

The HackLab 2024

# nexus

Empowering International Students in  
Milan to **Connect, Learn, and Thrive**

Team 4

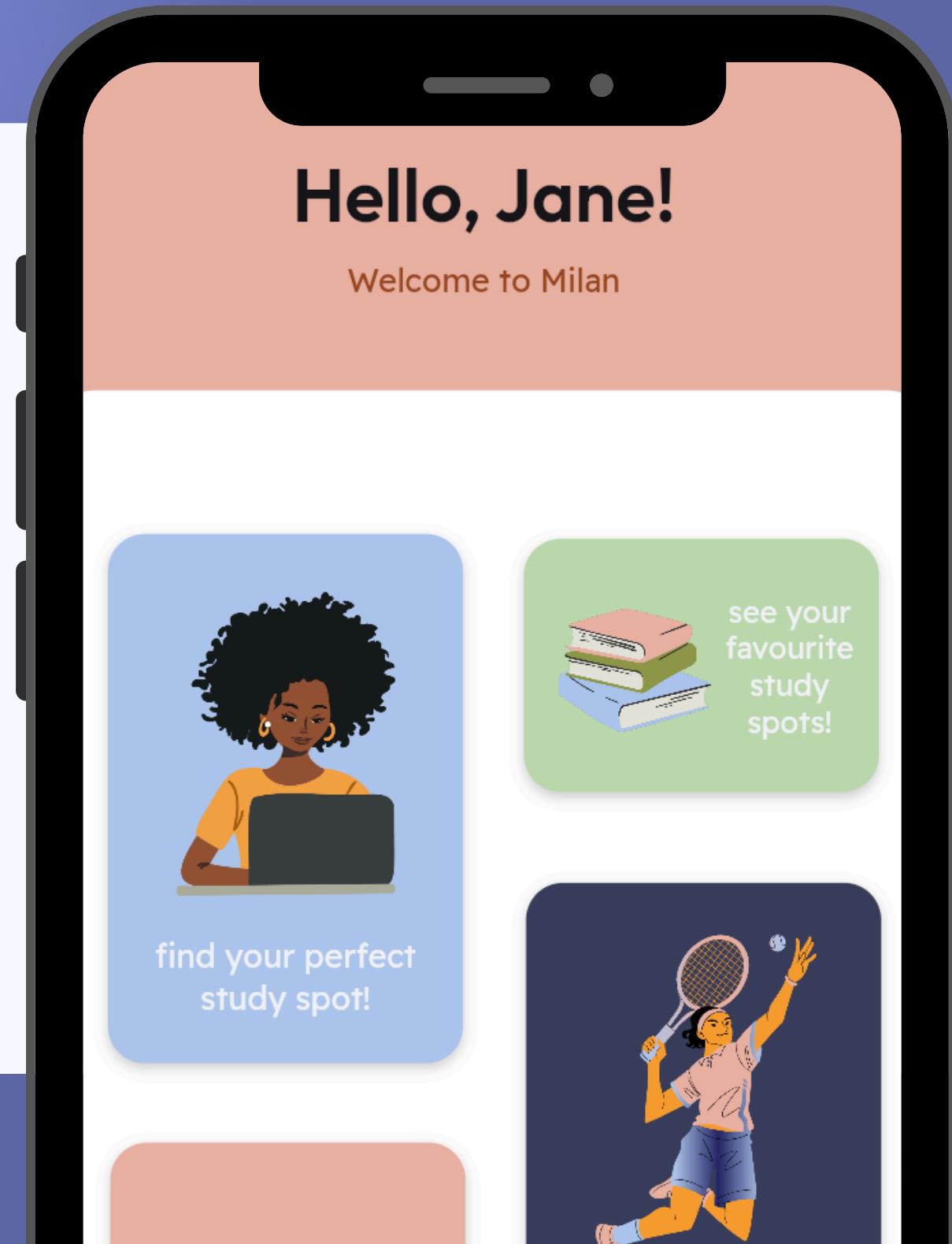


# Problem & Solution

## Problem

International students in Milan can face challenges such as:

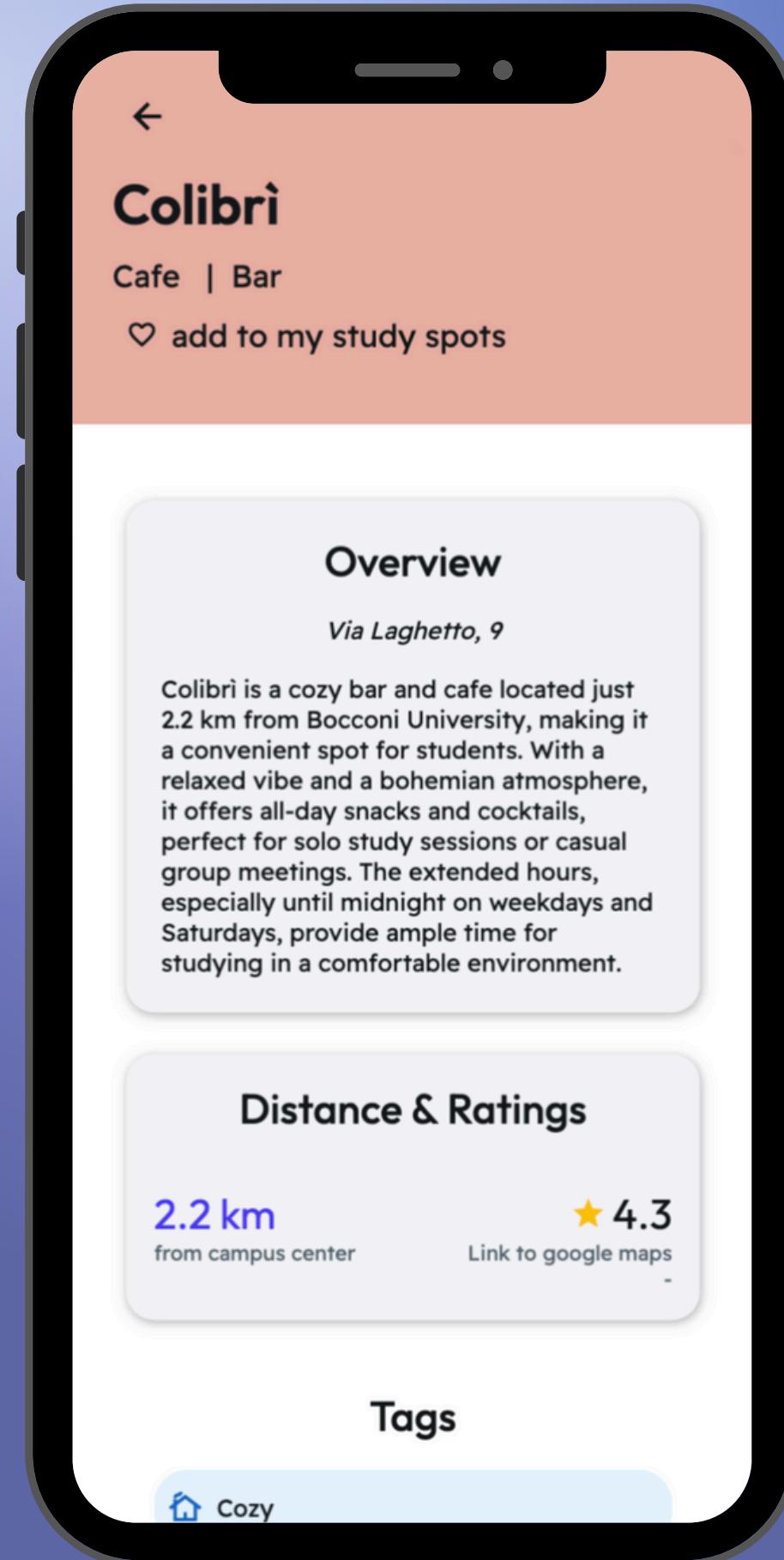
- ✗ Finding reliable study spots
- ✗ Connecting with like-minded peers



## Solution

A mobile app tailored to international students, combining:

- ✓ Academic tools (i.e. study spots)
- ✓ Social networking (hobby-friend finder)



## Main Feature

# Study Spots Finder

Interactive map with recommended study spots.

## List view

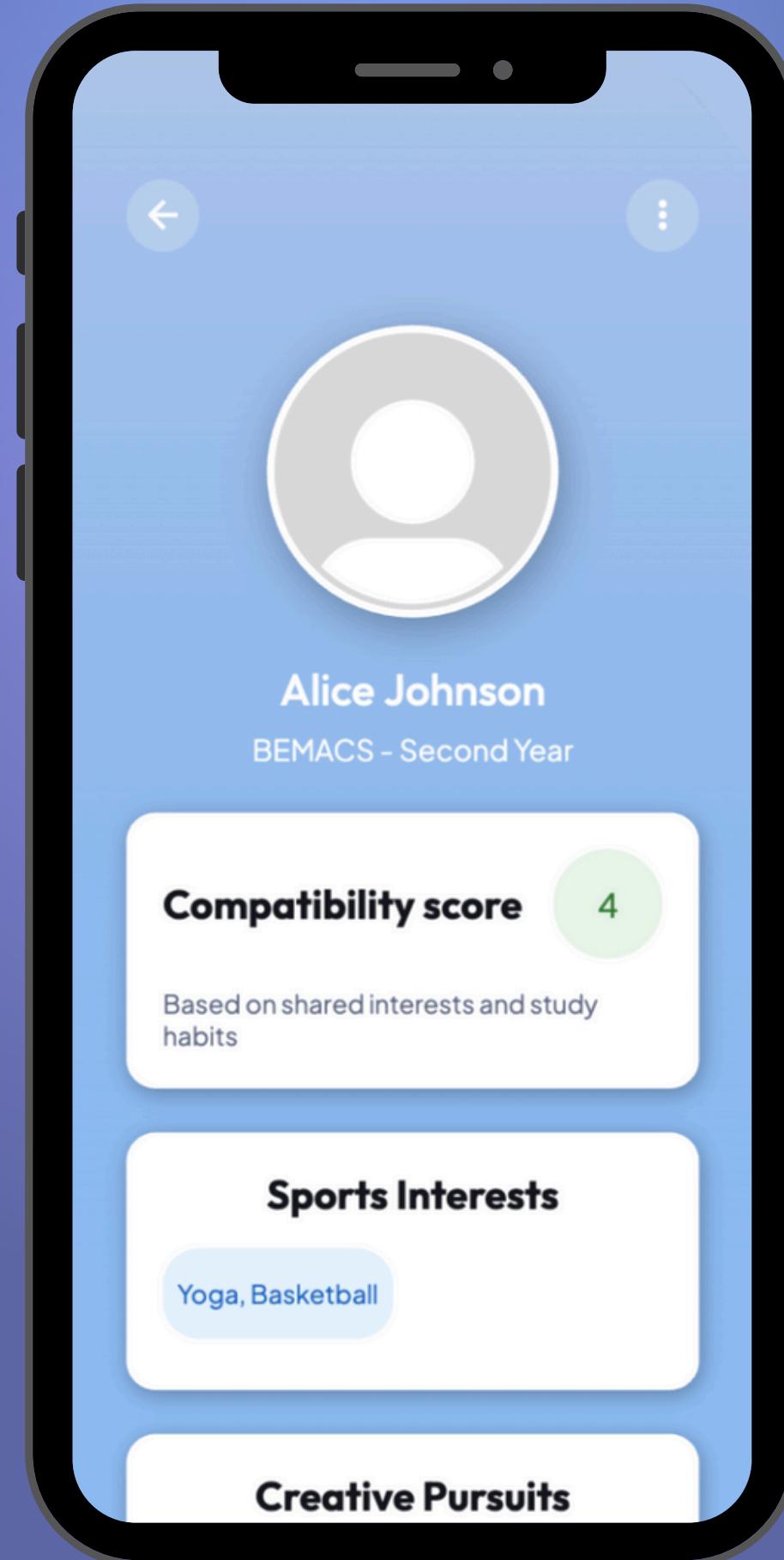
Ability to filter based on type of venue, proximity to university, and rating.

## Map view

All markers shown on map. When clicked on, opens up basic information.

## Dynamic pages

Contains all data collected (summary, tags, distance from campus, opening hours, etc.)



Main Feature

# Hobby Matcher

Connects users with shared interests for activities.

## View connections

Ability to view interests of possible connections, and decide whether to connect.

## Matching algorithm

Matching algorithm works by assigning a compatibility score, based on your interests and the other users' interests.

# Target Market

International students in Milan, especially at Bocconi University.

Secondary Users: Students across other Milan universities.



## Revenue Streams



### Advertising

Revenue from local businesses.



### Sponsorships

From brands targeting students.

## Technology Stack



### Back-end

Firebase, Python, Node.js, Dart



### Front-end

FlutterFlow



# Live demo

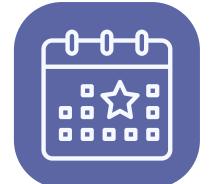
# Timeline

- Finalize user authentication (saving feature) & enhance storage
- Launch marketing campaigns for Bocconi students
- Release the app
- Expand study spot recommendations
- Enable live occupancy data & user reviews for study spots
- Add ability to chat with connections
- Integrate in-app event organization
- Introduce events & discount features
- Expand to other universities



## Student Discounts

87.5% of students wish for an app which displays information on places/brands/etc. who offer student discounts.



## Event Listing

75% of students wish for an app feature which displays events around Milan.



For more information  
about our plans for future  
implementation, consult  
our business plan.

A smartphone is shown from a slightly elevated angle, displaying the 'nexus milano' app. The screen has a blue gradient background. At the top, the app's name 'nexus milano' is displayed in large white letters, with 'THEHACKLAB' in a smaller white box below it. In the center, the text 'brought to you by' is followed by 'TEAM 4'. The bottom half of the screen shows a section titled 'Customer Validation:' with a subtitle: 'A survey conducted among international students in Milan indicates strong interest in the app's main features:'. A small portion of a pie chart is visible at the bottom right, showing 'Not helpful' at 6%.

# Thank you for your attention!

brought to you by

**TEAM 4**

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