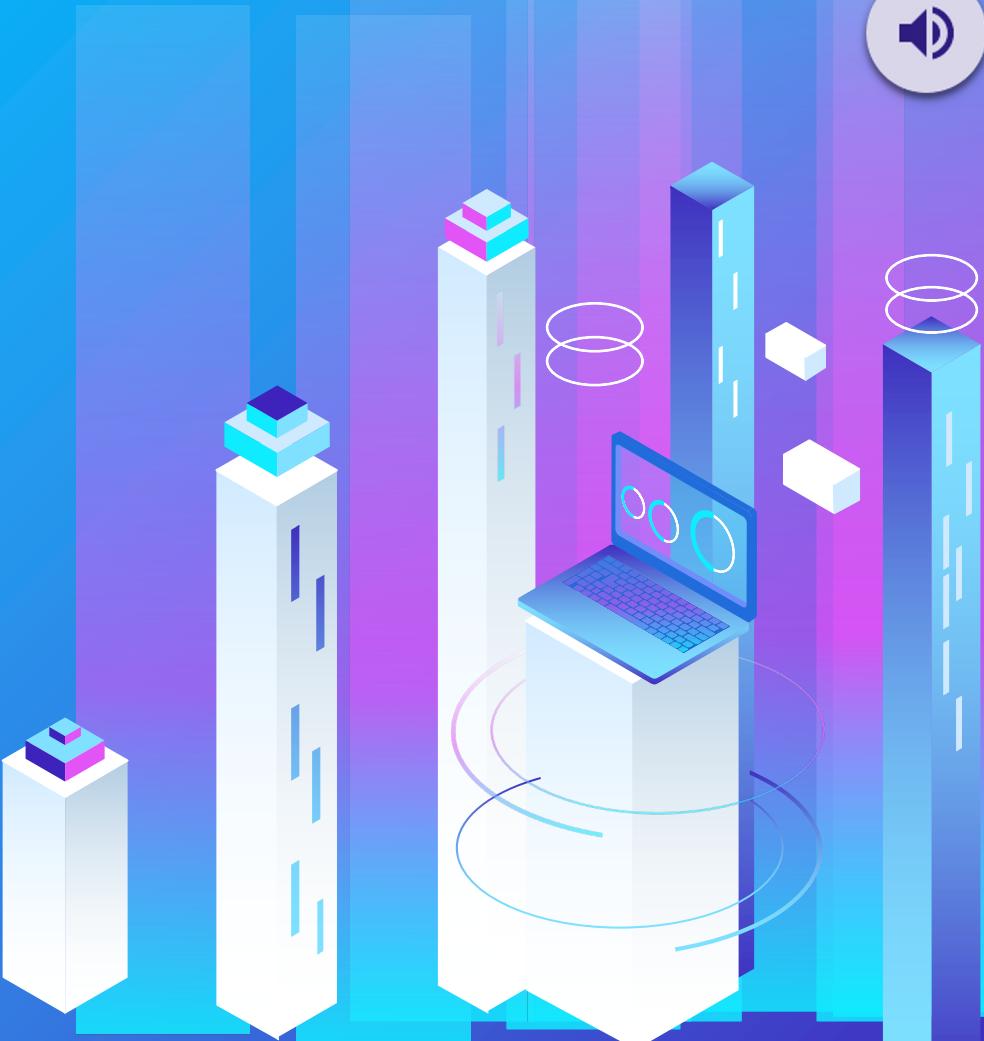




UniCircle

Connect, Network & Grow





The UniCircle Team



Alexandra Shyklo
Project Manager
UI/UX Developer



Darlene Rosa
Co-Project Manager
Business Analyst



Seungyee Kwon
UI/UX Designer



Reaz Tahmidur Rahman
Back-End Developer



Xavier Berolo
Co-Project Manager
Full-Stack Developer

Presentation Roadmap

01

PHASE 1

- Project Summary
- Project Charter
- System Setting
- Project Environment
- Goals
- Communication

02

PHASE 2

- System Summary
- System Flow/Menu Hierarchies
- Report Design
- Features
- Competition

03

PHASE 3

- High-Level Project Analysis
- Use Cases
- Conclusion

PHASE 01



Connect
Network
Grow





- Hybrid Application
- Connects Students
- University Experience



UniCircle

Connect, Network & Grow

Project Name: UniCircle



Project Manager: Alexandra Shyklo (alexandra.shyklo@baruchmail.cuny.edu)

Project Start Date: September 16, 2021

Estimated End Date: Fall 2022

Milestones:

- Generated multiple project ideas
- Decision made for project idea
- System / App name selected
- Project idea finalized and website development
- First Idea Presentation Completed

Approach::

- High level communication
- System will be developed by our team or close prototype
- Continue to improve system as it is in Beta
- Continue to improve system as Beta until launchable
- Continue to support system and connect with Universities

Budget Information: ~\$270,000 Project Total Cost — (Project Analysis)

Project Objective: Complete development and deployment of UniCircle

Estimated End Date: Fall 2022

Success Criteria: Have launchable product or prototype that has been beta-tested

Estimated End Date: Fall 2021

Member: Alexandra Shyklo

Role: Project Manager, UI/UX Designer

Member: Darlene Rosa

Role: Co-Project Manager, Business Analyst

Member: Seungyee Kwon

Role: Co-Project Manager, UI/UX Designer

Member: Reaz Tahmidur Rahman

Role: Back-End Developer

Member: Xavier Berolo

Role: Front-End Developer



SYSTEM SETTINGS

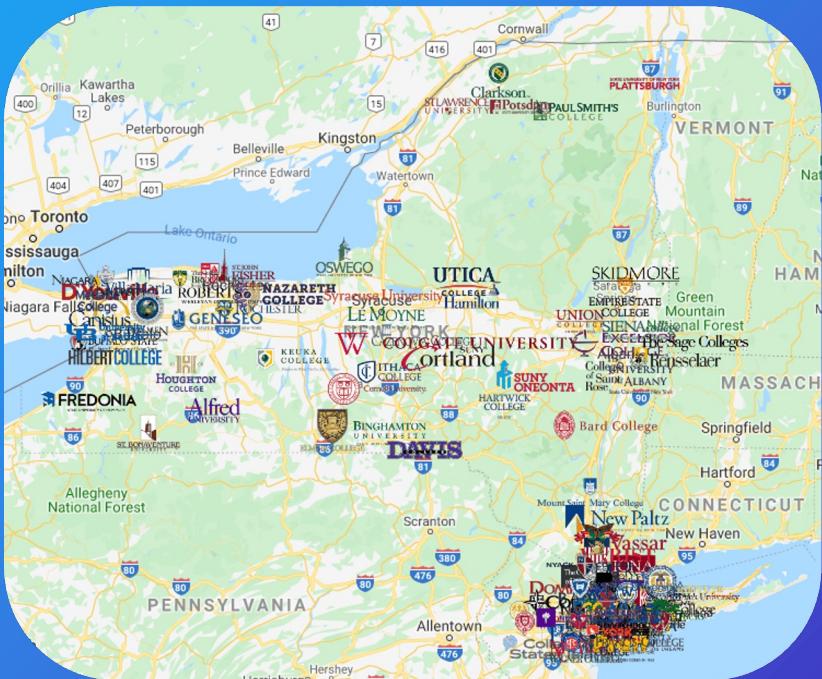
UniCircle

- Target Audience: University Students
 - ~15,000 Baruch Students
 - ~20 million Uni. Students in USA
 - ~4,000 Universities/Colleges in USA
 - 2/3 Uni. students struggle with loneliness
 - Since COVID-19, anxiety & depression has increased 48%
 - ~85% Uni. Students claim a decrease in motivation since COVID-19
- Industry: Software & Technology Services — Social Media
 - The technology industry is focused on innovation, creation, and growth.
 - Valued at ~1.6 Trillion USD in USA
 - ~218 Billion Apps downloaded in 2020



PROJECT ENVIRONMENT

- Existing system among other networking and social media based application.
 - New features will distinguish UniCircle
 - ~98% of Uni. Students use Social Media everyday
 - Since the pandemic began, 60% of adults aged 18-34 report using social media more frequently
- System will available to the public for ..
 - University students including our team as System Administrators
 - Partnering universities as School Representatives





GOALS OF THE SYSTEM

1. Build connections with representatives and faculty by reaching out to every local university to advertise our system to students — beginning with CUNY.
1. Advance our system towards production by continuing development beyond the duration of the course and expanding our team in the near future.
1. Progressively innovate our system by launching premium features to increase profits.

The advertisement features a woman with curly hair and glasses, smiling and resting her chin on her hand. The background is a bright, airy room with plants. The text on the left side reads "UNICIRCLE", "FIND YOUR CIRCLE!", and "CONNECT, NETWORK, & GROW". At the bottom, it says "unicircle.com".



COMMUNICATION

- WhatsApp
- Zoom
- Google Docs
- WhenIsGood.net



PHASE 02



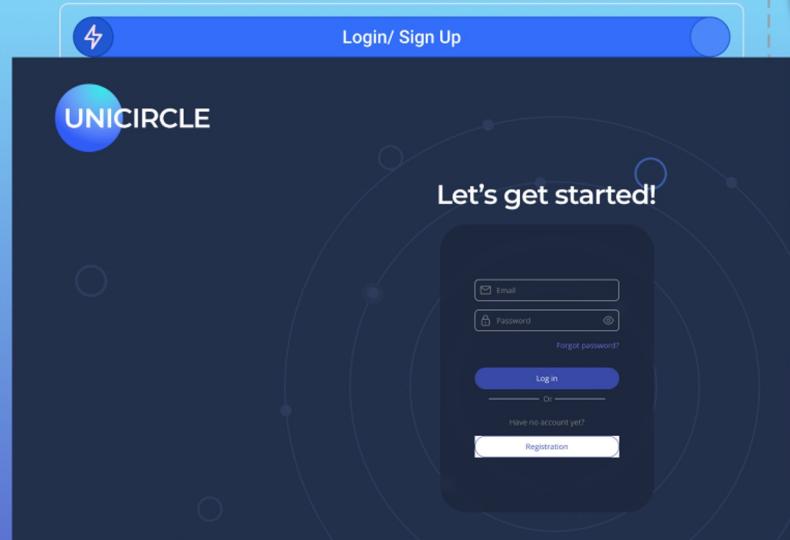
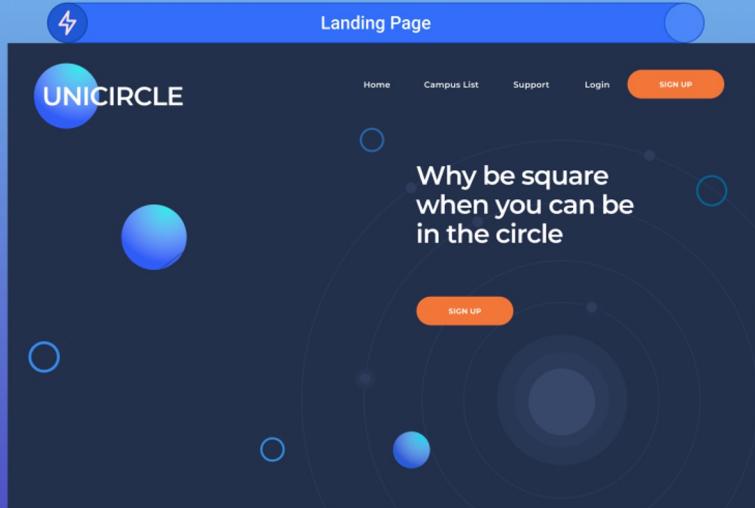
System Summary

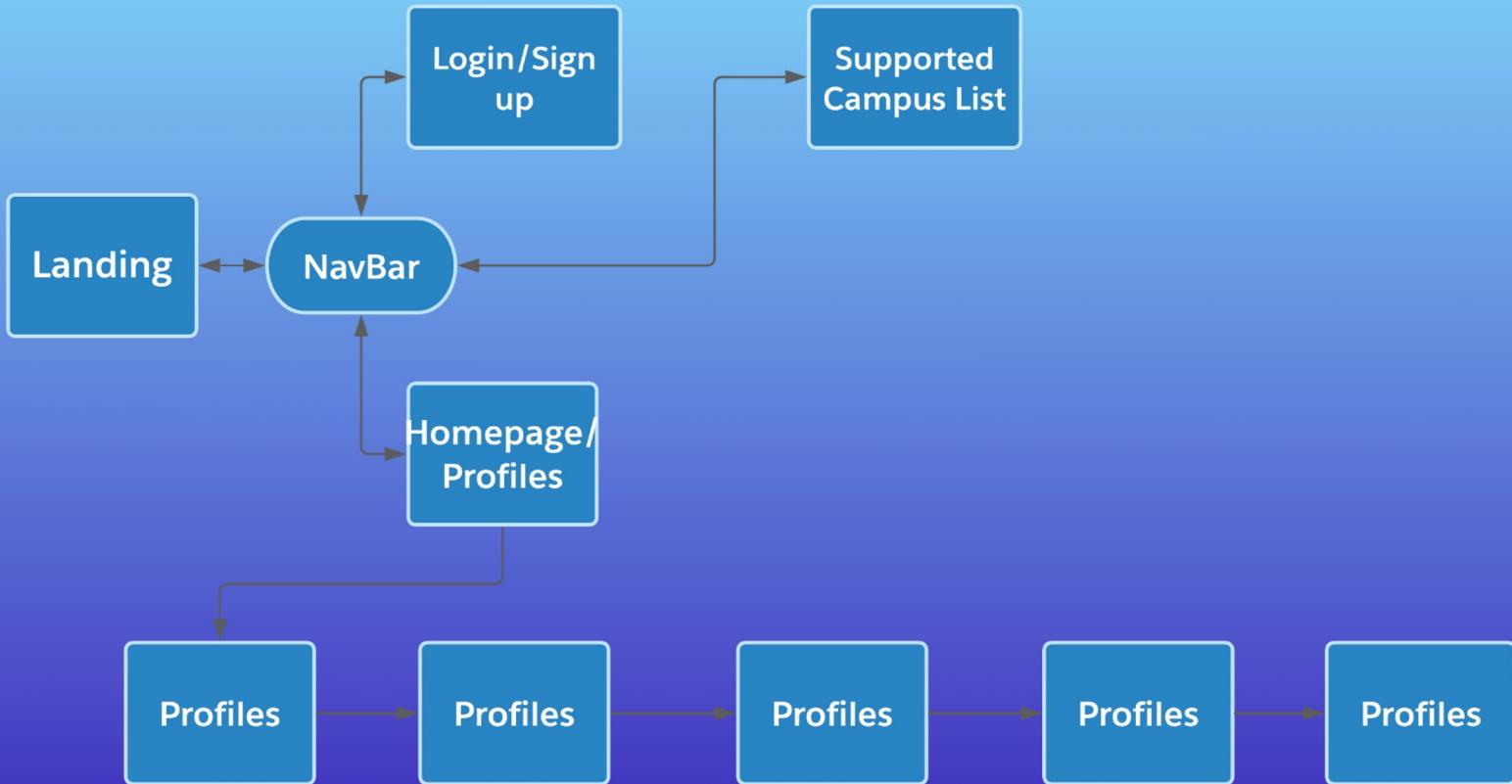


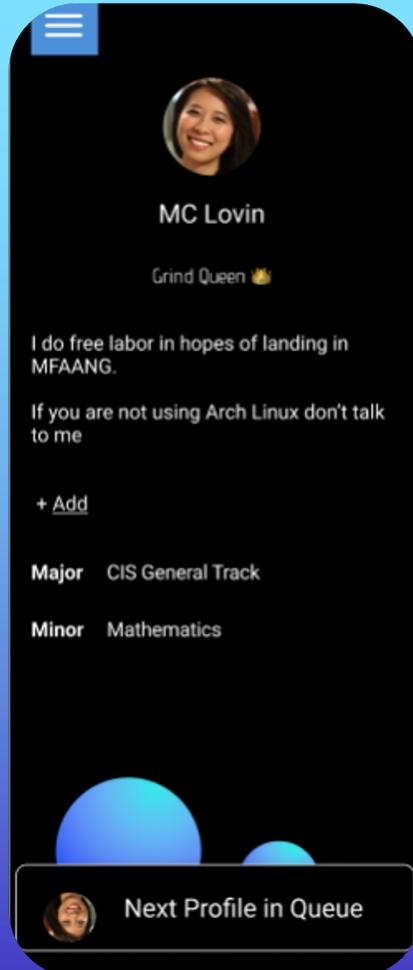
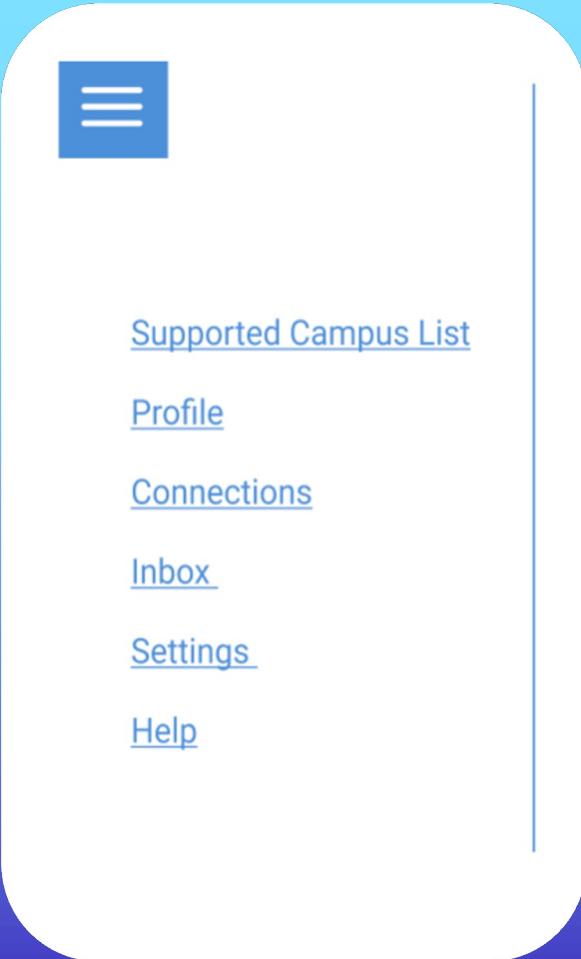
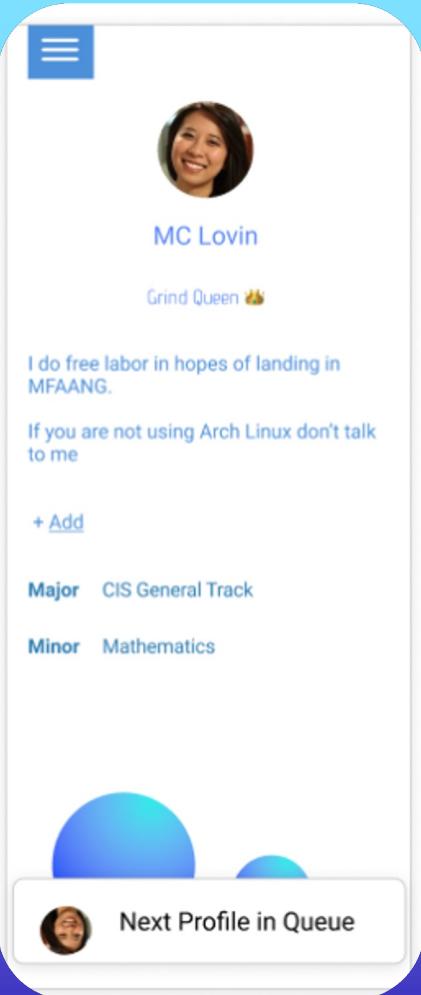
- **Hybrid Application — (Web App & Native App)**
- **University Students will use the application to form meaningful and strategic friendships**
- **Users access system by creating an account with basic school-verifiable information**

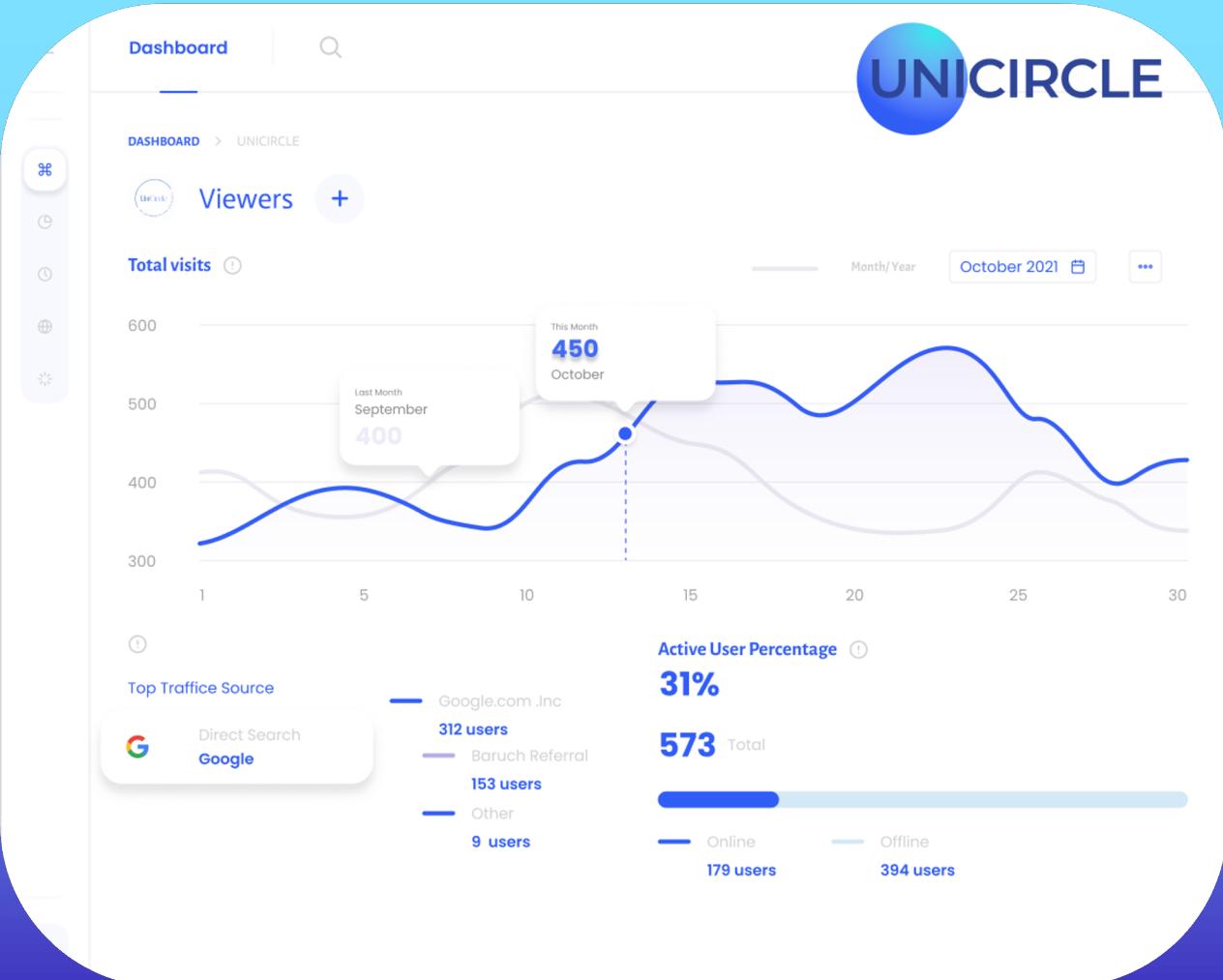
Preview

Nav Flow









- User inflow
- Time series of user "busy-ness"
- Percentage of active users
- Marketing decision:
 - Pull
 - Push

Features

- Direct Messages
- UniCircle+
- Verified Users
- Internship Opportunities

Join Us!

Student Ambassadors



UNI
CIRCLE



ARE YOU ONE OF THE OUTGOING
STUDENTS WE'RE LOOKING FOR?
REACH OUT TO US AND LET'S TALK.



Competition



LinkedIn



Facebook

VS



UniCircle

PHASE

03

Web Application

Hardware (e.g., servers)	\$0.00
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Software (AWS cloud storage)	\$5,000.00
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Development

UI/UX Design	\$2,000.00
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Front-end Development	\$8,000.00
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Back-end Development	\$15,000.00
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Content Management System	\$5,000.00
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Domain Cost	\$50.00
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Website Hosting	\$200.00
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SSL Certification	\$500.00
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Landing page	\$5,000.00
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Responsive Design	\$4,000.00
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Maintenance	\$3,000.00
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Total Initial Investments	\$47,750.00
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Contract Employees

Entry-level Business Analyst	\$45,000.00
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Software Developer (outsourced)	\$30,000.00
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UI/UX Developer (outsourced)	\$25,000.00
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Quality Assurance Engineer (outsourced)	\$35,000.00
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Mid-level Project Manager (outsourced)	\$55,000.00
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Freelance Copywriter	\$10,000.00
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Total Benefits	\$200,000.00
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Customer support	\$10,000.00
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Marketing and Advertising	\$5,000.00
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Total Marketing and Support Costs	\$15,000.00
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Total Project Costs	\$262,750.00
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Project Analysis

4 Project Phases

6 Months to Market

6 Employees

Projected Costs for Year 1:

Development of Web App: \$47,750

Contract Employees:

\$200,000

Marketing and Support:

\$15,000





Our Team and Resources

Contractors

- Project Manager
- Business Analyst
- Software Developer
- UX Developer
- QA Engineer
- Copywriter



Resources

- Internet Access
- Cloud Storage
- Equipment
- Working Capital
- Partnerships

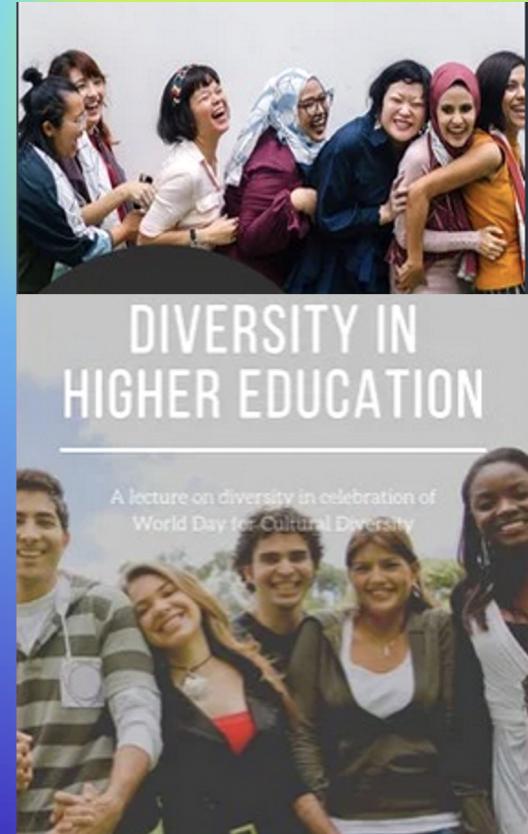




Pricing



Free for Students!
Premium Access: UniCircle+
Fees for: Recruiters, Advertisers





Risks Contingency Plans

- Service Interruptions
- Privacy/Security
- Low User Adoption Rate
- Hacking
- Loss of Personnel
- ❑ Data Backup via Cloud Hosting
- ❑ Security and Compliance Controls
- ❑ Crisis Flowchart: Alert & Response
- ❑ Design for Data Recovery
- ❑ Share Plans with Team

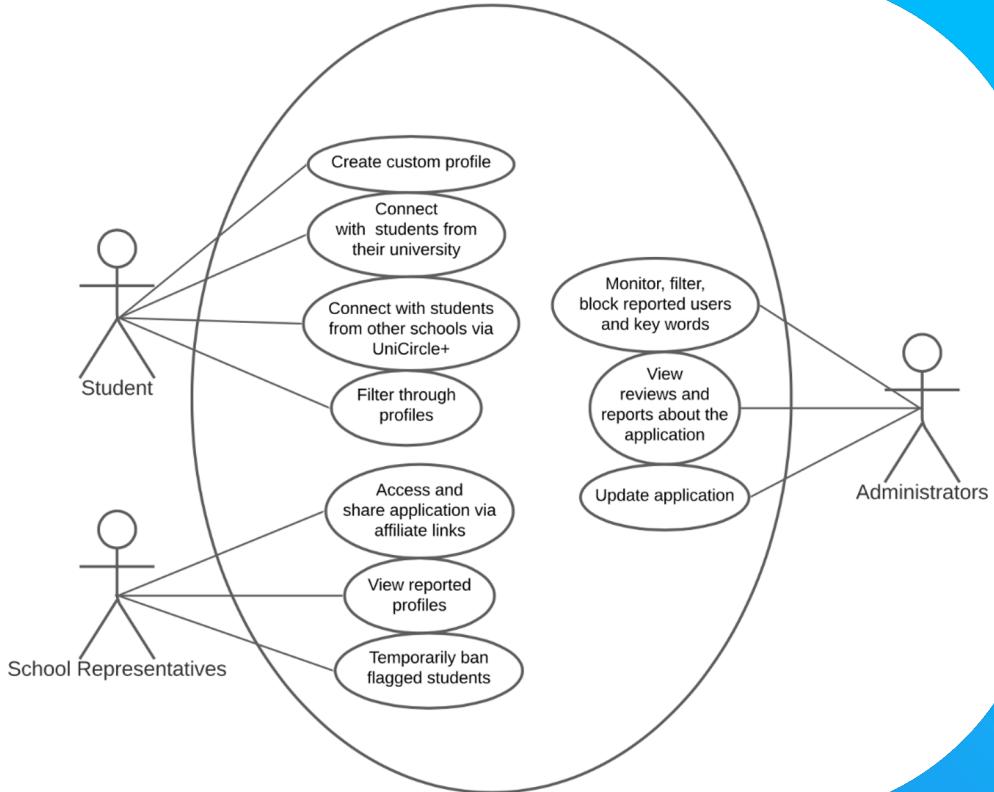




Use Case

Use Case Narrative:

- i. Login – Students, Administrators, and School Representatives can create an account or login to the system.
- ii. Create – Students can create a custom profile using their college email.
- iii. Connect – Students can connect and communicate with other students in their university based on their searches and criteria.
- iv. Premium – Students can pay for UniCircle+ to connect with students at other schools in their area.
- v. Filter/Search – Students can filter through other students' profiles using specific criteria (i.e., major, interests, culture, etc.)
- vi. Monitor – Administrators can monitor, filter, and block users, key words, and reported profiles in order to provide security and prevent harassment and bullying.
- vii. Affiliate – School Representatives can access and share application through affiliate links.
- viii. Reports – School Representatives can view reported profiles within their university and have the ability to temporarily ban them.
- ix. Updates – Administrators can view reviews and reports about the app and update it as they please.





Conclusion

MISSION:

To help students foster long-lasting friendships and build important skills during their college years

UniCircle

Connect, Network & Grow

Thank You!

Let us know if
you have any
questions!

UniCircle