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TraitTalk

VOICES THAT MATTER



Team OrbiVox

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Problem & Opportunity

01

Lack of Safe Platform

Students and faculty have no official space to share concerns.

02

Toxic Environment

Informal platforms allow harassment and scams.

03

Communication Gap

Students hesitate to approach faculty directly.

04

Problem Size

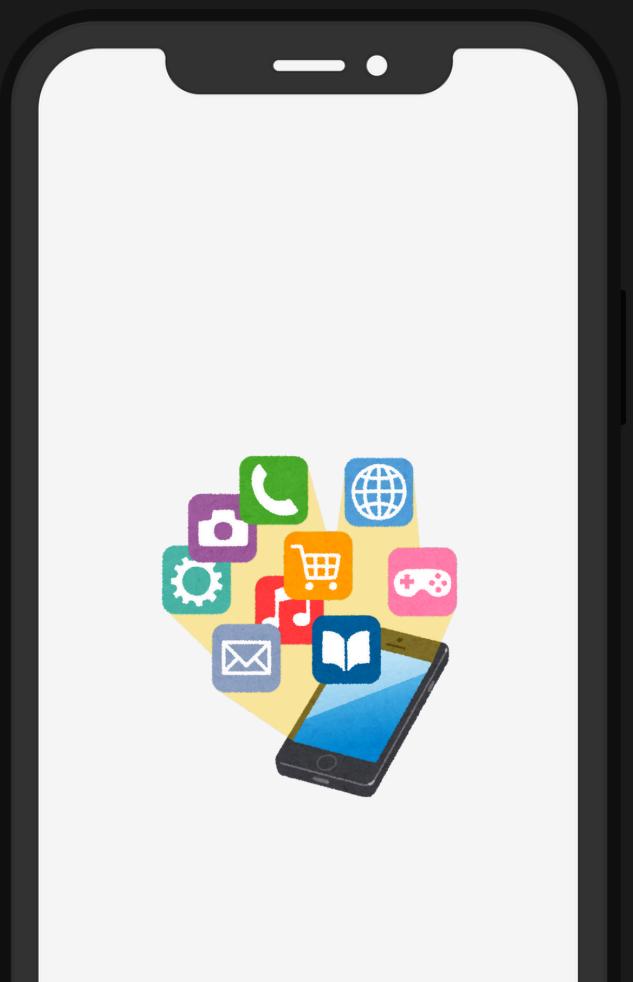
Affects thousands of USTP students and faculty members.



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Value Proposition

JJ



TrailTalk

TrailTalk solves these issues by providing a secure university-backed space where students can post anonymously in structured categories, while faculty mentors discreetly guide and support them, building a healthier USTP community



Fit

Creates a healthier, more connected USTP community.

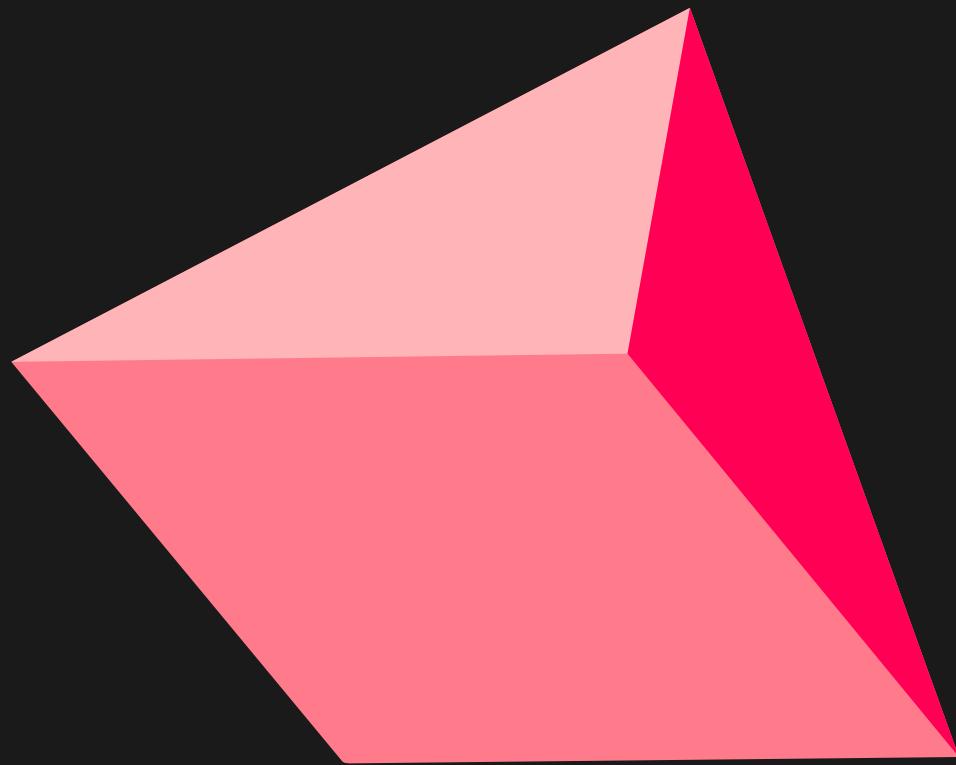


TrailTalk





Underlying Magic



Unique Features



Faculty mentor badges



Organized categories



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Business Model

JJ



\$ Flow of Money

Supported by university funding as a wellness tool. Sponsored campus announcements from student orgs and local partners.

🚀 Scalable

Supported by university funding as a wellness tool. Sponsored campus announcements from student orgs and local partners.





Go-to-Market



01

University Endorsement

Launch within USTP ecosystem.

02

Campus Campaigns

Collaborate with student orgs for awareness.

03

Official Channels

Announcements via university platforms.



Competitive Analysis

Features	TrailTalk	Informal Platforms	Social Media Apps
Safe & Moderated	✓	✗	✗
Official & Exclusive to USTP	✓	✗	✗
Faculty Mentor Involvement	✓	✗	✗
Anonymous but Accountable	✓	✗	✗
Organized Categories	✓	✗	✗





Management Team



**Harry
Fernandez**

Project Lead / System Developer

**Jocelyn
Caballero**

Project Manager / Lead Developer

**Divine Mercy
Tapayan**

UI/UX Designer & Frontend Developer

Faisal Inidal

& Backend & Database Developer

Alther Adrian Liga

Project Lead / System Developer





Financials & Metrics



Costs

App development, server hosting, and moderation.

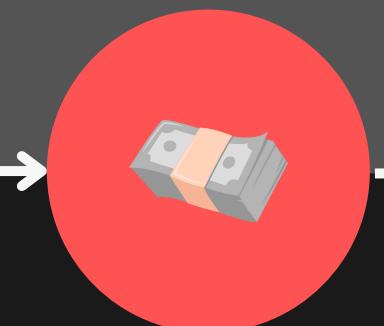
₱5,000 server + ₱3,000 promotion + ₱2,000 maintenance = **₱10,000 total.**



Initial Revenue

University support and sponsored posts.

₱12,000 from university + ₱5,000 from org sponsorships = **₱17,000 total.**



Key Metrics

Number of active users, posts per week, flagged posts resolved.

1,000 active users in 3 months, 500 posts/month, 95% flagged posts reviewed within 24 hours.





Now & Then



● NOW

Concept Phase Completed: BMC

and VPC finalized.

Short-Term (1 Month): Build MVP

with posting, categories, and
moderation.

Mid-Term: Add faculty mentor

integration and sponsored posts.

● THEN

Long-Term: License TrailTalk to

other universities as a wellness
platform.

Next Step: Secure USTP support

for MVP launch and pilot deployment.



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THANK YOU

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