

Campus Circle

**Title :: Campus Circle is a university-based,
AI-powered digital platform •** Date

Team Name :: **The Skill Stars**



Welcome!

1. Business Concept Overview

Campus Circle is a university-exclusive, AI-powered digital ecosystem designed to unlock the economic potential of student talent. We address the critical problem where students, despite having valuable skills, lack a safe, trusted and structured platform to monetize their abilities due to fears of harassment, fraud, and social judgment.

Our platform creates a closed, verified community where students can anonymously or publicly offer their skills, products, and micro-teaching services. The core value proposition is a tri-layered promise:

Safety & Trust: A verified, university-ID-gated environment with AI-powered harassment detection.

2. Target Market & Customer Segments

Our primary target market is the university student population of Bangladesh, starting with a controlled pilot.

Primary Customer Segments:

Skill-Sellers & Tutors: Students offering services like coding, design, content writing, or academic tutoring.

Product-Sellers: Students selling notes, handmade crafts, digital assets, or university merchandise.

Learners & Buyers: The entire student body seeking affordable services, products, and knowledge from trusted peers.

Our initial, hyper-focused launch segment is the ~8,000 students of Varendra University, ensuring high relevance and manageable growth.

3. Revenue Model & Monetization Strategy

Campus Circle employs a multi-stream, low-friction monetization strategy that scales with user activity:

Transaction Commissions: A 15% commission on each successful skill service or product sale (e.g., Tk 7.5 on a Tk 50 transaction). This rate is competitive, sustainable for the platform, and still ensures the student seller retains the majority of the earnings.

Premium Boosts: Fees for featuring posts or profiles to increase visibility within the platform.

Event Sponsorships: Partnerships with university clubs and local brands to sponsor in-app challenges and events. Etc

4. Market Opportunity Size & Growth Potential

The market opportunity is substantial and layered.

Total Addressable Market (TAM): Approximately 5 million+ university students across Bangladesh, representing a vast pool of underserved talent.

Serviceable Available Market (SAM): The ~50,000 students in the Rajshahi division, our secondary expansion target.

Serviceable Obtainable Market (SOM): An initial focus on 2,000+ active users from Varendra University within the first year.

The growth potential is methodical and scalable:

Year 1: Pilot and refine the model at Varendra University.

Year 2: Expand to the entire Rajshahi division.

Year 3+: Launch a nationwide rollout, establishing Campus Circle as the

premier platform for student empowerment in Bangladesh, with future potential for South Asian expansion.



Project Summary: Campus Circle

Campus Circle is an AI-powered digital platform designed to help Bangladeshi university students safely monetize their skills. It solves the problem of harassment, fraud, and judgment on public

platforms by providing a verified, secure space where students can anonymously offer services, sell products, or teach micro-courses.

Key features include AI-based safety tools, skill-matching, and a built-in marketplace for small transactions (৳20–৳500). Starting with Varendra University, the platform will expand across Rajshahi and eventually nationwide. Revenue comes from commissions, premium features, and sponsorships, empowering students to learn, earn, and grow confidently.