

HUSKY FIVE

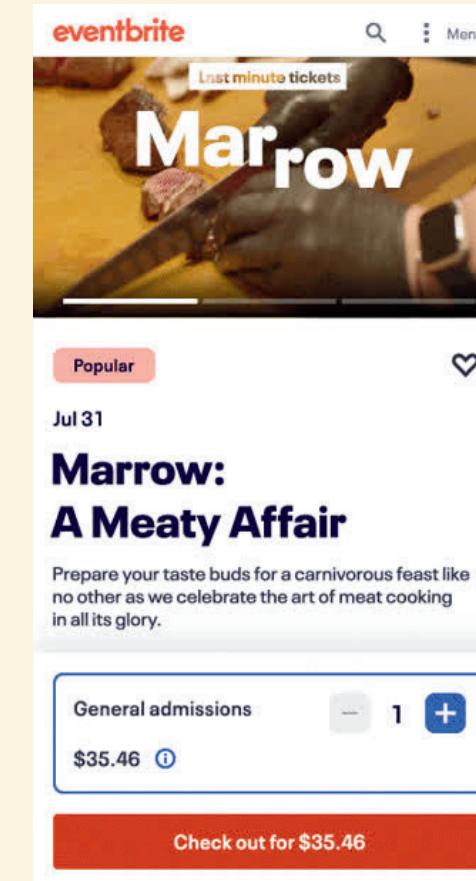
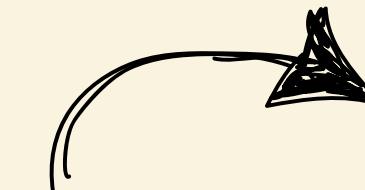
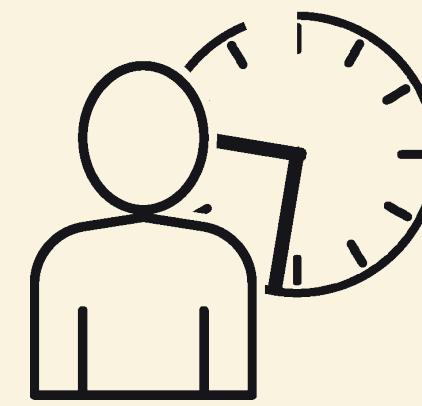
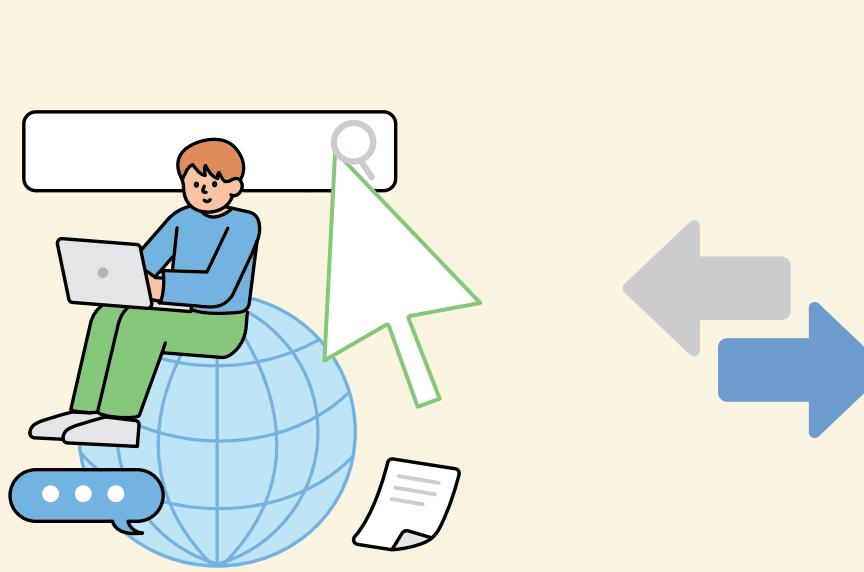


PRESENTED BY MVP GIANTS

Connect. Engage. Thrive



PROBLEM STATEMENT



Sorry! You're late

International students at Northeastern University struggle to find **relevant events** due to **scattered information** across **multiple platforms**. This leads to **missed opportunities**, social isolation, and difficulty integrating into student life. Without a **streamlined solution**, students **spend excessive time manually** searching for events, often leading to frustration and **disengagement**.



PRODUCT VISION



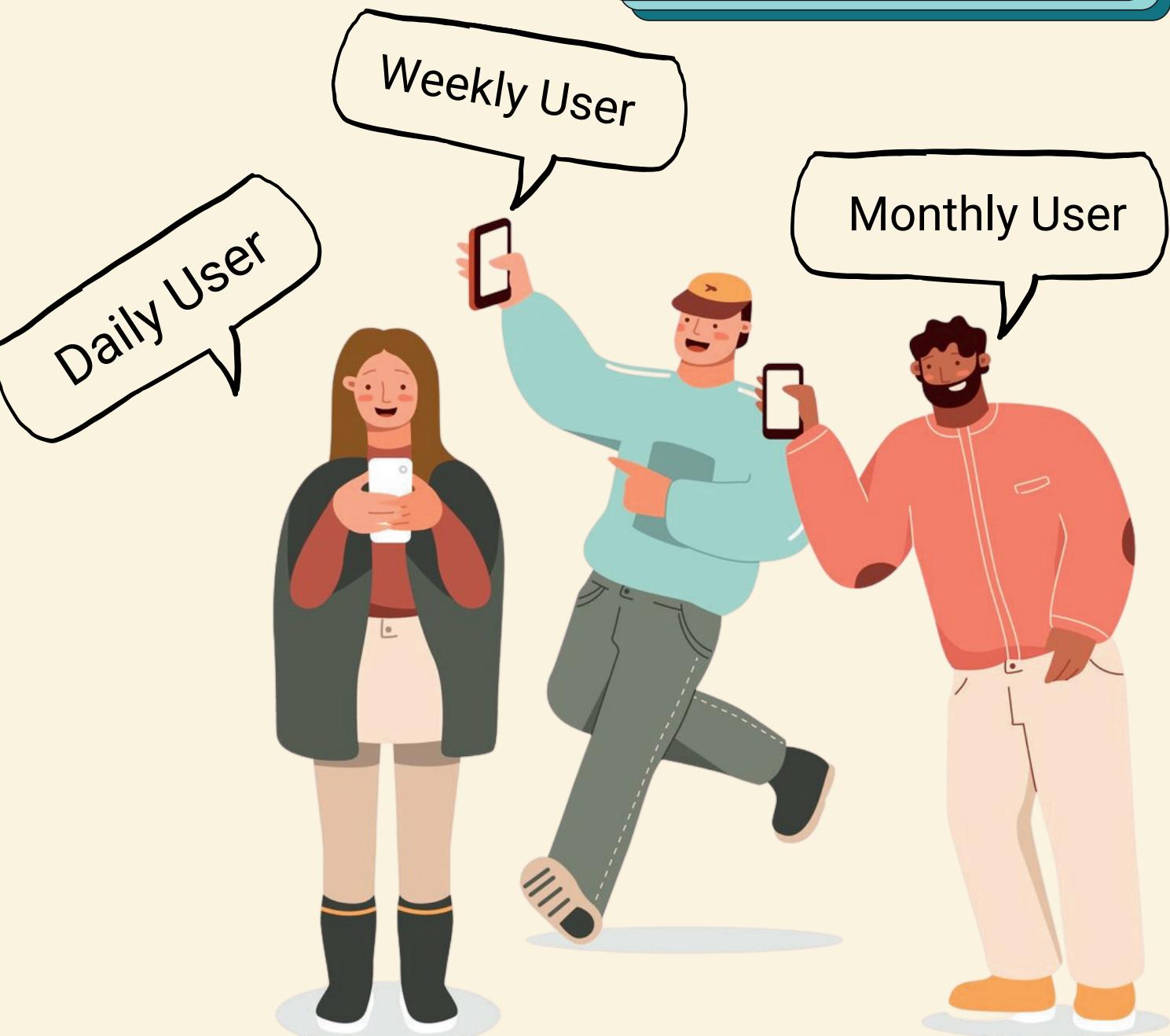
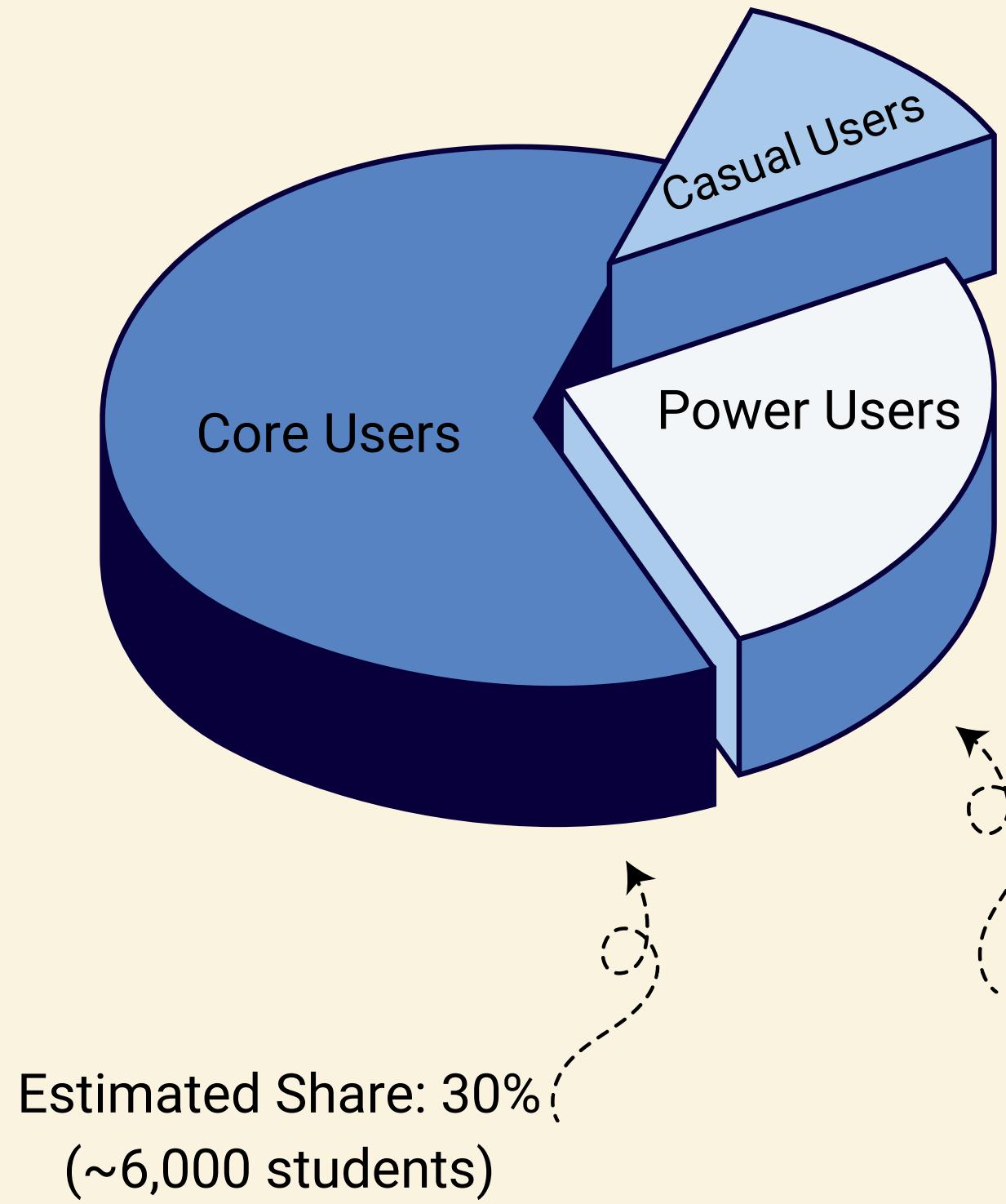
Mission Statement: "To provide international students at NEU with a seamless, centralized platform that simplifies event discovery, improves engagement, and fosters a sense of community on campus and off campus."



Vision Statement: "To revolutionize the campus experience by creating a unified digital space where international students can easily access and participate in events, enhancing their university journey and connection with the community."



USER BASE ANALYSIS





USER PERSONAS

Core User



Name : Priya Patel
Age : 22
Country of Origin : India
Personality : Extroverted, curious, eager to explore new experiences

GOALS:

- Wants to attend diverse events (networking, cultural, entertainment).
- Hopes to make friends and build a professional network.

CHALLENGES:

- Scattered event information makes planning difficult.
- Fear of missing out (FOMO) on relevant activities.
- Wants AI-powered event matching to save time.

Power User



Name: John Davis
Age: 24
Country of Origin: Germany
Personality: Analytical, career-driven, slightly introverted

GOALS:

- Wants networking events but struggles to find relevant ones.
- Prefers structured recommendations over manual browsing.

CHALLENGES:

- Time constraints make event searching frustrating.
- Unsure which events add value to career growth.
- Needs an AI assistant to simplify event selection.

Casual User



Name: Sara Al-Mansouri
Age: 21
Country of Origin: UAE
Personality: Reserved, observant, hesitant to step out of her comfort zone.

GOALS:

- Wants to build friendships but finds socializing overwhelming.
- Feels intimidated attending events alone.

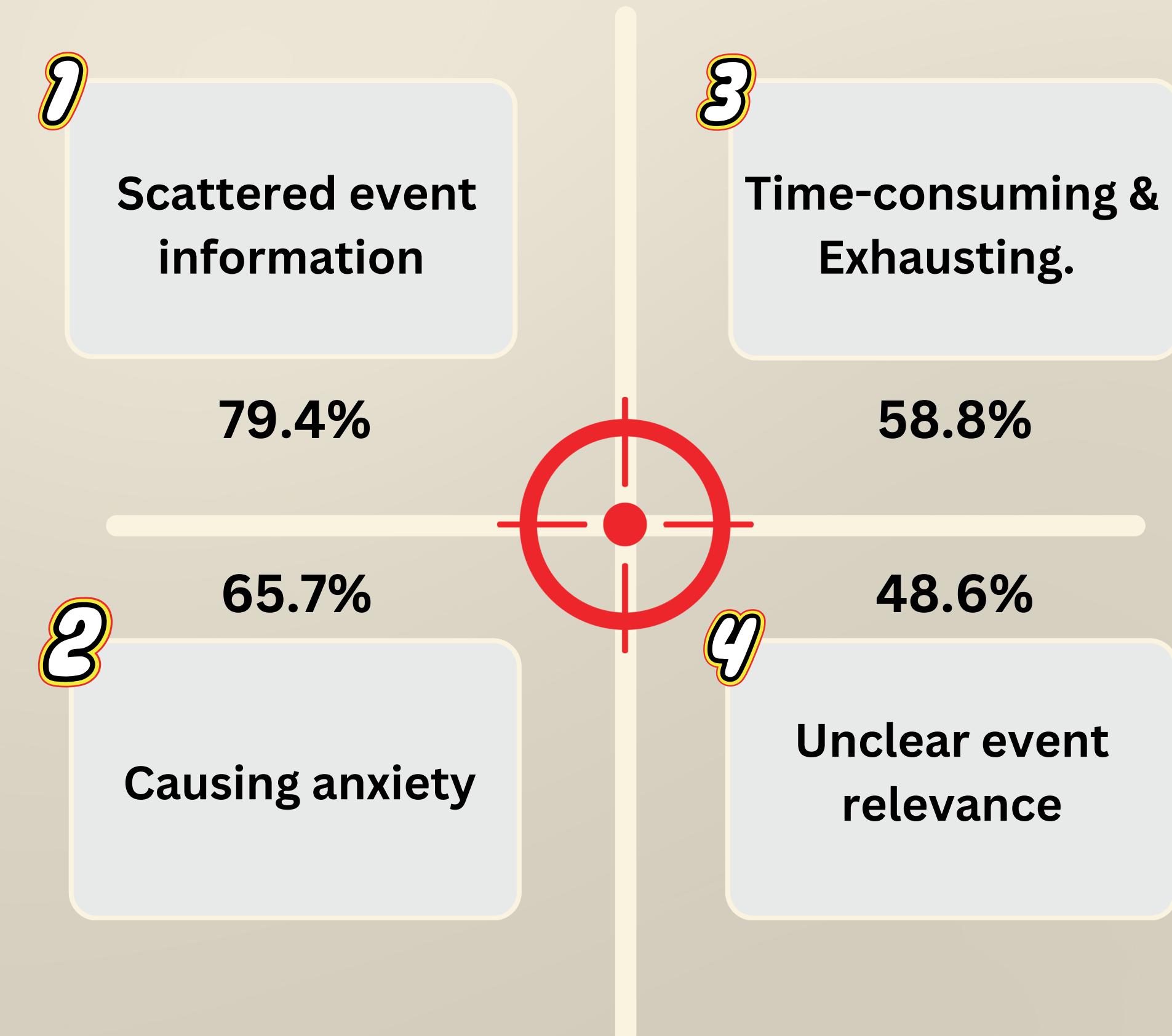
CHALLENGES:

- Doesn't know where to start when exploring events.
- Feels anxious approaching people at events.
- Needs gentle encouragement to participate in activities.

PAIN POINTS OF INTERNATIONAL STUDENTS



N
Northeastern University
NU Engage



USER ASSUMPTIONS



Event information is scattered across multiple platforms, making it confusing and overwhelming to find events.



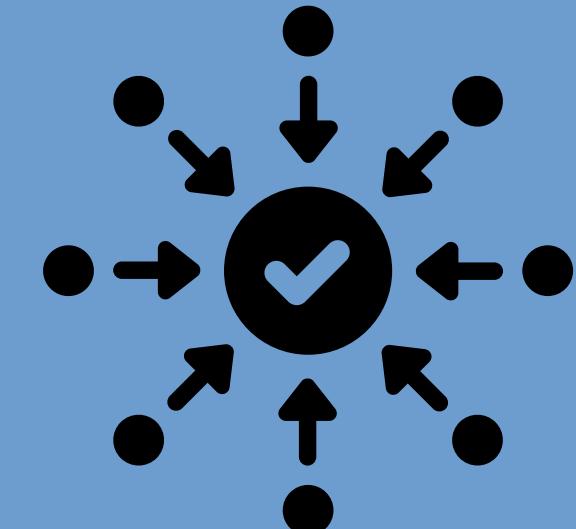
International students seek cultural & social activities to integrate, make friends, and explore new experiences.



Students experience FOMO (Fear of Missing Out) and frequently check their phones, fearing they might miss important events.



A centralized platform would reduce manual searching and minimize stress.



COMPETITIVE ANALYSIS



Features						
Event Aggregation	✓	✗	✗	✗	✗	✓
Personalized AI Recommendations	✓	✗	(Limited)	(Limited)	✗	✓
AI-Generated Event Summaries	✓	✗	✗	✗	✗	✗
Smart Search	✓	(Basic)	✓	(Basic)	✗	✓
Calendar Integration	✓	✗	✓	✓	✗	✓
University System Integration	✓	✓	✗	✗	✗	✗

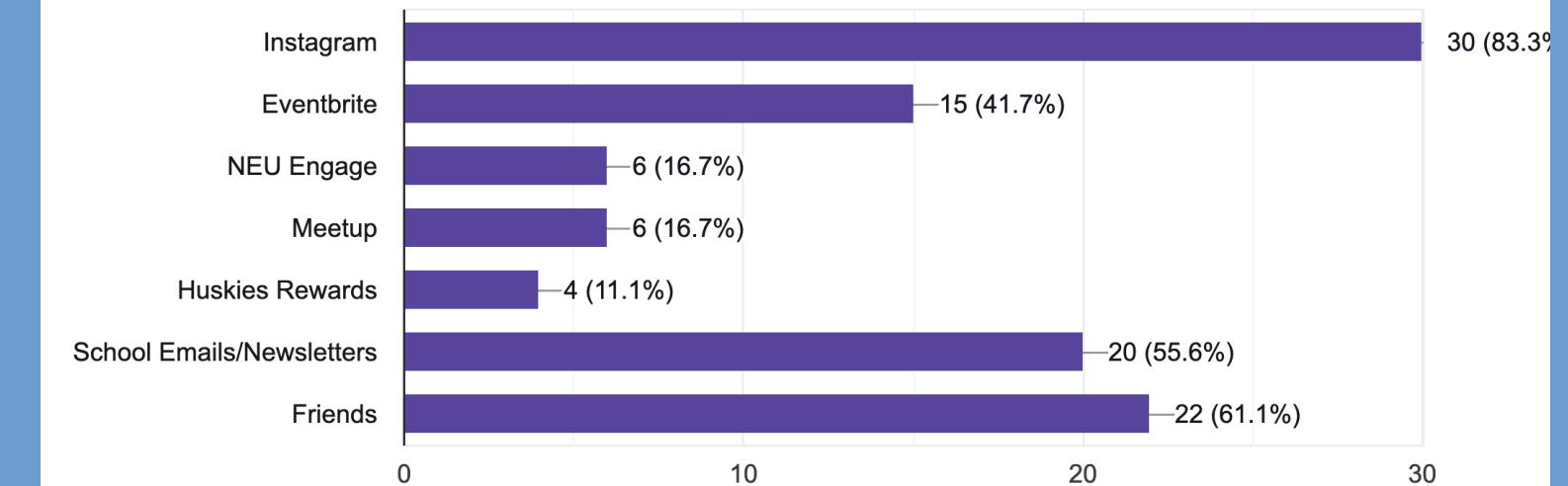
USER RESEARCH



Challenges (Before HuskyHive)	Solutions (After HuskyHive)
59% find checking multiple platforms time consuming	Centralized event aggregation saves time
50% struggle to identify events matching their interests	AI-powered personalized recommendations
44% encounter unclear or hard-to-find event information	Clear, concise event summaries
27% believe event details are posted too late	Real-time updates and smart notifications

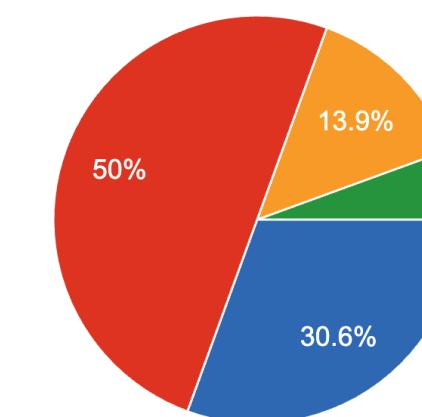
Q5: How do you usually find out about events? (Select all that apply)

36 responses



Q8: Do you think the current process of finding events affects your participation?

36 responses



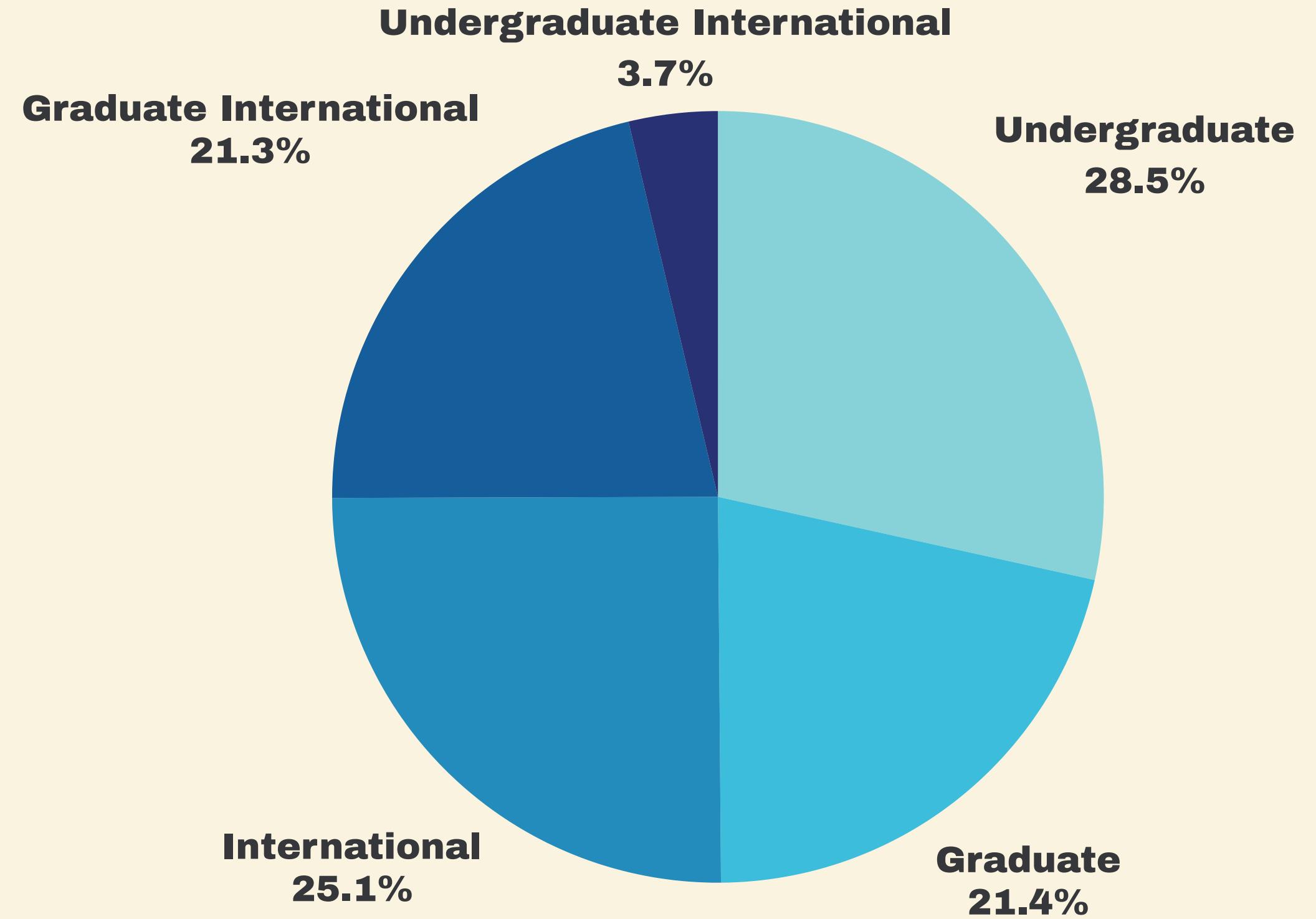
- Yes, it significantly discourages me from attending
- Yes, but I still try to find events
- Not much, I've gotten used to it
- No, it doesn't affect me at all

[Survey Link](#)

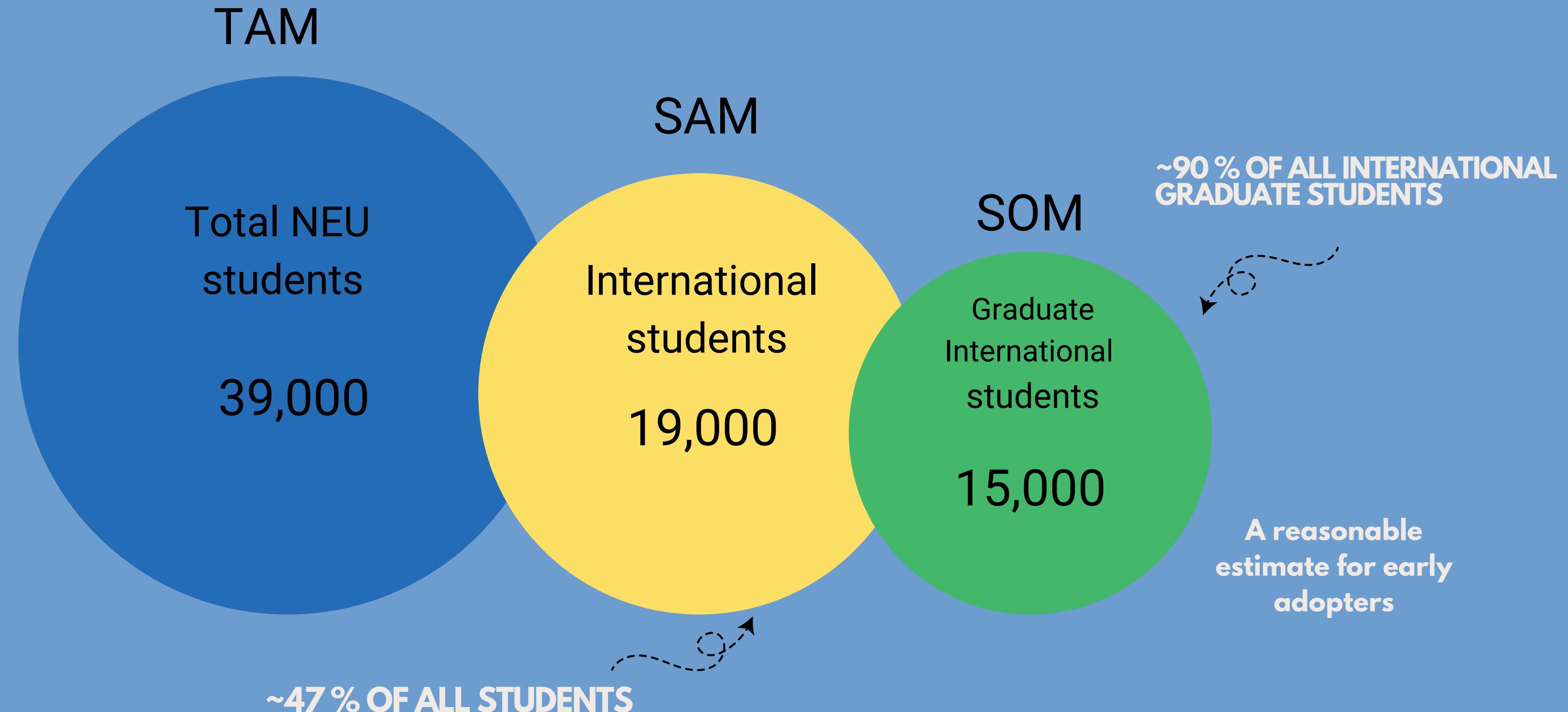
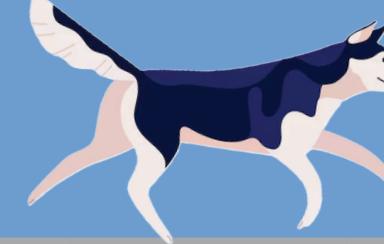
MARKET RESEARCH



Total student	39774
Undergraduate students	22695
Graduate students	17079
International students	19000+
Graduate International students	17000+
Undergraduate International students	2971



MARKET ANALYSIS



LTV BREAKDOWN

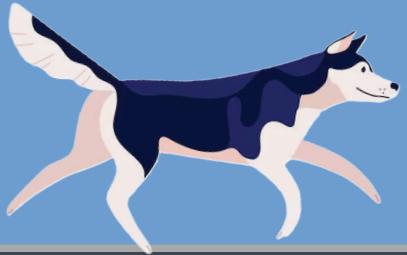


Lifetime Value (LTV) of customer =
\$25

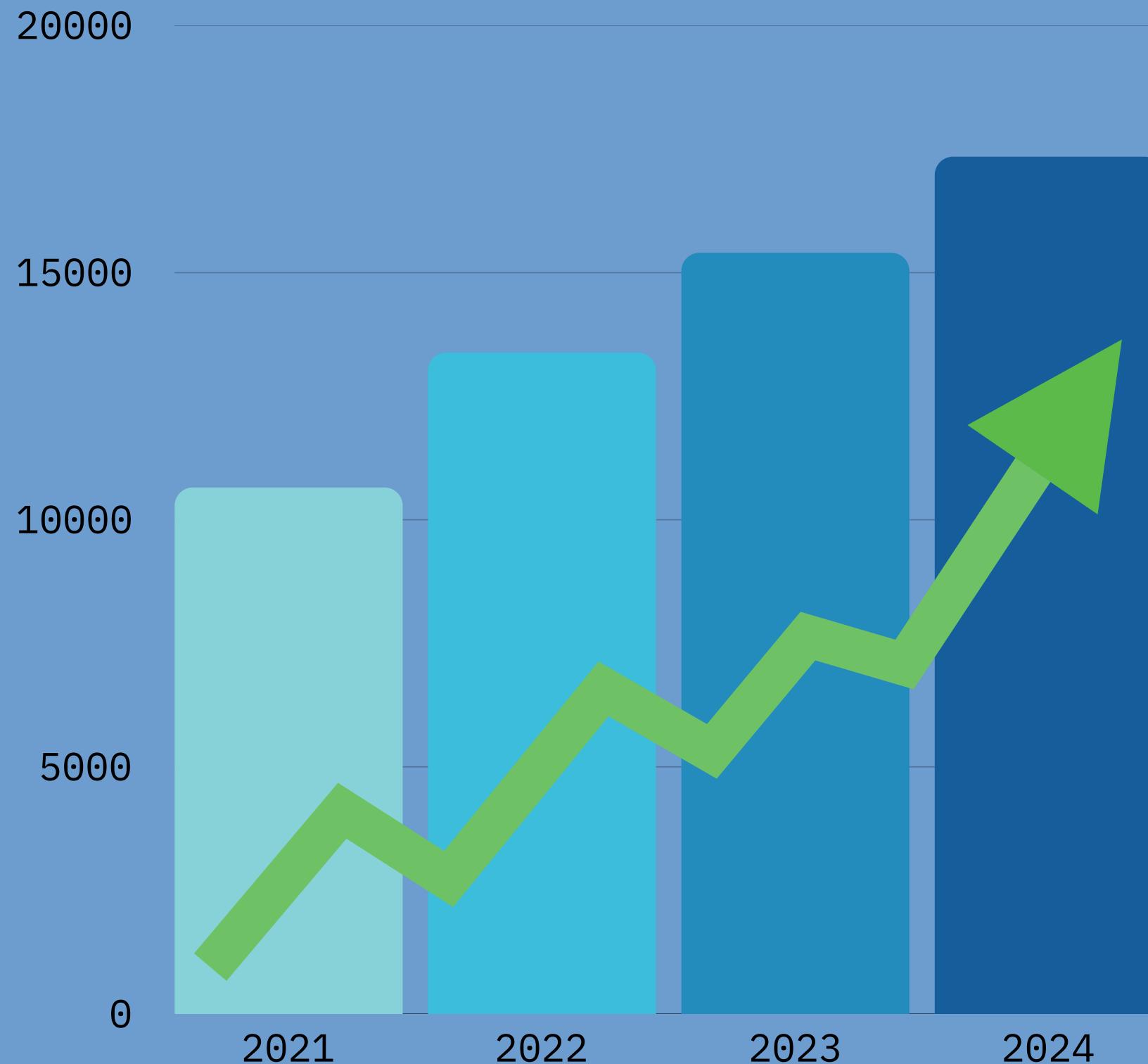
$$\begin{aligned}\text{Projected revenue} &= \text{LTV} * \text{SOM} \\ &= \$25 * 15,000 \\ &= \$ 375,000\end{aligned}$$

Revenue Stream	Estimated Value per user
Licensing Fees	\$10 - \$20
Sponsorship and ads	\$10 - \$20
Premium user	\$ 5

MARKET TRENDS



Market Trend Analysis on International Student



Compound Annual Growth Rate (CAGR)

$$CAGR = \left(\frac{EV}{BV} \right)^{\frac{1}{n}} - 1$$

EV = 17345 (Final Value in 2024)
BV = 10653 (Initial Value in 2021)
n = 2024-2021 = 3n

CAGR ≈ 0.1726 or 17.26%

Growth of 17 %

OUR TEAM



Krishna Lakhani



Manasi Mhaske



Rudrang Gade



Nisarg Sheth



Hsuan Hung Tai

THANK YOU

Stay Informed. Stay Connected. Stay Engaged.