

TEAM-3

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# UNI-CIRCLE

Your Campus, Your Circle



Spring 2025



To create a seamless, university-specific platform that fosters meaningful friendships through shared interests and campus-based events. It addresses social isolation by providing structured opportunities for students to engage and build lasting connections.



Spring 2025

# UNMET NEEDS

## UNIVERSITY STUDENTS - BARRIERS TO CONNECTION

- Limited structured opportunities to meet new people.
- No centralized platform for connecting through shared interests.
- Inefficient campus event discovery leads to missed opportunities.



## PART-TIME STUDENT WORKERS – LIMITED SOCIAL ENGAGEMENT

- Work and class schedules conflict with campus events.
- Networking is too professional, lacking social depth.
- No flexible way to connect with like-schedule peers.





# CUSTOMER SEGMENT



UNIVERSITY STUDENTS



STUDENT EMPLOYEES

Spring 2025

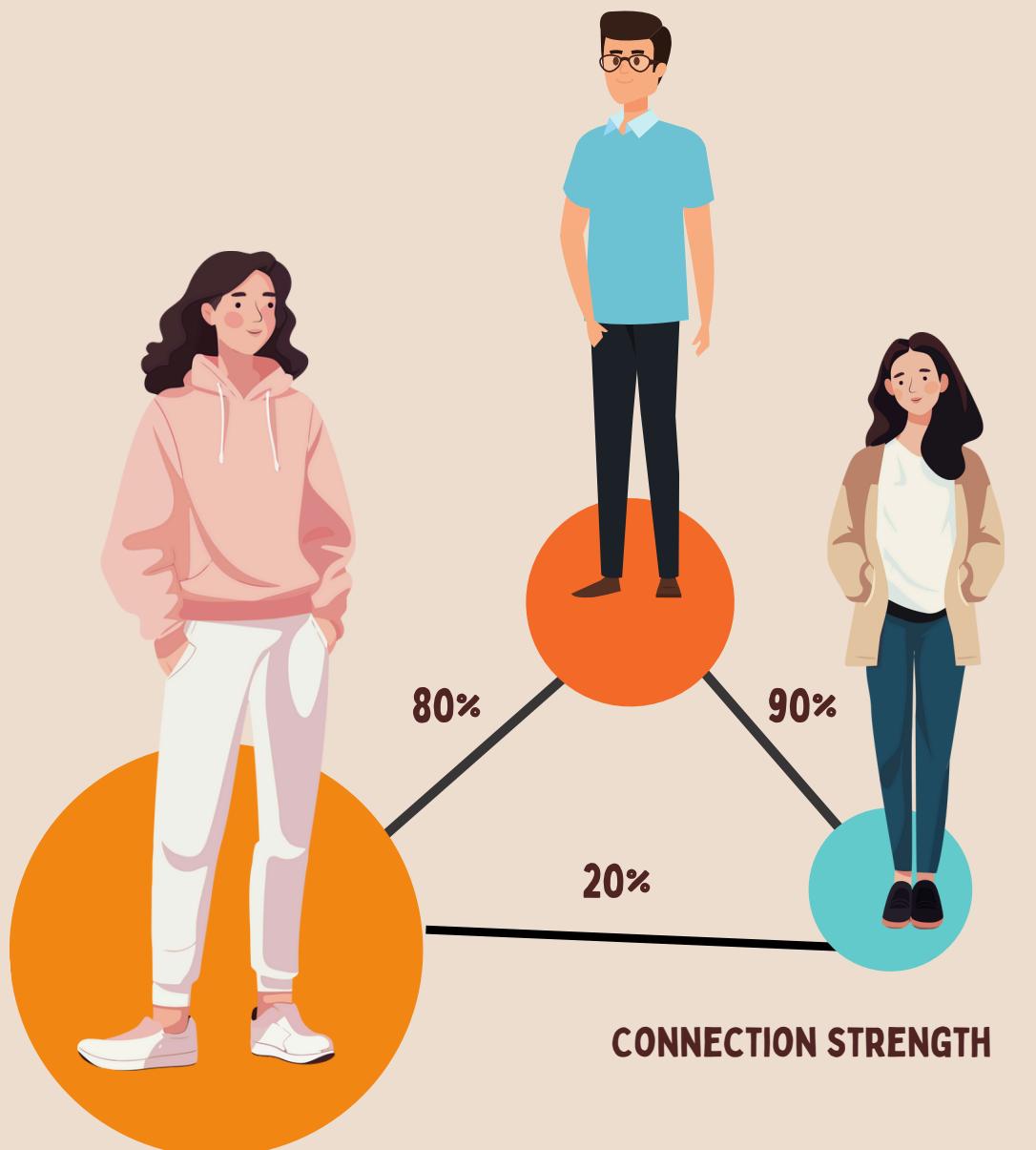
# USE CASES



FIND AN EVENT/ACTIVITY



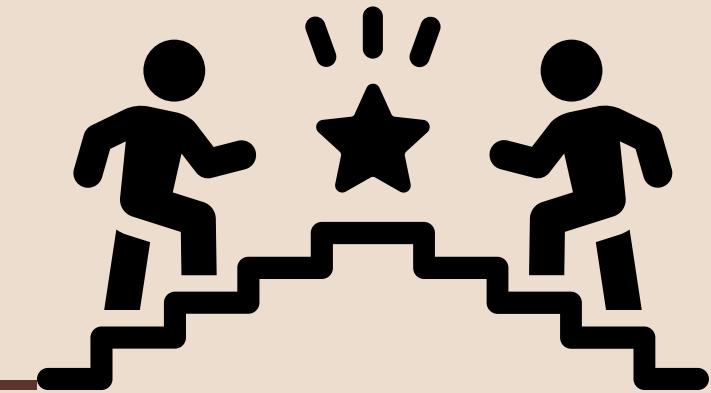
CREATE / HOST EVENTS AND ACTIVITIES



EVENT SPECIFIC  
CONVERSATION STARTER  
PROMPTS

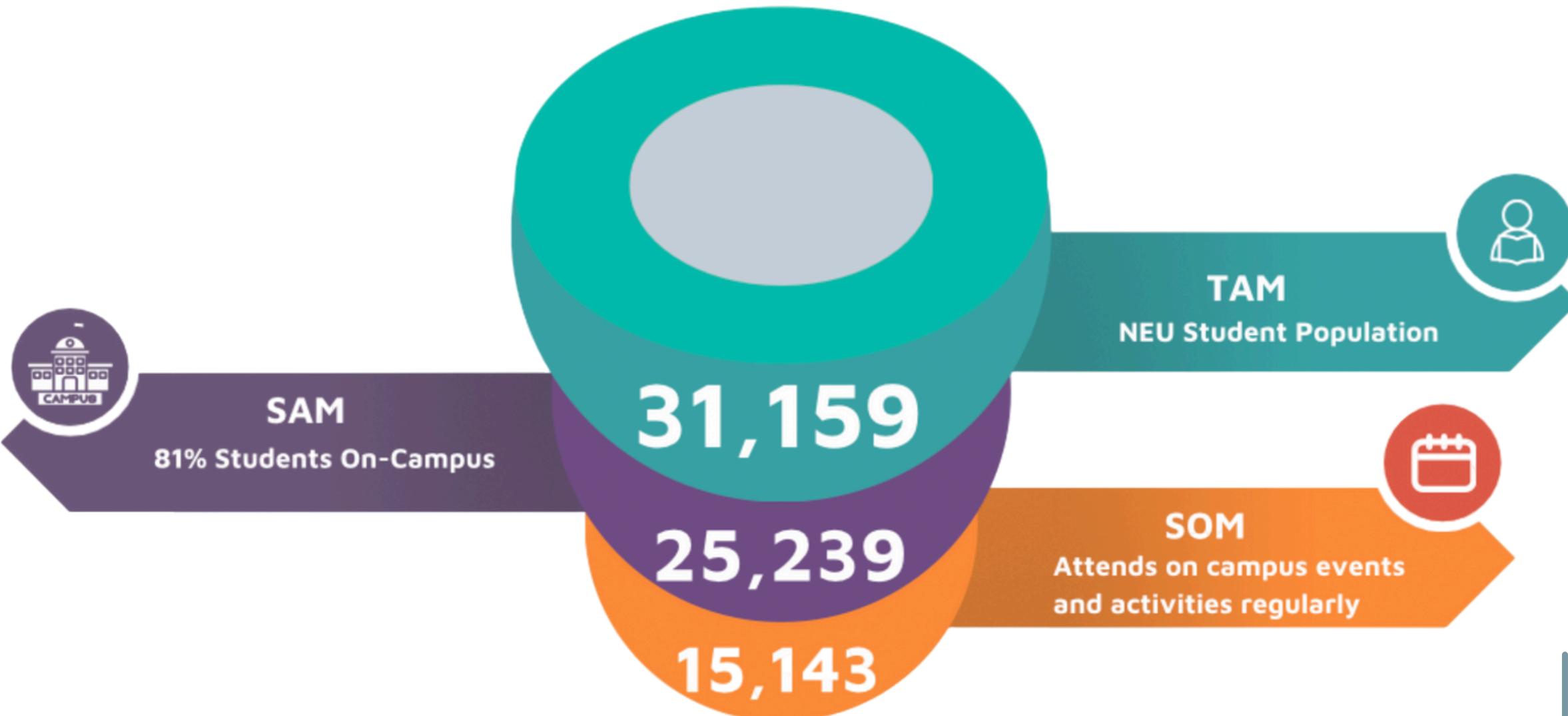


# COMPETITOR ANALYSIS



Event Creation & Management	Yes	Yes	Yes	Limited	Yes	Yes
Event & Activity Suggestion	High	Low	Low	None	Low	None
Communication Tools	High	Moderate	Low	High	High	Moderate
Connection Strength	High	Low	Low	Low	Low	Moderate
Discoverability	High	High	High	Moderate	High	Low
Exclusivity & Credibility	High	Low	Low	Low	Low	Low

# MARKET SIZE



**OFFLINE SPENDING**  
USD 13.63 MILLION  
PER YEAR



**ONLINE SPENDING**  
USD 545,040  
PER YEAR



**MARKET SIZE**  
USD 14.2 MILLION  
PER YEAR

# RISKS/DEPENDENCIES AND HOW WOULD YOU MITIGATE THEM?

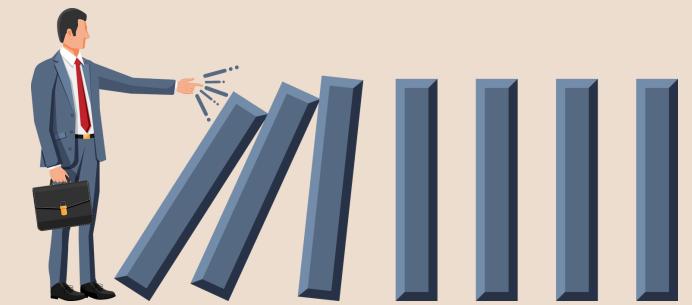
## User Privacy Risk



## University Systems Risk



## Third Party Risk



## Regulatory Risk



## Strategic Risk



THANKYOU



Esha



Niraj



Mayur



Rutish



Karthikeyan

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