

# VEBUZZ

Where connections make a buzz!!!

**Hey there!  
THIS IS BLUE  
HORIZON**

**TEAM LEADER : SUMIT**

**TEAM MEMBERS : KIRTI , AARTI ,  
RACHIT , VISHNU , JISHNU**

TRACK SELECTED



VIT CENTRIC

# PROBLEM STATEMENT:

"How can we create a revolutionary social application that not only connects individuals seeking meaningful interactions during their solo travels but also addresses the age-old dilemma of distinguishing senior from junior students in college, while also providing a platform for spontaneous, interest-based connections with both friends and strangers?"

# PROPOSED SOLUTION :

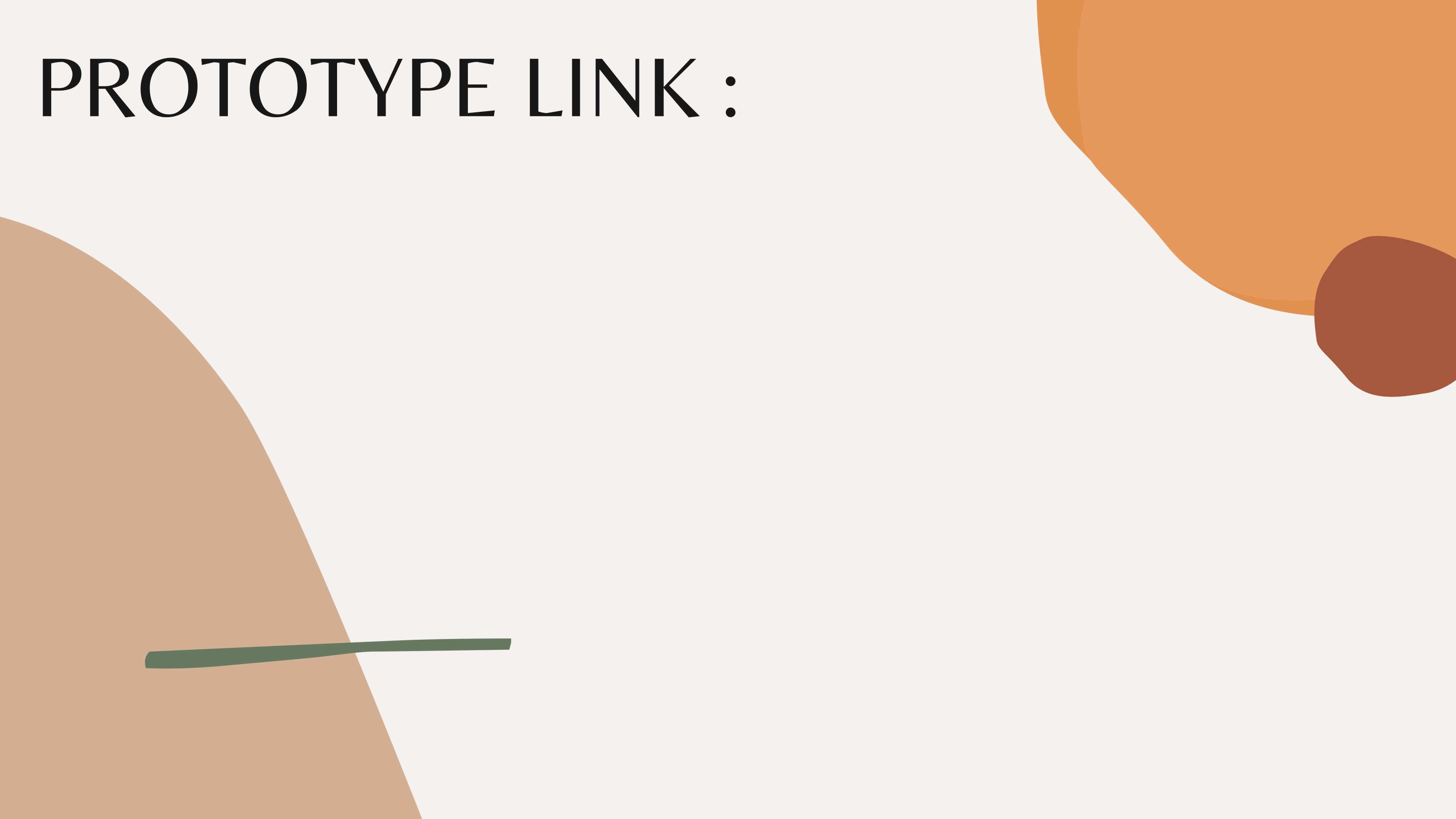
Creating a socializing app specifically for college-going students is a great idea! Here's a brief overview of what such an app could offer:

Campus-Centric: Tailor the app for our college, allowing students to connect with peers on their own campus.

Profile Matching: Use algorithms to match students based on common interests, majors, or clubs.

Events and Parties: Enable students to discover and create events, parties, and study groups happening on campus.

# PROTOTYPE LINK :



# Travelmate Section:

In the Travelmate section of our social app, users can connect with fellow travelers heading to the same destination. Whether you're going back home or embarking on an exciting adventure, this feature allows you to find travel companions who share your destination. Say goodbye to solo journeys and hello to the company of like-minded individuals. Whether you're seeking a conversation partner during a long flight or someone to explore a new city with, Travelmate is here to make your travel experiences more enjoyable and social.

# Chats and Friendship Section:

Our app goes beyond just connecting people for travel. In the Chats and Friendship section, users can engage in one-on-one chats, create group chats, and discover new friends who share their interests. Whether you're passionate about hiking, photography, or simply looking for friendly conversation, you can easily find and connect with others who have similar passions. We believe that meaningful friendships can start with a simple chat, and our app is designed to facilitate these connections, fostering a sense of community among users.

# Senior Chat Section:

For college freshmen and newcomers, our Senior Chat section provides a valuable resource for connecting with experienced students who can offer guidance and support. Starting college can be both exciting and overwhelming, and having access to senior students who have been through it all can make the transition smoother. Whether you need advice on course selection, campus life, or just want to make friends with those who have already navigated the college experience, the Senior Chat section is here to bridge the gap between new students and their senior counterparts.

Creating a sustainable business model for a socializing app for college students can involve various strategies. Here's a business model you can consider:

## 1. Freemium Model:

**Free Basic Access:** Offer basic features of the app for free, such as profile creation, messaging, and access to campus events and newsfeed.

**Premium Subscription:** Introduce a premium subscription tier that unlocks advanced features like profile customization, advanced search filters, and ad-free browsing.

**Discounts for Students:** Provide a discounted premium subscription rate exclusively for college students.

## 2. Advertisements:

**Targeted Ads:** Use user data (while respecting privacy regulations) to display targeted advertisements to students based on their interests, major, and location.

**Local Business Partnerships:** Partner with local businesses to promote their services or events to students through sponsored posts or banners.

### 3. Event Ticket Sales:

**Transaction Fees:** Charge a small fee for selling event tickets through the app, both for events organized by the college and external events targeting students.

**Exclusive Access:** Offer early or exclusive access to tickets for premium subscribers.

### 4. Campus Merchandise and Deals:

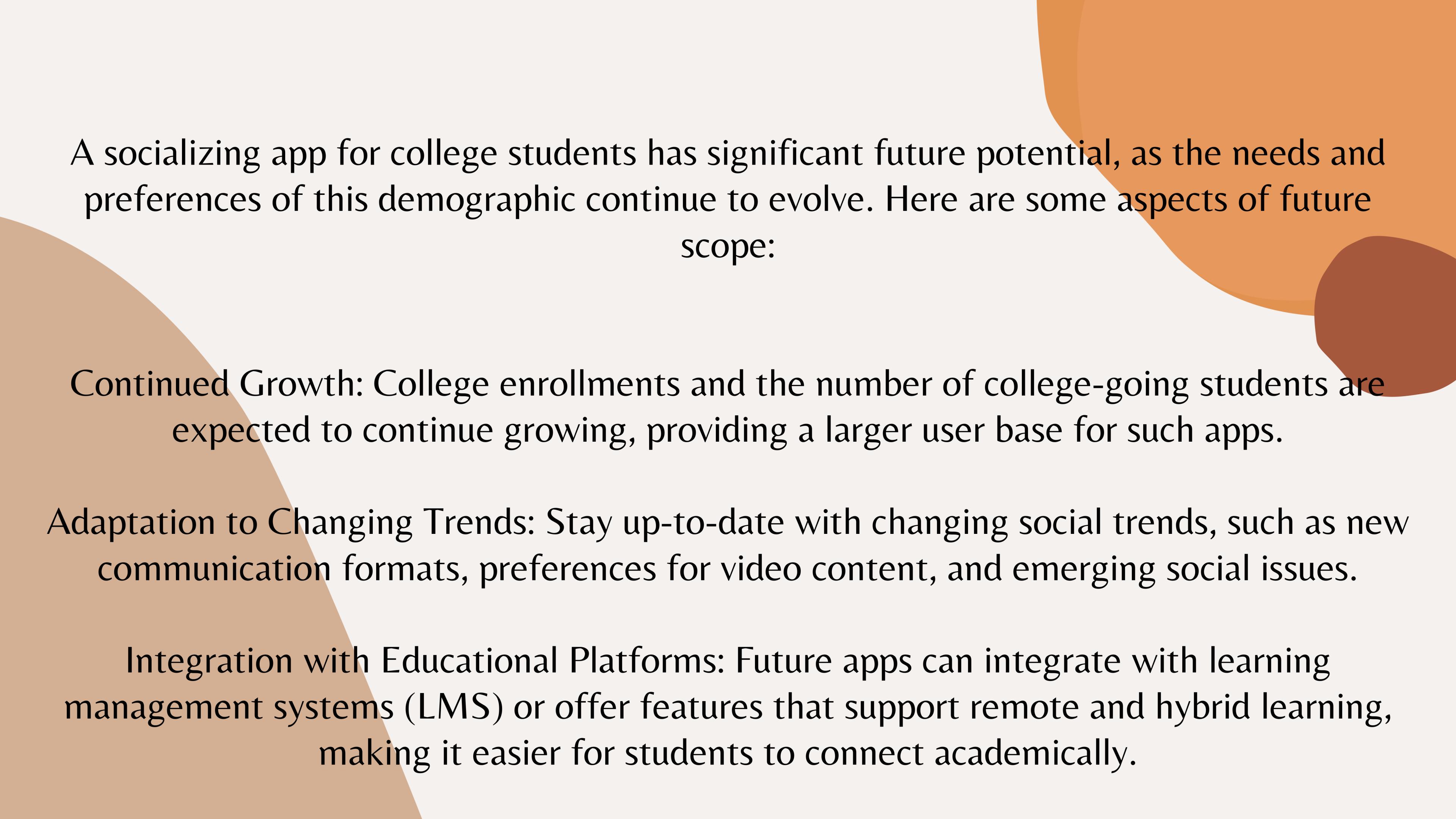
**E-commerce Platform:** Integrate an e-commerce section for selling college merchandise, textbooks, and products relevant to students.

**Affiliate Marketing:** Earn commissions through affiliate marketing by promoting student-related products or services.

### 5. Sponsored Content:

**Sponsored Posts:** Allow businesses to promote their products or services through sponsored posts or articles within the app.

**Influencer Partnerships:** Collaborate with student influencers to promote sponsored content or events.



A socializing app for college students has significant future potential, as the needs and preferences of this demographic continue to evolve. Here are some aspects of future scope:

**Continued Growth:** College enrollments and the number of college-going students are expected to continue growing, providing a larger user base for such apps.

**Adaptation to Changing Trends:** Stay up-to-date with changing social trends, such as new communication formats, preferences for video content, and emerging social issues.

**Integration with Educational Platforms:** Future apps can integrate with learning management systems (LMS) or offer features that support remote and hybrid learning, making it easier for students to connect academically.



**Virtual Campus Experience:** Develop features that recreate the campus experience virtually, especially relevant in times of remote learning or for international students who can't physically attend.

**Career Development:** Expand into career development by offering job search, networking, and internship opportunities within the app to support students' transition into the workforce.