

ENLIVEN

NETWORK IS NET-WORTH

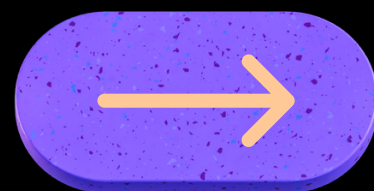


Table of Contents



1. Problem
2. Overview
3. Services
4. Business Model
5. Competition
6. Our Website
7. Plan of Action
8. Our Roar Map
9. Summary



Problem

Lack of student activity in Tier-2 & Tier-3 colleges leading to low placement turnover.
Demand for huge Human Capital in Start-ups.

First step towards our vision:

OBJECTIVES

- Touching base with Colleges and Communities
- Finding Start-ups and getting them on board
- Creating a platform for large-scale uses, like connecting co-founders, fundraising platforms

GOALS

- One-stop shop for all student activities, from sports to careers.
- Inorganically solving the massive unemployment problem



Overview

Enliven is revolutionizing the way college students connect and build communities. We are dedicated to providing students with the tools and resources they need to create meaningful relationships and build powerful networks.

We are also a social networking platform designed for startups and students to connect with one another, find job opportunities also share ideas and insights related to their domain of knowledge.



Services



Personalized
Community building
with offline presence



Hiring
assistance



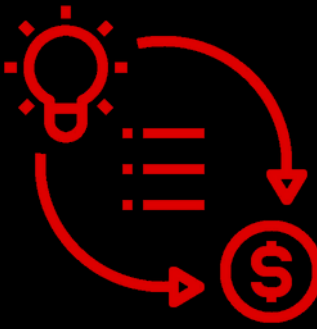
Networking and
advertising platform



Learning and
development



Business Model



PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Lack of standard student communities in tier 2,3 colleges and consequent affect on unemployment.	Connect the unemployed youth to startups which are in desperate need of human capital.	Using an offline and interactive approach towards community building rather than an online mode.	Using fests as means of customer acquisition	<ul style="list-style-type: none">• Unemployed youth in the age gap of 22-29 yrs• Startups in need of human capital.
	KEY METRICS		CHANNELS	
	1.CAC 2.Website Traffic		<ul style="list-style-type: none">• Website platform• College management.	
COST STRUCTURE		REVENUE STREAMS		
Marketing and Branding Costs Costs on Technology & other Employee costs		Advertisements. Freemium services		



Competitors



Meetup is a social networking platform that connects people with shared interests and hobbies to meet up and participate in activities and events together.

Meetup operates on a **freemium model**, organizers can choose to pay for additional features and services such as branding, data analytics, and priority customer support.

Meetup has grown to over **49 million members** in over **190 countries**.



Enactus is a global organization that is dedicated to creating social and economic impact through entrepreneurial action.

The organization was founded in 1975 and has since grown to include more than **70,000 student** participants in over **1,700 universities** and colleges across **37 countries**.

Enactus offers resources and support to help its teams succeed including mentorship, funding, and networking opportunities.



Introducing Our Website



NETWORK IS NET-WORTH

[HOME](#)

[ABOUT](#)

[SERVICES](#)

[BLOG](#)

[CONTACT US](#)



EVENT: MS. MATCH

Welcome to our blind date event which brings together single men and women together who are ready to find their perfect match.



Plan of Action

Tasks	Month 6	Month 12	Month 18	Month 24	Month 30
Strong Customer Acquisition (students and start-ups)					
Research					
Start-up depository					
Fests and events (Large capital)					
Implementation and Placement					
Freemium Model into play					
Advertisement revenue model into play					



Our Roar Map

Acquisition

Our strategy includes social media advertising, platform-based networking, and hosting showcase events and live experiences, all tailored to meet the unique needs and interests of our audience.

Activation

Upon logging in, users will be presented with a platform that draws inspiration from LinkedIn, but with a focus specifically on startup businesses.

Revenue

We will employ a freemium approach, offering community-building services to students. In addition, we provide hiring assistance.

Retention

We are committed to delivering an enriching experience that fosters personal growth and provides tangible benefits for each individual.

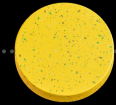
Referral

Each invitation comes with a complimentary introduction to an HR representative at any startup of your choice



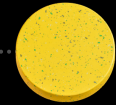
Summary

LET'S START



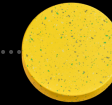
Create student activity centres in tier-2 and tier-3 colleges, develop a platform specifically tailored to the needs of startups.

ACQUIRE



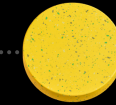
Acquire major start-ups and create a fruitful environment both ways

EXPANSION



Now let's kill the monster herself, steal the market share of LinkedIn

VISION



One stop-shop for all student activities.

