UnivConnect

EXECUTIVE SUMMARY

CONTATCT INFORMATION
UnivConnect
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COMPANY STAGE
Company Stage: Idea

USE OF FUND
60% Product Development
30% Marketing/Sales
10% Legal/Other ...

MANAGEMENT TEAM
- **CEO & Founder**: Gaurav Raghunand. Management of Technology student at ASU. Completed undergrad in Information Science and Engineering.
- **CTO**: Mahantesh Ramachandra. TEDx Speaker, 6+ years in Tech industry.

MENTOR
- **Jennifer Coyne,** Co-Founder & CEO at The PEAK Fleet

PITCH
UnivConnect is a localized event discovery and networking platform tailored for university students in India, enabling seamless event participation, professional growth, and community engagement.

PROBLEM/OPPORTUNITY
University students across India struggle to find and participate in relevant academic, professional, and extracurricular events. Existing platforms are either fragmented, lack localization, or fail to provide meaningful networking opportunities. There is a growing need for a unified solution that enhances student engagement, career development, and event discovery.

SOLUTION/PRODUCT
UnivConnect provides a comprehensive platform that allows students to discover and participate in events such as hackathons, seminars, masterclasses, and networking meetups. It offers **personalized event recommendations, seamless event hosting, accomplishment tracking, and in-app participation features**—addressing key gaps in existing platforms.

BUSINESS MODEL
UnivConnect will generate revenue through a **freemium model**, including premium event promotions, ticketing commissions, sponsorships, and in-app advertisements. Projected revenue streams include partnerships with universities, event organizers, and brands targeting student communities.

MARKET
India has over **40 million** university students, with a rapidly growing demand for skill-building and networking opportunities. The Indian edtech and student engagement market is valued at **$10+ billion**, with significant growth in digital platforms connecting students with career-enhancing opportunities.

COMPETITORS
UnivConnect competes with platforms like **Unstop, LinkedIn Events, and local university forums**. However, existing platforms lack a holistic, student-centric approach with hyper-localized event discovery and networking features.

COMPETITIVE ADVANTAGE
Unlike competitors, UnivConnect offers a **centralized, localized and personalized event recommendations, gamified participation, built-in accomplishment tracking, and a student-driven community**. Our intuitive UI and AI-powered suggestions set us apart, making event discovery and participation seamless.

EXECUTION PLAN/GO TO MARKET STRATEGY
We plan to launch through **strategic partnerships with universities, student communities, and event organizers**. The platform will initially roll out in **Bangalore** area with high student engagement, expanding to other regions through targeted marketing, referral programs, and ambassador networks.

TRACTION
We have conducted **market research with 50+ students from top universities in India**, revealing that **55% strongly support** the need for such a platform, while **45% find it beneficial**. Early feedback confirms demand for a streamlined event discovery and networking solution.