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# TrailTalk

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.

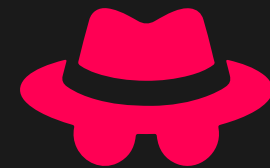




# Value Proposition

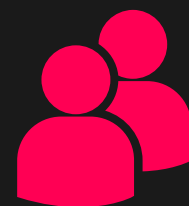


TrailTalk



## 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.





# Underlying Magic



## Core Technology

- 🛡️ Anonymous posting tied to USTP accounts
- 🔍 Word filtering + reporting system



## Unique Features

- 👤 Faculty mentor badges
- ⚙️ Organized categories





# Business Model



## **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	✓	X	X
Official & Exclusive to USTP	✓	X	X
Faculty Mentor Involvement	✓	X	X
Anonymous but Accountable	✓	X	X
Organized Categories	✓	X	X







# 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*







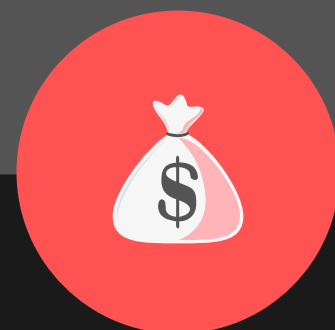
# Financials & Metrics



## Costs

App development, server hosting, and moderation.

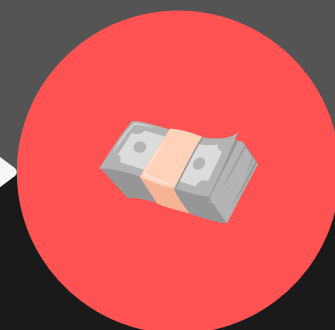
₱5,000 server + ₱3,000 promotion + ₱2,000 maintenance = **₱10,000 total.**



## Initial Revenue

University support and sponsored posts.

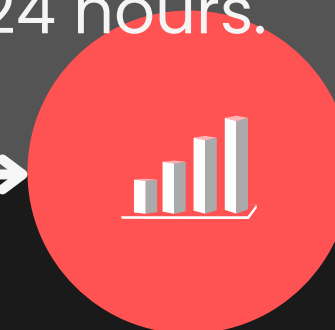
₱12,000 from university + ₱5,000 from org sponsorships = **₱17,000 total.**



## 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.

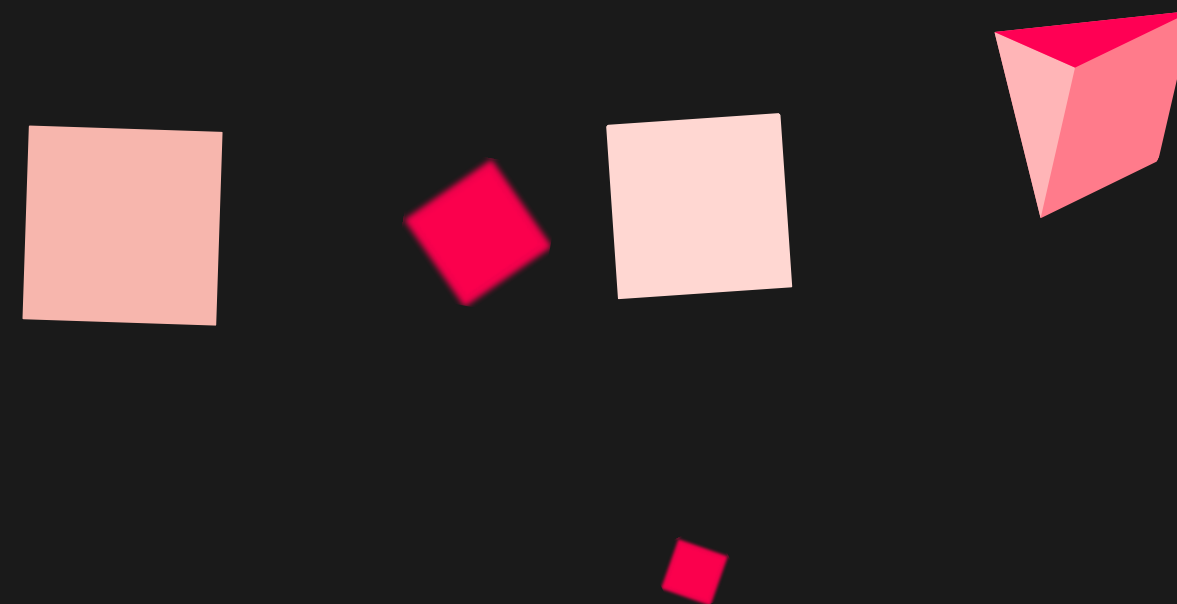
## **THEN**

🚀 **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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