

OnTap x Urban Campus

AI-Driven Student Services Network for Global Campuses

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Built with purpose at Saint Peter's University, Jersey City, NJ

1. Vision & Problem

Across universities worldwide, students face fragmented access to verified, affordable, and trustworthy help for everyday needs — rides, tutoring, errands, moving assistance, or on-campus tasks. Existing gig apps like Urban Company, TaskRabbit, or Fiverr aren't optimized for verified university networks, identity assurance, or student budgets.

OnTap reimagines how students connect and collaborate: a global student-led gig marketplace powered by university verification, real-time trust metrics, and local economic empowerment.

2. Solution — OnTap x Urban Campus

OnTap SPU, the live FastAPI + React MVP, integrates Urban Company's operations discipline with a verified university graph. Students connect through campus email or SSO to offer or request safe, hyperlocal services within their communities.

Features include real-time verification, booking management, campus-only visibility, skill-based service categorization, and digital payments. The system uses AI for trust scoring, spam detection, and predictive demand modeling.

3. Product & Tech Overview

- Backend: FastAPI, SQLModel, and SQLite for rapid prototype scalability.
- Frontend: ReactJS with responsive UI for mobile-first deployment.
- Authentication: JWT-based token system with university email validation.
- Integrations: Stripe/UPI-ready payments, SSO for campus logins, Twilio OTP.
- Current Pilot: Saint Peter's University, NJ — verified student services MVP running locally at <http://127.0.0.1:8080/docs>

4. Go-to-Market & Pilot Metrics

Phase 1: Pilot OnTap SPU → expand to 5–10 universities within 90 days using campus ambassador programs, residence life partnerships, and student clubs.

Metrics Targets:

- 2,000 verified student users
- 1,000 completed bookings
- CAC <\$2 through peer referral
- Repeat rate >40%
- Net Promoter Score (NPS) >55
- Incident rate <0.2%

5. Partnership Models & Strategic Fit

Urban Company can accelerate its entry into the youth and education market by co-branding or acquiring OnTap's technology and campus data graph.

Partnership Options:

- Co-Brand: "Urban Campus powered by OnTap" — shared ops, rev-share, brand lift.
- Tech/Asset Acquisition: Full stack, IP, and student graph integration into Urban systems.
- Pilot + Option: 90-day co-pilot, pre-agreed acquisition or investment at success metrics.

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