**Elevator Speech**

SquadUP is a new form of social media centralizing around group connections. This new concept of social media has recently been popping up with apps like Band however none seem to have taken the market over. Our project will be a Frankenstein social media platform, with the primary focus being able to interact with people that you are connected to and groups you are a part of. We plan to include similar functionality present in other popular social media sites; photo and video uploads, private messaging (if available replaced with instant messaging), friends list, groups, among others.