trumio

University Project
Ecosystem Challenge

Inter-IIT Tech Meet

Team 22

IDEATIONS

1. Community Engagement Platform
2. Trumio Copilot
3. Performance Tracker

We propose a **transformative community engagement platform** that serves as a **centralized hub** for **students to connect** with industry professionals and **alumni to deepen their ties** with their alma mater. Our platform **leverages AI** to personalize recommendations, offer real-time support, and facilitate **seamless collaboration**, fostering a thriving ecosystem where individuals can flourish all while following Trumio's objectives and Business goals.

OPPORTUNITY FOR INNOVATION

- The majority of alumni when surveyed **(80%)** have a current engagement rating of **low to moderate** with their university and its current students.
- Nearly **Half of the alumni** surveyed **(43.5%)** are **interested in collaborating with student or professor-led teams** from their own university on real-world projects at their company.
- **Despite low current engagement**, nearly half of alumni are eager to collaborate with their university on real-world projects. It suggests that there is a **untapped potential for collaboration between alumni and their alma maters.**
- Among alumni who expressed "No" or "Maybe" to collaboration with student or professor-led teams, nearly **40% cited lack of Platform for their disengagement.**

COMMUNITY FEED

The Community Feed section serves as a dynamic catalyst within the engagement platform, strategically designed to **enhance alumni engagement** and **streamline the inflow of client projects** to students and universities. This section encompasses key feed posts including:

- ***Professional Profiles Showcase***
- ***Real-Time Updates from Community Members***
- ***AI-driven Project Recommendations:***
- ***University related activities and announcements recap***
- ***Advertisement Opportunities***

Profile Showcase

- Version 0 of the platform will feature **AI-curated profile feeds**, showcasing **relevant alumni profiles** from the **user's university**, primarily **sourced from LinkedIn***.
- These personalized posts consists of **tailored content** to the **user's interests and expertise**, facilitating targeted connections within the community **based on keywords and interests extracted** from their **Trumio Profile** or from their **LinkedIn Profile** asked during registration.

Real-Time Update

- Enriching the curated profile feed, **real-time community updates** extracted from LinkedIn* and summarized **based on user profiles** feed will showcase **relevant posts** ranging from **industrial knowledge/learning** to potential **job openings**.
- The Feed will also feature r**eal-time campus updates^** for alumni in version 0, with subsequent versions offering **customization options for updates**, including a recap feature with adjustable time periods.

AI - Driven Recommendations

- Integrating seamlessly between posts, **students receive personalized project recommendations** based on their **profiles**, enabling them to **explore and bid** for relevant projects.
- Additionally, **strategic partnerships** with businesses **targeting a similar audience** offer opportunities for **advertisements** within the feed, contributing to **revenue generation**.

* Nearly 75% of the alumni when surveyed said that their go-to platform for professional use-case is LinkedIn.

^ Among the alumni who responded "No" or "Maybe" to the question about collaborating with student or professor-led teams, nearly half of them(46%) attributed their Lack of Awareness regarding campus activities to their lack of engagement.

PROJECTS

STUDENTS

Students with no-active projects

AI-Recommended Projects:

- Students without active projects receive a **curated list** of AI-recommended **projects** from Trumio's marketplace, **tailored to their profiles**.
- Projects from their own university's **alumni are highlighted**, allowing them to view **project details** and proceed to the bidding stage via the **"Create Bid"** button.
- *This also presents a **revenue generation opportunity** for clients to **promote projects** to a specific audience.*

Students with active projects

Task Manager:

- A simplified version of corporate **team-management tools**, the Task Manager aids in creating and managing **team workflows**, **task assignments**, and **ticket creation***.
- **AI powers workflow generation** and task assignment **recommendations based on project requirements** and team profiles.
- Students can also access **learning resources+** sourced by the **AI**, with future versions **offering graphical progress analysis****.

ALUMNI

Alumni with listed projects

Project Listing Encouragement:

- Alumni are prompted to list projects, **inviting them** to showcase their company's projects which fosters faster execution with university talent and supports student upskilling.
- The section also displays a list of **relevant teams** working on or having worked on projects **matching the alum's profile** and company, with a focus on teams from their **own community**.

Alumni with no-listed projects

Progress Dashboard:

- Alumni view a graphical **dashboard visualizing overall progress**** and task status of **all** of their **listed projects**.
- The section includes a list of **completed and ongoing milestones** extracted from Trumio's platform and the task manager used by the teams.
- This provides a comprehensive **milestone report***** for each project, enhancing **transparency and ensuring quality of project**.

* 76% of Alumni when surveyed agreed that including a Task Assignment and Tracking can be very useful inmaintaing the quality of projects being delivered.
^ Nearly 40% of the Alumni said that a Progress Visualiser can also be very useful for maintaining the quality of projects.
# Whereas nearly one third of the alumni believed that showcase of Milestone Reports to them can be very important for tracking and maintaining quality of projects.
+ At last nearly 26% of the Alumni agreed that inclusion of relevant learning resource can also be useful for the same.

PERSONAL ASSISTANT

Introducing a LLM agent in the engagement platform, this section enhances user experiences through **focused networking and collaboration tools**. Users can form cross-college teams and **connect** with **individuals from diverse backgrounds** for collaborative projects. The assistant extends its **support to learning** by **recommending resources**, tech stacks, and **real-world insights**. Users can also seek **intra-project guidance**, directly addressing project-related queries. The major features includes:-

- **Networking & Collaboration**
- **Query based assistance**

Networking & Collaboration

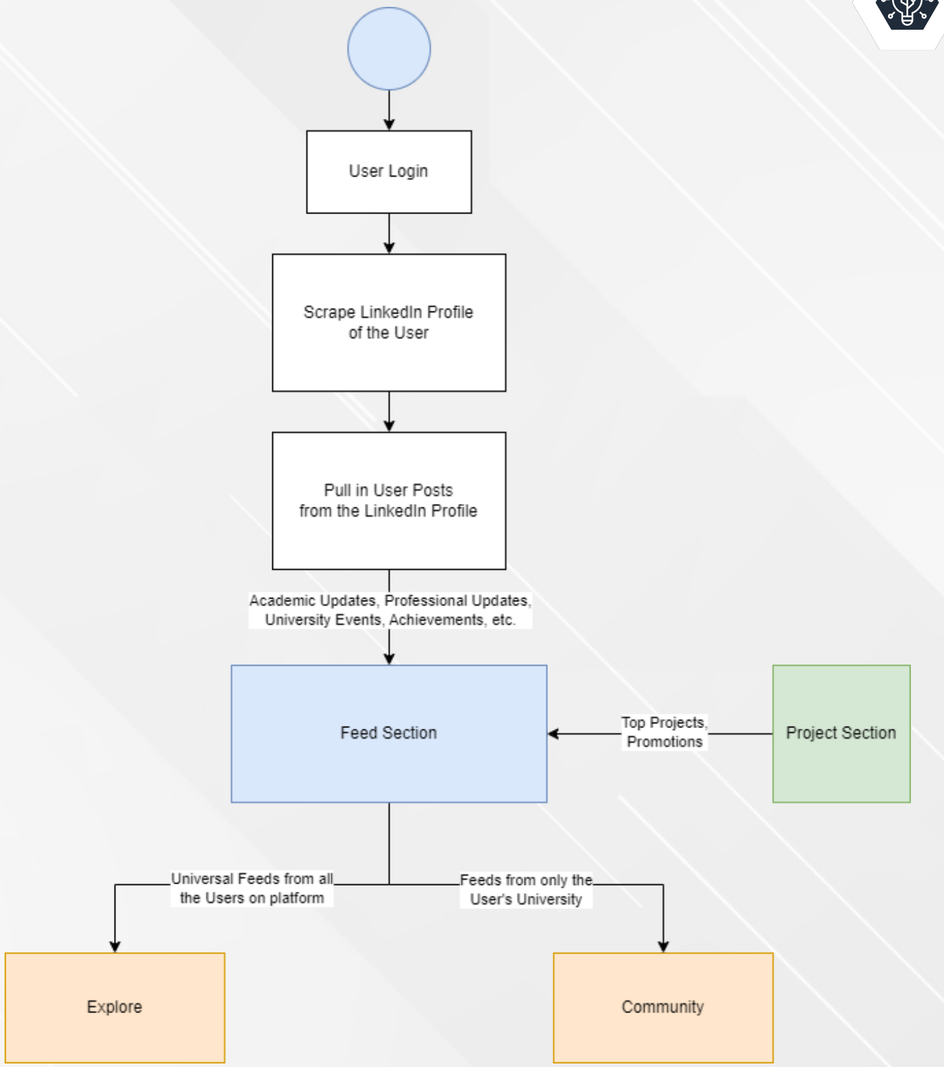
- This simplifies the process of **finding the right connections*** and fostering collaborations.
- Users can search for individuals from **different colleges** to **form teams and collaborate** on projects and resources while also facilitating **queries from students or alumni seeking specific connections from within their community**.

Query Based Assitance

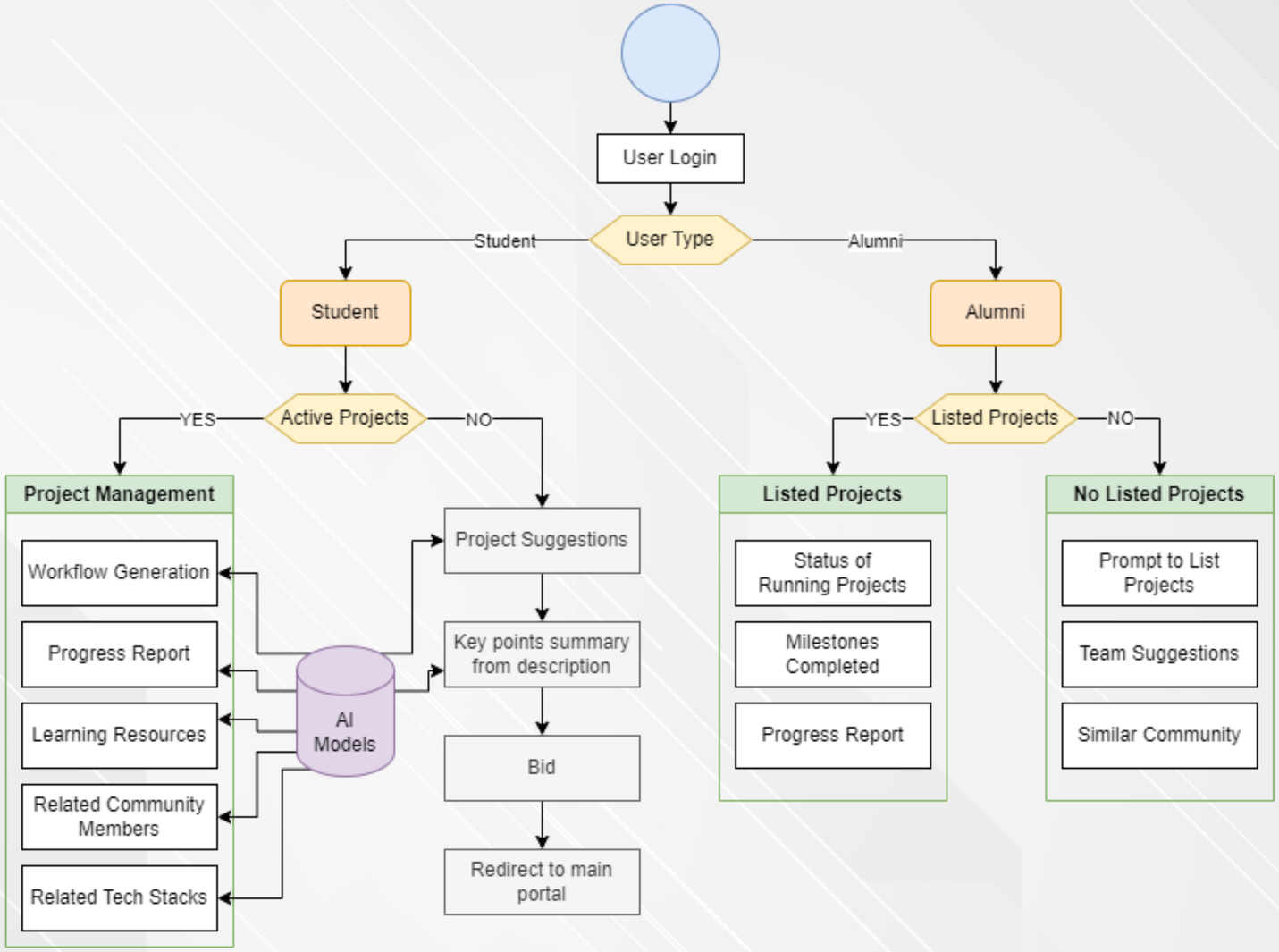
- The Learning & Query-Based Assistance feature in Trumio's Personal Assistant **enhances project development** and learning experiences for individuals.
- Here individuals can receive **query based resources**, like a student can ask for relevant **learning resources** needed to complete their project or simple **upskilling themselves** while an Alum can also upskill themselves alongside asking for **real-world data and insights** like *Daily market update*.
- **Project specific queries** are also addressed by the agent. This allows students and alumni to seek **project-related advice** by posing queries like *"Why is Team A unable to submit the project on time?"* or *"Can you identify the main cause behind the latest dispute raised by the client?"* The assistant **analyzes the project's current status** from both the main platform and the application's task management section to offer informed responses.
- The AI agent will have **access to real-world information** so the queries answered by the agent can have endless possibilties.

***Nearly 78% of the Alumni suggested that finding the right people on a platform like ours can be very helpful for driving greater engagement and client project flow.**

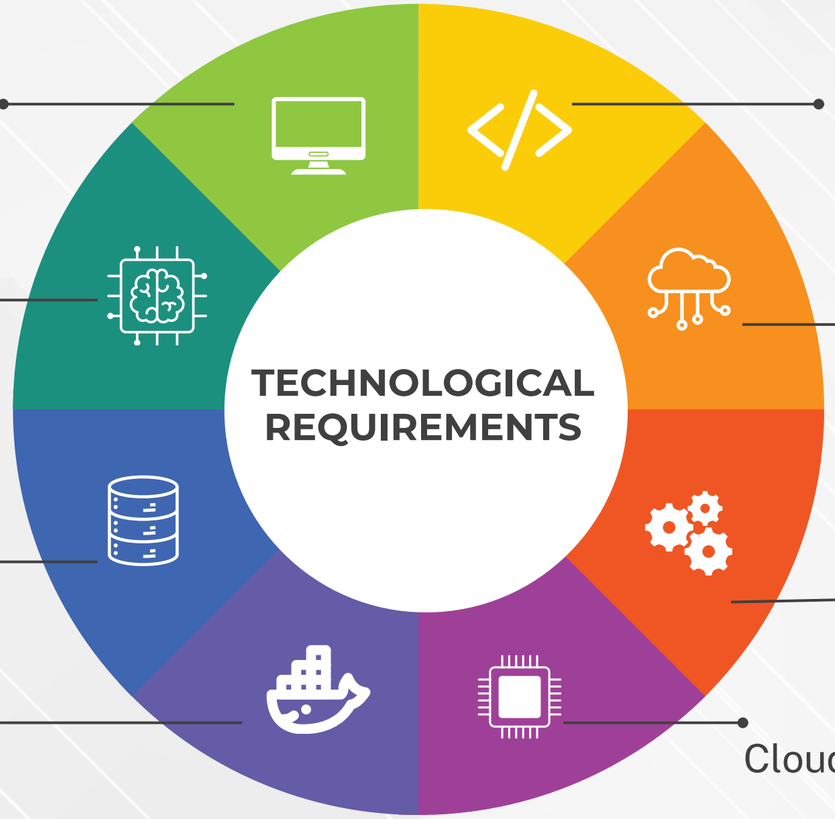
HIGH LEVEL OVERVIEW



COMMUNITY FEED SECTION



PROJECTS



FRONTEND
NextJS, Gradio

BACKEND
Python

ML/DL
OpenAI API, QLoRA, Codium AI ($), CLAUDE-2 API ($)

CLOUD SERVICES
AWS EC2 ($), AWS S3

DATABASE
MongoDB, VectorDB

MISCELLANEOUS
Linkedin API, Github API

DEV OPS
Docker
Kubernetes

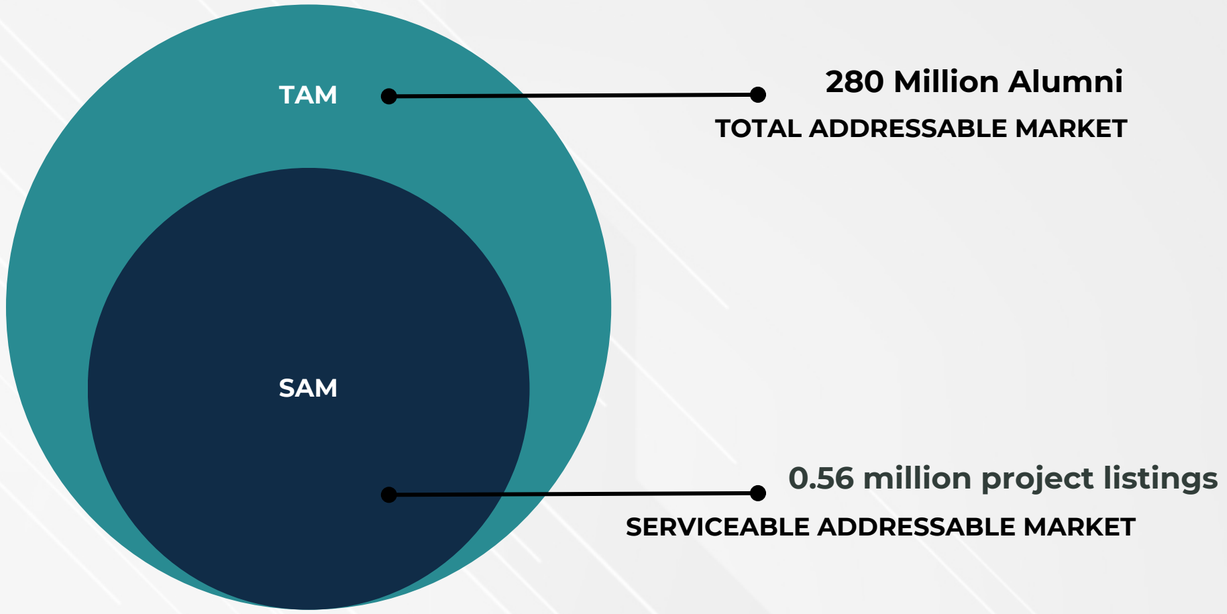
GPU
Cloud Services with A100 GPU

$: Requires Subscription

Target Market

Alumni

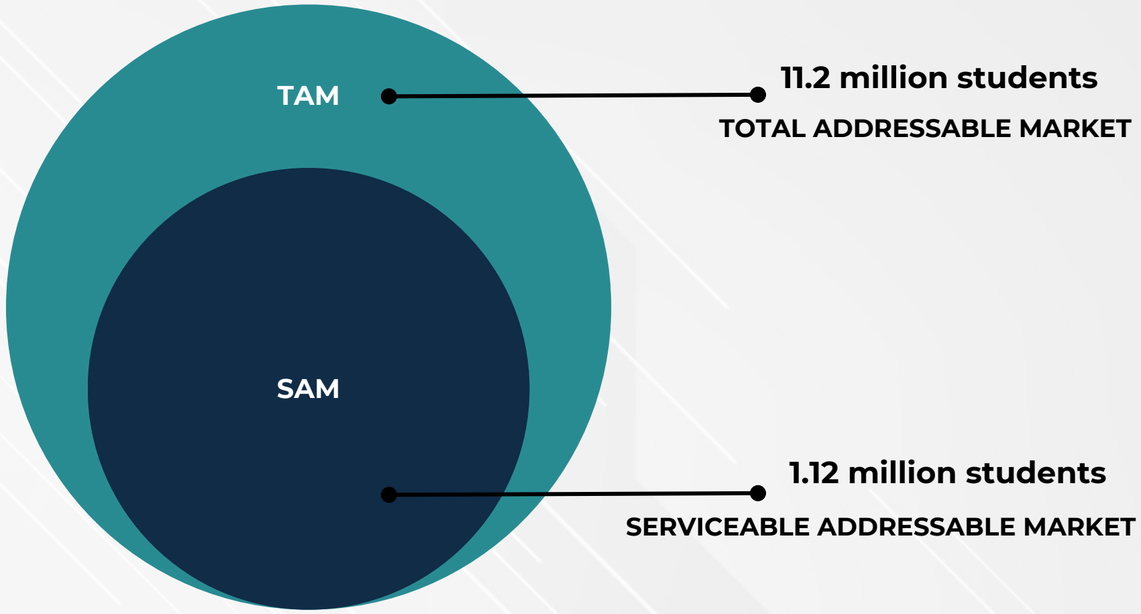
- **India**: **100 million** university graduates (Source: https://www.mospi.gov.in/)
- **US: 180 million** university graduates (Source:https://nces.ed.gov/programs/digest/d13/tables/dt13_303.10.asp)
- Total: **280 million** alumni
- Market Assumptions:
- Alumni Adoption Rate: **2%** of alumni will use our platform
- Alumni Project Listing Rate: **10%** of active alumni users will list a project on our platform
- SAM Calculations:
- Alumni SAM: **280 million** alumni * **2%** adoption rate = **5.6 million** alumni
- Project Listings per Alumni: **5.6 million** alumni * **10%** project listing rate = **0.56 million** project listings
- Total SAM: **0.56 million** project listings
- SAM as a Percentage of TAM:
- **0.56 million** project listings / **829 million** total TAM = **0.07%**
- **Conclusion**:
  - Based on these calculations, our platform's SAM is estimated to be around **0.56 million** project listings, representing **0.07%** of the total TAM of **829 million**. This indicates that our platform has a significant opportunity to attract project listings from alumni, particularly in light of the large alumni population in India and the US. By focusing on effective outreach and engagement strategies to alumni networks and universities, we can encourage project listings and expand our platform's project pipeline.



Target Market

Student

- Current Students: **36 million** students enrolled in higher education (Source: https://www.mospi.gov.in/)
- Potential TAM: Assuming **20%** of current students are interested in using the platform, then the potential TAM for India is **36 million students** * **20%** = **7.2 million** students
- US:
- Current Students: **20 million** students enrolled in higher education (Source: https://nces.ed.gov/programs/digest/d13/tables/dt13_303.10.asp)
- Potential TAM: Assuming **20%** of current students are interested in using the platform, then the potential TAM for the US is 20 million students * 20% = 4 million students
- Total TAM: **7.2 million students (India)** + **4 million students (US)** = **11.2 million students**
- Serviceable Addressable Market (SAM)
- India:
- Potential SAM: Assuming **10%** of students interested in using the platform are actively engaged, then the potential SAM for India is **7.2 million** students * **10%** = **0.72** million students
- US:
- Potential SAM: Assuming **10%** of students interested in using the platform are actively engaged, then the potential SAM for the US is 4 million students * **10%** = **0.4** million students
- Total SAM: **0.72** million students (India) + **0.4** million students (US) = **1.12 million** students
- SAM as a Percentage of TAM:
- **1.12 million** students / **11.2 million** total TAM = **10%**
- **Conclusion:**
- By focusing on students' interest in using the platform, the SAM for our platform is estimated to be around 1.12 million students, representing 10% of the total TAM of 11.2 million students. This indicates that our platform has a significant market opportunity among students seeking engagement and opportunities.



Industry/Market Category

- **Market Dynamics:** Nearly half of the alumni surveyed **(43.5%)** are interested in **collaborating with student or professor-led teams** and about **(40%)** cited **lack of Platform for their disengagement.**
- So as perceived from the survey there is **increasing market opportunity** for building a platform like **alumni forum** fulfilling increased demand for alumni connections among students, rising academia-industry connectivity.

Product Vision

- **Objective:** Facilitate stronger connections between **alumni**, **working professionals**, and **university-level students**.
- **Vision:** Create a collaborative environment for **industry-level project development** and learning experiences.

Target Market Segment

- **Demographics**: Universities and college students(Primarily targets individuals in the age group of 18 to 25, representing both young aspiring developers.)
- **Needs:**
  - Tools for enhancing student profiles, aligning skills with industry demands, and facilitating effective project-based learning.
  - Efficient project matching, streamlined bid creation, and tools for transparent collaboration with clients.

- **Demographics**: Client and corporate professionals
- **Needs:**
  - Talent acquisition, project collaboration, and skill verification for effective team formation and project execution.
  - Seamless collaboration for career advancement.

Competitor Analysis

- There are limited alumni platforms in the market, and our product stands out by **amplifying the interaction** through community feed system and providing real time opportunities to users on our platform to gain by directly projects by building direct connections with alumni.

Company Brand

- **Brand: Trumio** - AI-based learning and project management platform.
- Our **Community Engagement Platform** is known for building connections between alumni of alma mater and students.
- Which then transitions into solidifying the bond between **academia** and **industry** through practical learning and **project execution**.

Unique Attributes

- **Value Addition:** Real-world project engagements, expert networking, AI-powered learning resources.
- **Platform Highlights:** Alumni engagement, real-world projects, professional networking, AI-driven learning.
- **AI-driven Suggestions:** Customized project proposals, university-related social media feeds aggregation.
- **Engagement Tools:** Real-time chat feature, AI-based assistant, comprehensive task management for projects.
- **AI-Driven:** Customized project recommendations, comprehensive networking.

STUDENT BENEFITS

- **Upskilling capabilities :**
  - Opportunities to upskill in the latest tools and technologies, facilitated by AI, thereby enhancing their readiness for the job market.
  - Students get market updates and real world insights through alumni posts and newsletters.
  - Access to real world projects from clients and suggested educational contents from collaborated educational institutions aids in career advancement and market readiness.
- **Networking :** Our platform creates valuable connections between students and successful alumni. Students get a chance to connect with experienced professionals who can offer real-world projects and insights, mentorship, guidance, and even potential job opportunities.

CLIENT BENEFITS

- **Professional Networking:**
  - Facilitates ongoing engagement and networking opportunities with former colleagues and the alma mater. thus, drive greater Alumni engagement via interactive community.
  - Client project flow to students and universities presents a revenue generation opportunity for clients to promote projects to a specific audience.
- **Industry Collaboration:** Provides avenues to collaborate on innovative projects and potentially access industry partnerships.
- **Progress Tracking:** Clients can accelerate project execution with teams by tracking project status through graphical dashboard visualizing overall progress and milestone report. This ensures better quality, transparency and efficiency in project completion.

Busy Schedule is the most frequently cited reason for low or no engagement (54%), suggesting that time constraints are a significant barrier for alumni participation.

- **Brand loyalty:** Fosters a sense of brand loyalty through continued engagement, potentially leading to future collaborations or mentorship opportunities.

TRUMIO BENEFITS

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TRUMIO COPILOT

STUDENTS

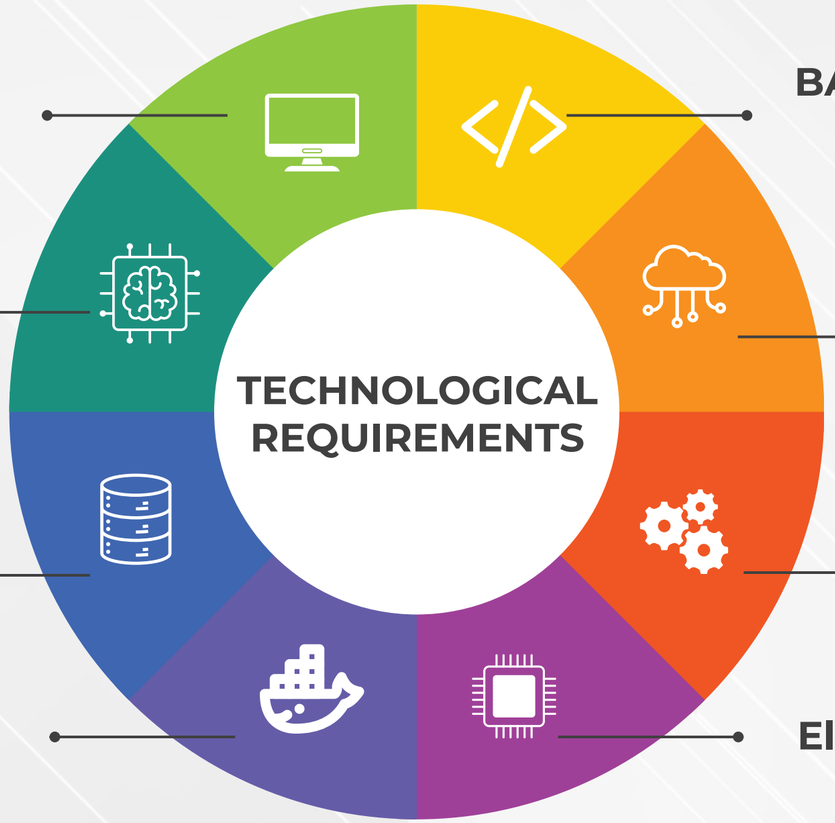
- **Task Prioritization:**
  - Prioritise tasks based on deadlines and importance.
- **Team Dashboard:**
  - AI-powered project recommendation based on team skills and project requirements.
  - Suggest skills to learn for improving profile of students.
- **Project Management:**
  - AI-based workflow generation, PRD generation, task assignment and management between team members

MISCELLANEOUS

- **Trumio Agent 1:1 helper:**
  - Provide personalized assistance to students and clients, addressing queries related to projects, technology, or any uncertainties they may have.
- **Mentor Matching:**
  - Recommend mentors based on industry, project tags, and experience.
- **Team Member Recommendations:**
  - Suggest changes based on project suitability.

ALUMNI

- **AI-Powered Project Management System:**
  - Automates project creation and talent-client connections.
  - AI-generated contracts.
  - Milestone and task completion prediction.
- **Dispute & Feedback System:**
  - Filters disputes by date and type.
  - Utilizes an AI-driven Feedback Review System for suggestions on improvement.



FRONTEND
NextJS,
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BACKEND
Django

ML/DL
Scikit-Learn,
TensorFlow

CLOUD SERVICES
Amazon AWS

DATABASE
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MISCELLANEOUS
Calendar API

DEV OPS
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Electronic Signature
E-Signature
Service

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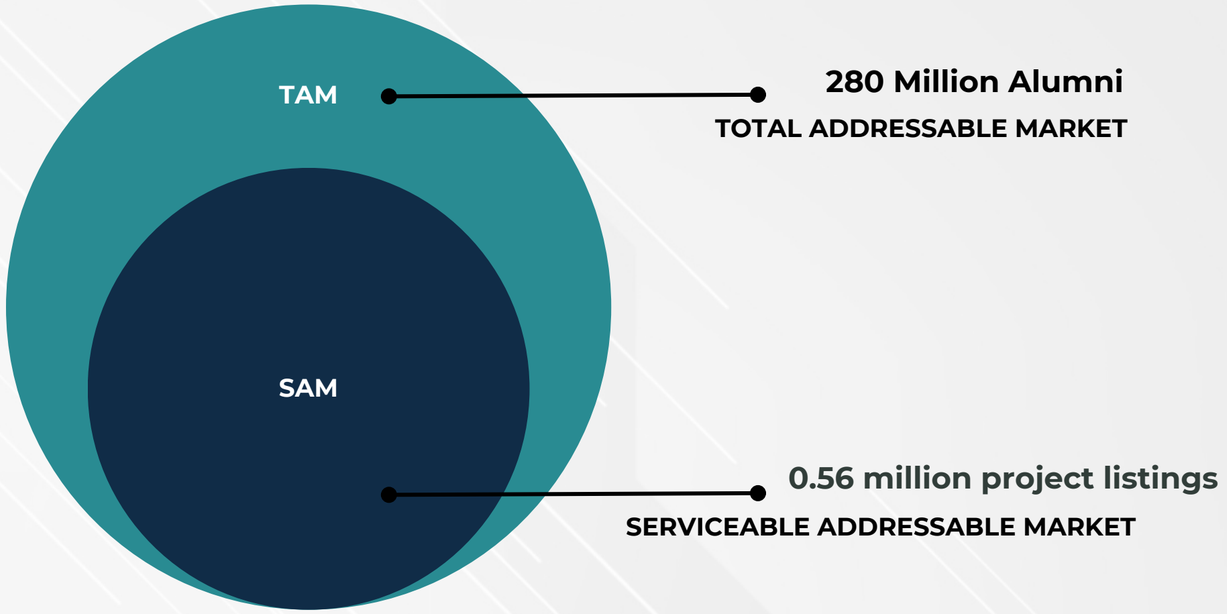

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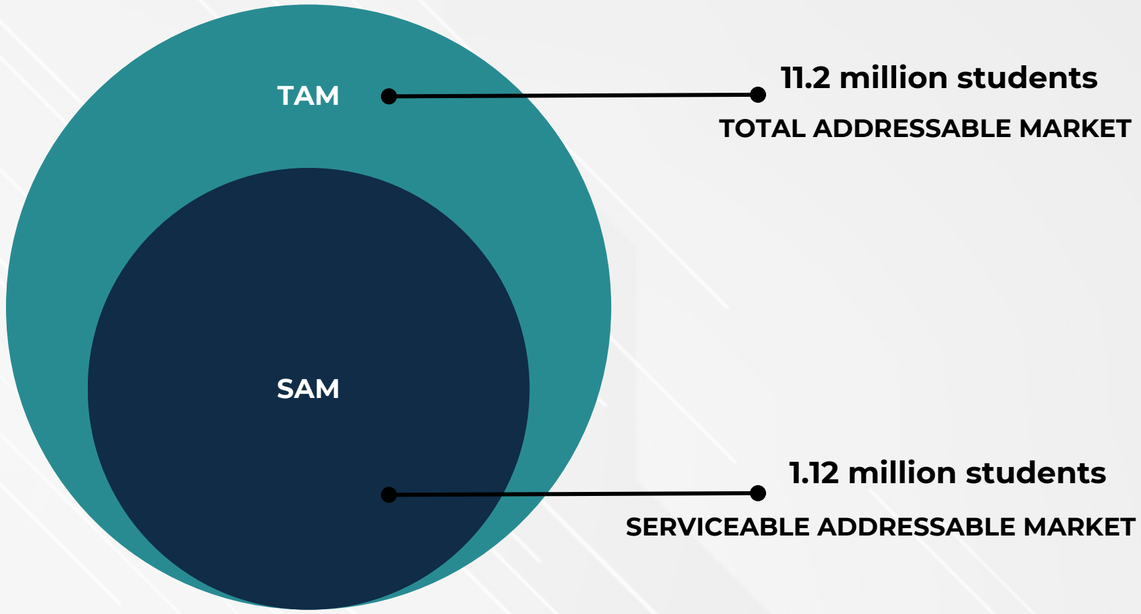

Industry/Market Category

- The product operates in AI-driven talent management and project collaboration, responding to market trends of:
  - **AI Integration:** Leveraging AI for skill alignment and project optimization.
  - **Remote Work Culture:** Addressing the growing need for efficient remote collaboration tools.
  - **Skill Matching Demand:** Meeting the demand for aligning skills with evolving industry needs.
- It caters to the need for:
  - **Streamlined Workflows:** Efficient project management tools for seamless execution.
  - **Enhanced Collaboration:** AI-powered communication and team formation.

Product Vision

- Our product envisions transforming the landscape of talent management and project collaboration by leveraging AI-driven features that enhance skill matching, streamline project processes, and foster seamless collaboration within the software development industry.

Target Market Segment

- **Demographics**: Universities and college students(Primarily targets individuals in the age group of 18 to 25, representing both young aspiring developers.)
- **Needs:**
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- **Demographics**: Client and corporate professionals
- **Needs:**
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Competitor Analysis

- Our Trumio Copilot stands out by inegarting the necessary AI features with project collaboration and providing seamless connection throughout the whole Trumio ecosystem.

Company Brand

- **Brand: Trumio** - AI-based learning and project management platform.
- Our **Trumio Copilot** is known for assisting and upskilling the capabilities of student and client using various AI features.
- This in turn helps in faster project execution and utilizing the whole ecosystem.

Unique Attributes

- **AI-Driven Recommendations:** Unparalleled AI capabilities offer dynamic skill recommendations, project guidance, and mentor matching, ensuring optimal talent-to-project alignments.
- **Dynamic Profiles:** Continuously updated profiles with AI-driven enhancements keep users competitive in an evolving industry landscape.
- **Smart Project Processes:** Autofill features, milestone prioritization, and workflow suggestions streamline project execution, reducing errors and optimizing productivity.
- **Seamless Communication:** AI-powered chatbot facilitates efficient user interaction, providing quick responses and assistance.
- **Profile Enrichment:** Data scraping from LinkedIn enriches profiles with accurate information, enhancing credibility and visibility.

STUDENT BENEFITS

- **Personalized Skill Growth:** They get tailored skill recommendations for profile enhancement.
- **Credibility Assurance:** Showcase verified skills with an honesty score for trust-building.
- **Strategic Project Matching:** Access AI-driven recommendations for project alignment with your skills.
- **Collaboration Optimization:** Utilize AI-suggested tools and concise team descriptions for effective collaboration.
- **Improved Team Productivity:** AI-driven task prioritization and workflow automation will enhance team productivity.
- **Feedback for Growth:** Receive AI-generated feedback for continuous improvement in industrial expertise**.**

CLIENT BENEFITS

- **Seamless Talent-Client Connections:** AI ensures efficient talent-client collaboration.
- **Time-Saving Contract Generation:** AI-generated contracts expedite project start for clients.
- **Formatted Project Documents:** AI-formatted documents provide clear project understanding for clients. and talents
- **Milestone Prediction for Planning:** Milestone predictions offer project timeline insights for clients and alumni.
- **Feedback-Driven Improvement:** AI-driven feedback aids in continuous improvement for clients and alumni.
- **Enhanced Chat Analysis:** The “Ask AI” button enhances communication for clients and alumni.

TRUMIO BENEFITS

- **Client Satisfaction:** Efficient management and personalized aid boost client satisfaction and loyalty
- **Adaptability and Growth:** AI tools make Trumio an adaptable company, attracting innovative clients and students.
- **Scalability:** Efficiency and automation enable Trumio to scale, managing a growing base without compromising quality.
- **Brand Reputation:** Positive project outcomes and personalized aid enhance Trumio’s reputation, attracting new clients and students.
- **Partnership Attraction:** AI applications may foster partnerships with educational and industry organizations.
- **Innovation Leadership:** AI-driven solutions establish Trumio as an innovative leader, attracting forward-thinking clients and partners.

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PERFORMANCE ASSESMENT TRACKER

The Performance Assessment Tracker enhances code quality, streamlines project management, and promotes transparency through code assessment, design evaluation, milestone management, and time tracking. It fosters improved client satisfaction and enhanced team performance.

Code Assessment:

- Code Quality: Checks adherence to standards, absence of code smells, and use of best practices.
- Code Functionality: Ensures code meets intended functionality using tools like Codium AI.

Design Evaluation:

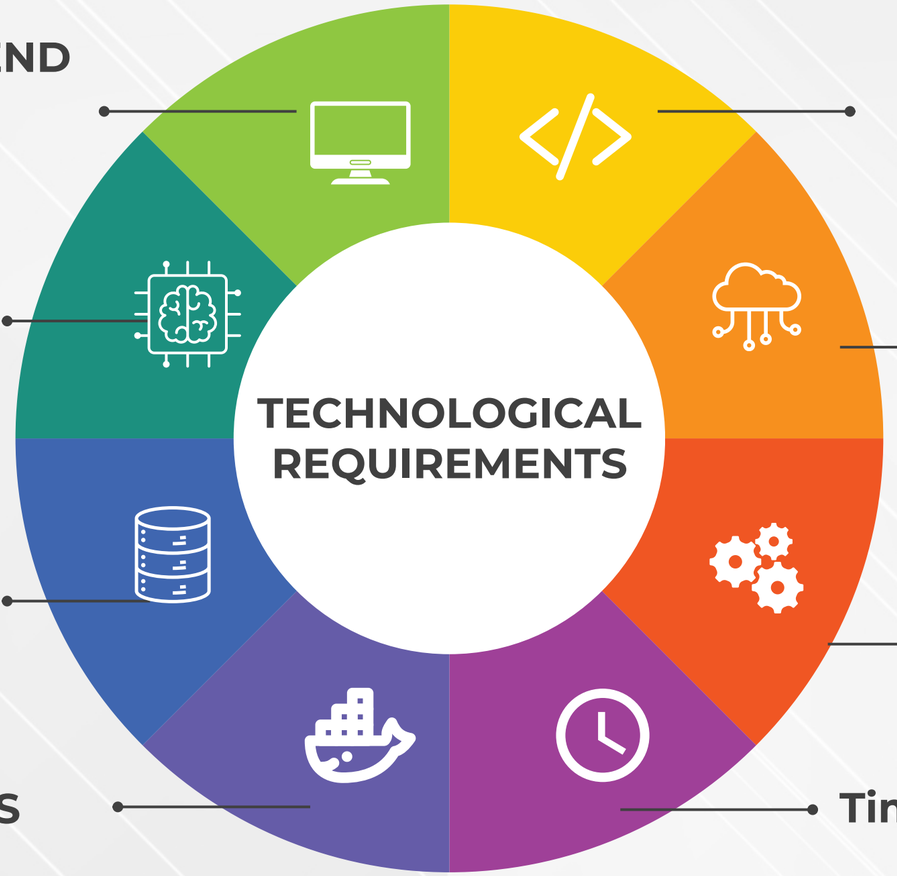
- Design Adherence: Assesses design based on UI/UX conventions, including aspect ratio, margin, padding, and section presence.

Time Tracking:

Time Tracking: Monitors and records time spent on tasks, aiding productivity assessment, project timeline estimation, and resource management.

Milestone Management:

- Milestone Report Generation: Generates a predefined milestone report with AI-filled details, editable before submission.
- Notification and Alert System: Sends alerts for milestone and task completion, promoting open communication.
- Review and Rating System: Provides AI-generated or client-given reviews and ratings for each milestone.
- Milestone Level Dispute Resolution: Resolves disputes after milestone completion, minimizing client effort.



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DATABASE
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Kubernetes

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Harvest API
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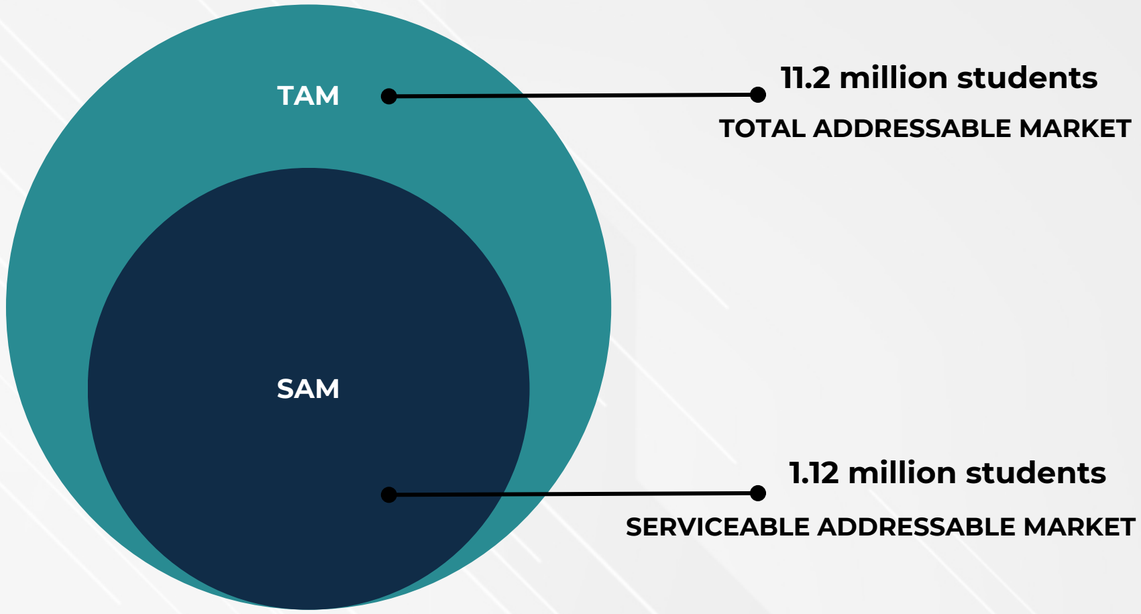
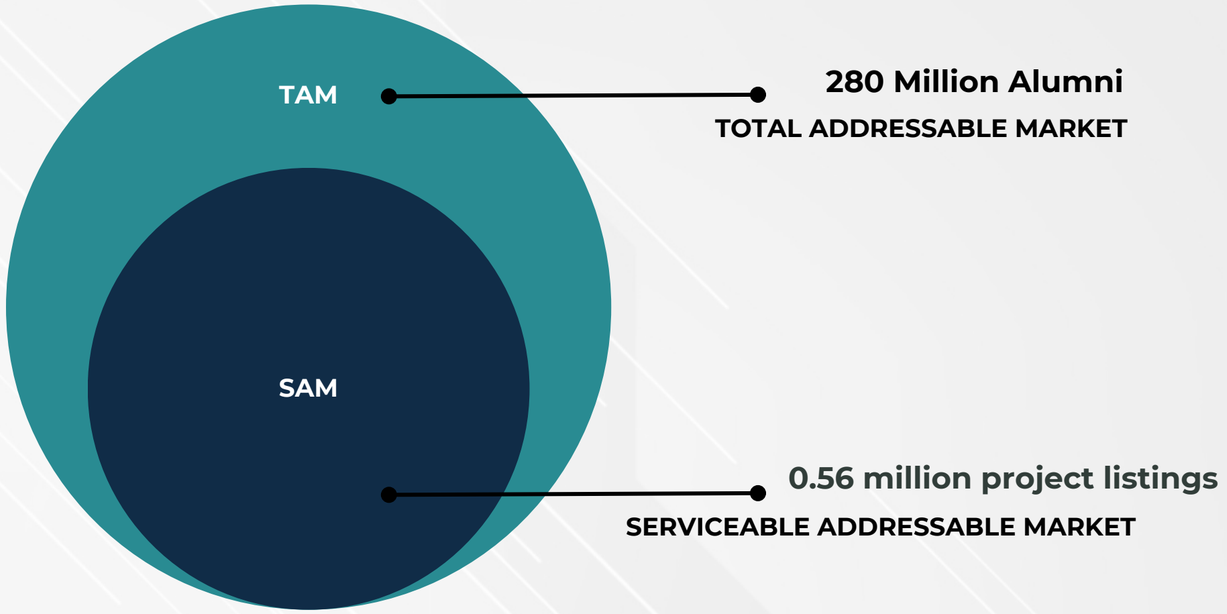
- Potential SAM: Assuming **10%** of students interested in using the platform are actively engaged, then the potential SAM for the US is 4 million students * **10%** = **0.4** million students
- Total SAM: **0.72** million students (India) + **0.4** million students (US) = **1.12 million** students
- SAM as a Percentage of TAM:
- **1.12 million** students / **11.2 million** total TAM = **10%**
- **Conclusion:**
- By focusing on students' interest in using the platform, the SAM for our platform is estimated to be around 1.12 million students, representing 10% of the total TAM of 11.2 million students. This indicates that our platform has a significant market opportunity among students seeking engagement and opportunities.



Target Market

Alumni

- **India**: **100 million** university graduates (Source: https://www.mospi.gov.in/)
- **US: 180 million** university graduates (Source:https://nces.ed.gov/programs/digest/d13/tables/dt13_303.10.asp)
- Total: **280 million** alumni
- Market Assumptions:
- Alumni Adoption Rate: **2%** of alumni will use our platform
- Alumni Project Listing Rate: **10%** of active alumni users will list a project on our platform
- SAM Calculations:
- Alumni SAM: **280 million** alumni * **2%** adoption rate = **5.6 million** alumni
- Project Listings per Alumni: **5.6 million** alumni * **10%** project listing rate = **0.56 million** project listings
- Total SAM: **0.56 million** project listings
- SAM as a Percentage of TAM:
- **0.56 million** project listings / **829 million** total TAM = **0.07%**
- **Conclusion**:
  - Based on these calculations, our platform's SAM is estimated to be around **0.56 million** project listings, representing **0.07%** of the total TAM of **829 million**. This indicates that our platform has a significant opportunity to attract project listings from alumni, particularly in light of the large alumni population in India and the US. By focusing on effective outreach and engagement strategies to alumni networks and universities, we can encourage project listings and expand our platform's project pipeline.



Industry/Market Category

- **Market Dynamics:** When surveyed nearly **40%** of the Alumni have a major concern on **quality of work** thus driven by the increasing demand by the client and employers for **quality and complete work** , **evolving benchmarks** and a culture of **continuous improvement** in project development which they expect from Student-led teams as well.
- Thus showing **increasing market opportunity** for such performance tracking tools.

Product Vision

- To **revolutionize** and **streamline** the **project development process** by providing a comprehensive platform that ensures project quality, functionality, design excellence, and efficient project management through innovative **AI-driven assessments and features.**
- **Objectives:** It aims to support in equipping university students with industry-standard project management skills.

Target Market Segment

- **Age Group:** Primarily targets individuals in the age group of **18 to 25**, representing both young aspiring developers.
- **Experience Level:** Ranges from **entry-level developers** looking seeking tools for efficient project management and code quality improvement.
- **User Base:** Targets **universities** and **colleges students**.

Competitor Analysis

- While there are project management tools and code quality assessment tools in the market, our product stands out by **integrating** both aspects seamlessly.
- The use of **AI for code assessment**, **milestone reporting**, and **dispute resolution** sets us apart.
- Competitors may lack the holistic approach we offer.

Company Brand

- **Brand: Trumio** - AI-based learning and project management platform.
- Our **Performance Tracker** under **Trumio** is designed to be the go-to solution for individuals or team of university students striving for excellence in **project management**, and client collaboration with help of the integration of **AI-driven assessments.**

Unique Attributes

- **AI:** For example used in code assessment and design evaluation.
- **Automated Milestone Reporting:** Minimizing post-milestone disputes through AI generated reports, fostering transparency and client satisfaction.
- **Notification and Alert System:** For each milestone and task completed, an alert is sent to the client helping the clients as well as the talent to work in an open and informed manner.
- **Milestone Level Dispute Resolution:** Any disputes that arise after the milestone completion (like objective not completed as was intended or improvement requested) is resolved after the milestone itself, by our system.
- **Time Tracking:** Time tracking tools help in assessing productivity, estimating project timelines, and managing resources efficiently monitoring and recording the amount of time spent on various tasks or activities.

STUDENT BENEFITS

- Establishes a **continuous improvement loop** through **feedback,** fostering **skill development** and **growth.**
- Encourages **timely** and **quality project completion** by **gamifying** the process and aiming for **higher ratings.**
- Builds **accountability** through **alerts,** ensuring **projects** stay on **track** and **deadlines** are met. Receives automatic alerts for **incomplete project objectives,** encouraging attention to **detail** and **thorough project coverage.**
- Gains **insights** into **personal** and **team productivity,** fostering **self-awareness** and **improvement.**
- **Code Quality and functionality:**
  - **Adherence to Standards**: Develops coding skills aligned with industry standards.
  - **Performance Improvement**: Identifies areas in the code where performance can be optimized.
  - **Functionality Assessment**: Ensures that the code meets the intended functionality, reducing the likelihood of bugs and errors.

CLIENT BENEFITS

- **Milestone Level Dispute Resolution:**
  - **Conflict Resolution**: Streamlines the process of addressing disputes and issues after milestone completion.
  - **AI Checks**: This automatically raises disputes from the client side if project objects are not covered to minimize the effort of the client.
- **Progress Tracking:** Clients can accelerate project execution with teams by tracking project status through graphical dashboard visualizing overall progress and milestone report. This ensures better quality, transparency and efficiency in project completion**.**
- **Time Tracking:**
  - Productivity Assessment: Allows for the assessment of individual and team productivity.
- **Design Evaluation: Improved User Experience: Ensures that the UI/UX design made by the students adheres to best practices to build better designs for the clients.**

TRUMIO BENEFITS

- **Market Positioning:** The seamless fusion of project management and code quality assessment tools distinguishes the company's product which differentiates it from its competitors. Clients experience a significant boost in efficiency by managing projects and assessing code quality within a single, cohesive platform, eliminating the need for disjointed tools and workflows. This benefits in customer retention .

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THANK YOU

FOR YOUR ATTENTION