

# PeerConnect Portal

**Venture Viability Analysis**

National Institute Of Technology - Calicut, Kerala, India

# PeerConnect Portal

We create a campus app that connects students for activities through real-time coordination.

**National Institute Of Technology - Calicut, Kerala, India**





# Context

Surveys show over 60% of students face difficulty finding peers for campus activities

# Problem Statement

## Problem

Students struggle to find peers for activities, causing poor coordination, idle spaces, and low campus engagement.

## Impact

Students miss social and learning opportunities, clubs see low participation, and colleges face reduced campus engagement.



**Students struggle to find peers for small, time-bound activities**

# Problem Statement/Industry

## Problem Being Solved

Students struggle to find peers for small, time-bound activities; discovery is scattered, coordination messy, no-shows common, spaces idle. Our portal lets anyone post an activity card (study/sports/gaming/carpool), set capacity/time/place, enable one-tap joins, waitlists & reminders, and build trust via attendance and feedback.



**Area**  
Business Services



**Industry**  
Social & Community Services



**Domain**  
Community Services

## Supporting Data

Surveys show over 60% of students face difficulty finding peers for campus activities

**Source:** Student Engagement Survey, Times of India Campus Wellbeing Report, 2023

# Problem Analysis



## Affected Stakeholders

The problem affects students who struggle to find peers for activities, leading to isolation and reduced engagement.

Campus clubs and sports groups face lower participation and poor coordination.

Colleges also experience underused facilities and limited student interaction, impacting overall campus vibrancy and community bonding.



## Impact on Stakeholders

Students miss chances to socialize, collaborate, and stay active, leading to loneliness and reduced well-being. Clubs and teams face poor turnout and coordination issues.

Colleges see lower participation in events, underused resources, and weaker campus community spirit, affecting overall student experience and engagement.



## Root Causes

The problem exists due to lack of a unified platform for activity coordination, poor communication among students, scattered information across social media or word of mouth, and absence of structured systems for scheduling, participation tracking, and notifications, leading to missed opportunities and confusion.



## Personal/Team Connect

As students passionate about technology and campus life, we've often faced difficulty finding peers for activities. Using our software skills, we aim to build a solution that enhances student connection, collaboration, and engagement, creating a more active, social, and vibrant campus experience for everyone.

# Target Customer Segments

## Primary

College and university students in urban campuses seeking peers for activities and collaboration.

### Our Customers: Campus Students & Organizers

Primary users who create/join quick groups on campus

Aditi – Organizer

Posts study circles; needs 5 by

CSE-204 Library Evening

Rahul – Sports Rep

Forms badminton/football squad

Court-2 5-6 pm Need 4

Meera – Gamer

Joins late-night Valorant team

Hostel-B 10 pm Need 5

Sanjay – Commuter

Car-pool to campus each morning

Sector 62 8:30 am Need 3

Isha – First-year

Wants safe, small, course-based

Dept-only Women-safe First-year

Aman – Tutor

Hosts DSA revision sprints

DSA 1 hr Need 6

Who benefits? Students who need fast, reliable micro-groups—study, sports, gaming, co

## Secondary

College administrations and campus event coordinators seeking better student engagement and activity

# Customer Segment & Persona

## Primary Segment

College and university students in urban campuses seeking peers for activities and collaboration.

## Secondary Segment

College administrations and campus event coordinators seeking better student engagement and activity

Persona



Rahul Sharma

**Rahul Sharma**

Age in years: 21

Location: Suburban

Organizational Role: {Persona's primary role}  
(if applicable)

# Customer Profile



**Education:** High school pass out

**Gender:** Male

**Occupation:** Student

**Interests/Hobbies:** Sports and Fitness

**Primary Source of Information:** Social Media

**Shopping Preference:** Hybrid

**Comfort with Technology:** High

**Favourite Social Media:** linkedin

**Favourite Offline Gathering Spots:** college sports ground, campus cafeteria

# Jobs-to-be-Done

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## Functional JTBD



Wants to find peers for games, study groups, or events, manage time efficiently, and use campus spaces effectively. Faces issues with coordination, poor communication, and low participation, preventing full engagement in social, academic, and recreational campus activities.

## Emotional JTBD



Wants to feel connected, included, and confident while engaging in campus life. Desires a sense of belonging, teamwork, and accomplishment through shared activities. The lack of coordination and participation leads to frustration, isolation, and reduced motivation to socialize or collaborate.

## Social JTBD



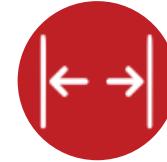
Wants to gain peer recognition, make new friends, and be seen as active and collaborative in campus life. Desires appreciation from classmates and club members for organizing or joining activities. The lack of coordination limits visibility, teamwork, and positive social reputation.

# Current Alternatives



## Current Alternatives

Currently uses WhatsApp, Telegram, and social media groups to find peers or plan activities. Also relies on word-of-mouth, notice boards, and class announcements. These methods are unorganized, time-consuming, and often result in poor coordination, missed updates, and low participation.



## Gaps in Current Alternatives

Existing solutions are scattered and unreliable. Messages get lost, schedules clash, and many participants drop out. There's no structured system for tracking attendance, managing timing, or ensuring commitment, leaving students frustrated and activities poorly coordinated.

# Problem Validation (GOOTB)

## Partial List of Potential Customers/Users Interviewed

**Name:** Abhinav

**Occupation:** Student

**Name:** Aditya

**Occupation:** Student

**Name:** Shivam

**Occupation:** Student

## Problem Validation

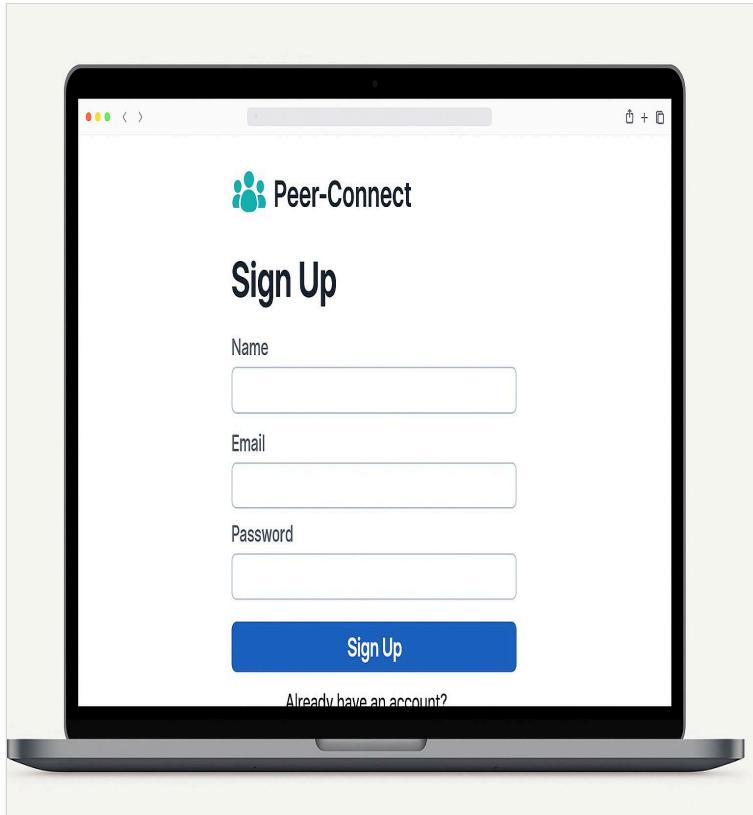
### Total customers/users interviewed:

- In-person: 5
- Virtually: 5

**Total customers/users for whom this problem is important to solve:** 10

**Total customers/users who are dissatisfied with the current alternatives:** 10

# Our Solution



## Solution

CampusConnect App – a digital portal where students can post or join activity cards for sports, study groups, or events, enabling easy coordination, one-tap joins, reminders.

## Core Technologies/ Methodologies

Built using MERN stack with Firebase Auth, Socket.io, AWS hosting, and Google Maps API for real-time updates, secure logins, and smooth coordination.

# Solution Design



## Our Solution

CampusConnect App – a digital portal where students can post or join activity cards for sports, study groups, or events, enabling easy coordination, one-tap joins, reminders.



## Key Features

Key features: user login, create/join activity cards, real-time updates, reminders, waitlists, feedback system, activity history, notifications, and Google Maps for locating campus events.



## Uniqueness

Unique AI-based peer matching, real-time coordination, and attendance-based trust system make it stand out. It transforms idle campus spaces into active hubs for engagement and collaboration.

### Solution Format:

Digital Product – Campus Activity Coordination App

### Core Technologies/ Methodologies:

Built using MERN stack with Firebase Auth, Socket.io, AWS hosting, and Google Maps API for real-time updates, secure logins, and smooth coordination.

# Solution Benefits



## Functional Benefits

Find peers easily for activities, save time in coordination, use campus spaces efficiently, and stay updated on events. Improve teamwork, participation, and overall campus engagement.



## Emotional Benefits

Feel connected and included in campus life, gain confidence through collaboration, reduce loneliness, and enjoy a sense of belonging, satisfaction, and pride in being active and socially engaged.



## Social Benefits

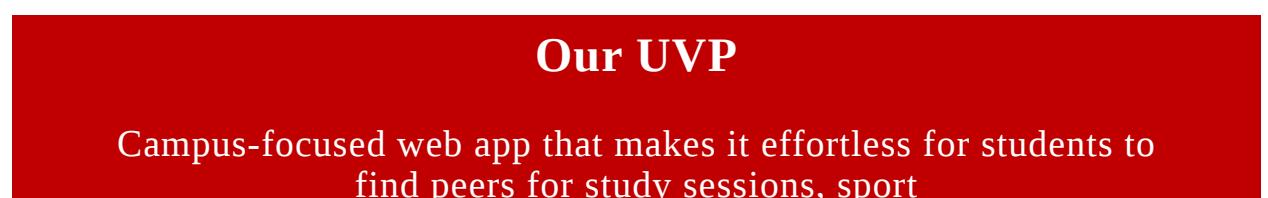
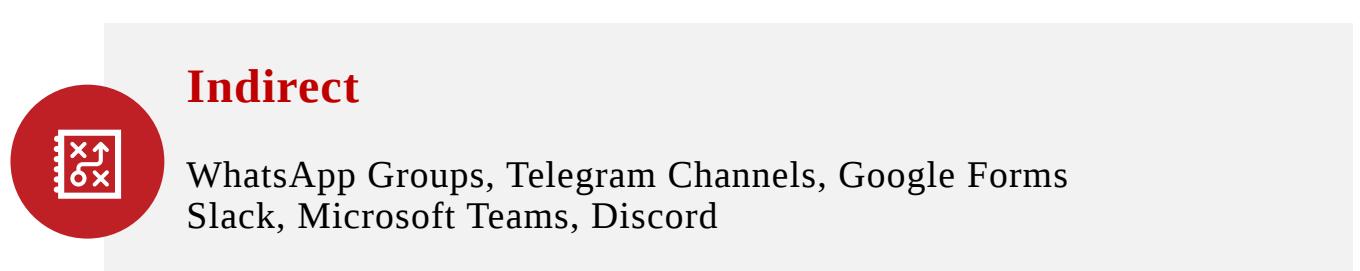
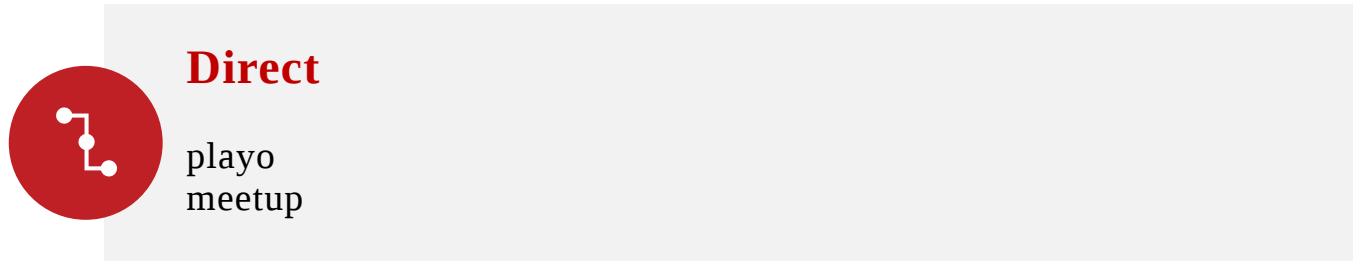
Gain peer recognition, make new friends, and build a positive campus image. Earn appreciation for participation, leadership, and teamwork while becoming known as an active, collaborative student.



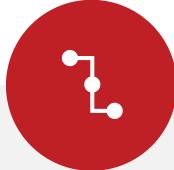
## Macro Benefits

Promotes social interaction, teamwork, and mental well-being among students. Increases campus resource use, builds community spirit, and fosters collaboration, productivity, and positive student cultu

# Competitors



# Competitors



## Direct Competitors

playo



## Indirect Competitors

WhatsApp Groups,  
Telegram Channels,  
Google Forms



## Direct Competitors Globally

meetup



## Indirect Competitors Globally

Slack, Microsoft Teams,  
Discord

# Macro Analysis

## Favourable Trends

AREA	DESCRIPTION
Technology	Increased smartphone use and digital adoption enable seamless campus-based coordination apps.
Social	Rising focus on student well-being and collaboration encourages tools that boost campus engagement.

## Unfavourable Trends

AREA	DESCRIPTION
Technology	Data privacy concerns and cyber risks may reduce student trust in using online campus apps.
Social	Decreasing student attention spans and digital fatigue can lower engagement with new apps.

### Data Sources:

Sources: UNESCO Education Technology Report 2023, Deloitte Digital Transformation in Education Report 2024, and McKinsey Future of Work and Student Engagement Insights 2023.

# Back-of-the-Envelope Financial Projections



**Currency:** Indian Rupee (INR)

**Chosen Business Model:** Service Provider

AREA	YEAR 1	YEAR 2	YEAR 3
<b>Revenues</b>	600000	1200000	2500000
<b>Total Expenses</b>	1500000	1400000	1600000
<b>Profit</b>	-900000	-200000	900000

# Prototype

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## Prototype Format

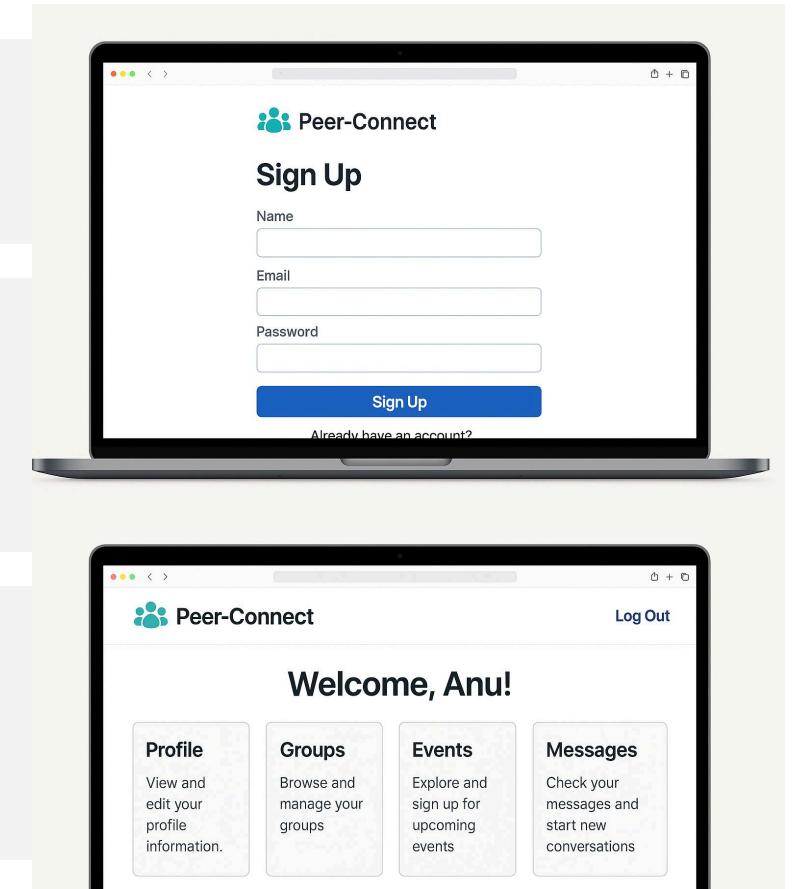
Digital prototype: A clickable web app mock-up showing the portal's key screens & flow.

## Functionality included in the Prototype

Sign-up/login, create activity card with details, search/browse activities, one-tap join & waitlist, reminders, attendance & feedback.

## Functionality NOT included in the Prototype

We will leave out non essential features like payment processing, advanced analytics, recommendation algorithms and chat/social networking. These can be added after the core flows are validated.



# Prototype Validation

**Number of users engaged with?**

5

**How many people liked or loved the prototype?**

4

**How many people were either neutral or mostly unhappy with the prototype?**

1

## Prototype Feedback

### **What aspects of the prototype did the users LOVE?**

Users loved the clean and intuitive interface for finding and joining activities. They appreciated the one-tap join and waitlist options, the ability to quickly create activity cards with clear details, and the reminder notifications that reduced no-shows.

### **What aspects of the prototype were DISLIKED by the users?**

Some users were neutral or disliked aspects like the lack of built-in chat or messaging to coordinate with participants, limited filtering options, and not having a calendar integration. A few found the sign-up process slightly long and suggested social sign-in, and that the waitlist status wasn't clear.

# Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
Playo	Direct	Popular sports app; easy booking.	Limited to sports; lacks breadth.
Meetup	Indirect	Large community; varied events.	Not campus-specific; overwhelming.
Eventbrite	Indirect	Popular global event platform.	Not student-focused; charges fees.
Facebook Events	Indirect	Huge user base; easy invites.	Privacy concerns; cluttered feed.

## Our Product/Service will be better than the competitors' solutions because:

Campus-focused portal combining academics, projects & activities; simple join/waitlist with capacity management & reminders; trust-building through feedback, verified profiles & collaboration tools.

# Market Size

## Total Addressable Market (TAM)

USD 520M (Indian EdTech & Campus Apps Market)

## Serviceable Available Market (SAM)

USD 80M (Indian university student activities mark)

## Serviceable Obtainable Market (SOM)

Rs 500000 in first 2 years

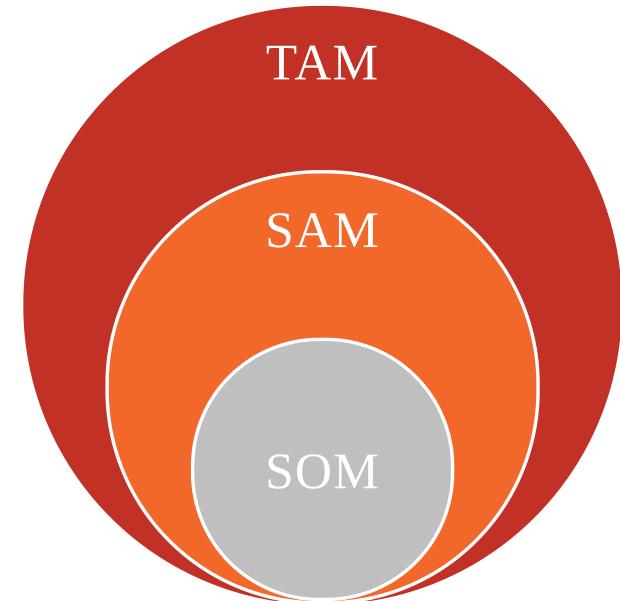
## Assumptions

Targeting university students across India who use smartphones and seek campus activities; focus on top campuses with digital infrastructure and active student communities.,

100,  
5000

## Sources of Research

Source: IMARC Group India EdTech Report 2024



# Revenue Models / Pricing

## Revenue Model (Primary)

Freemium Model

## Revenue Model (Secondary)

Advertising Model

# Lean Canvas

