

ExchangeBuddy Pitch

Problem: Students find it difficult to prepare for exchange due to insufficient information available and difficulty in finding travel companions.

Why is this a problem worthy to be solved:

Without adequate information, students' well-being and safety is compromised. Furthermore, some may face emotional challenges when they are away from friends and family from a long period of time.

Therefore, if we could bridge this information gap and provide an avenue for students to make friends, we could fasten the transition and give students a more memorable experience.

Market size

The potential of ExchangeBuddy is huge. Firstly, we are going into a niche market which is overlooked. There are approximately 7500 universities in the World and there are "4.5million" (NAFSA, 2016) exchange students in the world. In America itself, there are approximately 975,000 students in year 2014/15 and this number increases by 10% year by year. Therefore, assuming that we get 10% of the market share, we would have a market size of 450,000 students and assuming that we earn \$10 from each student, the revenue we are looking at would be 9million a year. Furthermore, in US itself, international students contributed to more than \$30.5billion in year 2014/15.

How is it currently done?

At the present, students find information via the web and most information are from blogs which is insufficient.

To find friends on exchange, they would be invited to a Facebook Group- which is set up by a coordinator from the host university. Alternatively, students would create google surveys and get friends to fill up the link.

Pros (+)	Cons (-)
A consolidated list of the people going	<ol style="list-style-type: none"> 1. Difficult to sort 2. Not filtered 3. Privacy at risk 4. Troublesome to create 5. Only possible if they group size is not too huge

Our Solution:

An application that groups exchange students together and provide them with essential information.

Features:

1. **Grouping:** When a user signs up, he or she is prompted for their current university and the host exchange university. The application can automatically group students based on their country/city and host university. Alternatively, if students intend to visit another country/city, they can join other host universities as a “guest” and join a chat with the university students there.
2. **Group Chat:** To allow students to make friends and get to know each other, we include a real-time chat using Meteor’s real-time features. Students can also make plans on the chat, and even post an event (from the events tab) to the chat.
3. **Information Wiki:** We provide students with essential exchange information about the host university and city categorized into well-thought through categories. Students can help to improve on one another’s wiki articles, in the collaborative spirit of Wikipedia. Each wiki article is linked between groups, such that articles pertaining to the US for example, will be viewed as the same version throughout all exchange groups of US universities, which allows for continuity and for students to help build upon past efforts.
4. **Events:** During exchange, students would be interested in attending nearby events. Hence, we provide a list of events in the vicinity of the host university, sorted by number of attendees and trending ratings, from Facebook and Meetup events. Furthermore, students can choose to share these events onto the chat, and discuss a good time to attend these events.