

ELEVATE

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UPLIFT

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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.

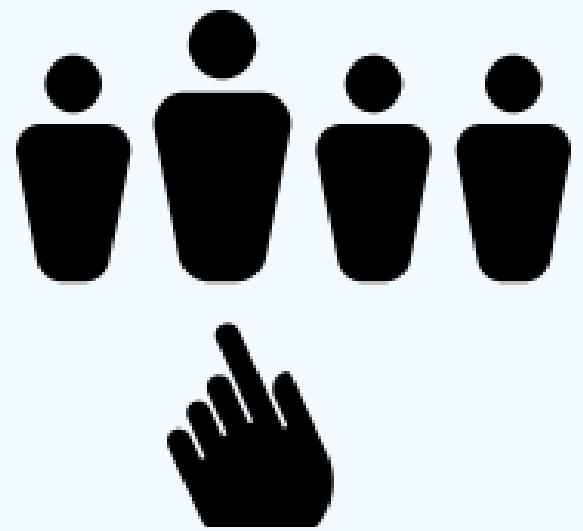
# What Our App Does



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.**<sup>1</sup>

# Go-to-Market Strategy



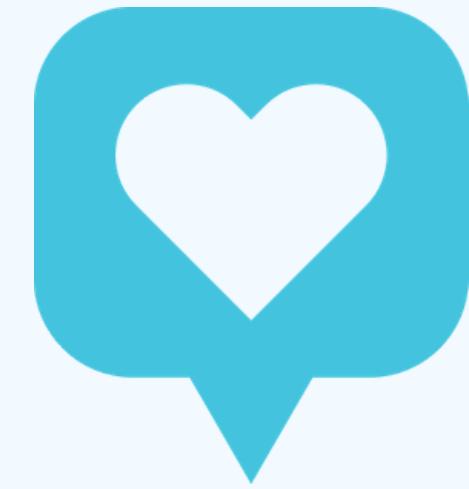
## APP STORE

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



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**THANK YOU!**