EVE

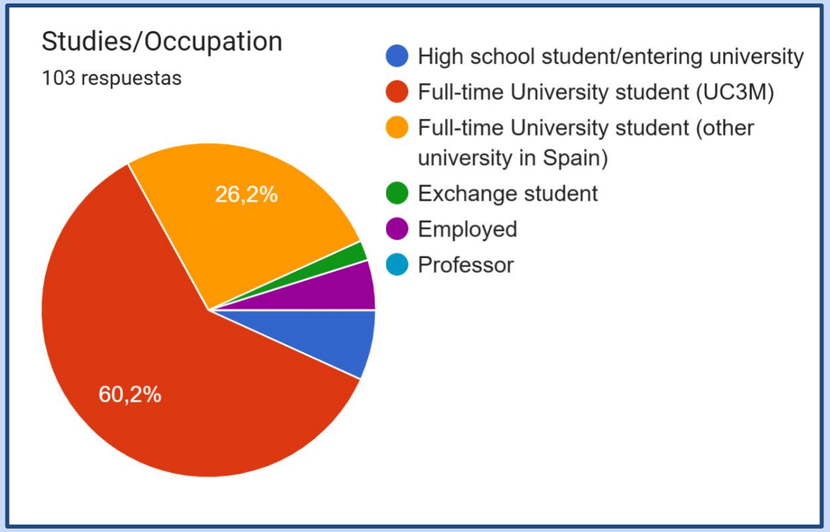
EVE-ry Moment Counts:
Connect, Share, Belong.

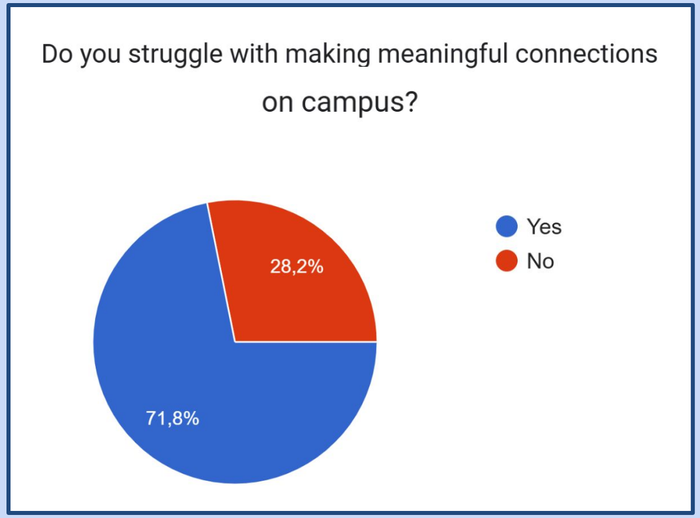
Group E

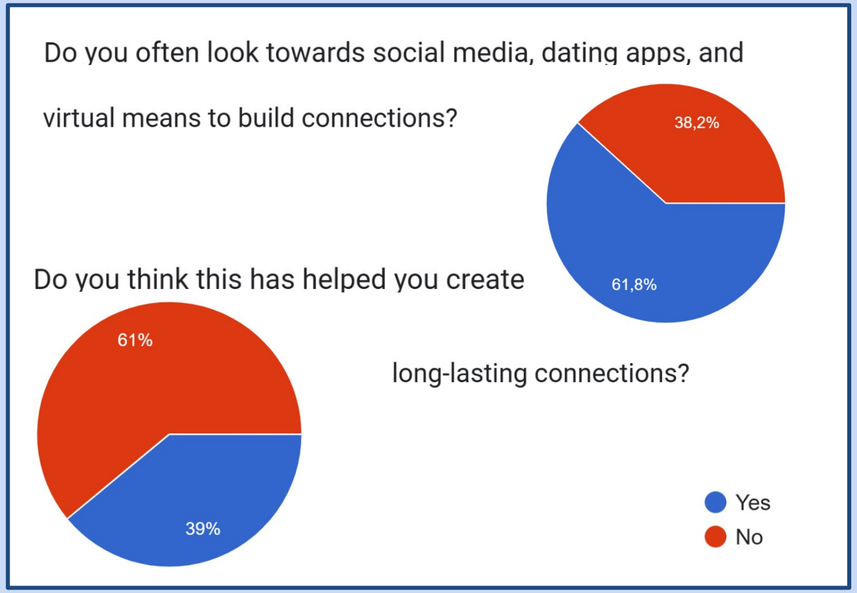
PROJECT POLL

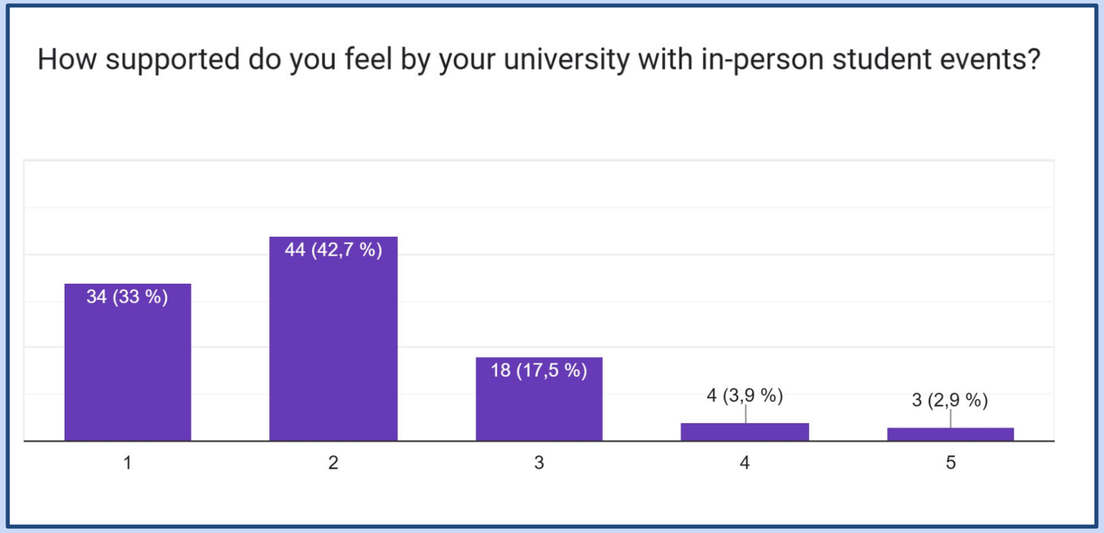
103 ANSWERS!

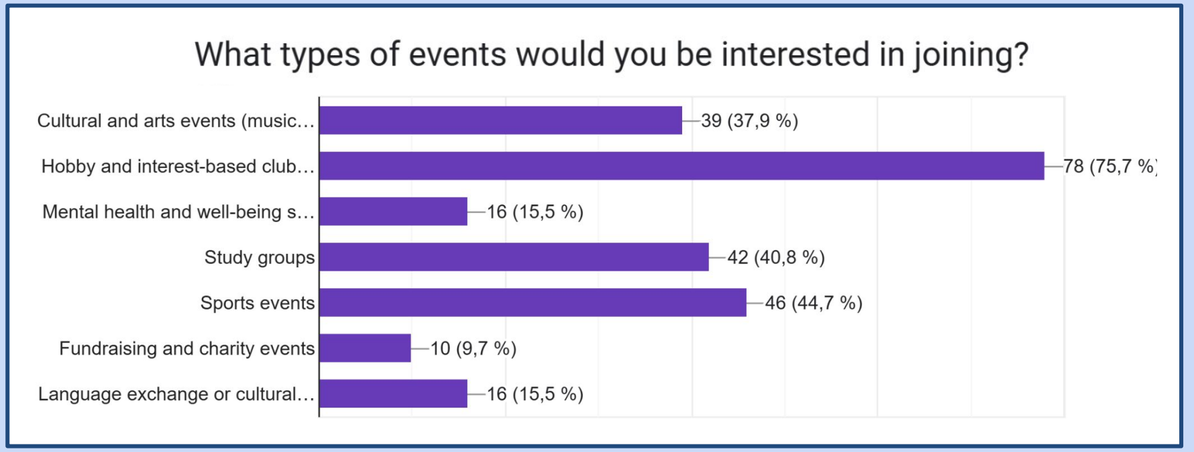
Answer here!











PERSONAS

The Freshman: Sofía

Demographics: 18 years old, starting Business at UC3M.
Personality: Enthusiastic but intimidated by the university environment

"I want to meet people like me, but I feel nervous about approaching others"

The Exchange - Alex

Demographics: 21, from France, one semester at UC3M.
Personality: Curious, adventurous.

"I want to meet locals but don't know the the culture and language well enough"

The Mid-Level Student: Marisa

Demographics: 21 years old, Engineering at UC3M.
Personality: Outgoing but feels relationships in his university circle remain superficial.

"My relationships with uni friends are superficial, most people already have closer friend group from high school. Important personal sharing happens within those groups, leaving our connections focused mainly on academics".

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THE PROBLEM

- University students often struggle to form **genuine in-person connections**
- Most social platforms focus on **online interactions**, leaving students feeling **isolated and disconnected**

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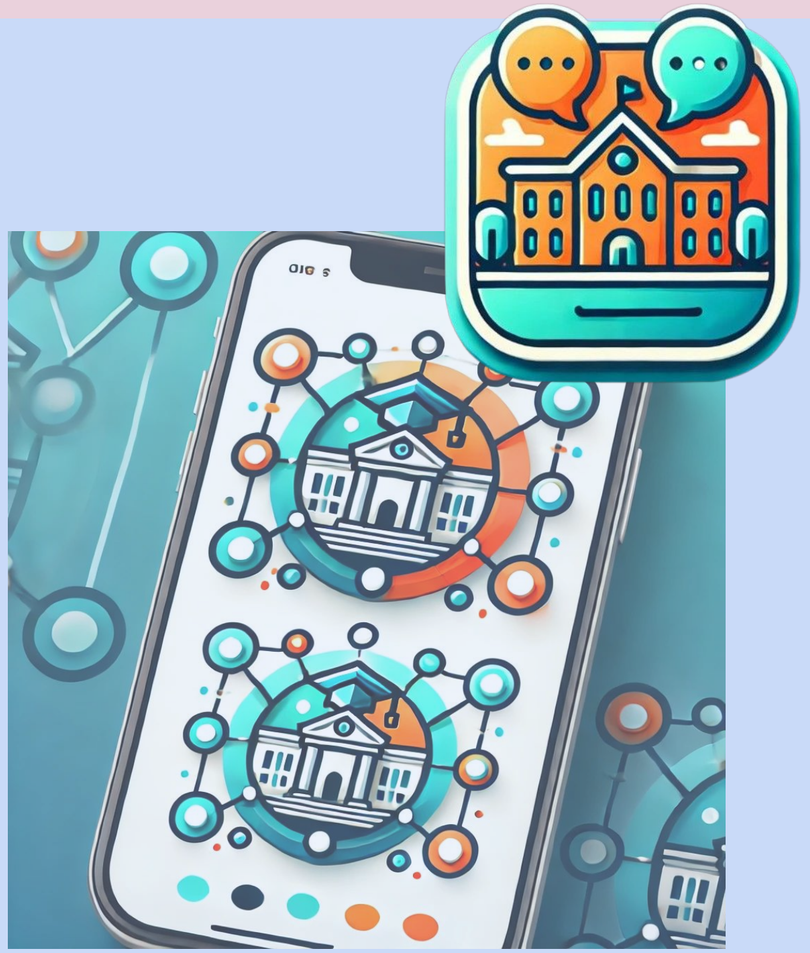
The Solution: EVE

- EVE helps students build **real connections through in-person events**
  - Event matching by interest
  - Support system for solo attendees
- ***Core Difference:*** Prioritizes **real-life engagement** over online chats
  - Gamified techniques



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Value for Students

- Fosters lasting relationships
- Creates an inclusive community on campus
- Supports students’ mental well-being by reducing isolation

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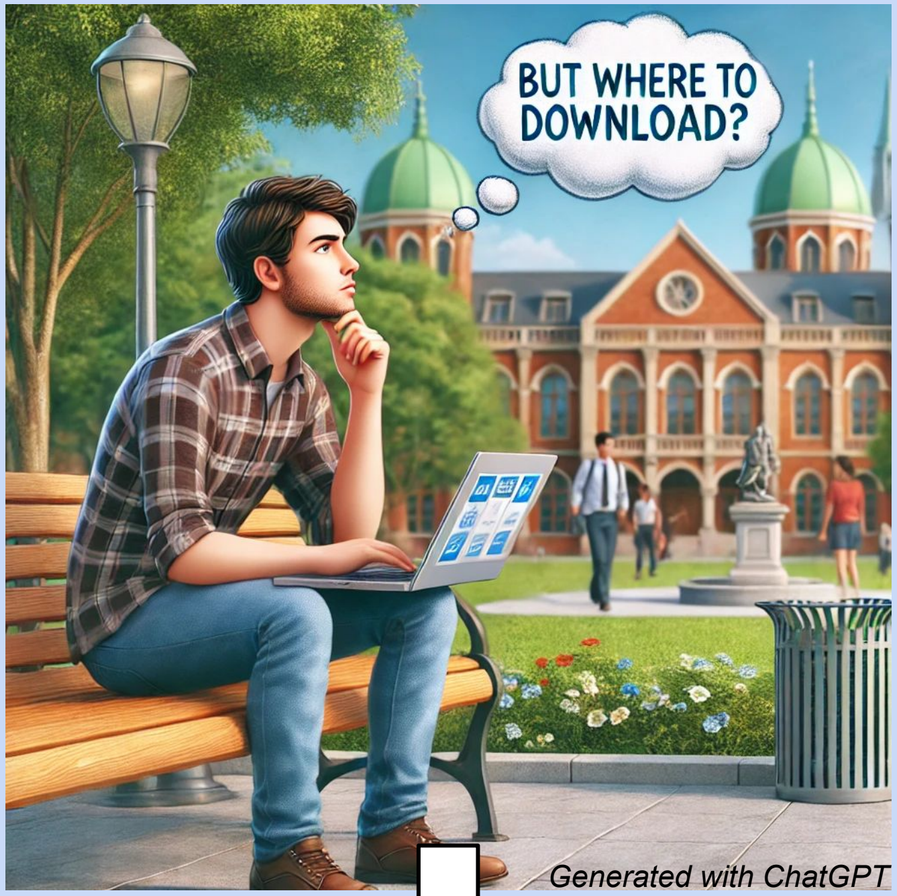
Our Partners

- ***Software Developers:*** Create/manage app for seamless and scalable <u>student connections</u>.
- ***Advertisers:*** Promote app through campus ads, reaching student audiences effectively
- ***Event Partners:*** businesses looking for <u>sponsored events</u> and <u>exclusive student deals</u>
- **University Administration**



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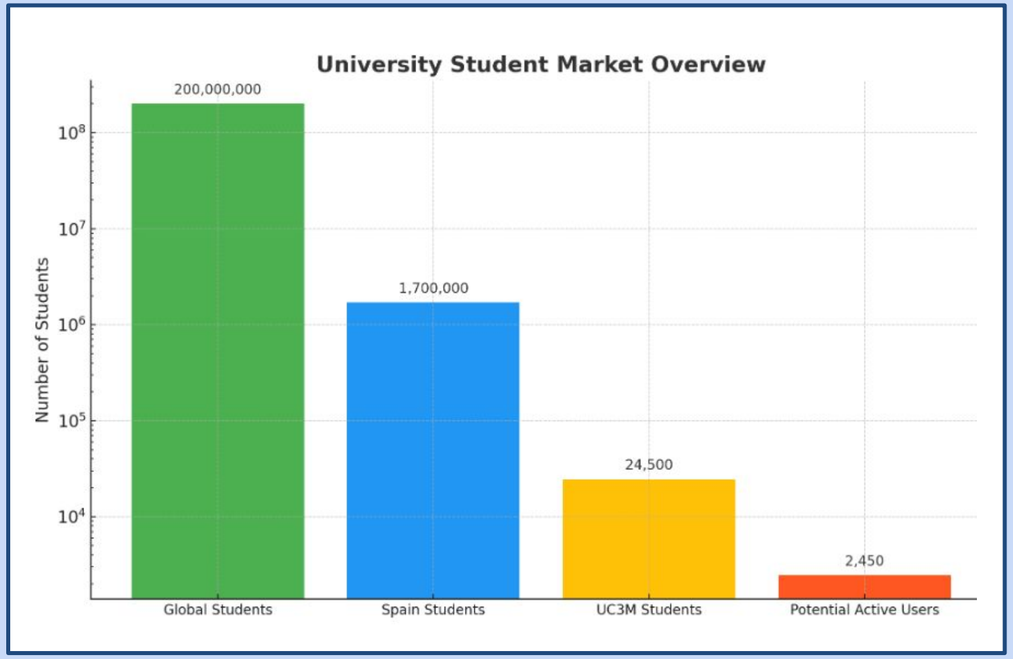
Now:

Future:



Cost Structure

Full analysis here!

UNIVERSITY FUNDING

Crowdfunding

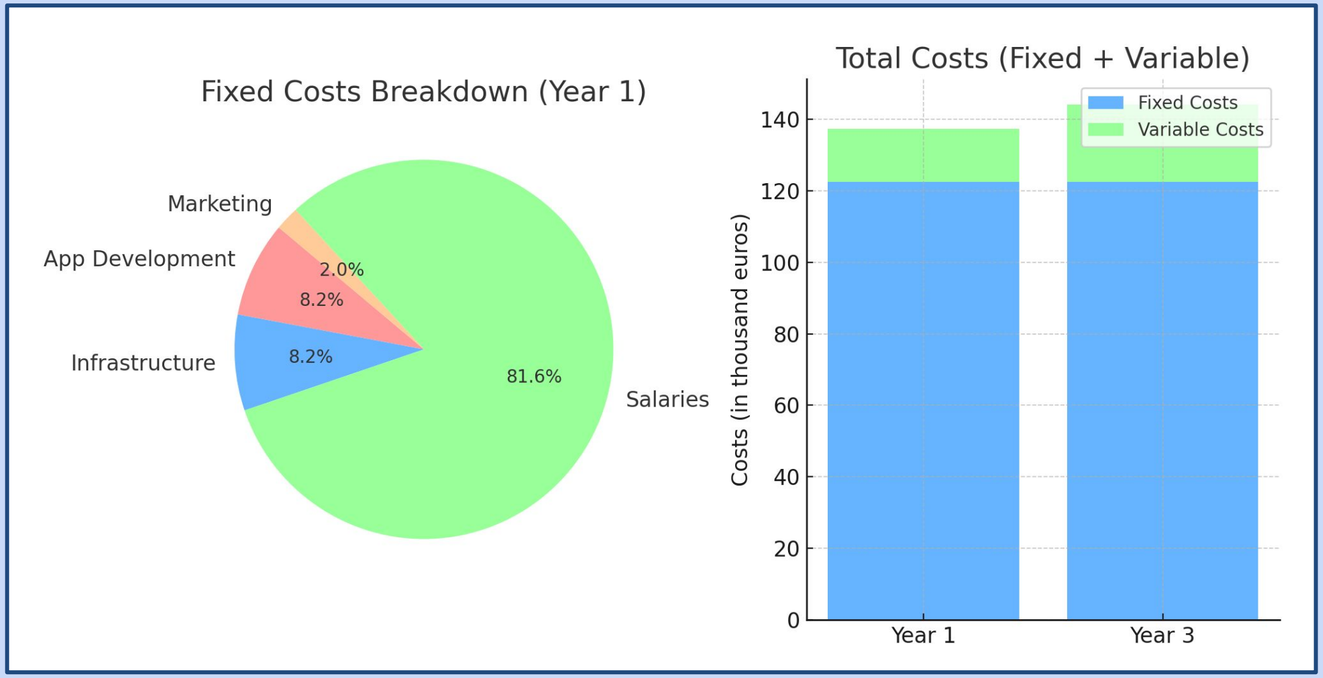
Advertising (payments in advance)

OURSELVES

Horizon Europe (2021-2027)

Campus Innovation Grants

Educational Funding



EVE – Economic Analysis

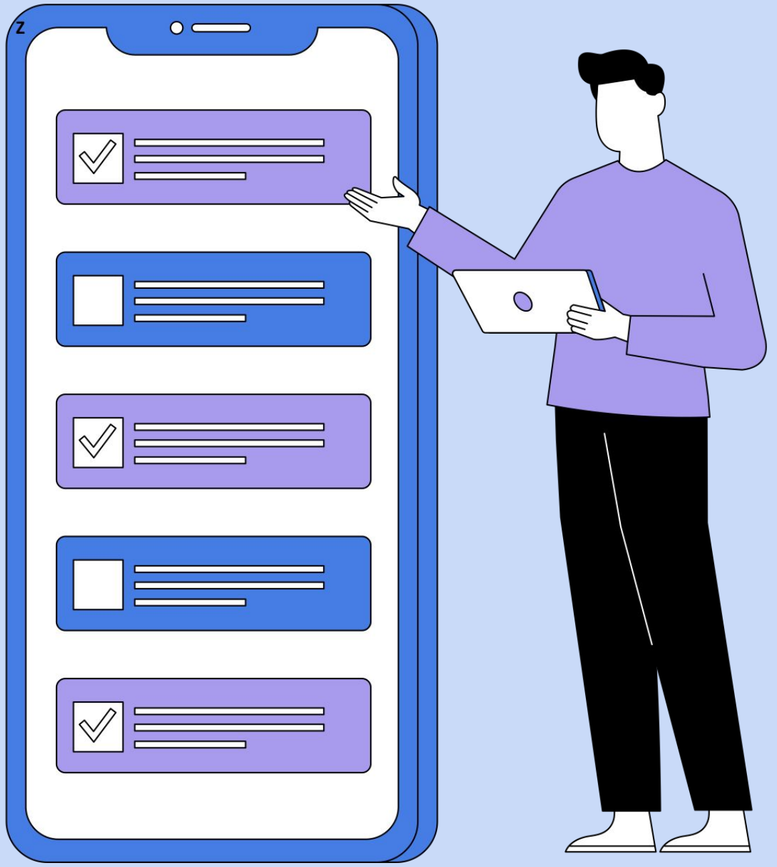
By: Group E

Date: 7th December 2024

The document herein presents a detailed economic analysis of the proposed platform, covering market opportunities, revenue streams, cost structure and risks

Risk and Compliance

- ***Risk:***
  - Need to **protect user data** (like interests and locations) from leaks or misuse
  - Ensure events are **well-organized and safe**
- ***Compliance***
  - Follow laws for collecting and storing user data
  - Follow campus policies and local laws for events
  - Moderate content on the app to ensure all the events are correct



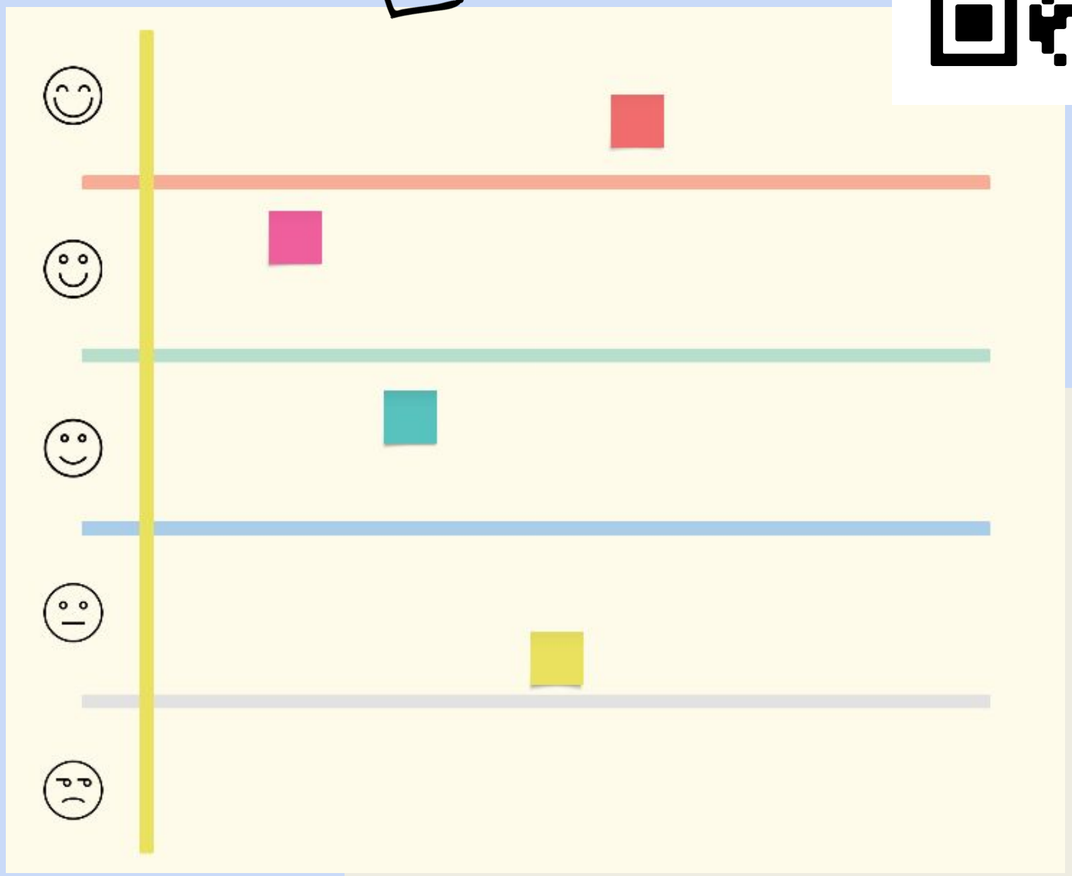
Final Prototype

Conclusion

Join us **NOW** in creating a meaningful university experience through **real, lasting connections**

EVE-ry Moment Counts: Connect, Share, Belong.

OUR FEEDBACK WALL :)



SCAN ME

THANK

YOU!