

# DreamForce

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# Target Audience and Benefits

Who is our target audience?

- College Students
- Recent Graduates
- Industry professionals
- Organizations and Start-up

What are some benefits?

- Inexperienced people build real-world experience.
- Mentorship and Remote opportunities.
- Affordable collaborators - high quality work.



# Monetization Strategy

Ads

Freemium:

- Basic Project Creation
- Basic Collaborator match and search
- Standard Profile Creation

Premium:

- Access to project management tools
- Priority customer service support
- Unlimited collaborators on projects
- Skills-proficiency tests



**What are the values and  
benefits?**



# Market Differentiation

- Who are our Competitors?

- Fiverr
- Researchgate
- UpWork
- Reddit
- LinkedIn
- FaceBook
- Handshake

- What makes us unique?

- Focus on project based learning.
- Tailored matching algorithms
- Collaboration and Networking features.
- Mentorship opportunities.
- Integration with educational institutions.
- Affordable.



# Conclusion

- Key takeaways
  - Students and professionals have issues with finding projects to help build their skills and resumes
  - Our Project based platform bridges the gap between students and professionals with hands-on projects.

Together, we can empower the next generation of innovators.  
Force your dreams into reality.