

Upstart – Business plan



Main Goal of the Project

To create a modern, clear, and practical web portal – UPstart – that provides first-year students at Pavol Jozef Šafárik University (UPJŠ) with all the necessary information in one place – from study tips to maps, contacts, and student life hacks.



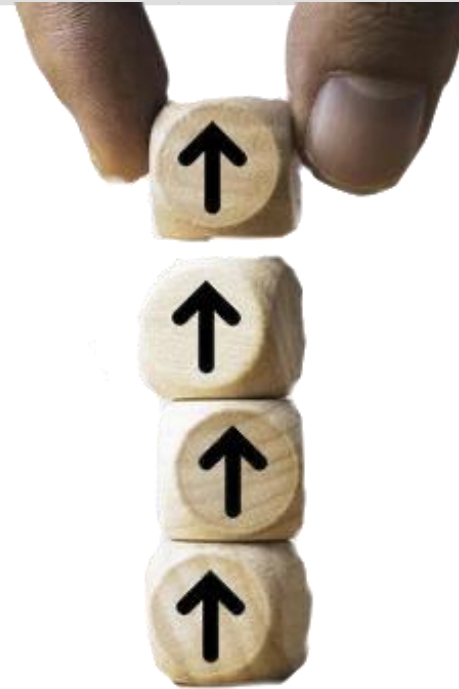
Subgoals

- Reach at least 500 monthly visitors within 3 months of the portal's launch.
- Cooperate with at least 2 student organizations or faculties.
- Add interactive features (e.g., FAQ chatbot, event calendar, useful links) within 6 months.



Benefits of the Project

- Makes orientation easier for new students within the university environment.
 - Reduces the number of repeated questions directed to study departments.
 - Strengthens the student community and improves student life quality.



Target Audience

Primary: First-year students (both Slovak and international) at all UPJŠ faculties.

Secondary: High school students considering studying at UPJŠ, parents, study departments, and tutors.





Market Analysis and Competition

There are some existing alternatives, such as:

- Web pages of individual faculties,
- Facebook groups for freshmen,
- Student portals (e.g., ISIC, UNIZA Help).

However, none of these offer a centralized, interactive and unofficial platform created directly by students for students at UPJŠ.

The competition is low to medium, which creates a strong potential for growth, collaboration, and long-term development of the portal.

Promotion and Sustainability

The portal will be promoted through social media channels (Instagram, Facebook), university groups, and recommendations from older students.

The project has the potential to become the main unofficial information hub for UPJŠ students and can be sustainably maintained through cooperation with new student cohorts from the IT faculty and beyond.

