Portal

Student Social Networking App

PROBLEMS

- Lack of communication is what makes the student to school relationship very bad. Students are not able to bring up ideas and issues in the school without having to go through a long process of people, which in the end these ideas will never see the light of day.

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SOLUTION

- Portal makes it a lot easier to communicate with teachers and leaders at the school specifically, instead of having to go through a chain of people until you are able to speak to someone who can make a change.
- Students will be able to bring up ideas that they believe will benefit the school, and social issues that must be faced for the health of the school.

Market

- Social Networks in the U.S. between 2017-2021 was estimated to make 36.14 billion dollars.
- It is now estimated that the Social Networking market should make about 50 billion dollars by the end of 2021.

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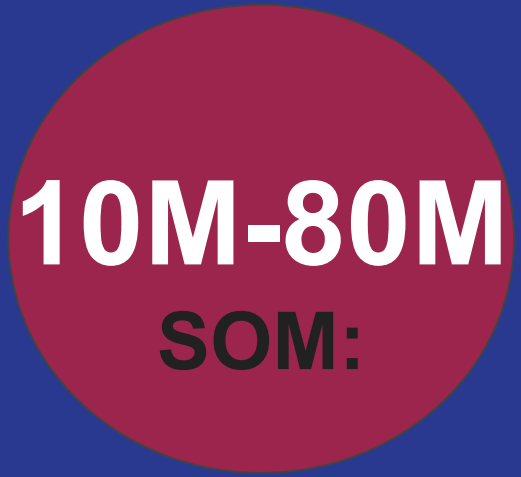
Total Available Market

Serviceable Available Market



Serviceable Obtainable Market

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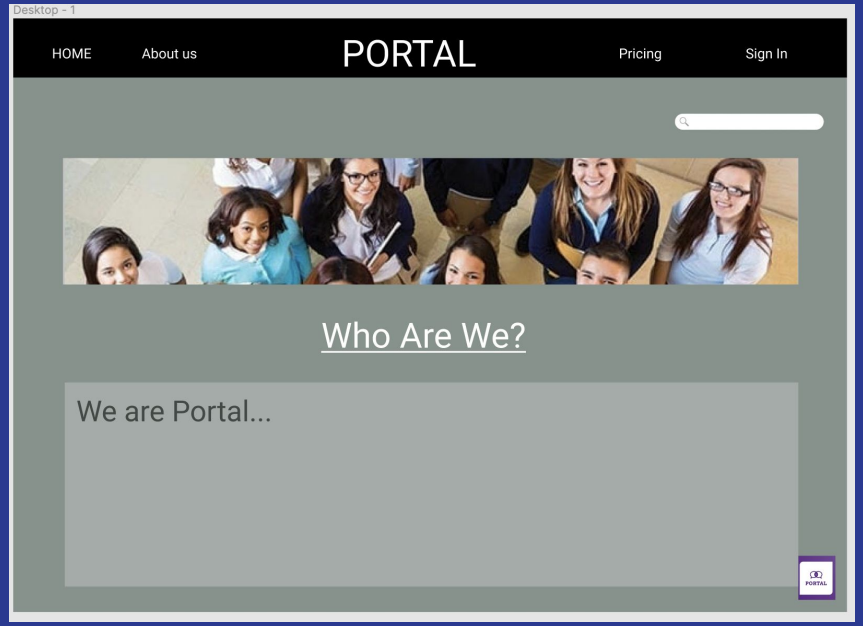
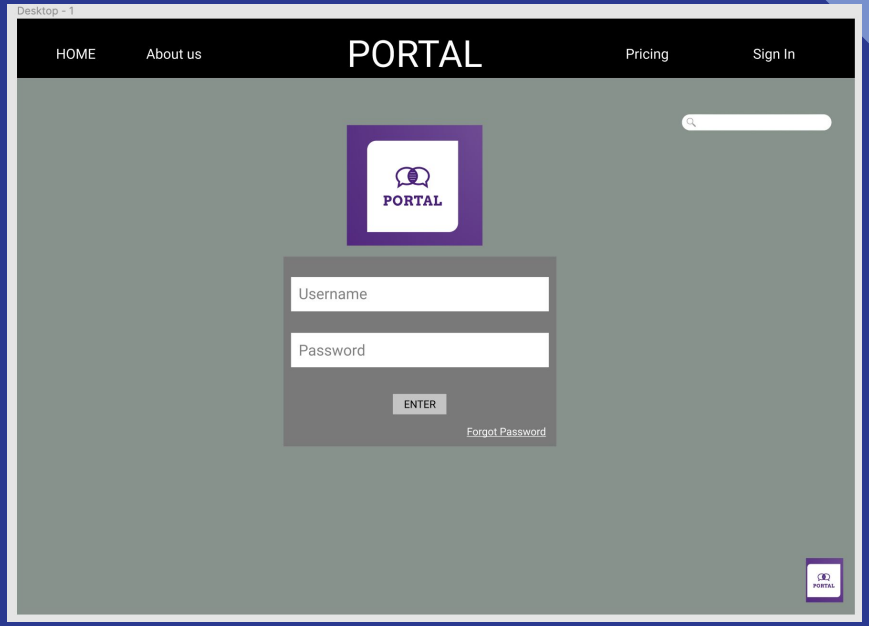
Figma Website Draft





Customer Journey

1. Marketing
2. Awareness
3. Comparing
4. Build Trust
5. Purchase

Business Model

Free Trial

30 Day Free Trial

Monthly

$70/month

Total Pay: $840

Yearly

$780/Year

Monthly Pay: 65$

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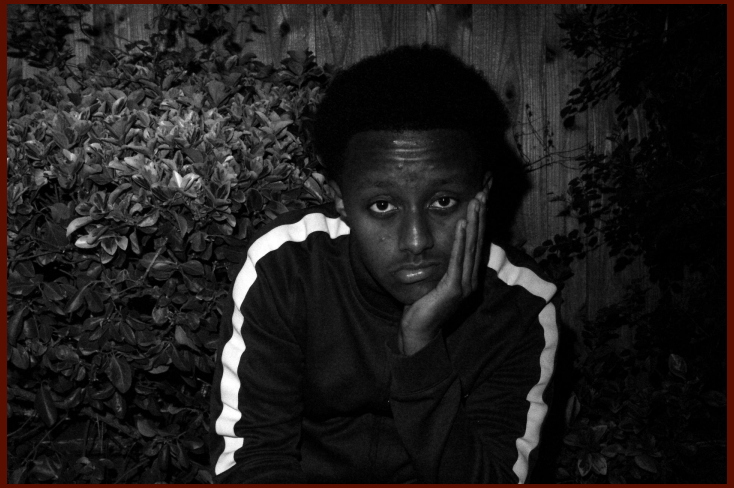
Market competition

- One Competitor in my market is Twiducate. As said in Uniacco.com “Defined as a “walled garden,” this platform is advertised as a protected place for teachers and students to collaborate. It is simple to use and helps teachers to build an online class environment using a class code rather than an email address. It also provides teachers full power over who enters and what is written. It’s also absolutely secure.”
- But overall based on reviews the app doesn't run that well. It was created in 2009 and then changed owners in 2011. Since then it has not made any large changes and looks very outdated compared to websites of our era.

TEAM



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