give projects to their alma mater

93.5%

professors believe industrial projects will improve usage of lab capabilities

QUALITATIVE ANALYSIS

Most of the alums want to give back to their alma mater but cannot find the right channels.

They are interested in collaborating with present student and alumni community in a more meaningful way

Professors seek to collaborate with industry as it helps them with their lab maintenance, financially

Alumni admired a platform that fosters a two way interaction between alumni and students

Professors praised the concept of transparency between university and platforms for project onboarding.

Market Positioning

5.32%

Alumni connect & management market size is expected to grow with a CAGR 5.32% between 2022 and 2027

₹ 80L

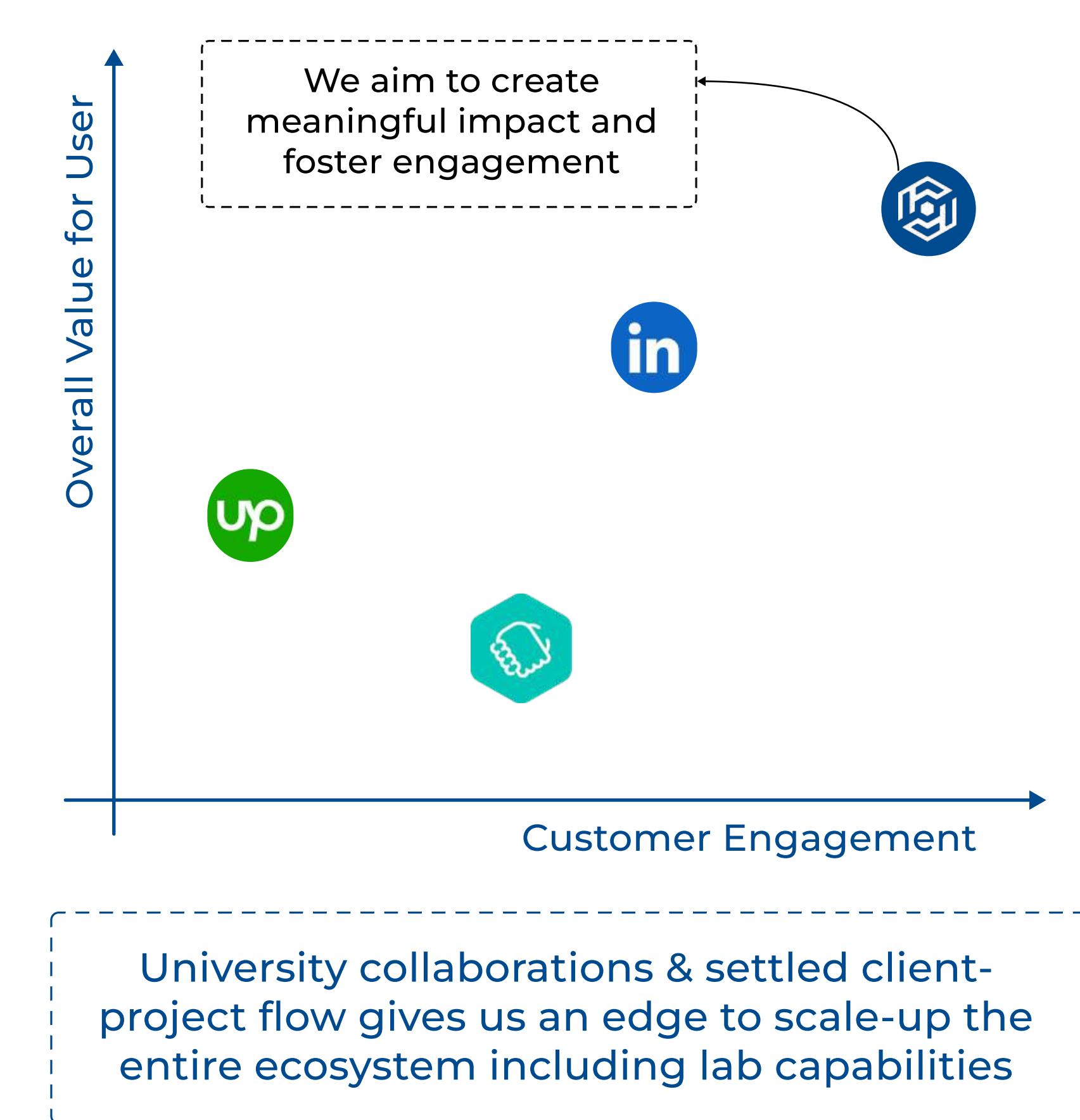
is the current average value of a research project for a laboratory collaborating with industry

2X

is the expected growth for freelance platforms, with a market size of \$ 12B, and CAGR of ~17% by the 2028

UNIQUE SELLING PROPOSITION

	ALMA CONNECT	UPWORK	SOCIAL MEDIA	TRUMIO UNIK
Alumni Database and Engagements	✓	✗	✗	✓
Lab-Industry Collaboration	✗	✗	✓	✓
Industry experience for students (projects etc)	✗	✓	✓	✓
Trust & authenticity	✓	✗	✗	✓



The Interfaces

Trumio

Discover

My Learnings

Discussion

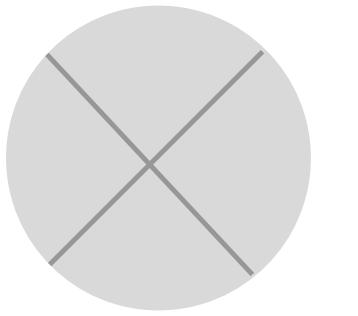
Mentorship

Skill Test

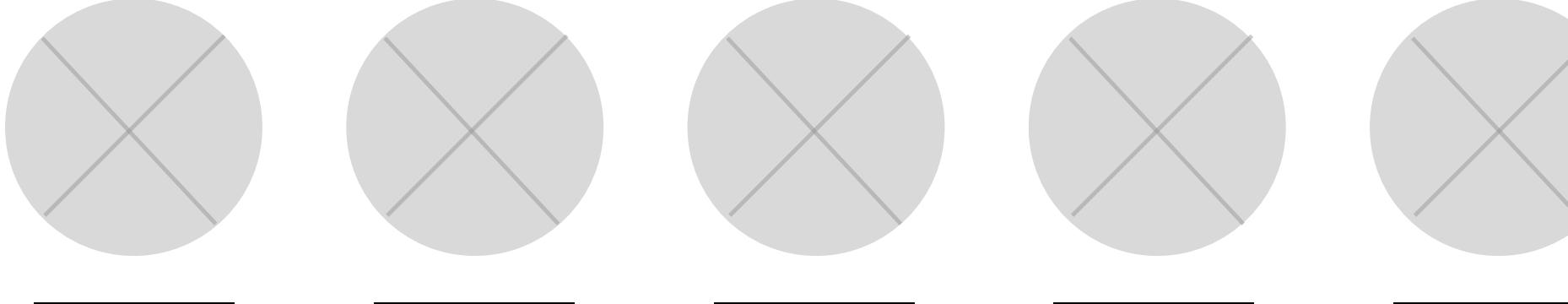
Explore

INSTITUTE

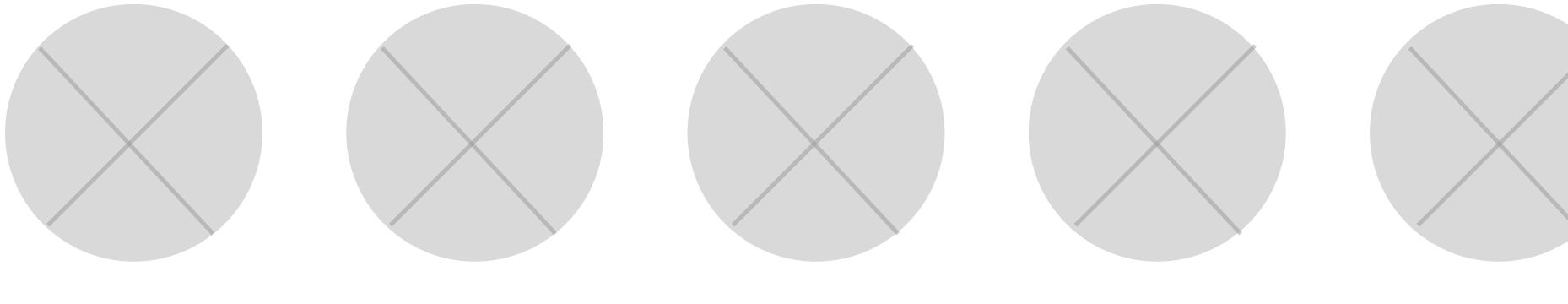
Institute Details



CLUBS



LABS



Settings

Trumio

Discover

My Learnings

Discussion

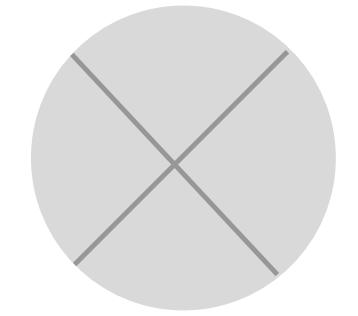
Mentorship

Skill Test

Explore

Bids Received

Project Alpha



Team Name 1

Score: 3.9

View Bid

Team Name 2

Score: 4.5

View Bid

Team Name 3

Score: 3.4

View Bid

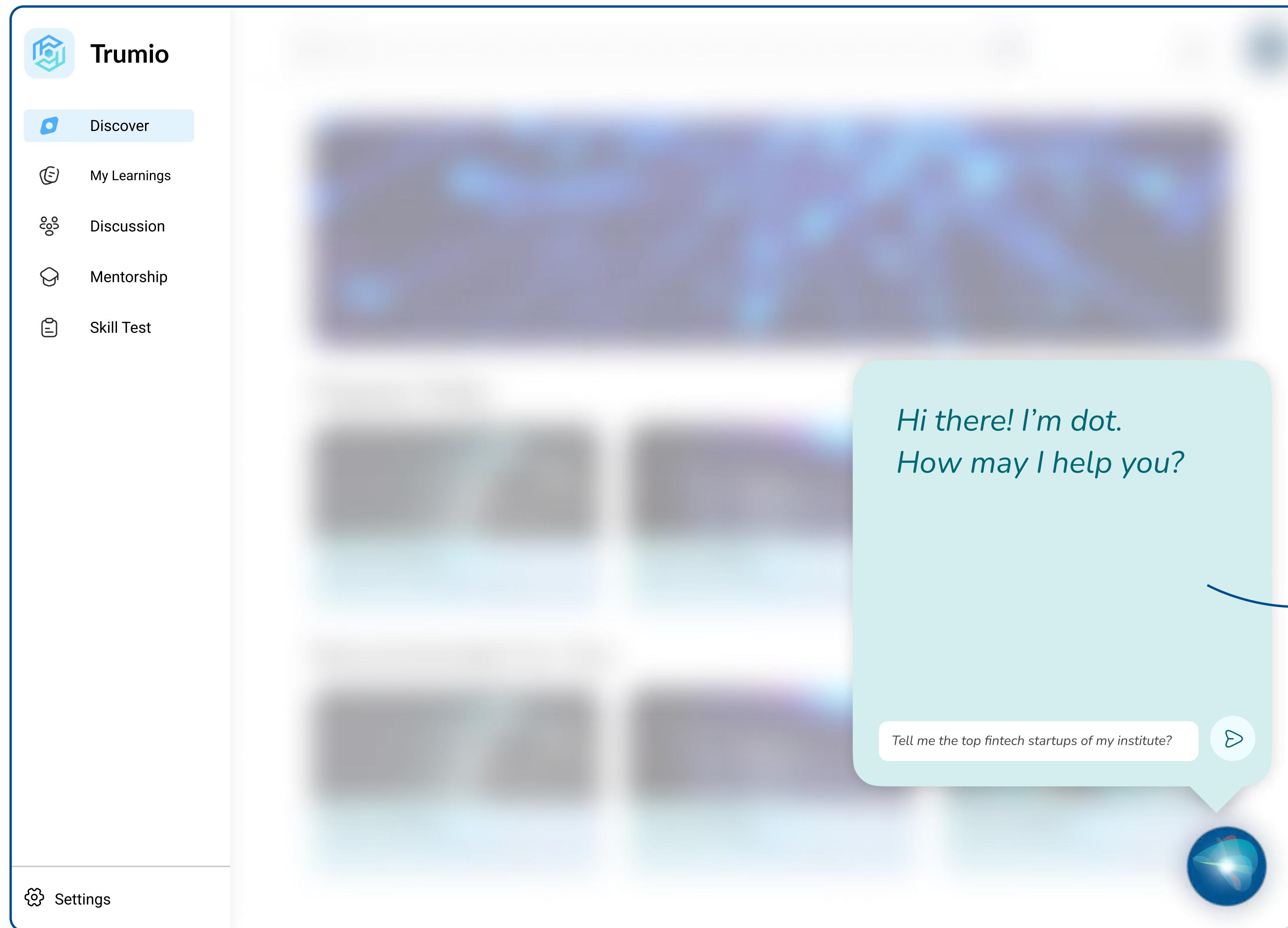
Team Name 4

Score: 4.8

View Bid

Projects Details

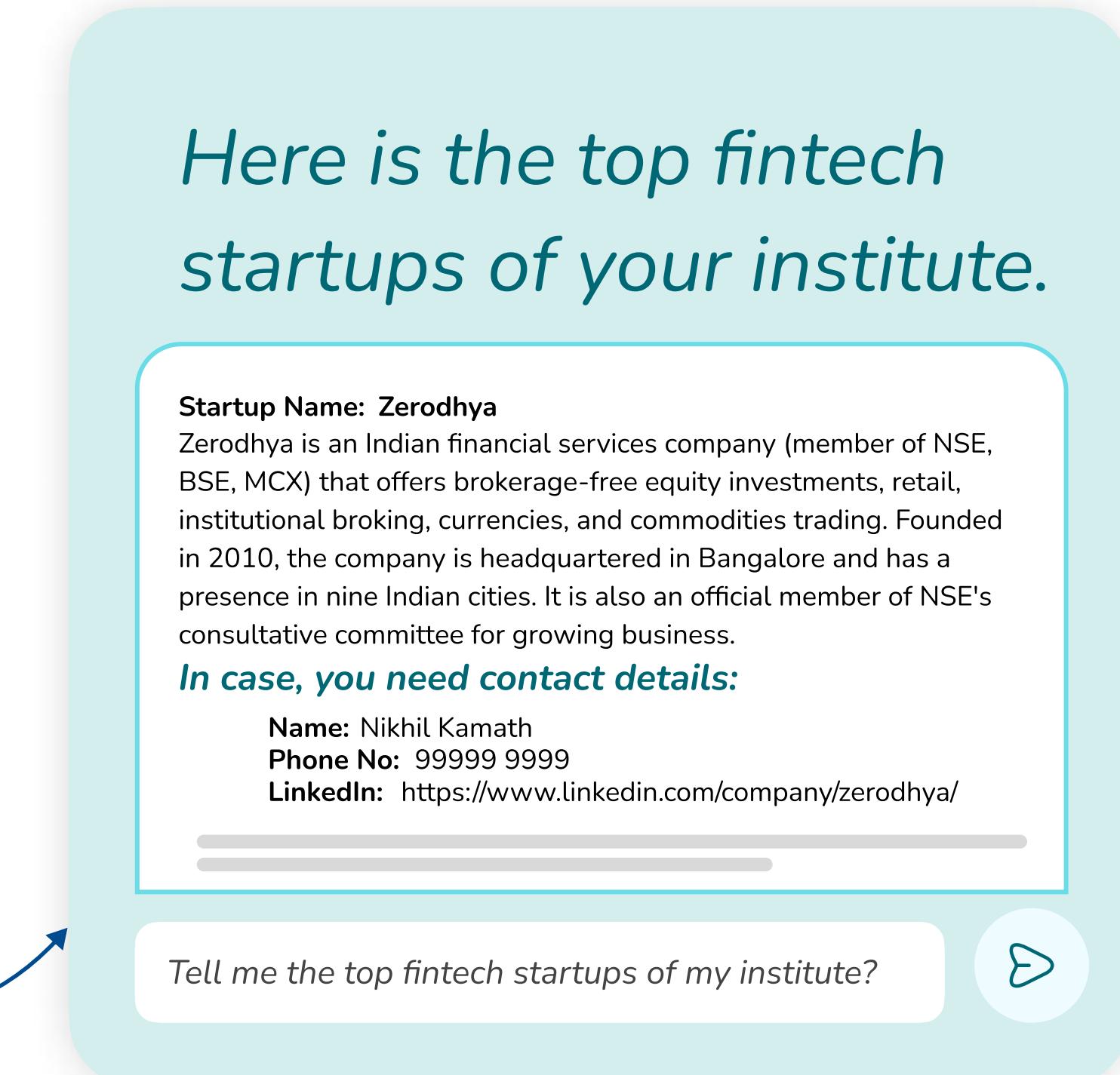
Settings



The screenshot shows the Trumio mobile application interface. On the left, there's a vertical navigation bar with the following items:

- Trumio (with a hexagonal icon)
- Discover (with a location pin icon)
- My Learnings (with a person icon)
- Discussion (with a speech bubble icon)
- Mentorship (with a graduation cap icon)
- Skill Test (with a clipboard icon)
- Settings (with a gear icon)

In the center, a large blurred background image of a university campus is visible. Overlaid on this is a light blue rounded rectangle containing a white text box. The text box says "Hi there! I'm dot. How may I help you?" and below it is another smaller text box with the same question. A blue curved arrow points from this text box towards the right-hand panel.



The screenshot shows a chatbot response. The message reads: "Here is the top fintech startups of your institute." Below this, there's a detailed description of a startup:

Startup Name: Zerodhya
Zerodhya is an Indian financial services company (member of NSE, BSE, MCX) that offers brokerage-free equity investments, retail, institutional broking, currencies, and commodities trading. Founded in 2010, the company is headquartered in Bangalore and has a presence in nine Indian cities. It is also an official member of NSE's consultative committee for growing business.

In case, you need contact details:

Name: Nikhil Kamath
Phone No: 99999 9999
LinkedIn: <https://www.linkedin.com/company/zerodhya/>

At the bottom, there's a text input field with the question "Tell me the top fintech startups of my institute?" and a send button with a blue arrow icon.

TRUBOT provides the user with all the information from the university database and ongoings thus facilitating meaningful networking

Financial Model

	Components	Product Dev. Phase	Product Launch - Initial & Growth Phase			
			2024	2025	2026	2027
Targets	Total no. of colleges acquired	0	15	25	40	
	# students visiting/month[SEO]	0	25000	37500	54000	
	Avg. No. of Teams/college	0	70	100	150	
	Avg. number of projects/ year	0	2	2	2	
	Average Labs per college	0	30	30	30	
Development Expenses and Details	Development Team	4800000	12480000	19728000	33700800	
	Product Team	1440000	3024000	6206400	8267040	
	UI- UX Team	1200000	3180000	5232000	6955200	
	Sales Salary	0	30000000	46500000	67800000	
	Server Costs	0	350000	385000	620000	
	Total Cost	7440000	49034000	78051400	117343040	
Total Revenue collected	Client Project Commissions	0	3780000	9900000	130680000	
	Lab Project Commissions	0	32400000	59400000	104544000	
	Total Revenue Collected	0	36180000	69300000	235224000	
Total Revenue - Total Cost		-7440000	-12854000	-8751400	117880960	
Cumulative Profit//Loss		-7440000	-20294000	-29045400	88835560	

Assumptions:

Cumulative project size - 90000/project +
10% Growth each year and 20% Commissions
(Used to calculate client project commissions)

Lab Projects Size - 8000000/Lab + 10%
growth each year and 6% Commission
(Used to calculate lab project commissions)

Trumio UNIK would be profitable by the
end of year 2027, with a net profit of

₹ 88835560/-

Functionality & Tech involved

Recommendation Engine

- o Using Advanced Language Models (NLU) for extracting and Feature encoding and decoding
- o Utilizing Neural Network models for group dynamics
- o Clustering the users depending on the based similar attributes

Frontend

Requirement and Data points

Trumio Unik is aware about all the personas that exist on the platform, and provides timely and crucial recommendations to form connections between different personas for fruitful user experience.

Feedback received on recommended

Applying continuous learning and dynamically update the recommendation model based on the user feedback

The AI Bot using latest tools and technologies will be able to always be responsive to the user's queries and be a "friend-in-need".

AI Bot

- o Retrieval Augmented Generation (RAG) is used
 - Relevant context retrieved from an external knowledge source
 - User query and context augmented into a prompt template
 - Retrieved-augmented prompt is fed to the LLM

- o Networking Recommendation
 - Context Analysis
 - Meticulously curated database of integrated AI tools

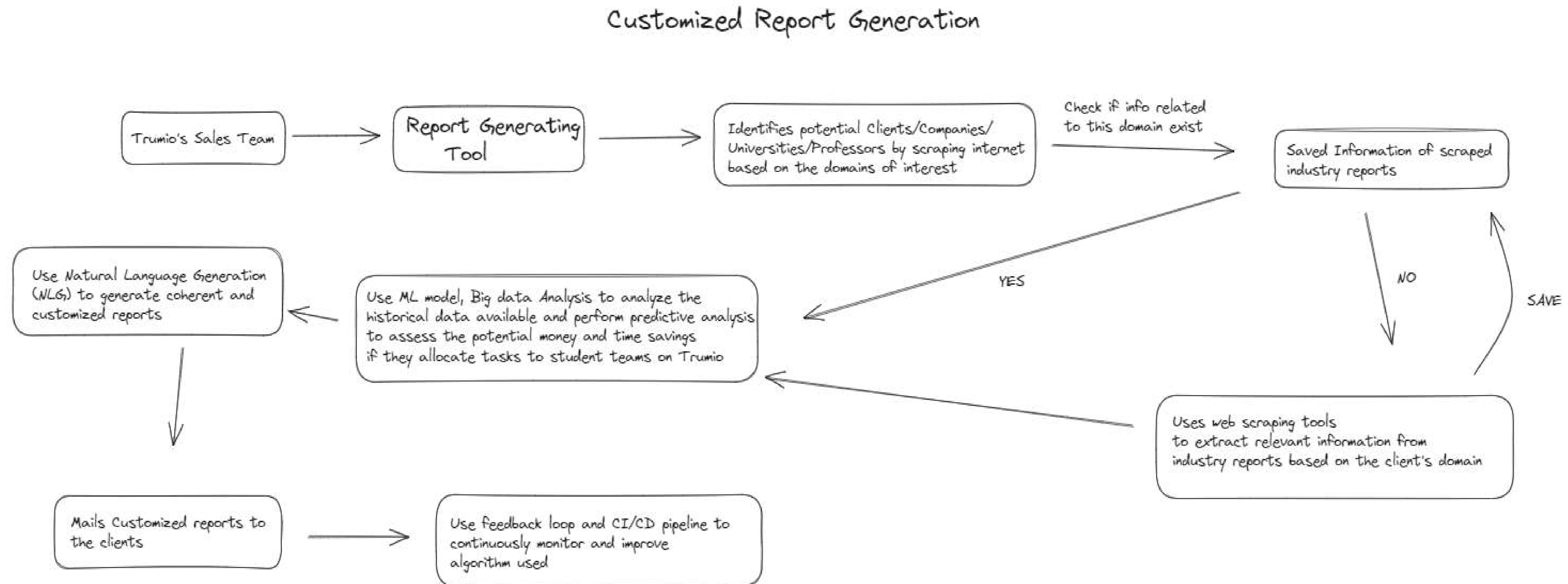
User Interaction with chatbot

Chatbot

Result

- Supervised learning and transfer learning ensuring a project tool recommendation
- Prompt Generation

Functionality & Tech involved



Client Acquisition is going to be as important as the entire project-flow to Trumio Unik's platform. We have proposed an AI-driven system tool for the team of Trumio that will help create awareness in the industry about the platform and make the process of converting platform's clients much easier.



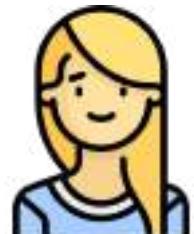
TEAM
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THANK YOU

To use alumni database and lab capabilities of any university for industrial purposes, it is essential to establish transparency with the university administration in accordance with their guidelines

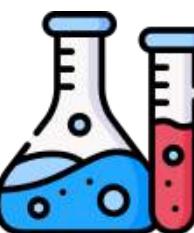


- An official MoU is signed between Trumio Unik and University creating a transparent flow
- University Page is made and database is managed by a POC providing an ecosystem for university



Students/ Clubs

- Can network with alumni based on shared interests to seek mentorship and guidance from them.
- Gets to share his own projects, club projects and achievements and increase project flow from alumni.



Labs/ Professors

- Transparent ecosystem with University empowers the labs to take up projects from industry more efficiently
- Allows academia to showcase their projects in the ecosystem to gauge interests and seek monetary help if needed



Alumni Network

- Provides the alumni with a feed/newsletter from latest university updates to engage them with their Alma Mater
- Creates a platform for alumni to connect with and work on projects by collaborating with academia and students



TRU AI-Bot

- AI bot trained on university data to provide the user with information and links as per query given by the user.
- Supports a recommendation engine to improve networking for the given personas hence enhancing experience