**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."*

**4. Platform (15 seconds)**

Highlight the codebase/technologies and supported platforms along with site map and the fact it can be downloaded

**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."*

**tips:**

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.)

Use survey data. Show student suggestions and comments, and address how many students are currently unaware of what uqu offers