

ELEVATE

UPLIFT

May 25, 2019

THE PROBLEM

SOCIAL MEDIA

- 90% of young adults use social media.
- 30% of all time spent online is spent on social media.
- Women are more likely than men to use social media.

MENTAL ILLNESS

- The link between social media use and depressive symptoms is stronger for women, compared to men.
- Mental health illnesses amongst the youth are at an all-time high now.

GRATITUDE

- Higher levels of gratitude were associated with lower anxiety and depression

CUSTOMER SEGMENT

- Allison
- Female
- Active member of a sorority
- 19 years old, sophomore @ Cornell University
- Computer science major
- Often uses social media to post about her life and engage in others' posts



OUR SOLUTION

Uplift is a social network focused on helping young women support each other and spread positivity through messages of gratitude and appreciation, reducing anxiety and depression exacerbated through existing social media.

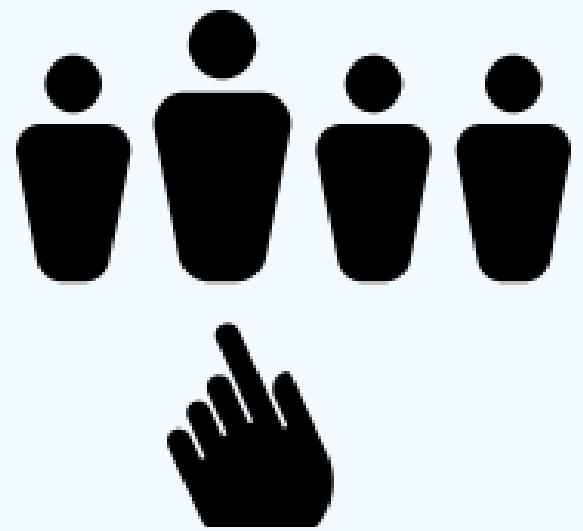
What Our App Does



Centralized,
specific space of
positivity



Delayed reveal of message
senders creates excitement
each week



Polls allow users to
appreciate their
relationships

CURRENT SOLUTIONS



Facebook



Instagram



TalkLife

MARKET POTENTIAL

16M US College Students

56% of which were women, in 2018.

Anxiety disorders are some of the most common mental health conditions around the world, affecting around **four out of every 100 people** and costing the health care system and job employers over **\$42 billion each year.**¹

Go-to-Market Strategy



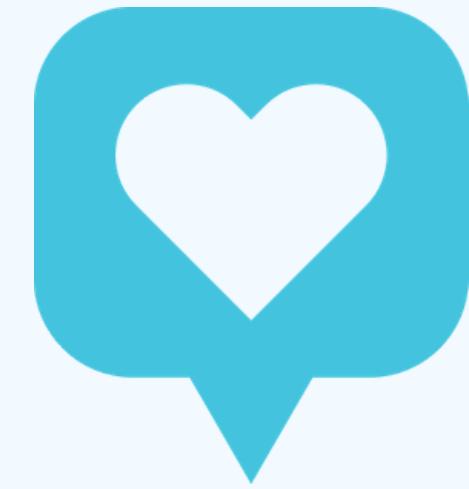
APP STORE

Launch the app on iOS and Google Play stores.



SORORITIES

Launch at Cornell sororities, so we can leveraging existing social networks for adoption



#UPLIFTIRL

Host a conference for college women that includes meditation, appreciation message exchange, and AR compliment hunt

BUSINESS MODEL

OVERALL

We will operate on a freemium model and charge users for additional features. Users can subscribe to the premium version on a monthly basis.

BASIC

Users will receive up to one compliment a day and they can give three compliments a day.

PREMIUM

Users can give as many compliments they want and access their own compliments immediately.

OUR TEAM



KATHY WANG

M. Information Science,
Cornell University
UX Design,
Entrepreneurship



ANITA XU

M. Information Science,
Cornell University
Corporate Finance,
Marketing



THANK YOU!