

Xchange

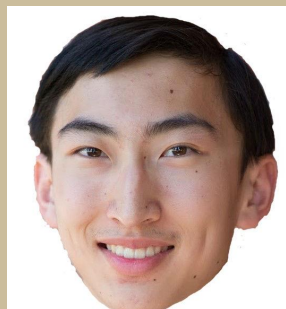
A hand-drawn pink arrow originates from the bottom of the red 'X' and points towards the end of the word 'change', specifically under the 'e'.

The Team



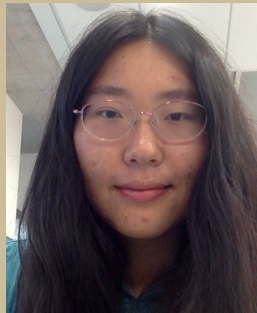
Peter Sorensen

Senior
CS/Business Dual
Major
The API guy



Ben Chu

Junior
Economics
Music Minor



Sherry Zhang

Senior
Economics /
Art Practice



Eugene Fang

Junior
BioE/ IEOR
Major



Meet Alice

Age 19

College Freshman

- Spend 5 hours on social media everyday
- Wants to go to a club info-session but can't find a friend to go with
- Afraid of missing out



Meet George

Age 21

College Transfer, International Student†

- Hard to find a study buddy in class
- Often skip class just to play video games
- Barely goes to gym or attends sporting events because nobody invites him

Problem College Students Face

"Alone, with all these people around"

Unfamiliar
Environment
Strangers
Homesick

Isolation
Loneliness

"More than 60 percent said that they had "felt very lonely" in the previous 12 months"

--American College Health Association Survey on 51 campus, 28000 students

-Reliance on Social media
-Video games
-Less face to face conversations

-Anxiety
-Depression
-Mental illness
-Academic Failure

"Researchers have indicated that adolescents and early adulthood experience more loneliness than any other age groups"

How can we help new college students to shift away from virtual interaction and get active & sociable physically?

- Don't know about the event
- Not sufficient information & updates

- No invitation
- Afraid or uncomfortable to attend alone

Our Solution



Learn the things
YOU want, with
people who want
to do the same



Our app matches you
with people nearby
who have similar
desires as you!



We EASE the interaction
by suggesting local
opportunities to learn the
thing you're interested in

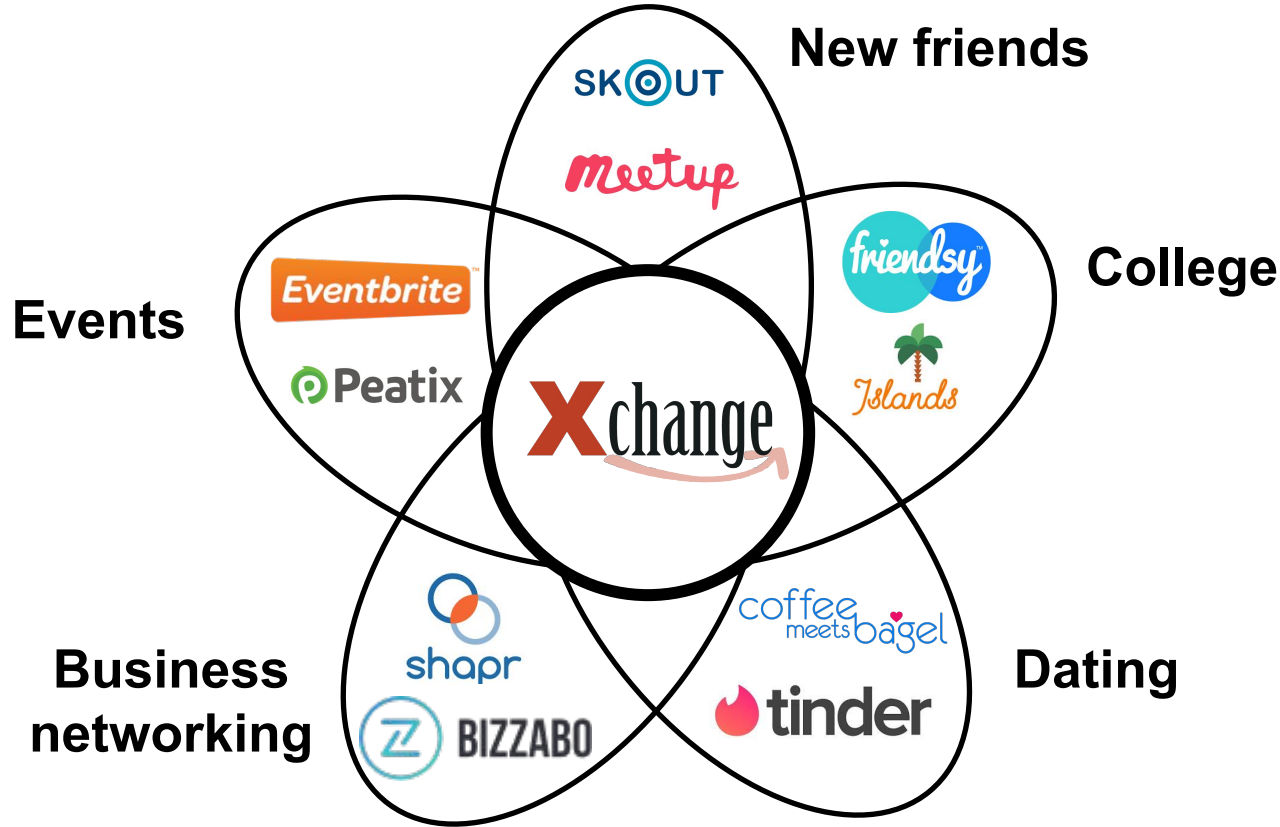
Prototype

I'd like to find
someone to
study statistics
together

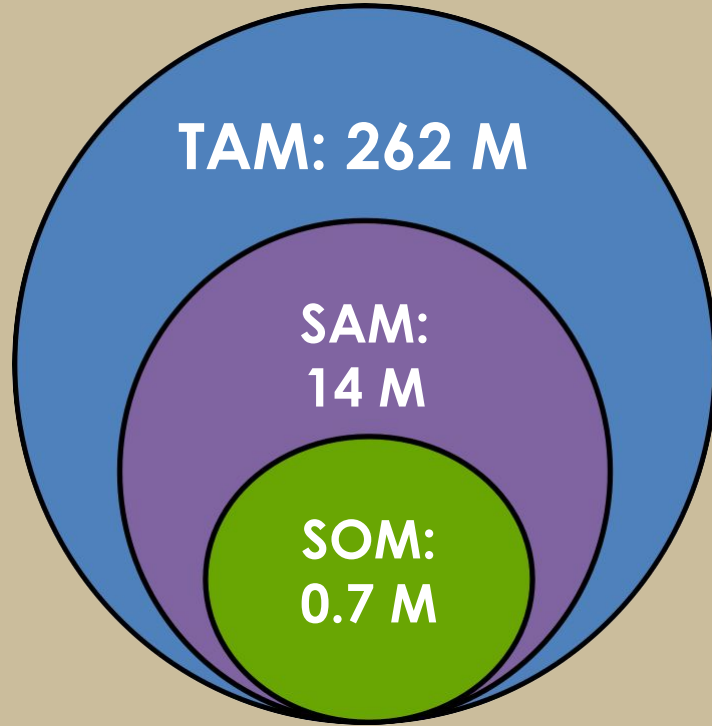


Study Group!

Competition and Differentiation



Market Size



College students
worldwide

60%~70% of US
students feel
isolated
Our space
(5%)

Revenue Model

Partnering with local businesses



Targeted Advertising



Progress



Problem Identification

- Analysis of current social issues and trends
- Identifying a need in the market
- Market Research and surveying

Differentiation

- Observation of the current market and competition
- Identifying our specific audience and needs
- Formulating unique features and design

Bringing Ideas to Action

- Creating a revenue model and user engagement plan
- Designing prototype for UI/U
- Partnering with the college campus for events
- Consolidating surveys and reaching out to students

Keys to Success

Internal

Acquiring funding and
fiscal support from
venture capitalists

Smart management,
efficient communication,
and collaborative
teamwork

External

Effective Marketing,
Branding, Community
Building, and Public
Engagement

Community-centered
values, unified
vision, and support
for users

Next Steps and Asks

Continued Market
Research and
Development

Funding to
Pay for
Technical
Leads and
Development

User Reviews,
Branding, and
Marketing

API
configuration,
UI/UX, Beta
Testing

Q&A

