**Pitch Outline for UQU AR Map Hub**

**1. Hook (10–15 seconds)**

Start with a relatable, emotional moment to grab attention.

Example:  
*"Remember your first week at UQ? Wandering around lost, missing events, not knowing where to even find help or food? We’ve all been there. What if finding your way — and discovering UQU — was as easy as lifting your phone?"*

**2. Problem Statement (15–20 seconds)**

Define the real student pain point.

* New students get **overwhelmed** navigating campus.
* They **miss out** on UQU events, services, and deals because they don't know they exist.
* Existing maps are boring, static, and don't show what's happening **right now**.

**3. Solution (30 seconds)**

Introduce your app clearly and powerfully.

* Our solution is **[Name]**, an **AR-powered interactive map and hub** for UQU.
* Students simply open the app and use AR to:
  + **Navigate** campus with real-time directions.
  + **Discover** live events, food specials, and UQU services nearby.
  + **Connect** instantly with clubs, support services, and discounts.
* It **welcomes** new students, **guides** them visually, and **connects** them to UQU faster than ever.

**4. Key Features (45 seconds)**

Highlight the 3–4 biggest features that make your app *the best solution*.

* **AR Navigation**: Visual arrows and floating labels guide students around campus.
* **Events & Deals Layer**: See live events, free food, and club pop-ups overlaid onto real world locations.
* **Personalized Tours**: First-time users get a smart welcome tour highlighting Union services and hotspots.
* **Offline 2D Map**: Backup for when students don't want AR or have no signal.
* *"To streamline event management, we also propose integrating* ***Stripe*** *for in-app event booking and payment processing. This allows UQU to avoid expensive third-party fees, keep users inside the UQU ecosystem, and maintain full control over the student experience."*  
  *"It also opens future opportunities for merchandise sales, club fundraisers, and Union memberships — all through a secure, student-first platform."*

**5. Why It Matters (20 seconds)**

Show how it benefits UQU.

* Helps **more students engage** with UQU services earlier.
* Boosts **event attendance**, **club membership**, and **food outlet sales**.
* Enhances **student satisfaction** and **campus experience** — measurable impact from Day 1.

**6. Costs:**  
*"Our app is extremely low-cost to run, needing only one main service: the Mapbox API for AR maps. Hosting is handled by a static web build, meaning no ongoing server costs."*

(Short, confident, makes it sound cheap and easy.)

**2. Monetization (Optional / Bonus):**  
\_"In the future, the app can help **cover its own operational costs** through two revenue streams:

* **AR ad placements** via Google AdSense integrated into the map.
* **Sponsored placements** from UQ-local businesses (like cafes, gyms, and shops) seeking visibility on campus."\_

*"This means UQU has the option to* ***subsidize or even profit*** *from the app — while keeping the experience student-first."*

**7. Closing Vision (10–15 seconds)**

End with energy and inspiration.

Example:  
*"With [App Name], UQU won't just be part of student life — it'll be the first thing students discover, love, and remember. Let's build a campus that's easier to explore — and impossible to miss."*

**Tiny wording tip:**

Whenever you mention ads or sponsors, **frame it as optional and student-centered**, e.g.,  
*"Ads and sponsors would be carefully curated to keep the student experience clean, helpful, and relevant."*  
(So judges don't think you're going to stuff the map full of garbage ads.)