University Project
Ecosystem Challenge

Inter-IIT Tech Meet

Business Case

Team 22

SWOT Analysis

STRENGTHS

- Diverse content sources via feed section in single platform(alumni posts and newsletters)
- Innovative solution for networking that engages students and alumni(client) on real world projects with mentorship and alumni guidance.
- AI-powered skill enhancement for students.
  - AI-generated project suggestions
  - AI-generated learning resources and updates
  - Comprehensive task management
  - Work flow generation
- Job opportunities to the students.

WEAKNESSES

- Initial dependency on LinkedIn for data extraction
- Dependency on Alumni Engagement
- Limited integration options
- Adoption challenges

OPPORTUNITIES

- Growing alumni engagement market
- Growing Skill Development Demand(Real world experience)
- Expansion to portfolio links, websites
- Collaboration with educational institutions
- Monetization through partnerships
- Revenue potential through ads
- Expand streams for real world projects

THREATS

- Competition from other platforms like unstop, upwork, fiverr and many more
- Changing social media policies
- Resistance from alumni to actively engage due to time constraint
- Data privacy concerns

USER PERSONA

trumio

Needs

- Effective communication channels
- User-friendly platform
- Enhanced community engagement
- Platform that respects privacy
- Opportunities to mentor
- Easy project listing process
- Talent acquisition, project collaboration, and skill verification for effective team formation and project execution.
- Seamless collaboration for career advancement

How the Platform Helps

- Simplifies project listing
- Facilitates mentoring
- Connects with students easily

Engagement

Rating : ★★★☆☆

MAMTA GUPTA

TRUMIO USER(CLIENT)

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+123-456-7890

Age: 42

Background: Software Engineer

📍

123 Anywhere ST., Any City 12345

Demographics
Client and corporate professionals

Goals

- Showcase company's first project
- Mentor students
- Stay connected with alma mater
- Improve campus communication

Challenges

- Limited awareness of campus activities
- Balancing diverse community needs
- Limited time due to work
- Concerns about data privacy

Interests

- **AI**
- **Machine Learning**
- **Web Development**

Needs

- Effective communication channels
- User-friendly platform
- Enhanced community engagement
- Projects aligned with interests
- Networking opportunities
- Learning resources
- 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.

How the Platform Helps

- Recommends relevant projects
- Facilitates networking
- Provides learning resources

Engagement

Rating : ★★★★⯪

USER PERSONA

trumio

Vetika Sharma

TRUMIO USER (STUDENT)

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+123-456-7890
Age: 21

Background: Computer Science

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123 Vijay nagar, Bangalore

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

Goals

- Gain real-world project experience
- Connect with industry professionals
- Access learning resources

Challenges

- Limited industry exposure
- Need guidance in project tasks

Interests

- **AI**
- **Machine Learning**
- **Web Development**

Business Model Canvas

Key Partners

- Alumni Networks and Associations(Funded by Institutes)
- Universities and Colleges
- Industry Clients and Organizations
- AI and Tech Providers
- Cloud Service Providers
- Student Clubs and Organizations

Key Activities

- Platform development and continuous improvement.
- Building and nurturing partnerships with educational institutions and industry professionals.
- Curating and promoting project listings.
- Implementing marketing strategies for onboarding and retaining users.
- Implementing and enhancing AI algorithms for personalized experiences.

Key Resources

Tangible Resources:

- Development Team
- Marketing and Sales Team
- Server Infrastructure

Intangible Resources:

- AI Algorithms
- Brand Reputation
- Partnerships
- Database of Projects and User Profiles

Value Propositions

Students:

- Industrial Learning
- Becoming Job-ready
- Skill Enhancement powered by AI
- Networking & Collaboration
- Project Assistance and Suggestion
- Access to be a part of Talented University Teams
- Targeted Project Opportunities for Skill Development

Clients (Alumni):

- Quality-Assured Project Execution
- Increased Alumni Engagement and Awareness with Alma-mater
- Networking Opportunities
- Faster Project Execution
- Contributing to the University Ecosystem
- Real-time Project Insights
- Access talented, cost-effective student teams.
- Leverage fresh perspectives and AI expertise.

Customer Relationship

- In-app Support for Project Development
- AI-generated Project Suggestions
- Task Management and Collaboration Support
- Networking and Collaboration Features
- Contribution Opportunities
- Project Monitoring and Engagement
- Visibility and Recognition
- Opportunities for Skill Transfer and Learning
- Visibility into University Activities

Channels

- Online Marketing and Social Media
- Direct Partnerships with Educational Institutions
- Collaborations with Industry Associations
- In-App Notifications and Communication Channels
- Word-of-Mouth and Referral Programs

Customer Segments

Students:

Students with Active Projects:

- Engaged in ongoing projects.
- Utilizing the task management and collaboration features.
- Actively participating in the project development process.

Students without Active Projects:

- Seeking project opportunities.
- Exploring AI-generated project suggestions.
- Looking for collaboration and networking opportunities.

Alumni:

Alumni with Listed Projects:

- Actively contributing back to the university ecosystem.
- Monitoring and managing ongoing projects.
- Engaging with student teams.

Alumni without Listed Projects:

- Considering listing projects.
- Exploring opportunities to contribute to the university ecosystem.
- Networking with students and fellow alumni.

Cost Structure

Fixed Cost:

- Platform Development and Maintenance
- AI Infrastructure
- Salaries and Personnel

Variable Cost:

- Marketing and Promotional Activities
- Customer Support
- AI Algorithm Enhancements
- Partnership Development

Revenue Stream

Advertisement Fees:
Companies paying to advertise targeted courses, products, or job opportunities relevant to the target audience.

Clients can promote the following among the users of Trumio's Platform for a fee:

- **Projects to a targeted pool of students**
- **Can post and promote about various career opportunities to a targeted pool of students who have relevant industrial experience**

Financial Forecast

Refer the uploaded spreadsheet for more details

Time Period	Year 1	Year 2	Year 3
Number of Student Users	8,000	50,000	175,000
Number of Alumni / Client Users	900	4,500	10,500
Annual Promotional Revenue	$97,250		
Cumulative Annual Contract Value of all Projects ($)	$2,000,000	$20,000,000	$120,000,000
Trumio Annual Fees / Revenue from Project Bidding and Trumio Fee($)	$400,000	$4,000,000	$24,000,000
Trumio Annual Revenue	$497,250		
Annual Cost for Trumio	$525,000		

Users

Time Period		Year 1	Year 2	Year 3
Number of Student Users		**8,000.00**	**50,000.00**	**175,000.00**
	No, of Universities Onboarded as Campus Partners	10.00	50.00	100.00
	Average No. of Students Onboarded / University Partner	700.00	800.00	1,000.00
	No. of Students Onboarded through Marketing Campaigns	900.00	8,000.00	70,000.00
	No. of Students Onboarded Organically	100.00	2,000.00	5,000.00
Number of Alumni / Client Users		**900.00**	**4,500.00**	**10,500.00**
	No. of Alumni Onboarded through Marketing Campaigns	800.00	4,000.00	9,000.00
	No. of Alumni Onboarded Organically	100.00	500.00	1,500.00

Expenses

Time Period		Year 1	Year 2	Year 3
Annual Fixed Cost:-				
	Platform Development & Maintenance	$300,000	$330,000	$363,000
	AI Infrastructure and Licensing	$100,000	$110,000	$121,000
	Salaries & Personnel	$500,000	$550,000	$605,000
	Total Annual Fixed Cost	**$900,000**	**$990,000**	**$1,089,000**
Annual Variable Cost:-				
Marketing Expenses:-	Avearage cost for onboarding through Marketing Campaigns / Student	$50	$45	$40
	Annual Marketing Cost for Onboarding Students	$45,000	$360,000	$2,800,000
	Avearage cost for onboarding through Marketing Campaigns / Alumni	$100	$100	$100
	Annual Marketing Cost for Onboarding Alumni	$80,000	$400,000	$900,000
	Total Marketing Expense	**$125,000**	**$760,000**	**$3,700,000**
Business Partnerships:-				
	No. of Companies onboarded as Business Partners	10	30	60
	Average Annual cost per Partnership	$15,000	$20,000	$25,000
	Total Annual Cost in strategic Partnerships	$150,000	$600,000	$1,500,000
Other Variable Expenses:-	**Annual cost in Customer Support**	$50,000	$50,000	$50,000
	Annual cost in AI Algorithm Enhancements	$200,000	$200,000	$200,000
	Total Annual Variable Cost:-	**$525,000**	**$1,610,000**	**$5,450,000**
	Total Annual Expenses	**$1,425,000**	**$2,600,000**	**$6,539,000**

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Promotion Revenue

Time Period		Year 1	Year 2	Year 3
Revenue from Project Promotions				
	Fraction of Alumni with listed projects	5%	10%	20%
	Adoption rate for those Alumni/Client for Project Promotion	5%	10%	15%
	Revenue Generation from a single Project Promotion	$500.00	$550	$600
	Total Annual Revenue from Project Promotions	**$1,125**	**$44,000**	**$1,260,000**
Revenue from Career Opportunities Promotions				
	Adoption rate for those Alumni/Clients for promoting Career Opportunities	5%	8%	12%
	Revenue generation from a single Job Promotion	$250	$300	$350
	Total Annual Revenue from Career Opportunities Promotions	**$11,250**	**$192,000**	**$2,940,000**
Revenue from Product & Services Promotions				
	Adoption rate for those Alumni/Clients for promoting Product & Services	3%	6%	10%
	Revenue generation from a single Promotion	$1,000	$1,100	$1,200
	Total Annual Revenue from Career Opportunities Promotions	**$27,000**	**$528,000**	**$8,400,000**
Revenue with Business Partners				
	Partnership Fee per Business	$5,000	$6,000	$8,000
	Total Annual Revenue from Business Partners	**$50,000**	**$180,000**	**$480,000**
	Total Annual Advertisement Revenue	**$89,375**	**$944,000**	**$13,080,000**

THANK YOU

FOR YOUR ATTENTION