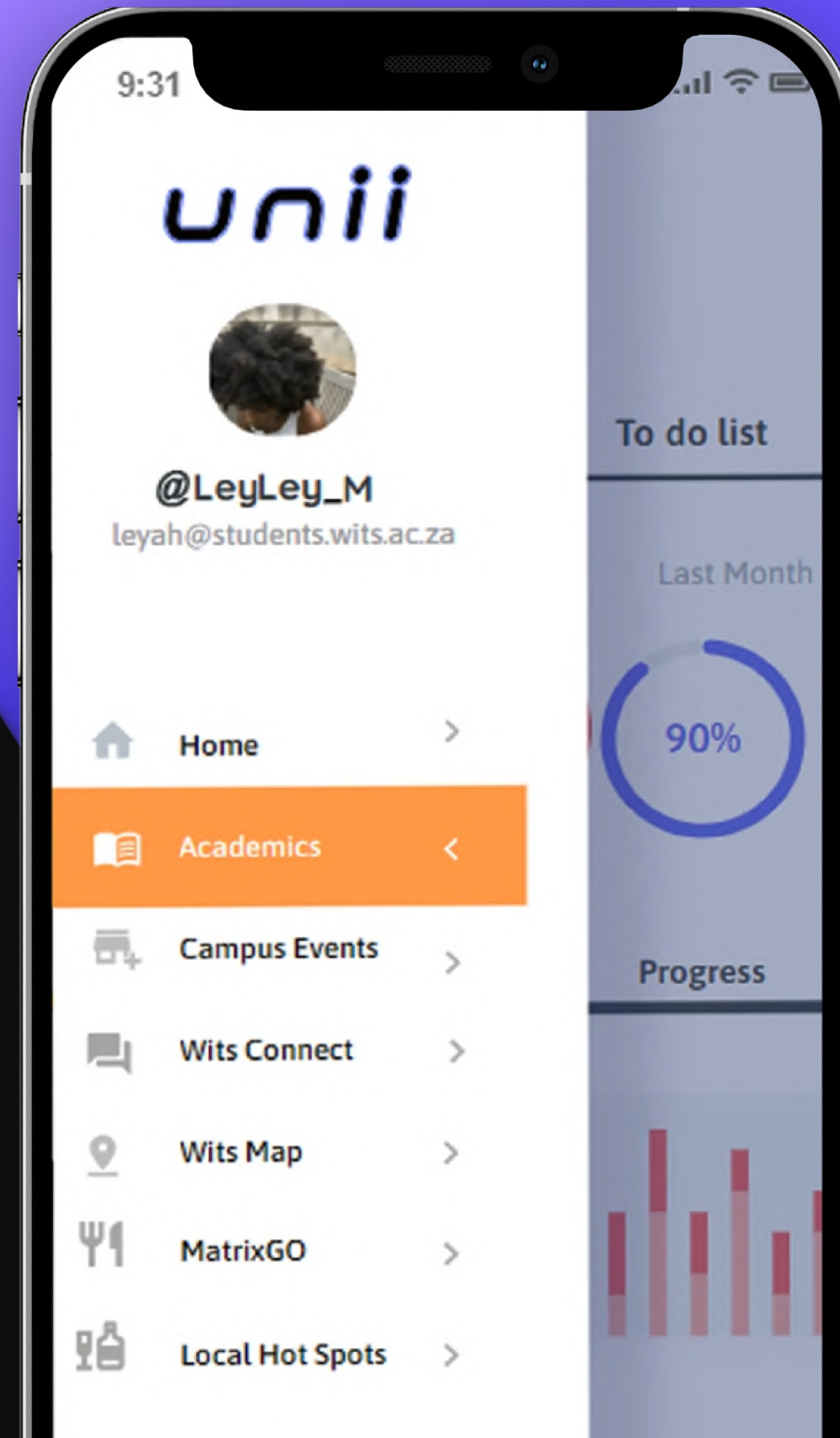


Created by  
Nozipho Sithole, Omphile  
Magabeane & Kyle  
Abrahams

Contact  
[noziphosithole3@students.wits.ac.za](mailto:noziphosithole3@students.wits.ac.za)  
[omphilemagabeane1@students.wits.ac.za](mailto:omphilemagabeane1@students.wits.ac.za)  
[kyle.abrahams2@students.wits.ac.za](mailto:kyle.abrahams2@students.wits.ac.za)

Date  
November 2024

# PITCH DECK

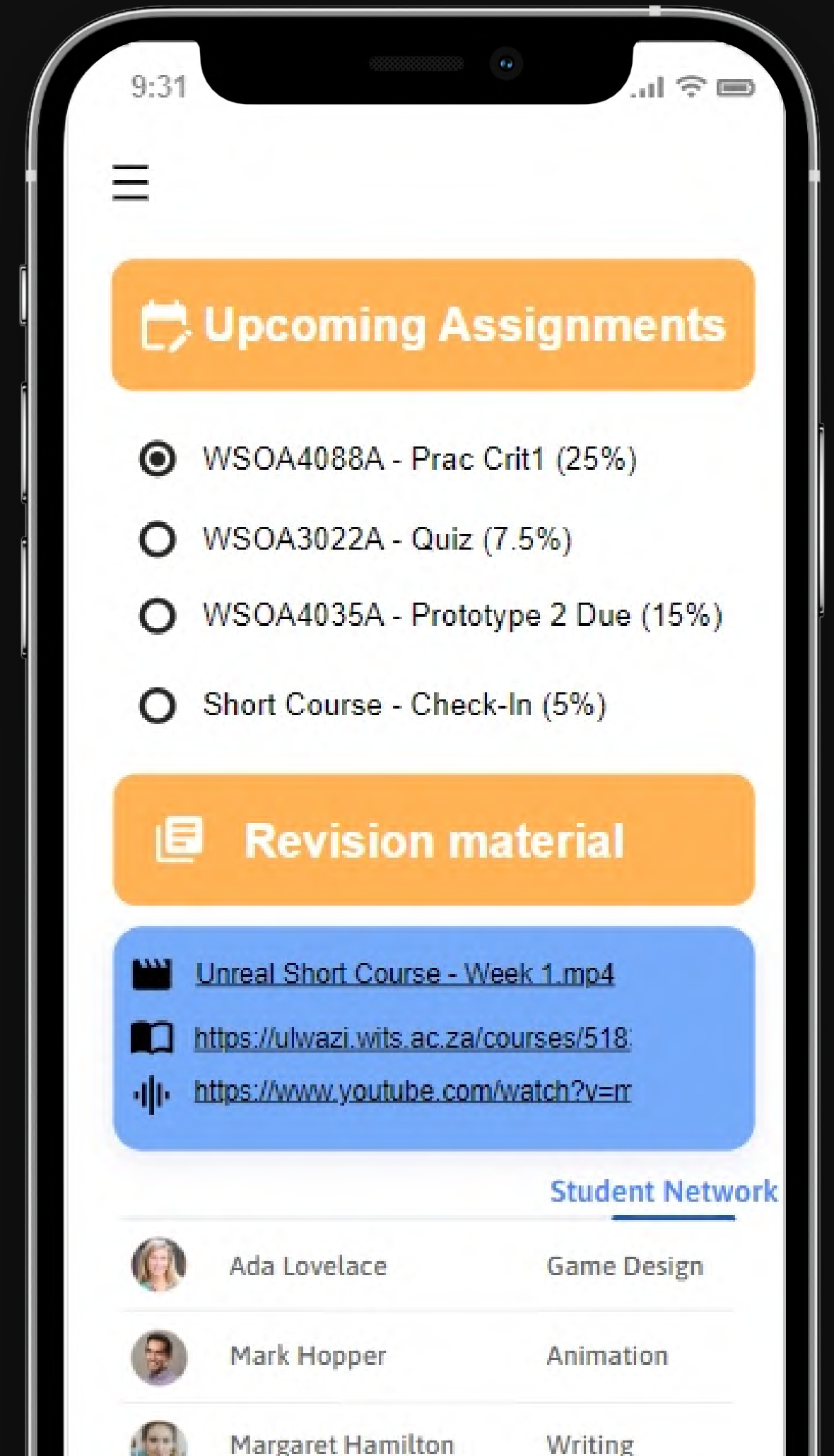


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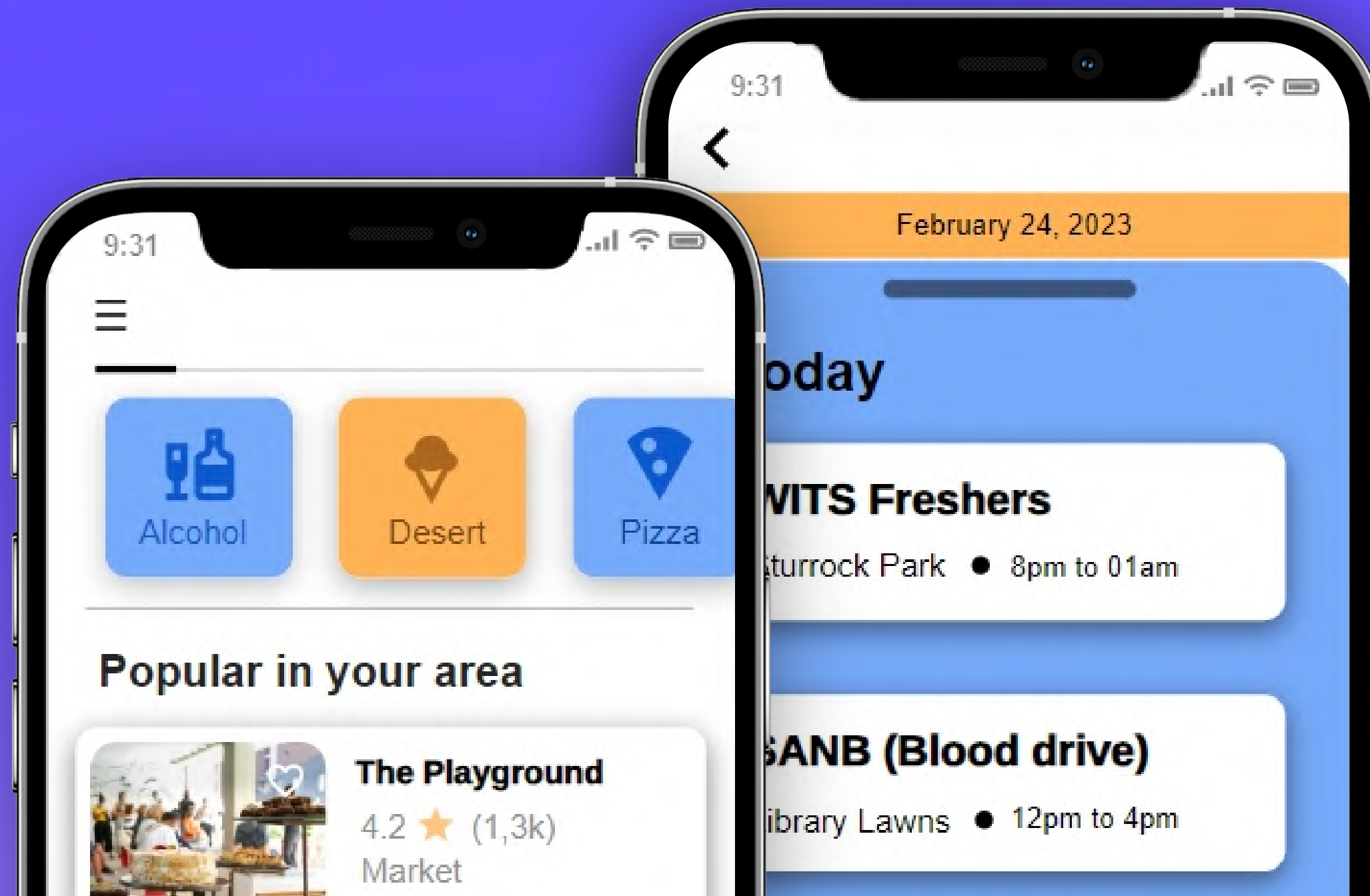
Contact  
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[kyle.abrahams2@students.wits.ac.za](mailto:kyle.abrahams2@students.wits.ac.za)

# Introducing U.N.I

Try Pitch



# University Notification Interface



Date  
November 2023

Product name

Our mission is simple  
We want to create a stronger  
sense of community  
amongst students.  
We believe that UNI can  
facilitate this by allowing  
students to experience all  
that varsity life has to offer.

Date  
November 2023

# Table of contents

What is the **problem** UNI aims to solve?



What is the **solution**?



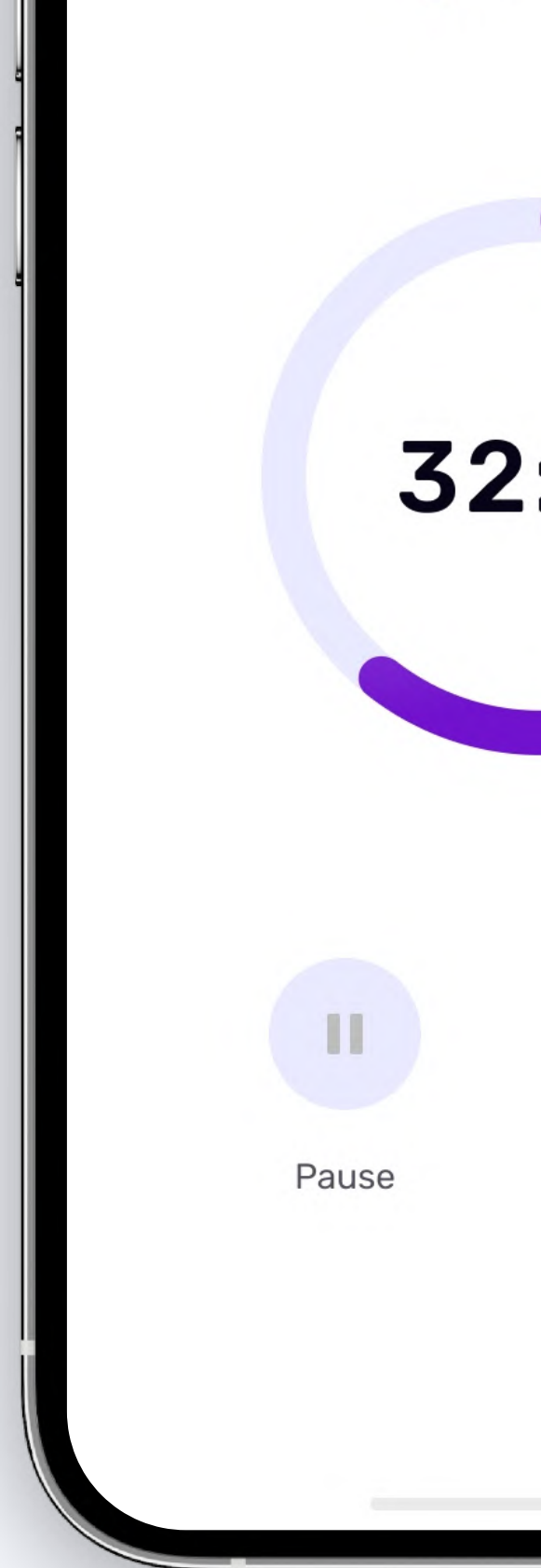
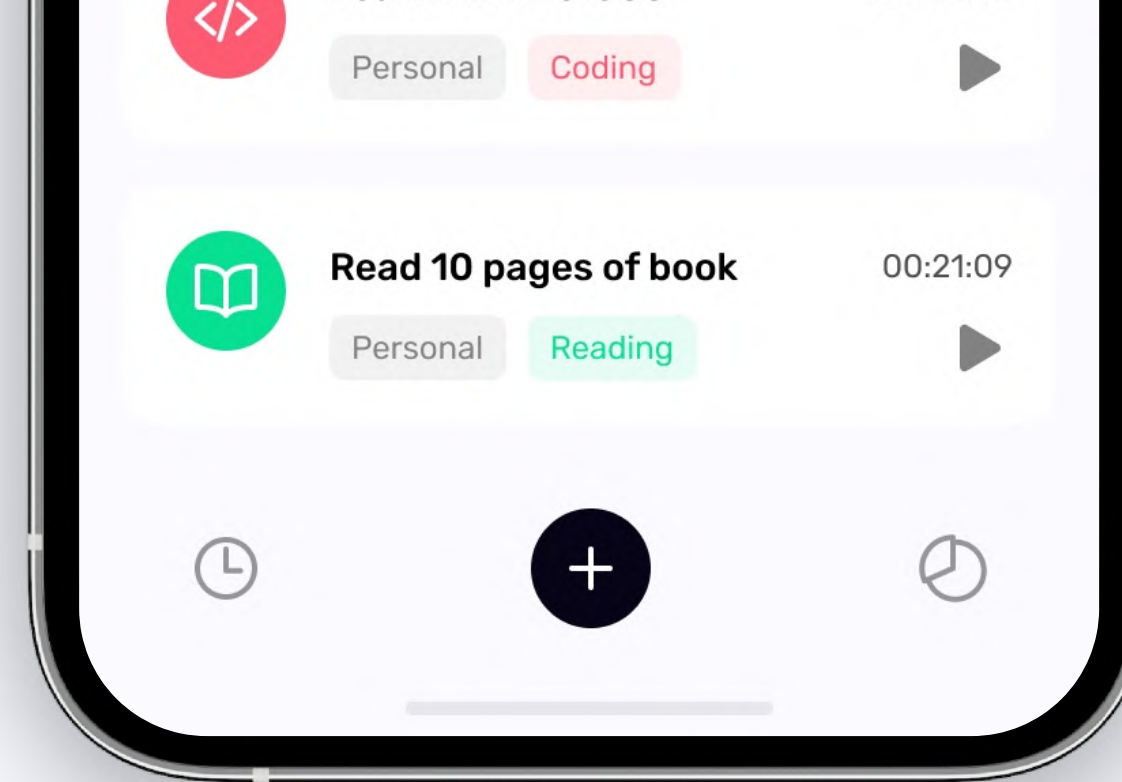
UNI at a glance



Relevant **evidence**?







Our mission —

We are a team of three digital arts students who recognized a gap. A gap that could be replaced with more constructive means, so we set out to create the app we, and many others like us would have wanted in their first year all the way through to graduation.

The problem —

The gap, or problem we picked up on was simple. As it stands varsity is often the most tumultuous time in an individual's life, The transition from high school to university can often leave students feeling overwhelmed and disoriented due to its stark differences.

92%

\*first year students can identify with this

53%

\*have contingencies in place to combat this

89%

\*feel existing solutions don't meet their needs



## What?

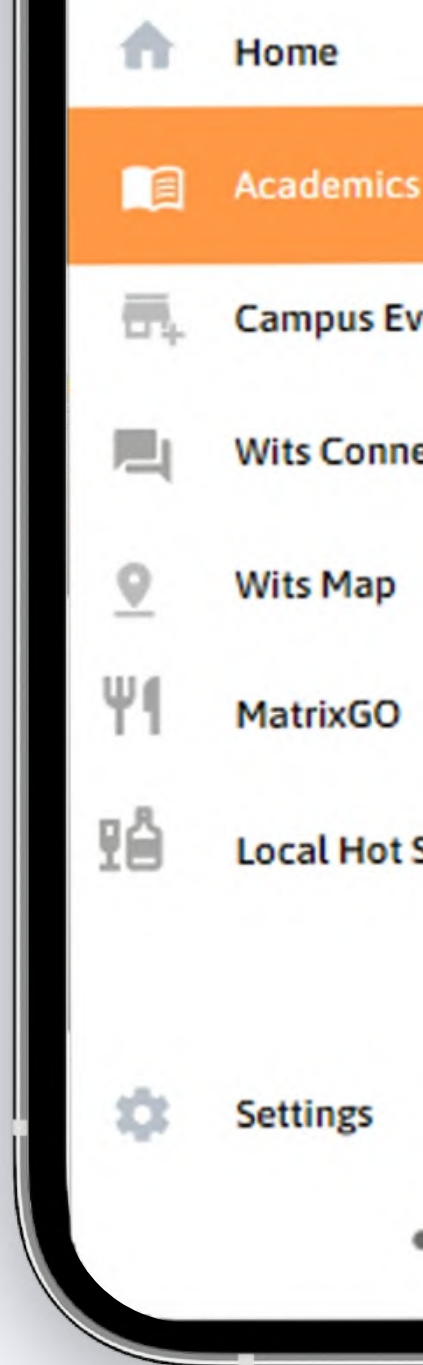
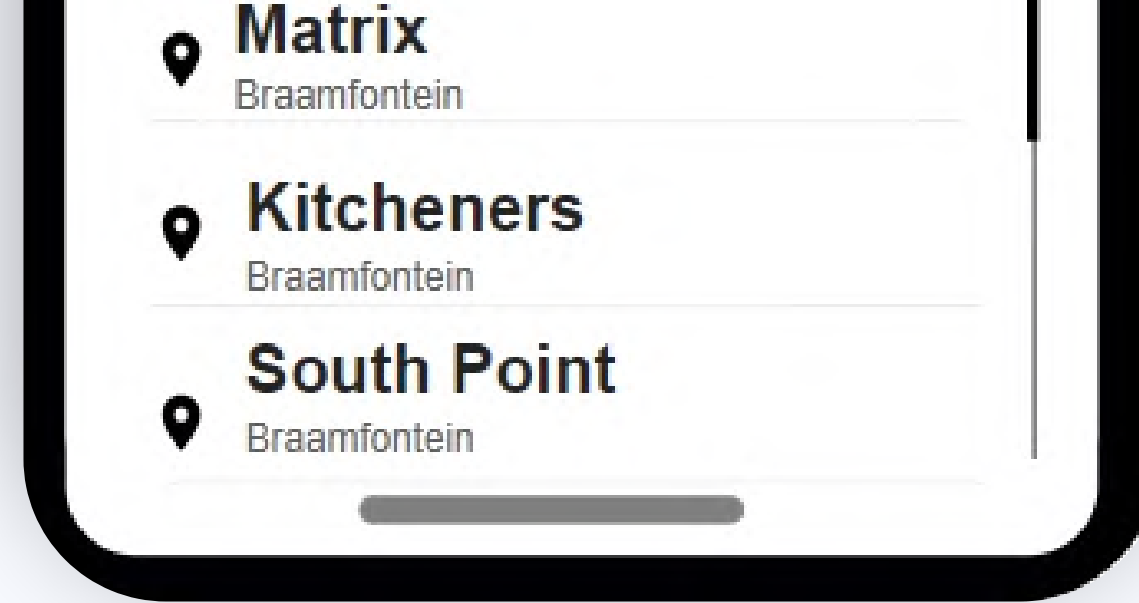
So to put it more concisely, the issue at hand is, while there are a dozen and one ways to manage your life in the digital age, none quite approach it from the context of a South African student. More importantly all the nuances this presents.



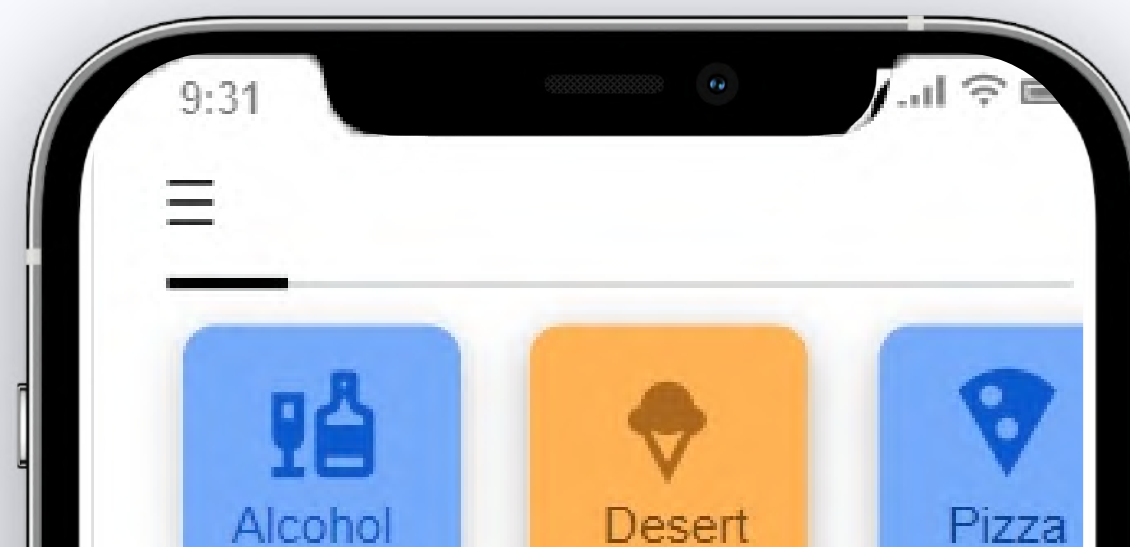
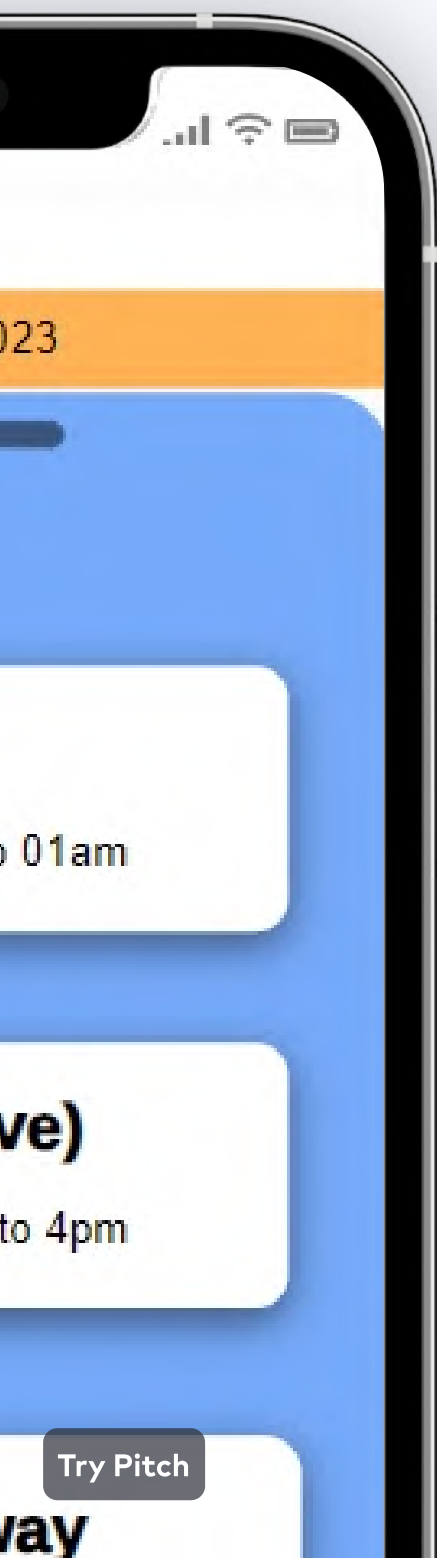
## Why?

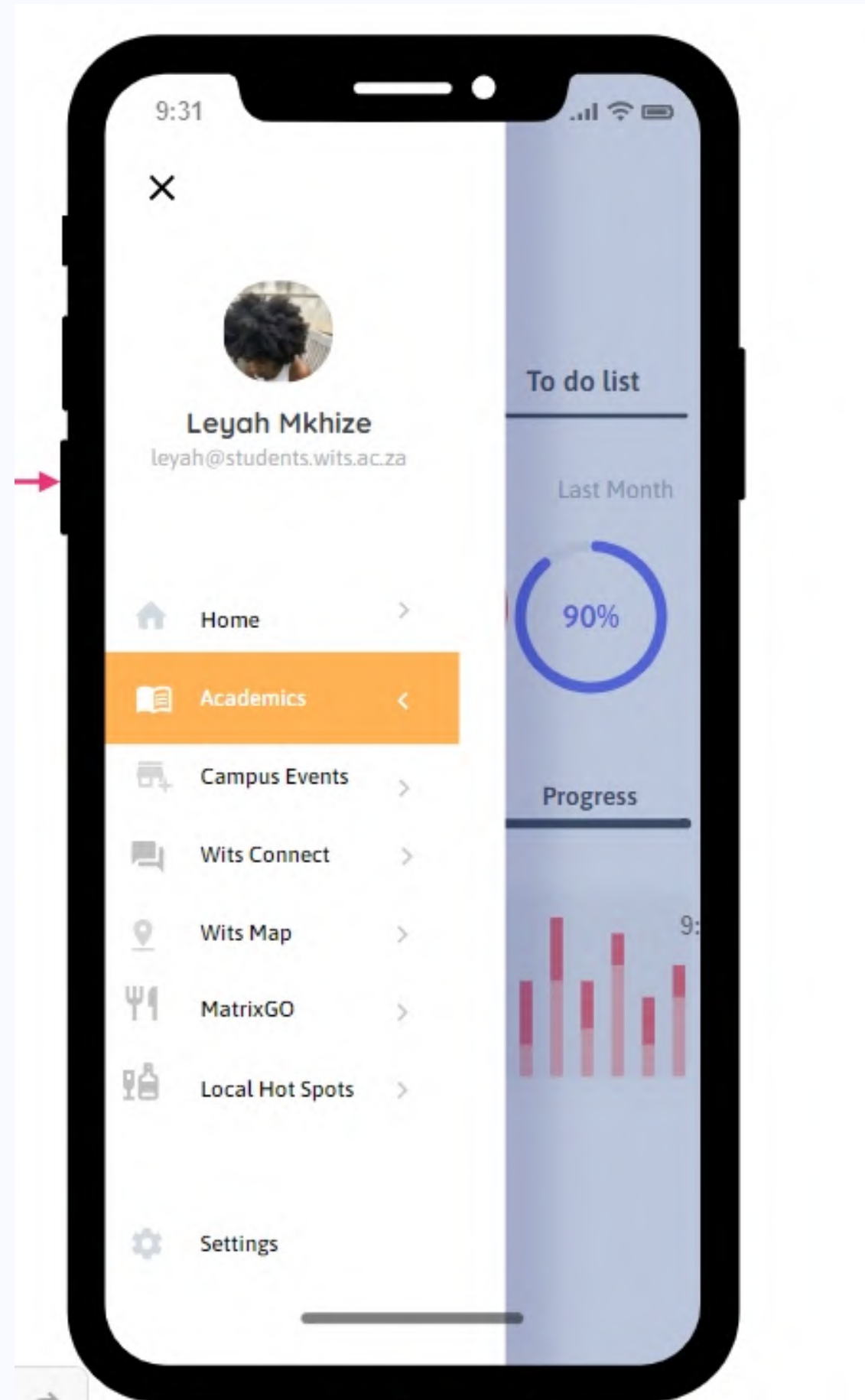
Why this matters we believe is for the simple reason that it can help students better navigate and balance their work and casual endeavors.





The only app a student could ever ask for.



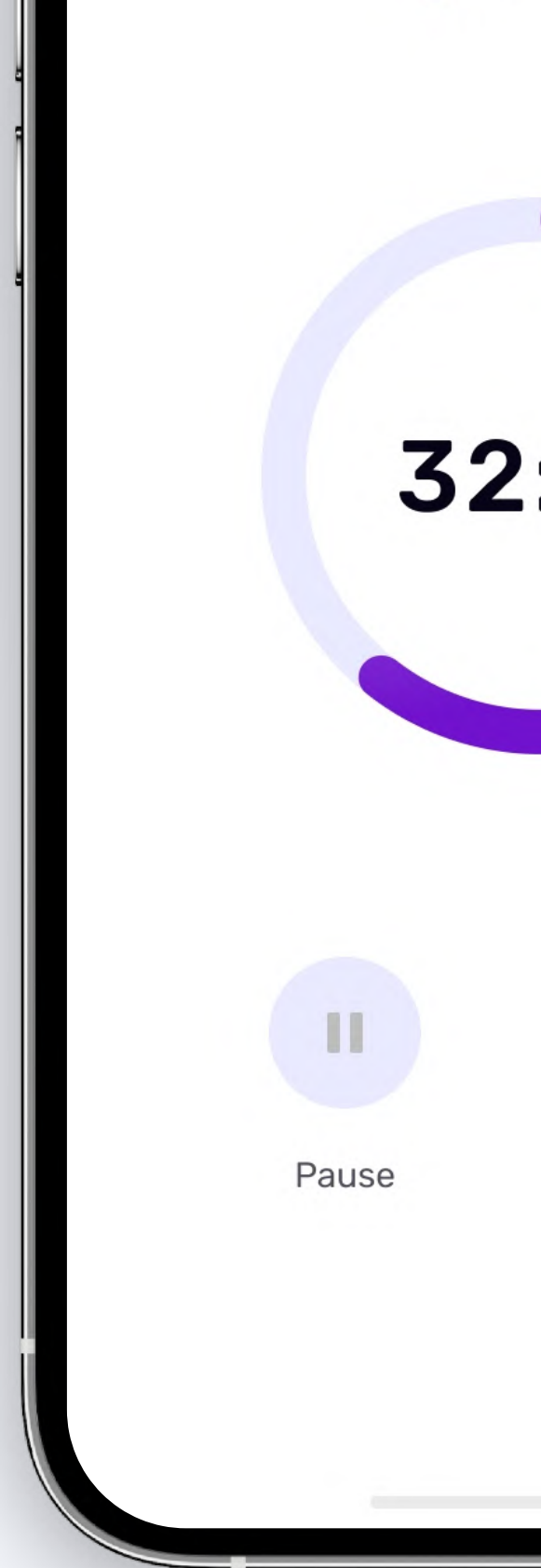
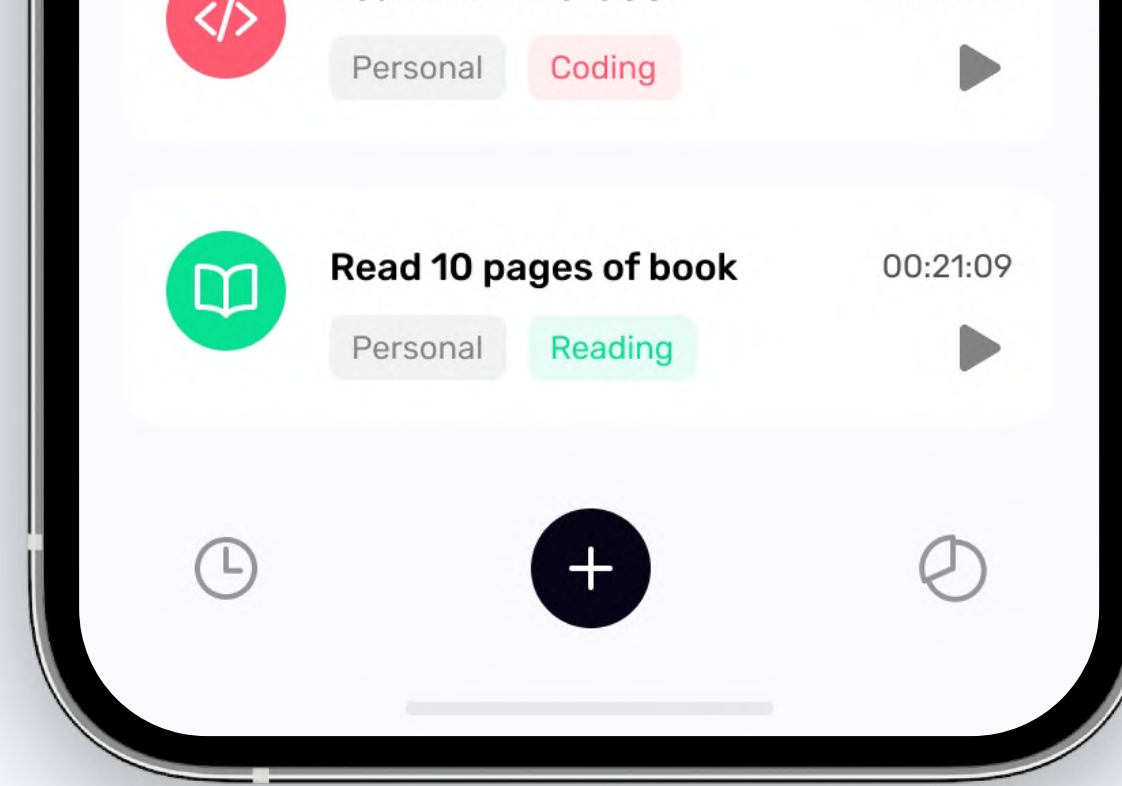


# What is UNI?

Fundamentally UNI is a way for students to experience a more holistic varsity lifestyle, all at the click of a button.

Some functionality we want our users to have access to is:

- A map feature
- A order and collect feature
- A safe and secure login feature
- A student accommodation feature
- A feature to locate safe and student friendly areas.



## The End Product

This section is where we discuss how the end product of the app would look like.

- Given this is a prototype and WIP, there are features that can't be included but our team has thought through what we would like to include.
  - One of the key features we started looking into was discussing how best the app could better foster a sense of community and maybe even incentive its use, one of the ways we thought to solve this was maybe partnering up with companies outside of Wits and developing a similar business model to VarsityVibe wherein the app would be able to allocate rewards to users based on how often they log in.
  - Safe and effective access to emergency services i.e Campus Security (At Wits) or Private Security Companies (Off-campus)
  - Users would be able to connect with their peers and tutors in secure chat rooms to ask questions or post learning material.
-

# Competitors



**Varsity Vibe**

Android, iOS & PC



**Canvas**

Android, iOS & PC



**Live Like Local**

Android & iOS

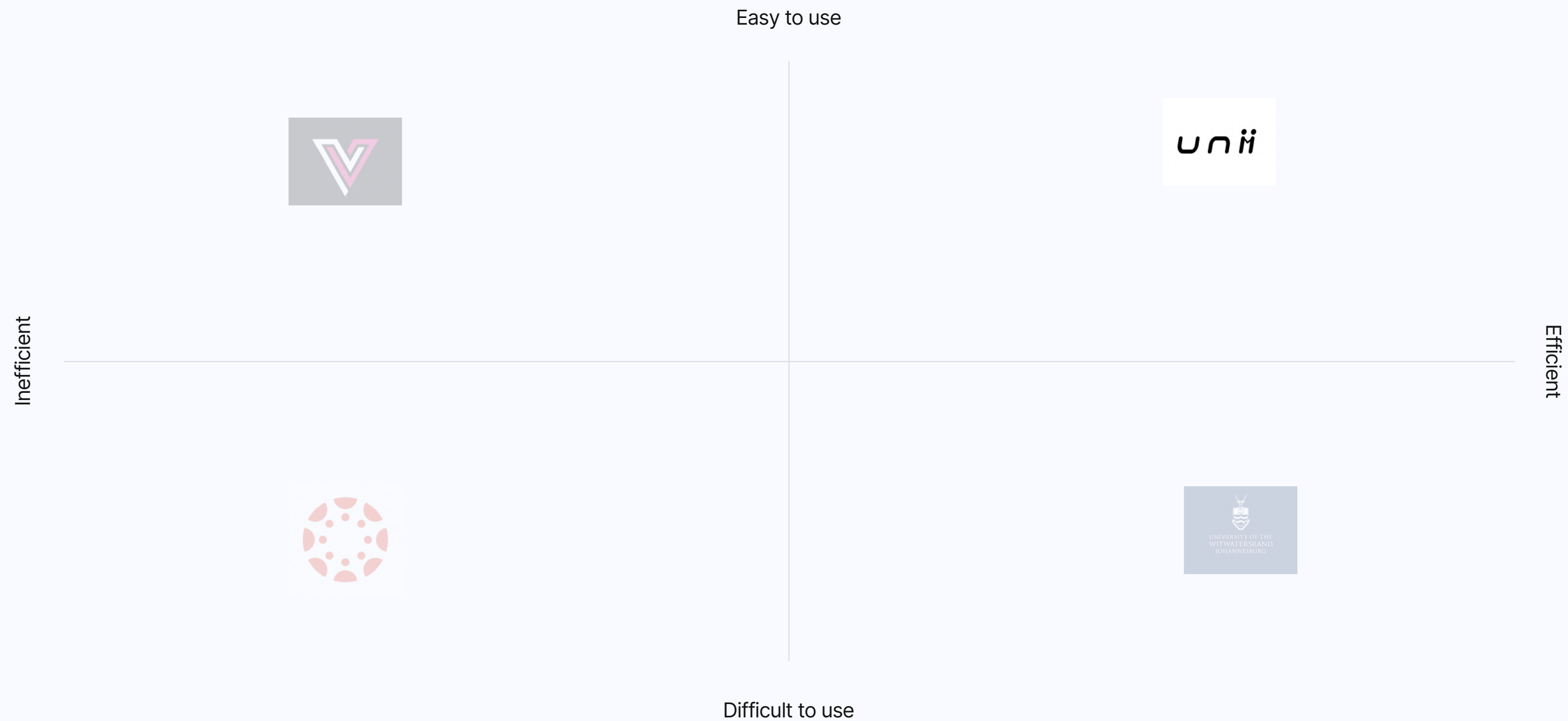


**Wits Mobile**

Android & iOS



# Competitive landscape



# Our team



**Kyle Abrahams**

Front-end Programmer



**Omphile Magabeane**

Front-end programmer



**Nozipho Sithole**

UI & UX Designer, Wireframes &  
Front-end programmer

# Product features (Some features are not reflected in current WIP)

Order and collect from  
Campus restaurants



Map



Geo-location



Campus Events



Sign-up & Login



Student Accom locator



Google Authentication



Name of feature



# UNI at a glance

## Feature #1

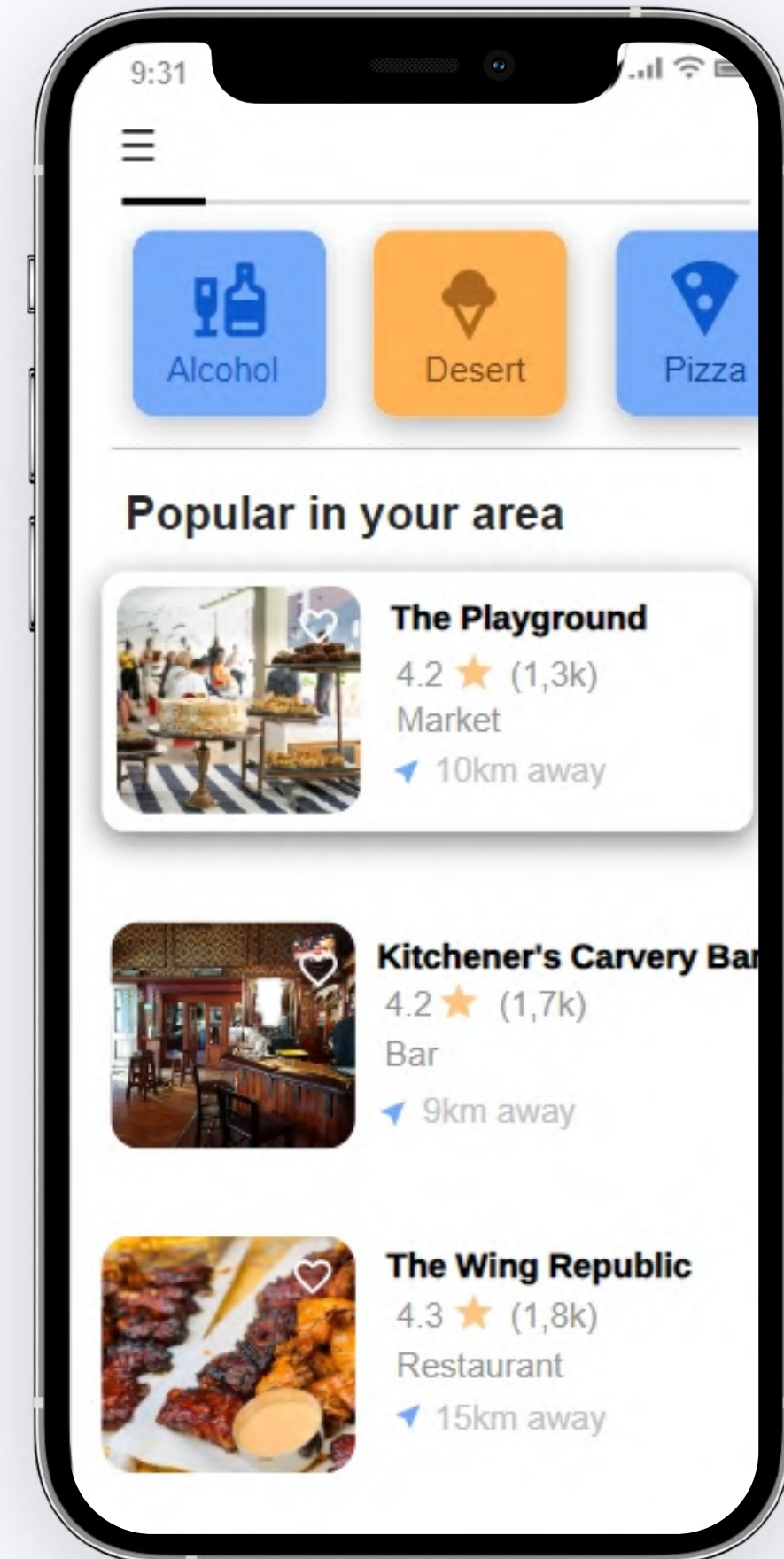
One issue many students face is finding a safe and student-friendly venue be it for leisure, dining or even the occasional date.

## Feature #2

UNI screens each and every venue it adds and also pulls data from Google to offer reviews and has a built-in feature to leave a review for other students.

## Feature #3

UNI allows students to earn rewards such as discounts or hear about promotions early through using the app and visiting restaurants frequently.





# UNI at a glance

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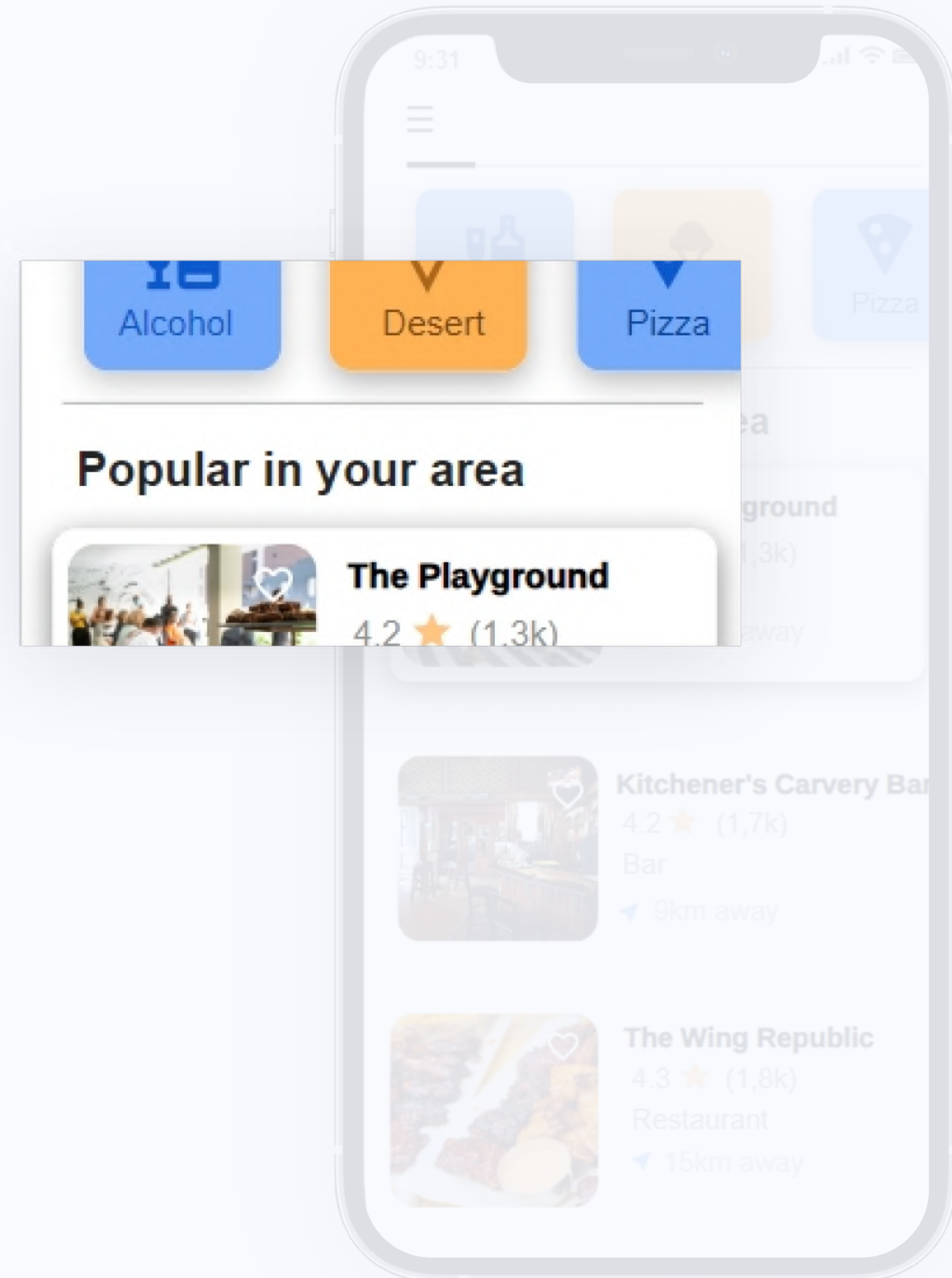
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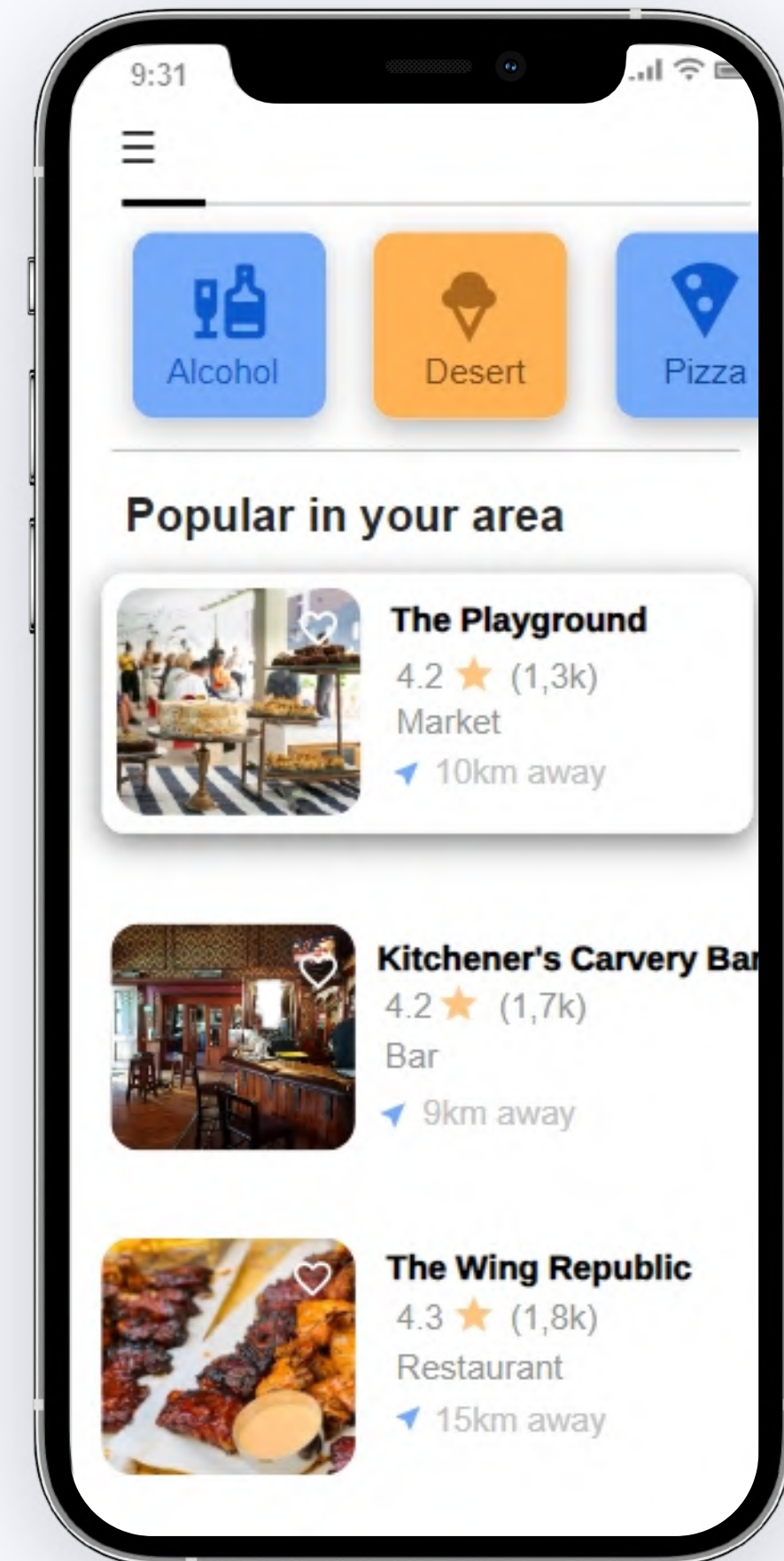
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Company Name  
**Acme Inc**

Contact  
**email@acme.com**

Date  
**August 2024**

Thank  
You



Try Pitch

