



Mission

- ▶ We aim to make student travel more affordable and accessible by offering a platform for booking discounted university residence rooms, promoting cultural exchange, and generating income for universities.



Stakeholders

- ▶ University and Students
- ▶ Project Team
- ▶ Third-party providers support services



Risks

- ▶ University Reluctance due to liability concerns
- ▶ Low Adoption by the students
- ▶ Technical Challenges for the platform and for the scalability of the project



Budget

- ▶ Platform development
 - ▶ Resources
 - ▶ Marketing & promotion
- 180.000 ± 15 %



Connect2Campus
STAY SMART, BOOK EASY



In Scope

- ▶ Developing a website to book accommodation
- ▶ Partnering with universities to gain access to their room databases
- ▶ Making accommodation more affordable to students
- ▶ Promoting the service targeting the Italian market



Out Scope

- ▶ Expanding beyond Europe during the initial phase
- ▶ Private accommodation solutions (e.g hostels)
- ▶ Managing the facilities, and providing on-site services

Vision



Becoming Europe's leading student accommodation platform, providing easy-to-book, affordable options in university residences, and creating a global network that connects students across borders.

Phase 1

3 Months

Research and Planning Strategy

Phase 2

5 Months

Platform development and payment integration

Phase 3

4 Months

Testing and pilot launch with feedback collection

Phase 4

3 Months

Full launch, platform optimization and marketing campaigns