

# The BRIDGE New Venture Program

Group Project Topics for Summer 2023

# Artillect

*Artillect is a community-based art platform that allows both artists and art lovers to share their art pieces and connect with others in the industry.*

- While selling art pieces will be included in the platform, the primary goal is to create a tight-knit community that has the power to change the industry. We focus on helping artists increase their reach and helping art lovers discover new opportunities.
- The platform aims to highlight the unique story behind every art piece, emphasizing the narrative behind each work of art.

# Ascend Streaming Platform

*Ascend is a content streaming platform that will host thousands of films, documentaries, movies, tv shows and VR content, generally targeted at the Arab/middle-east market.*

- The content on the platform would be largely edutaining. From a design point, the platform/app should be seamless and very user friendly - similar to a streaming platform such as Netflix/Disney +.
- **Ascend** should have the ability to host millions of users on the platform at a given time, as well allowing users to download the content - if desired.

# HYPE Experience Platform

- Many university students who are looking to gain useful work experience aren't able to find the internship which they need or which matches their abilities. There are limited positions available and many good students don't get the chance to gain useful work experience.

*HYPE is a platform that connects students looking for work experience to startups/companies looking for interns.*

- HYPE is not just another hiring platform, it's a social media platform where students can showcase their skills and personality through **video resumes** in a TikTok-like format. Startups/companies can browse through these videos and select the ones that match their needs and culture. -HYPE **uses AI to analyze** the videos and profiles of both students and startups and recommend the best matches based on their preferences and compatibility.

# LIME

- Have you ever wanted to attend an event but did not want to go alone? Have you wanted to try new experiences but shied away because you were too anxious to try it alone? Well **LIME** is the tool for you.
- **LIME** is a platform that connects individuals based on their interest in attending a particular event or an experience rather than their personality or for romantic connection. Perfect Strangers offers businesses in various industries such as entertainment, sports and culture a plethora of consumers that were otherwise untapped.

# RapidRESERVE

- If you are like UTSC Management students Dhruv Mahboobani and Abdel Meguid, you have seen too many situations where you wanted to participate in an activity but were unable to do so because you didn't make a reservation in advance. This is particularly prevalent among travelers and spontaneous individuals.
- **Our solution is to allow customers to pay for last minute reservations.** These payments can be in a form of a bid or set price determined by the provider of these services. The RapidReserve platform will make this happen, effectively and efficiently, for both consumers and business owners.

# YourScope Education Planning

*YourScope is a digital education platform that provides services to students in grades 8-12 who are looking to strategically plan out their individualized high school experience and beyond.*

- **The main services provided** include: an evaluation of current courses and academic performance, course selection for the upcoming school year, internal and external resource allocation to ensure academic success, extracurricular suggestions, breakdown of the student's hobbies, interests and goals and applying it to their planning, post-secondary design, college/trade school/university planning and application support, interview preparation, job search, mentoring and alumni network.