

# Executive Summary

## The Why: Alleviating Dorm Move-In Stress

Moving into a dorm room is a significant life event for many college students, often marked by stress and uncertainty. Students frequently move far from home, leading to homesickness and added stress. A primary source of this stress is the inability to visualize and plan their living space effectively before arrival. The current options for dorm planning are fragmented and often don't cater to the unique constraints and needs of dorm rooms, leaving students feeling unprepared and overwhelmed. From Rutgers News 70% of students experience move in stress. A recent survey we sent out to college students at DU 92.9% said they would use our app if it was available to them. Our mission is to transform this stressful experience into an exciting and seamless one.

## The What: Digital Twin Dorm Designer

Our solution, "Twin Space," is an innovative AI and extended reality (XR) platform that creates a virtual replica of a student's exact dorm room prior to move-in day. This intuitive 3D web application allows students to customize layouts, experiment with furniture placement, and visualize their personal belongings within the virtual space through the digital twin 4th Industrial Revolution Technology. It is important for students to use this because it alleviates the stress of move in and allows students to make their dorm their own before they even move in.

## The Who: College Students Moving Into A Dorm

The target market consists of first-year and returning college students, ages 18–24, who are transitioning into on-campus housing. These individuals value convenience, affordability, and efficiency as they furnish and organize their dorm spaces making them their own. They are often purchasing home essentials, décor, and organizational items for the first time, and are influenced by trends, peer recommendations, and social media. Parents may also play a secondary role as purchasers, especially for incoming freshmen. The size of our market is approximately 4 Million people. A stat from [Educationdata.org](https://www.educationdata.org) says that 67.2% of college students are under 24 which is our demographic. From a recent survey we conducted 78% of college students said that our app would reduce or significantly reduce their move in day stress. That is the number of incoming college students in the United States this year (2025).

## Competitive Advantage:

We stand out by focusing exclusively on the dorm living experience. Our strong retail partnerships and student-centered approach make moving into college faster, easier, and more enjoyable than ever before.

## **How We Will Make Money:**

We will generate revenue through a 20% affiliate commission on dorm product sales, app downloads priced at \$2.99, and university licensing agreements at \$5.00 per on-campus student.