

A faded, semi-transparent photograph of a person from the chest up. The person is wearing dark-rimmed glasses and a light-colored t-shirt. They are positioned against a warm, orange-tinted background that suggests a classroom or study environment.

BruinRush  
*Discover Your Passion*

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# Hello! We're Team 5, presenting BruinRush.



Ethan Moy,  
Chemistry



Richard Ding,  
Statistics



Daniel Hu,  
Cog. Sci. &  
Econ



Siyu Chen,  
Undeclared

A blurred background image of a person sitting at a desk in what appears to be a library or study area, with books and papers visible.

Answer: mainly through **clubs and organizations**. Why?

- there is a club for **anything imaginable**
  - ex: consulting, finance, pharmacy, optometry, origami, dragon boat racing, rock climbing, and more!
- social, professional, and academic development
- more valuable/longer lasting bonds than classroom

**So how do you find them easily?**

- Short answer: **You can't.**

**Imagine yourself as a college student. How do you discover your passion?**

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# Why Not?

- New (and current) students are hesitant because of stressful large environments.
- Overlapping meeting times
- Long preliminary networking sessions lasting one week
- Hefty application fees
- Stressful and complicated applications **with no guarantees of acceptance**
- Different perceptions during recruitment process and actual events, leading to high turnover rates of rejection on both sides
- Internet searches create a **whole new set of problems, including...**

# Problems with Internet Searching

Internet Searching is...

- scattered (Facebook, Reddit, etc.)
- unorganized
- vague
- unclear
- overwhelming
- time-consuming

Example: an geographically unorganized, random assortment of NYC apartments available on Facebook... not even including other websites like apartments.com!

The screenshot shows a Facebook search results page for "NYC Apartments". The results are a mix of posts from various sources, including Olapco, New York University (NYU) Housing, and individual users like Ed P. Sandberg and Rashan Smith. The posts are timestamped and show different types of accommodations like rooms, apartments, and sublets.

Post Source	Title	Posted By	Timestamp
Olapco	NYC Manhattan - Housing, Rooms, Apartments, Sublets,...	Ed P. Sandberg	Updated 3 hours ago
Olapco	NYC Apartments, Roommates, Sublets - New York City,...	Báldé Báñtí made a post	20+
Olapco	NYC Sublets & Apartments	Rashan Smith	1br in 4br/2b...
Olapco	NYC Housing, Sublets Rooms Apartments New York City	Patrick Kramer	posted 3 photos
Olapco	Columbia University Housing, Rooms, Apartments for Rent,...	Updated 43 seconds ago	20+
New York University (NYU)	Housing, Rooms, Apartments,...	Updated about a minute ago	20+
New York City, NYC	- Housing, Apartments, Rooms, Sublets,...	Trax Yinan Wang	posted 6 photos



# Our Solution

BruinRush: An app that...

This app is for both inquiring students and club administrators

The usage of this app is amplified during the COVID outbreak and will still be used post-outbreak

- Yelp-like reviews
- Direct messaging
- User profiles
- Master search engine with key words and minimum rating filters
- Customized club profile pages according to specific club's preferences
- Virtual recruitment assistance (notifications based on user's interests)

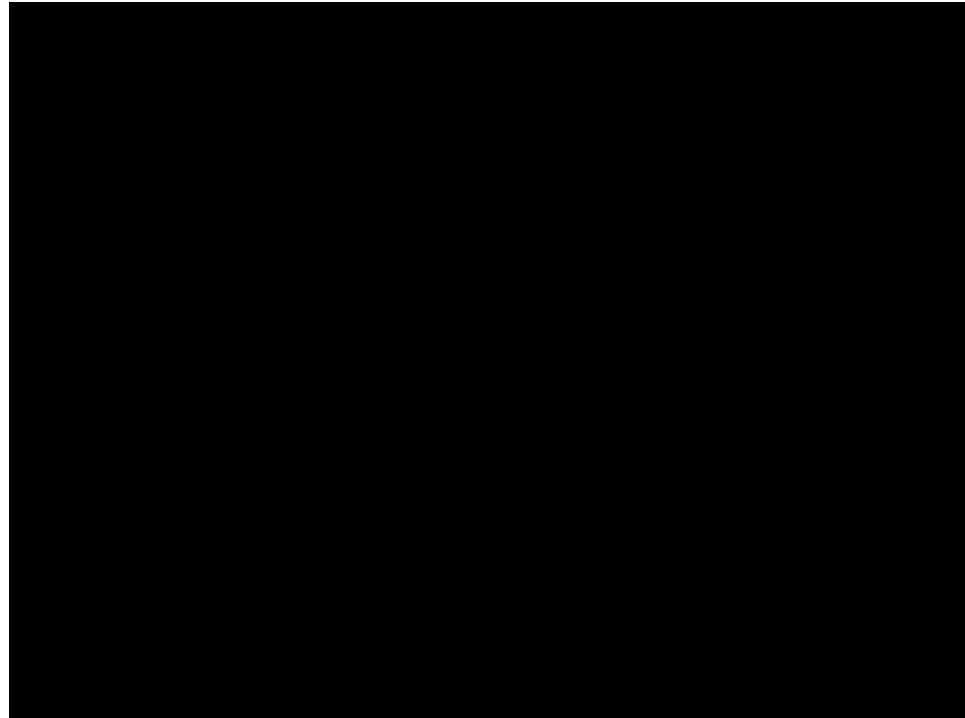


## BruinRush Reviews Prototype

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This is our first fully functional reviews prototype built with SwiftUI:

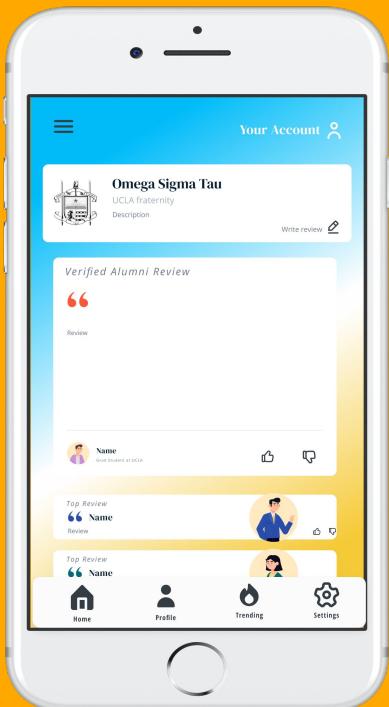
There are a lot more clubs to be added and features to be implemented



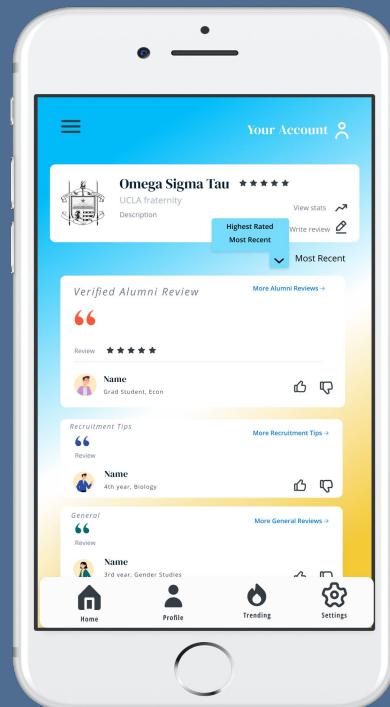
# Future Features: User Interface Upgrades

## Liking Reviews

liking reviews  
and user verification  
for security



## Review Posting Template

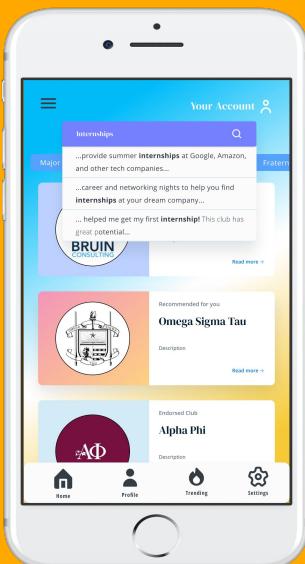


# Future Features: Efficient

## Master Filter on Home Page



## Keyword Search Function



expand our platforms to all  
aspects of student life

search for internship  
opportunities, subletting,  
textbook buying, etc.

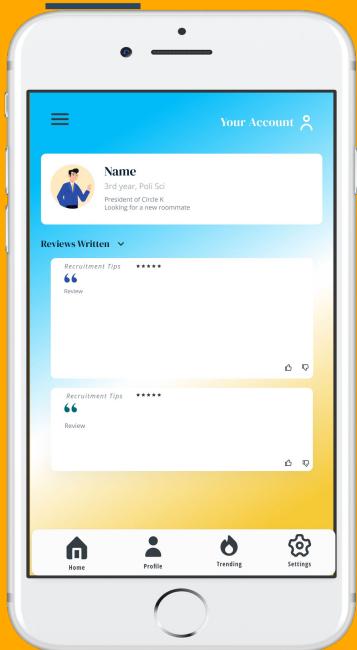
# Filters

## Review Statistics Trends



# Future Features: User Profiles and Full Club Autonomy

User Profile Page



Page Administration Functions



Video Posts and Bulletin Features



# User Profiles and Full Club Autonomy: Direct Messaging



# Customer Persona

- Undergraduate Students with Direct Ties to
- Incoming Undergraduate Students
- Clubs/Orgs at UCLA

Near Future...

- All Students at UCLA

Potentially...

- All Colleges in the US





# Market Analysis and Viability

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Why BruinRush satisfies a unique and unsaturated market

**31,568**

Total undergraduate students at UCLA (2019)

**85.7%**

Percentage of them who have a difficult time  
searching for clubs and organizations

**9,665**

Number of incoming freshmen and transfer  
students (2019)

# Competitor Identification

We've identified 3 possible competitors to BruinRush: word of mouth, UCLA's Enormous Activities Fair (EAF), and other websites like oncampus.us. Based on the same survey in Slide 9...

**81.8%**

discovered clubs through word of mouth

**45.2%**

discovered clubs through EAF

**2.3%**

discovered clubs through other websites

\*totals may not add to 100% because users were able to select multiple options

# Competitor Analysis

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- unfeasible for new and current students without many connections
- students only discover clubs aligning with their friends' interests
- can be **subjected to personal biases**
  
- may not exist or be severely diminished because of the current situation
- even in normal times, chaotic and **only happens once a year**
- **limited guidance for new students** who may not know their interests at such an early stage
  
- **very few people are aware** of these websites
- broad databases with little information, and some of it is **inaccurate** (meeting times and locations)

- app structure is **mobile and accessible and will last post-COVID**
- **high demand** for effective virtual discovery and recruitment
- reviews provide an **invaluable personal experience to improve the overall college experience**
- categorize our reviews based on **current members, alumni, etc.**
- one place for all aspects of student life, **unlike randomly moderated groups** without any indication of which is more insightful or informative

# Strengths





# Marketing and Business Model

BruinRush: An app that...

# Marketing Strategies



## Media

Actively advertising on popular social media platforms and search engines



## Personal Network

Spreading among friends as well as advertising within a variety of group chats



## Free Trial & Referral Discount

Free Trial of Premium features  
Discounts for referring a friend to sign up



## Logo Competition

Gains publicity from participating clubs  
Winner gets endorsement

# Revenue Models

## Clubs

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Premium features include front page promotion, Admin endorsement and customizations for the information displayed

- More exposure to the users for better member recruitment
- \$4.99/month

## Users

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Premium features include access to Alumni and Rush reviews, videos and images, and club statistics

- Instead of just plain text, users can discover every aspect of the club through real footages and pictures from members
- Alumni and Rush reviews are very attractive features for users seeking internship or Greek Life events and opportunities
- Club statistics reflect the history of a club's activeness and ratings
- \$1.99/month

**83.3%**

Percentage reporting BruinRush as “very helpful” or “helpful” in discovering new clubs

**75.0%**

Percentage reported likely or very likely to share this app with a friend

**100%**

Percentage who reported no navigational issues with our beta product

\*data based on self-created survey for user feedback

“

BruinRush is easy to use and navigate. I have quick access to the different clubs that are offered. **I would use this every day, and I wish this existed my freshman year.**

# Conclusion

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# Next Steps

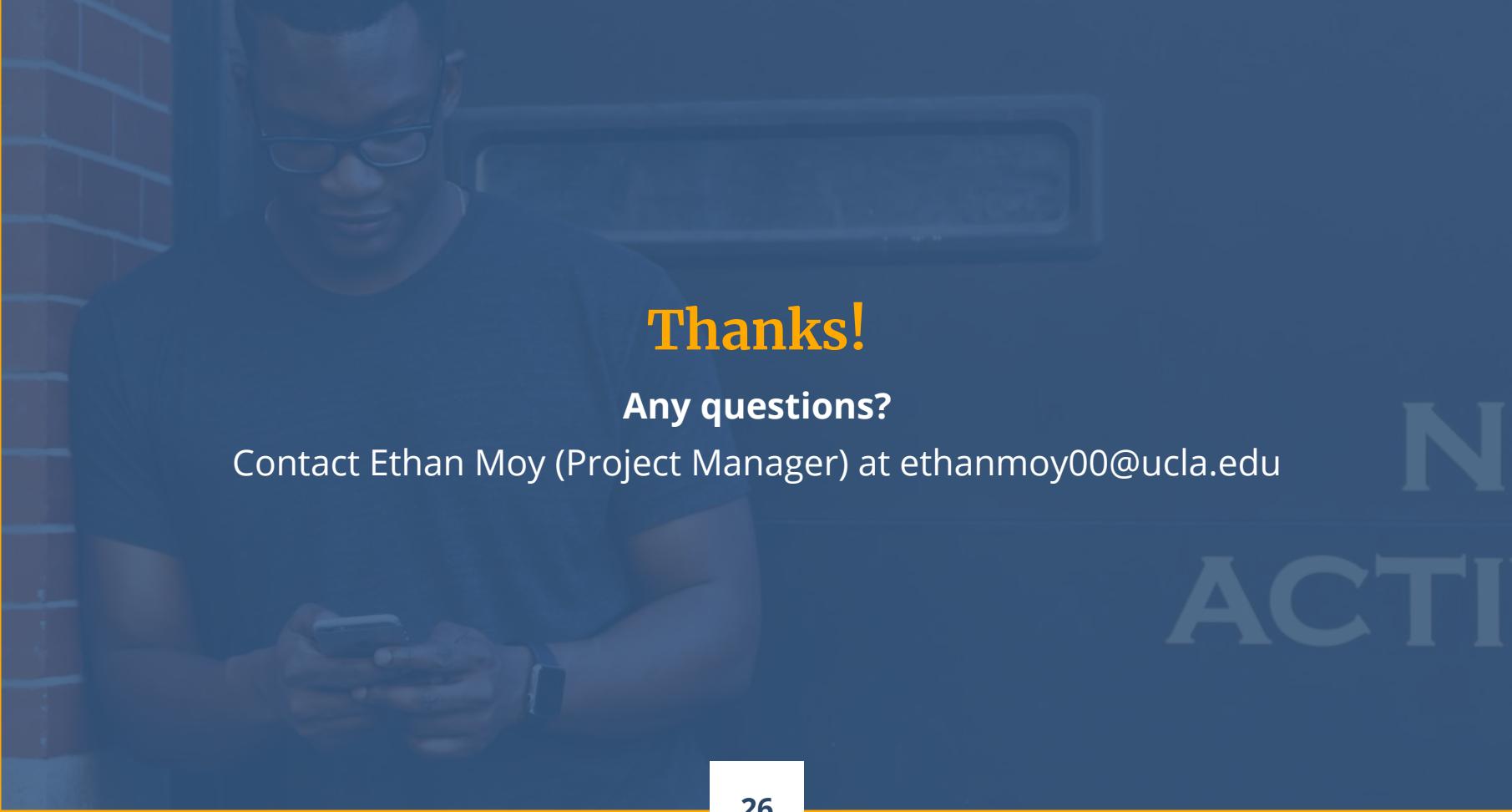
- Implement future features and improve app layout
- Partner with more UCLA clubs/orgs
- Become a valuable resource for UCLA clubs and its students

## Final Statement

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Wherever, Whenever, and Whatever  
it may be,  
Discover your passion...  
And let us help you do it!

A semi-transparent background image of a man with glasses and a t-shirt, looking down at his phone. He is standing in front of a red brick wall. The image serves as a backdrop for the end-of-presentation text.

**Thanks!**

**Any questions?**

Contact Ethan Moy (Project Manager) at [ethanmoy00@ucla.edu](mailto:ethanmoy00@ucla.edu)