



1. What is the problem?

Have you ever experienced these scenarios? Your hand phone or laptop just went flat and you need a charger? You are stuck on an assignment question and you could use a senior's help? You need to draw the attention of nearby people when you are organizing events in campus? You need to announce a casual activity to hall residents? Any other moments when you urgently need a little help from nearby people? There are always people willing to lend a helping hand, however the problem is that it may take some effort and courage to find the right person to help you, which is especially a problem for introverts.

2. How can our app solve this problem?

Hi NUS provides a platform for users to request for help from a group of nearby people in a more efficient and comfortable way. **Hi NUS** can also allow users to discuss and resolve common problems within faculties more quickly.

3. What's the value add to the users?

Users will no longer suffer panic attacks when having to contemplate asking strangers for help or attention. With **Hi NUS**, they can broadcast what they need or anything interesting to all users or just a particular person nearby. When information meets geographically nearby audiences, the chances of getting immediate attention or help will be much higher compared to asking randomly or posting on forums.

Hi NUS also provides users with a platform to socialize with relevant localized networks such as colleagues or schoolmates, and discover common interests that can result in deeper relationships. Thus, **Hi NUS** helps users to discover hidden opportunities.

In addition, **Hi NUS** will benefit student welfare organizations such as NUSSU, Bizad Club, NUS Computing Club, residential halls and etc. This app allows them to observe needs and wants from students or residents through **Hi NUS** directly and hence work out appropriate solutions to improve the welfare of students or residents.

4. Who is our target market? Size of target? Market potential?

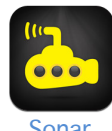
In the short term, **Hi NUS** will be targeting people who are physically inside NUS campus, mostly students and faculty staff members.

Currently NUS has 26,742 part-time and full-time students. Including 7,142 staff members, our potential initial market size is 33,884.

In the long term, if our app is able to facilitate geo-location communication well enough in NUS, expansion to other institutions, schools and business areas will be considered.



vs



Sonar



Say Hi



WeChat



Whonear



Momo



Facebook Nearby

5. Who are the competitors?

There are many geo-location apps in the market right now. The main players in the market are Sonar, SayHi, WhoNear, WeChat and the Chinese Momo.

Most of these apps are focused on random chatting with nearby users, which is fun at the initial stage due to novelty. However, users tend to tire quickly of chatting with random people without a purpose. More importantly, there is also some risk tied to forming too deep a relationship with a stranger. Hence some users, especially females, may feel that it is too insecure to chat with or ask for help from nearby strangers through such apps. Whilst Facebook functions well as a platform to chat with close friends, it does not help find people nearby when physical help is needed.

6. What are the competitive advantages of Hi NUS over other similar geo-location apps?

What is so special about us? Why will users choose us instead of them?

- **Localized and relevant users**

Hi NUS is geo-location based, which allows users to interact with other users within a specific faculty, for example, business school, school of computing, shears hall and so on. This ensures information only reaches **relevant** users, as only users within the same faculty will be marked on the map. In the long run, we plan to allow users to categorize requests based on keywords, making the information even more targeted. Furthermore, as mentioned earlier, one main purpose of **Hi NUS** is to encourage users to post **ongoing events** in certain locations. As there are usually activities such as busking, buffets, fund raising and mobile markets happening all over NUS, **Hi NUS** will make it easier for users to find the nearest happening to hang out at and provide immediate feedback to organizers and other users without having to hunt them down physically.

- **Genuine Feedback**

Another cool factor about this app is that it allows users to hide their real identities in any location. When you login with an anonymous account, you can express your **true feelings** towards a lecture or event without fear of repercussions. This will enable lecturers to receive more accurate feedback as to their teaching style and make appropriate changes immediately.

- **Networking opportunities**

Last but not least, the coolest thing about **Hi NUS** is that it provides a channel for young and smart NUS students to interact with each other through instant sharing of profiles, which will help them build wider social networks that will come in useful for their future careers or even personal lives. Since most **NUS** students are young adults, they possess an innate desire to seek a **life partner**. Through the ability to check the profile of an interesting person nearby immediately and increased interaction with relevant strangers through **Hi NUS**, the chances of finding a life partner will be higher than any random nearby app.

Choose Hi NUS, choose happiness☺