Dear Alan,

I understand that you are the Director of Communication and Marketing at the University of Manchester. I am a previous student at Manchester Metropolitan University and my business partner is a current student at the University of Manchester. We are currently in the process of launching a company called Gradmash.com, which is a higher education student-orientated social networking online platform. The reason for this email is that we were told that the University could assist us with our project.

Gradmash facilitates the higher education students daily life through a balanced platform which covers three key aspects; Social, Academic and Financial.

During our time as full time University students we noticed countlessly year after year the same problems which students (including ourselves) encountered.

Gradmash originated from popular Facebook groups which we set up to solve students’ problems such as accommodation search (Manchester Student Accommodation) during our spare time at University. In the space of one year these groups blew up in size, reaching 45,000+ active student members in the Manchester area.

We feel that the gap for a student orientated network has been re-opened and considering the direction in which social media is moving (increasing demand for niche services) we want to be the first to fill it.

Our team now consists of me and 3 web developers. The website is in its early stage of development, but we expect to have a BETA product around January 2016. Additionally, at present we are in the process of building a marketing team who specialise in social media and influencer pages.

I have attached a business deck which includes a design prototype (user profile page). I'd love to hear your thoughts on this business and discuss it further in person.

You can contact me on this email: alexarnold2@hotmail.co.uk or my mobile: 07473 087241.

Thanks for reading, Alan, I can imagine how many emails you get daily!

Best regards,

-

Alex Arnold

Founder

Gradmash  - 'My University Network'