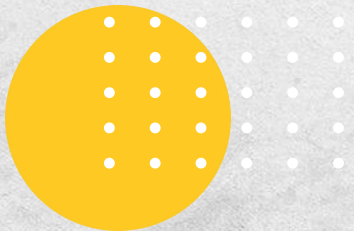


The background features a complex geometric pattern of overlapping triangles and lines in various shades of gray and black. A large yellow circle is positioned in the top right corner, and a smaller yellow circle is in the bottom left. A blue square is on the left side, and a blue vertical line is on the right. A grid of small blue dots is located in the bottom right corner.

SkillSwap Hub: Building a Local Mutual-Aid Economy

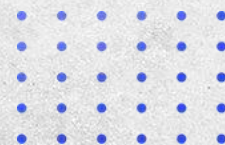


App Mechanics

Unique Selling Edge

User Landscape

Go-to-Market Plan



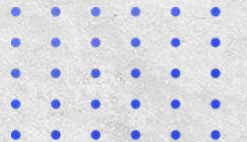
目录 CONTENTS





»»»» 01 ««««

App Mechanics



SkillSwap Hub

Building a Local Mutual-Aid Economy

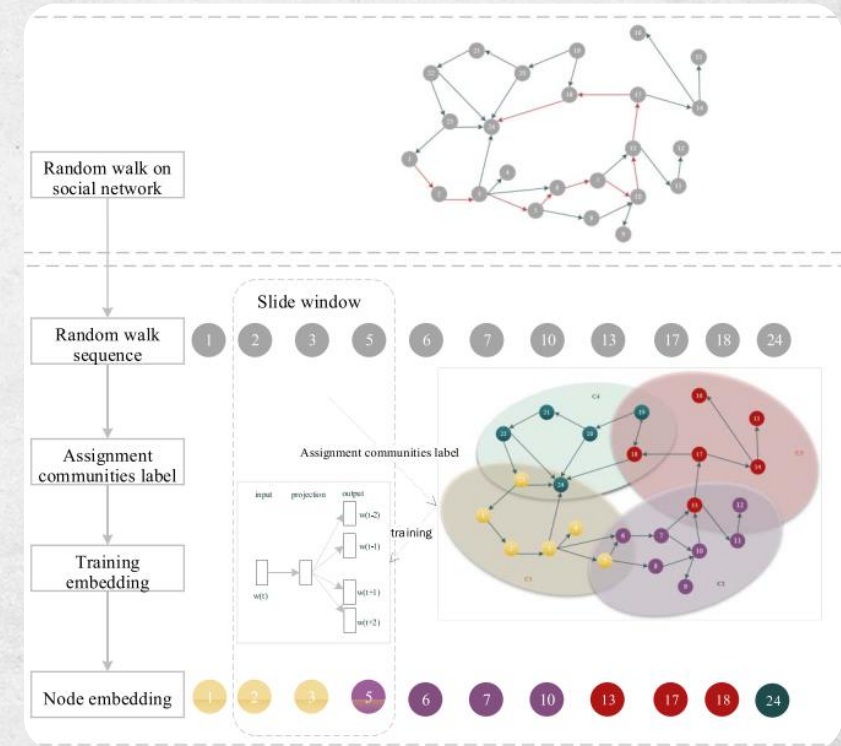
A mobile platform that enables neighbors to trade skills without money, creating a grassroots, trust-based economy.



October 21, 2025



Moonshot AI



Executive Snapshot: Mission & Ask



Mission

To let anyone learn for free through local time-banking, fostering a community where skills are currency and mutual growth is the goal.

Core Value

Low-cost, high-flexibility social learning paths.

Market

Over **90%** of young adults are eager to swap skills.

Funding Required

For tech build-out and pilot promotion to capture this ready market.

Core Loop: Time Coins & Geo Matching

The engine of the app: a self-balancing cycle where supply meets demand without fiat currency.



1. Post Skills

List what you can teach.



2. Earn Coins

1 coin \approx 1 hour of service.



3. Match Nearby

LBS connects you locally.



4. Complete Swap

Exchange skills, build community.

Four Pillars of a Frictionless Swap



Personalized Profile

Dashboard showcasing skill tags, coin balance, and reputation.



Smart Matching

Algorithm ranks partners by distance, skills, and ratings.



Secure Chat

Encrypted communication protects privacy until commitment.



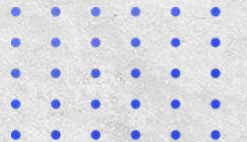
Trust System

Dual ratings and a "witness mode" build verifiable reputation.



»»»» 02 ««««

Unique Selling Edge



Why Money-Free Barter Wins



Zero-Cost Learning

Learners pay nothing but gain social capital. Teachers monetize idle talents without pricing. A value proposition paid courses cannot replicate.



Instant Community

LBS drives same-day meetups, fostering neighborhood solidarity. It shifts focus from certificates to shared experience.



Equal Status

The dual teacher-learner status lowers psychological barriers, making knowledge exchange a collaborative journey, not a transaction.

Carving Out a Defensible Niche

Traditional Tutoring

- \$ High Tuition Fees
- 📋 Fixed Curriculum
- 🌐 Location Independent

Legacy Swap Forums

- 🔍 Poor Matching
- 🚫 Trust Deficits
- 🔄 Unstructured Barter

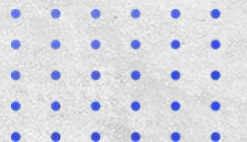
SkillSwap Hub

- 🕒 Structured Time Coins solve barter inefficiency.
- 📍 Guaranteed Geo-Proximity enables instant meetups.
- 🛡️ Embedded Safety Protocols build verifiable trust.



»»»» 03 ««««

User Landscape



Target: Growth-Oriented Urbanites

Our addressable audience: students and young professionals (20-40 yrs) who crave upskilling, networking, and budget control.



Strong personal growth motivation.



Desire for authentic social connections.



Need for cost-effective learning solutions.

Market Readiness

Among of surveyed young adults express interest in skill swapping, indicating a sizable, growing pool of early adopters.

Three Personas, One Ecosystem



A, The Seeker

Gen-Z Graduate

Trades Excel tips for pottery lessons after work to break her routine and learn new hobbies without spending money.



B, The Sharer

Multilingual Grad Student

Earns coins teaching Japanese and spends them on tennis coaching, reinforcing his own knowledge while learning something new.



C, The Connector

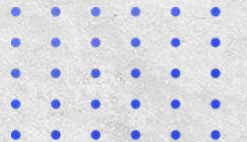
Community Organizer

Hosts offline swap gatherings, feeding event content back into the app to foster a vibrant local community.



»»»» 04 ««««

Go-to-Market Plan



Go-to-Market: A Three-Stage Funnel

STAGE 1

Seed (0-1)



Partner with campus clubs & community centers for workshops to gain credible early users.

STAGE 2

Scale (1-N)



Drive growth via social media stories, branded hashtags, and venue partnerships (cafés, bookstores).

STAGE 3

Retain (N+)



Lock in loyalty with coin incentives, mega-swap fairs, and future freemium certifications.

THANK YOU

感谢大家观看

