



HACKTHON

Campus Connect: Unified Community Platform

2 PAGE COMPREHENSIVE ABSTRACT

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Campus Connect: Unified Community Platform

Challenge Statement

Design a digital hub that brings students together for academic collaboration, social engagement, and peer mentorship.

Solution Overview

CAMPUS CONNECT

Consist



25% Increase in DAU



Home Feed

A personalized dashboard with updates from forums, events, and communities.

2X rise in user participation



Reputation System

Badge-based rankings with XP points, promoting engagement and contribution.

Content Moderation
To filter spam and maintain quality.

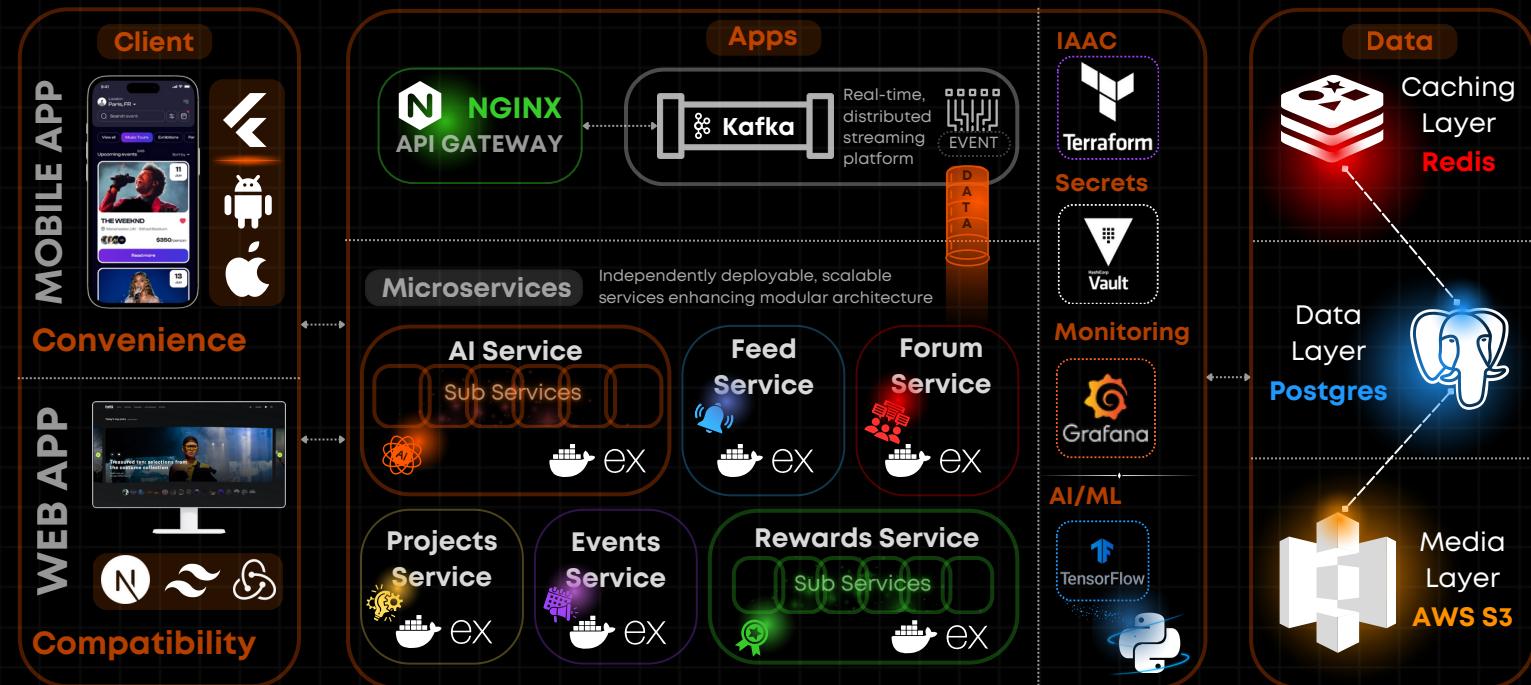


80%

spam reduction

Our AI System ensures content quality with 80% spam reduction, verifies 84% event authenticity, and provides 76% personalized recommendations for users.

Technical Architecture



Campus Connect is powered with a comprehensive microservices-based application infrastructure with various services, data layers, and monitoring tools.

Key Expected Benefits

Unified Communication

- Unify fragmented channels for better cohesion.
- Boost integrated student engagement by **30%**.
- Observe improvement ratio of **1.3:1**.

Credibility & Trust

- AI reduces unverified events significantly.
- From **400 to 260** per 1,000.
- Boosts trust and participation by **1/3**.

Event Participation

- Leverage exclusive institutional sponsorships.
- Premium content licensing boosts revenue.
- Increase per-student revenue by **15%**.

Gamified Engagement

- Gamified with badge-based system.
- Boosts active student engagement effectively.
- Increases engagement from **30% to 40%**.

Monetization Strategy

Implementing a robust monetization strategy for Campus Connect can ensure sustainability and growth

High Strategic Importance



Institutional Partnerships

Contributes to **25%** of total revenue



In - App Advertisements

Contributes to **20%** of total revenue



Subscription Services

Contributes to **44%** of total revenue



In - App Purchases

Contributes to **10%** of total revenue

High Revenue

HOW WE SCALE ?

Phased approach to ensure a structured expansion of Campus Connect, refining its impact at every stage.

Pilot & Feedback



1 Months

Limited rollout in select institutions for feedback and feature validation

Regional Expansion



3 Months

Insights from the pilot to extend to additional colleges and clubs

Consolidation & Optimization



6 Months

Using user analytics to improve features, moderation, and UI

Community Engagement



9 Months

Integrating regional languages, event, and local services

Iterative Expansion



12 Months

Refine and expand Campus Connect's impact

Thus, Campus Connect stands as a comprehensive, innovative platform, driving student collaboration, engagement, and success.