CampusKart: The Student-to–Student Marketplace

Where the classroom meets the cauldron of creativity

Subham Sharma – IIT(ISM) Dhanbad
Prerna Sharma – NIT Durgapur

The Problem: 'I just need it once.'

Temporary student needs create costly, risky challenges

Students need short-term access to items like bicycles, lab coats, textbooks, calculators, and musical instruments

Typical durations range from a few days to a semester

Buying new is expensive and unsustainable for temporary needs

Finding these items is unreliable and inconsistent

Transacting with strangers carries safety risks and adds frustration

Students often end up overspending, going without, or taking unsafe chances

The Solution: CampusKart

A Verified Student Marketplace Connecting You on Campus

Exclusive student-only platform verified by college email for a private, trusted network

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List, find, rent, or buy items at affordable, student-friendly prices without leaving campus

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Encourages sustainability by promoting a circular economy that reduces waste

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Connects Student A (with items) and Student B (with needs) securely through the verified app

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Safe, convenient exchanges happen on campus, fostering community and trust

Why Not... ?

Where current solutions fall short for students

Hostel WhatsApp Groups

1. ❌ No Search: Items get buried quickly in chat threads

2. ❌ Spammy: Flooded with irrelevant and repeated messages

3. ❌ No Structure: No categories, reputation, or transaction history

Facebook Marketplace / OLX

1. ❌ No Verification: High risk of scams and unwanted messages

2. ❌ Not Local: Requires off-campus meetings with strangers

3. ❌ Cluttered: Filled with irrelevant professional and commercial ads

Meeting the Challenge: CampusKart's Impact

Transforming student life, academics, sustainability, and community

Improves Student Life by easing financial burdens and expanding access to hobbies, sports, and tools

Enhances Academics through affordable access to textbooks, lab equipment, and study aids

Promotes Sustainability by reducing waste via renting and reselling, cutting landfill contributions

Builds Community Engagement by connecting students and fostering trust, sharing, and peer support
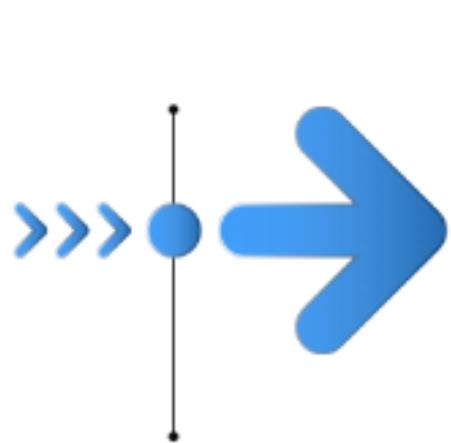
How CampusKart Works: Your Simple 4-Step Flow

Fast, secure, and campus-exclusive exchanges
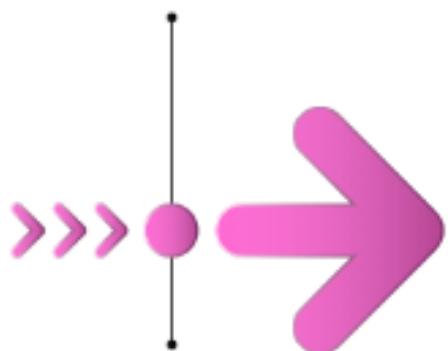
VERIFY

Sign up instantly using your official college email to join your campus's private network.
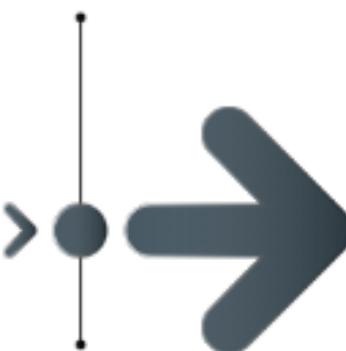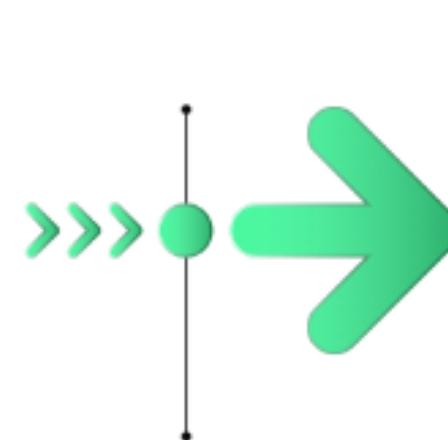
CONNECT

Chat securely in-app with other students to discuss price and rental terms.

LIST / BROWSE

List your item by snapping photos or explore categories to find what you need.

EXCHANGE

Meet safely at public campus spots like the library or cafes to complete the exchange.

Core Features Powering CampusKart

Building trust, simplifying transactions, and fostering community

1

Trust & Verification

- College Email Login for automatic user verification
- User ratings and reviews to build accountability
- Transaction history to ensure transparency

2

Marketplace

- Detailed item listings with photos, prices, and categories
- Flexible rent or buy options catering to varied needs
- Advanced search filters for quick and precise discovery

3

Community & Magic Features

- Secure in-app chat for safe, direct communication
- Campus-specific networks creating exclusive, local communities
- Smart wishlist with alerts to notify when desired items appear
- Gifting and free-cycle section to share items freely and strengthen bonds

Trust & Safety: Our #1 Priority

Key features that ensure a verified, secure campus marketplace

Verified community: Only students with valid college emails can join, ensuring trusted participation

Safe exchanges: Transactions occur in familiar, public campus spaces to minimize risks

Reputation system: User ratings build accountability and foster confidence in every transaction

Privacy protection: All communication stays within the app, without sharing personal phone numbers or emails

Official CampusKart Zones: Designated, well-lit pickup spots near libraries and canteens for safe, trusted exchanges

Our Tech Stack: Building CampusKart MVP

Modern, scalable technologies for a seamless, secure experience

Frontend	Backend	Database & More
React (Next.js) for fast, responsive UI	Node.js with Express for scalable API services	MongoDB or Firebase for flexible data management
		College email domain verification via Google OAuth or SMTP
		Vercel or AWS ensuring reliability and scalability
		Stripe or Razorpay to enable in-app transactions

Our Launch Plan: Operation Dhanbad

Phased strategy to secure campus users and build momentum

Phase 1 (Pre-Launch): Partner with graduating seniors in a "Clear your Room" campaign to seed sellers by encouraging pre-listing of items like books and furniture.

Phase 2 (Launch Week): Target incoming freshmen buyers with promotions including "First 100 rentals are free" to drive initial engagement and usage.

Phase 3 (Post-Launch): Build network density via a Campus Ambassador Program appointing students in each hostel and host a "CampusKart Swap Meet" event to create buzz and community excitement.

The Future: Growth & Sustainability

A clear roadmap to scale and sustain CampusKart

Year 1

Perfect the Model

Dominate IIT (ISM) Dhanbad; refine features using user feedback

Years 2-3

National Expansion

Roll out to IITs, NITs and other major universities with campus-specific private networks

Year 4+

Monetization & Integration

Launch revenue streams: 2-5% transaction commissions, premium listings, targeted local ads, and official college partnerships

Turn Everyday Campus Life Into Something Magically Efficient

CampusKart: A smarter, safer, and sustainable student solution

- Connects students who have items with those who need them, making campus life affordable and sustainable

- Builds a trusted community by enabling verified student-only transactions

- Promotes a circular economy by preventing waste and encouraging reuse

- Transforms the hassle of finding and sharing items into a simple, magical experience

- Join us to build a campus where nothing goes to waste and everything is within reach

Thank You

We welcome your questions and feedback