**Business Plan: Campus Circle App**

**1. Application overview**

**Core concepts：**  
**Campus Circle** is a hyper-local, person-to-person (P2P) idle goods trading mobile app designed specifically for college students. Its functionality is similar to Xianyu, but through mandatory student identity verification, it creates a trusted, closed trading community within a specific university campus.

**Market pain points (The Problem)：**  
College students have a high demand for the circulation of specific items (such as textbooks, dormitory appliances, and bicycles), but their budgets are generally limited.

1. **General platforms (such as Xianyu)：**There are trust issues, it’s overrun with professional sellers, and postage costs are prohibitive for low-priced items like used books.
2. **Campus forum/Wechat groups:** The information is disorganized, there is a lack of search and filtering functions, and there is no transaction security.
3. **The Solution：**  
   Based on a robust **Spring Boot backend + Vue frontend** architecture (referring to the technical concept you provided), Campus Circle provides a streamlined, efficient, and localized trading platform. It encourages users to conduct offline transactions in person, completely eliminating logistics costs and minimizing fraud risks.

**Core Features:**

* + **Student Identity Authentication:** Requires verification using an .edu email address or student ID card to ensure all users are authentic students at the university.
  + **Geographically Fenced Marketplace:** After logging in, users can only see products within the university's boundaries, ensuring highly relevant information.
  + **Customized Product Categories:** Tailor-made categories for student needs, such as "Freshman Essentials," "Textbooks by Major," and "Small Appliances for Dormitories."
  + **In-app Live Chat:** Facilitates negotiation and negotiation between buyers and sellers, including agreeing on a specific location for offline transactions (e.g., "Meet at the library entrance at 2:00 PM").
  + **Backend Management System:** Provides content review, user management, and dispute resolution.

**2. Identify a Unique Selling Proposition (USP)**

While Xianyu dominates the secondhand market, Campus Circle differentiates itself through two core advantages: ultimate trust and ultimate convenience.

**• USP 1: Verified Trust Network**

Unlike open platforms often infested with scammers and marketing accounts, Campus Circle's mandatory student verification creates a "high-trust fence." This means the other party in the transaction is your alumni, and if any issues arise, they can be traced within the school system, greatly enhancing the sense of security.

**• USP 2: Zero Logistics Friction and Instant Gratification**

The platform is entirely focused on transactions within a single campus, with every design designed to guide users through offline transactions—"payment, delivery." This not only eliminates the hassle of packaging and mailing, eliminating shipping costs, but also provides the instant gratification of "posting in the morning, selling in the afternoon."

**• USP 3: Content Relevant to the Student Lifecycle**

The platform's operations will be closely aligned with the academic calendar. For example, during the back-to-school season, we prioritize pushing textbooks and daily necessities, while during graduation season, we launch a "dormitory clearance sale." This type of highly relevant content recommendation is unmatched by general platforms.

**3. Target User Persona**

**To focus development and marketing resources, we defined the following core user personas:**

**• Name:** Xiao Zhang

**• Basic Information:** 20 years old, sophomore at a university, living on campus.

**• Financial Status:** Dependent on monthly living expenses, highly price-sensitive.

**• Technical Skills:** Digital native, heavy user of mobile apps and social media.

**• ​​Goals:**

I want to buy a used small refrigerator for my dorm room at the lowest possible cost.

I want to recoup my nearly new calculus textbook, which I spent a lot of money on last semester.

**• Pain Points:**

I find shipping on Xianyu too hassle-free and uneconomical.

I worry about encountering scammers or scammers online, resulting in high communication costs.

I can't stand the thought of a 20-yuan item costing 10 yuan for shipping.

• **How "Campus Circle" helps him**: Xiao Zhang can take a 30-second photo of his textbook and post it, then hand it to a freshman at the cafeteria entrance during lunch break. He then receives instant payment via WeChat or Alipay. The entire process is efficient, free, and secure.

**4. Use the right marketing channels**

Traditional digital advertising (such as Baidu/Tencent Ads) is costly and inefficient for hyperlocal apps like ours. We will adopt more down-to-earth, grassroots campus marketing channels.

* **Offline campus promotion (Guerrilla Marketing)：**
  + Post posters with the QR code for downloading the App on bulletin boards in dormitories, cafeterias, libraries and other crowded places.
  + Cooperate with the student union or clubs to carry out concentrated publicity at key points such as "Welcome Week", which is the peak of purchasing demand among freshmen.
* **Campus Social Media：**
  + Collaborate with the school's "Confession Wall," campus news WeChat official accounts, or key opinion leaders (KOLs) to promote content.
  + Leverage Xiaohongshu's campus geotags to publish content like "Low-Cost Dorm Renovation with the Campus Circle App" to precisely reach students
* **Campus Ambassador Program：**
  + Recruit 2-3 socially influential individuals in each dormitory building to serve as "building leaders" or campus ambassadors, incentivizing them to invite students to register.
* **Viral Referral System：**

Design an in-app referral mechanism: "Successfully invite a roommate to register, and both you and your roommate will receive a free post exposure."

**5. Key financial indicators**

* **Profit model：**
  + **Phase 1（User accumulation period）：** Completely free. The core goal is to quickly accumulate users and form a network effect.
  + **Phase 2 (commercialization exploration period)：** Freemium model. Release products for permanent free use, but offer paid premium features, such as paying 1-2 yuan to have posts "pinned to the top", "highlighted", or increasing the number of image uploads.
  + **Phase 3 (Large-scale Profit Period):** Introduce local commercial advertisements. Cooperate with businesses such as driving schools and catering stores around the campus to place precise advertisements in the App.
* **Key Performance Indicators (KPIs):** 
  + **CAC (Customer Acquisition Cost):** The goal is to keep CAC at an extremely low level (e.g., <5 yuan per person) through word-of-mouth.
  + **MAU (Monthly Active Users):** The vitality of a platform lies in user activity.
  + **Transaction liquidity (Sell-through Rate):** Measures the proportion of goods successfully sold within two weeks after release. High liquidity is key to attracting users to continue using the platform.
  + **LTV (Lifetime Value of Users):** The average usage cycle of a user (usually 3-4 years of college life).

**6. Verify the application's channels**

Before investing all resources in developing a complete **SpringBoot/Vue** application, we will adopt the lean startup approach to verify market demand.

* **Verification Step 1: WeChat Group Operation**

Establish an idle item trading WeChat group for a certain dormitory building, where we manually match and facilitate information to verify the real willingness of students to conduct local transactions

* **Verification Step 2: "Human Service" Minimum Viable Product** 
  + Create a simple webpage where students can submit the items they want to sell through a form. We will manually organize these into a product catalog (PDF or simple static webpage) and distribute it in campus communities every week.
* **Verification Step 3: Release of Single Campus Beta Version**
  + Develop an application with core functions, but launch it as a pilot project **only at one university**. Do not blindly expand to other schools until the first pilot campus reaches a critical user scale (such as 20% student coverage) and demonstrates high transaction liquidity.