



# University Project × Ecosystem Challenge

Inter-IIT Tech Meet

Team 22



# Problems and Goals

1

**DRIVE GREATER ALUMNI ENGAGEMENT AND CLIENT  
PROJECT FLOW TO STUDENTS AND UNIVERSITIES.**

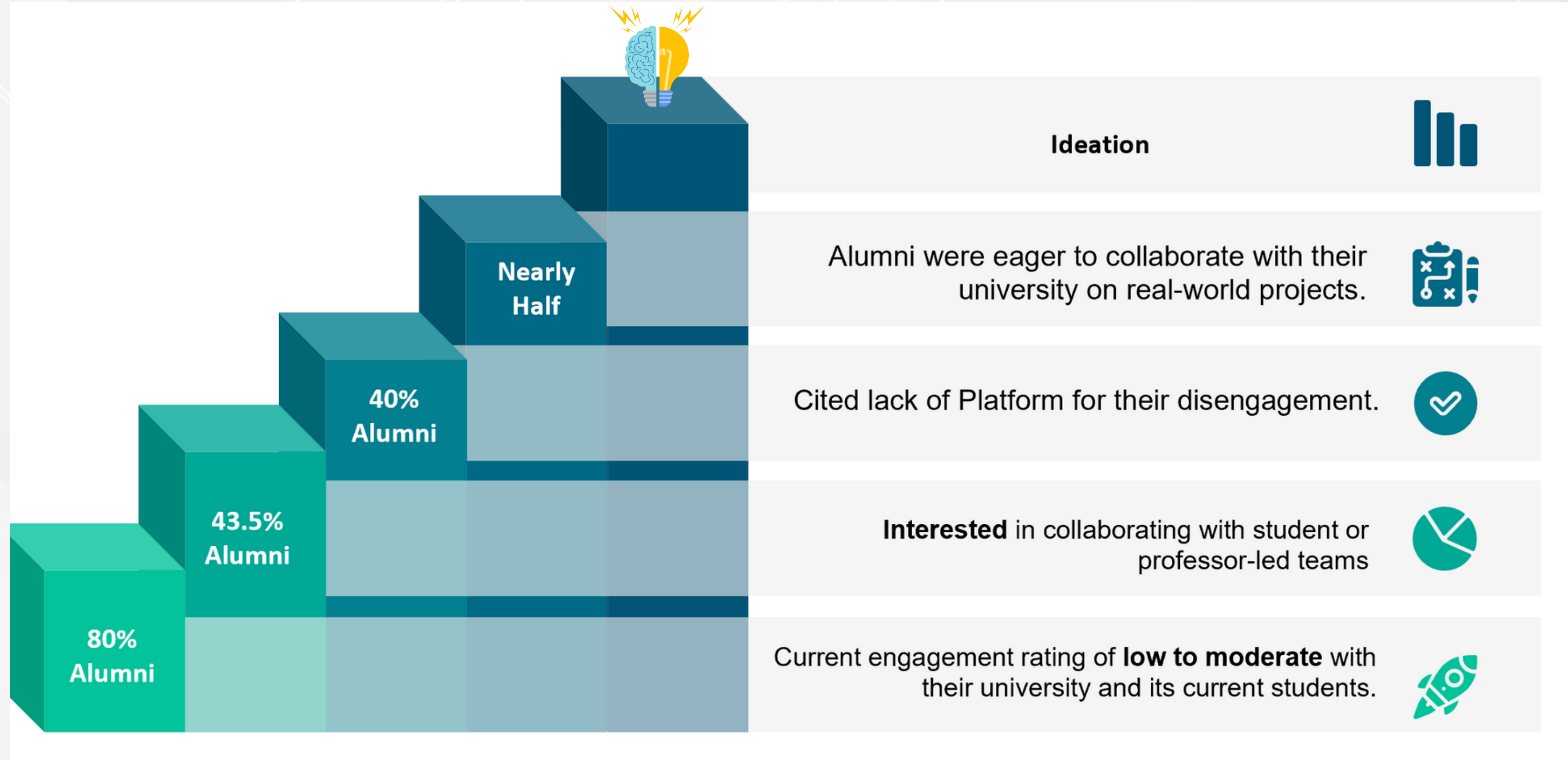
2

**UPSKILL STUDENT AND UNIVERSITY CAPABILITIES  
ON THE LATEST AI TOOLS AND TECHNOLOGIES.**

3

**ENSURE THAT THE STUDENT DELIVERED PROJECTS  
MEET QUALITY EXPECTATIONS OF CLIENTS THROUGH  
ALL STAGES OF EXECUTION.**

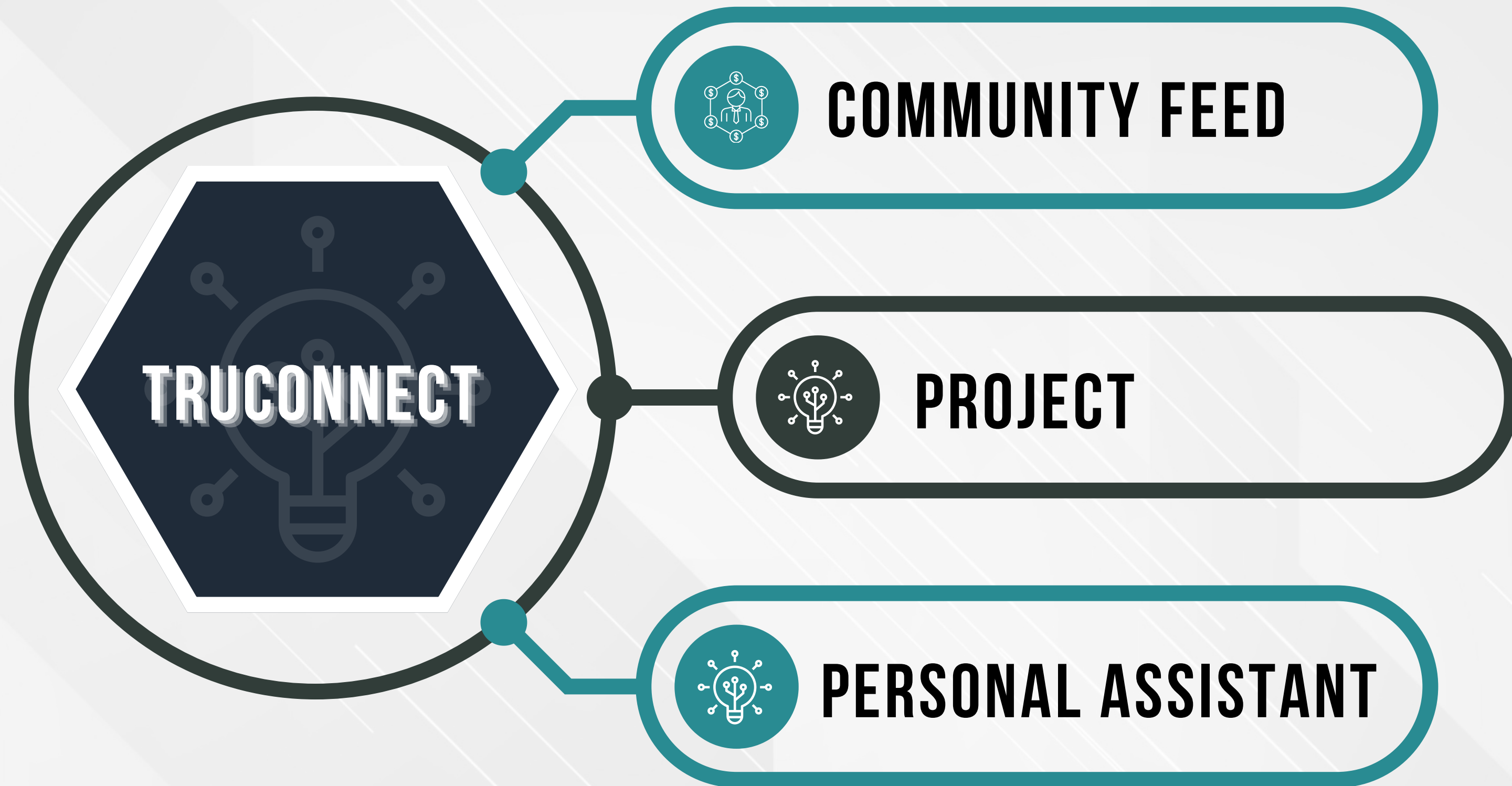
# Research And Ideation





# TruConnect

**TruConnect stands as a pioneering solution fostering collaboration, skill development and meaningful connections with the Trumio ecosystem.**



Embedded Systems

Circuit Design

[View Profile](#)



### 15 Short Habits for Digital Wellness

📱 ✨ Embrace these 15 easy #habits to find #balance in the #digital world. Let's thrive #online and #offline!

#TechLifeBalance #DigitalWellbeing #technology #screentime #health



Jack  
jack1234@gmail.com



Tim  
tim5678@gmail.com



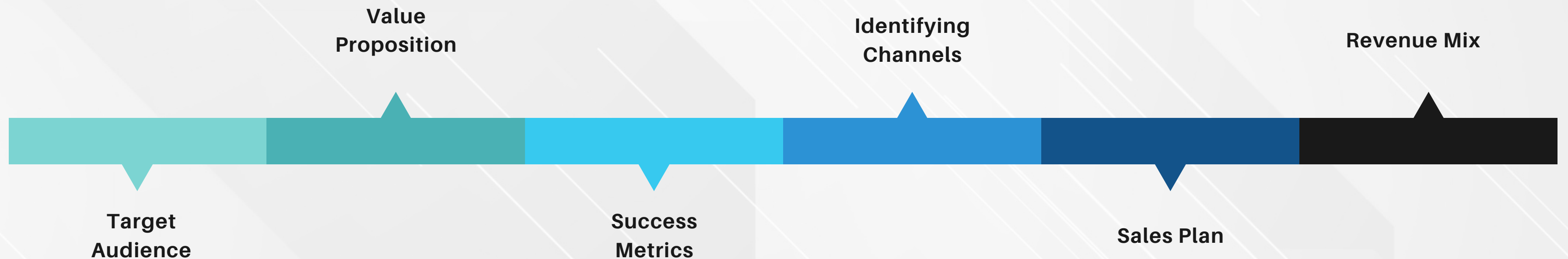
Sanskar Gubreley  
President at Cynaptics Club

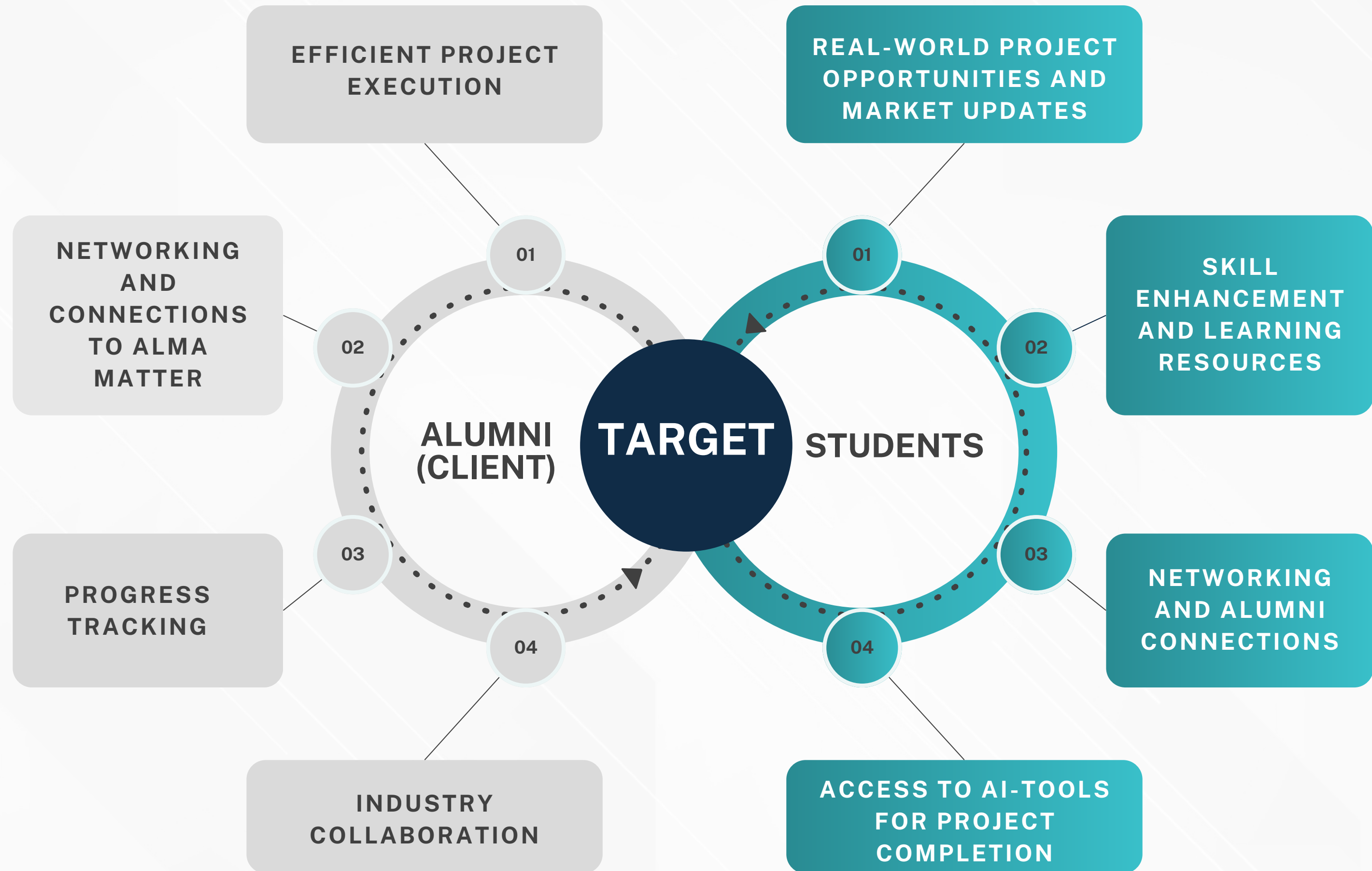




# Go-To-Market Plan

## TruConnect

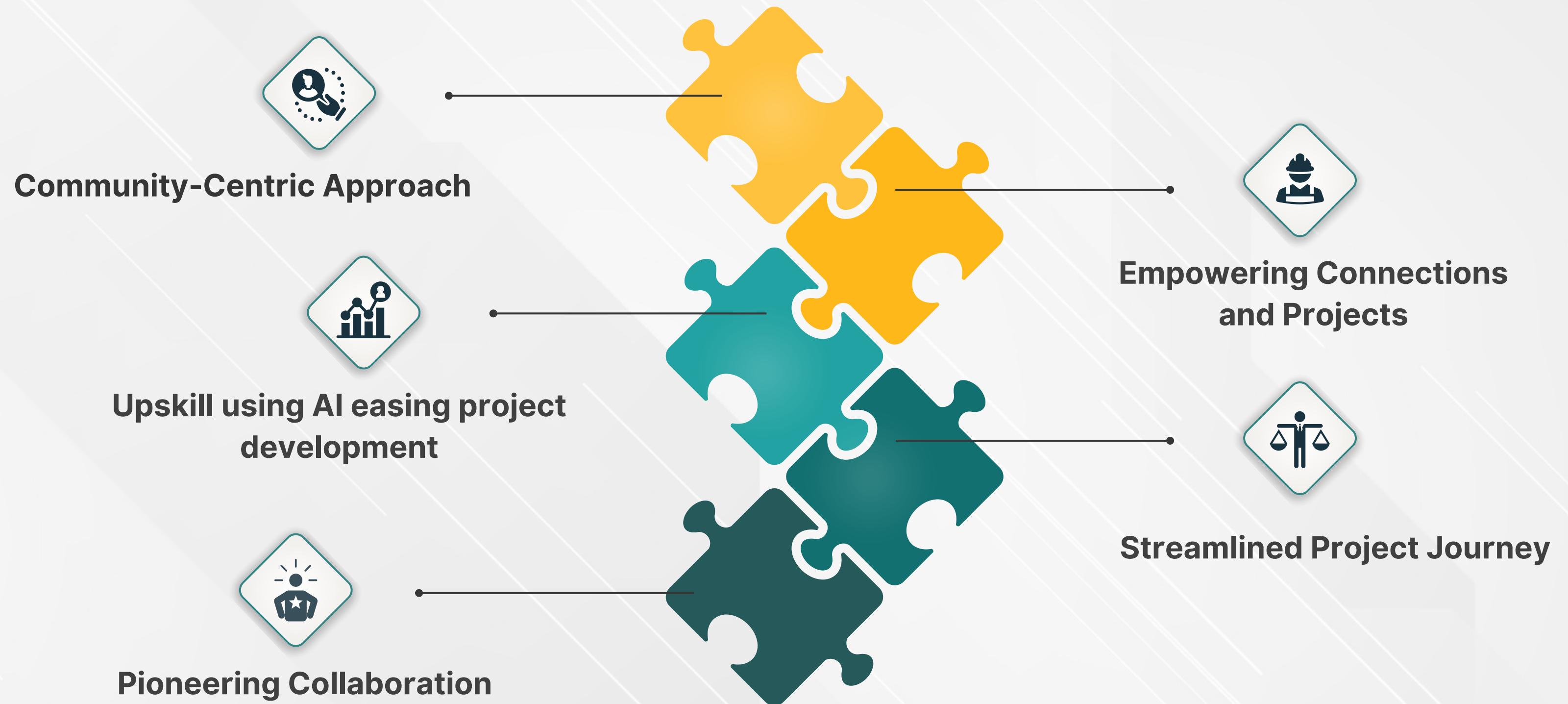


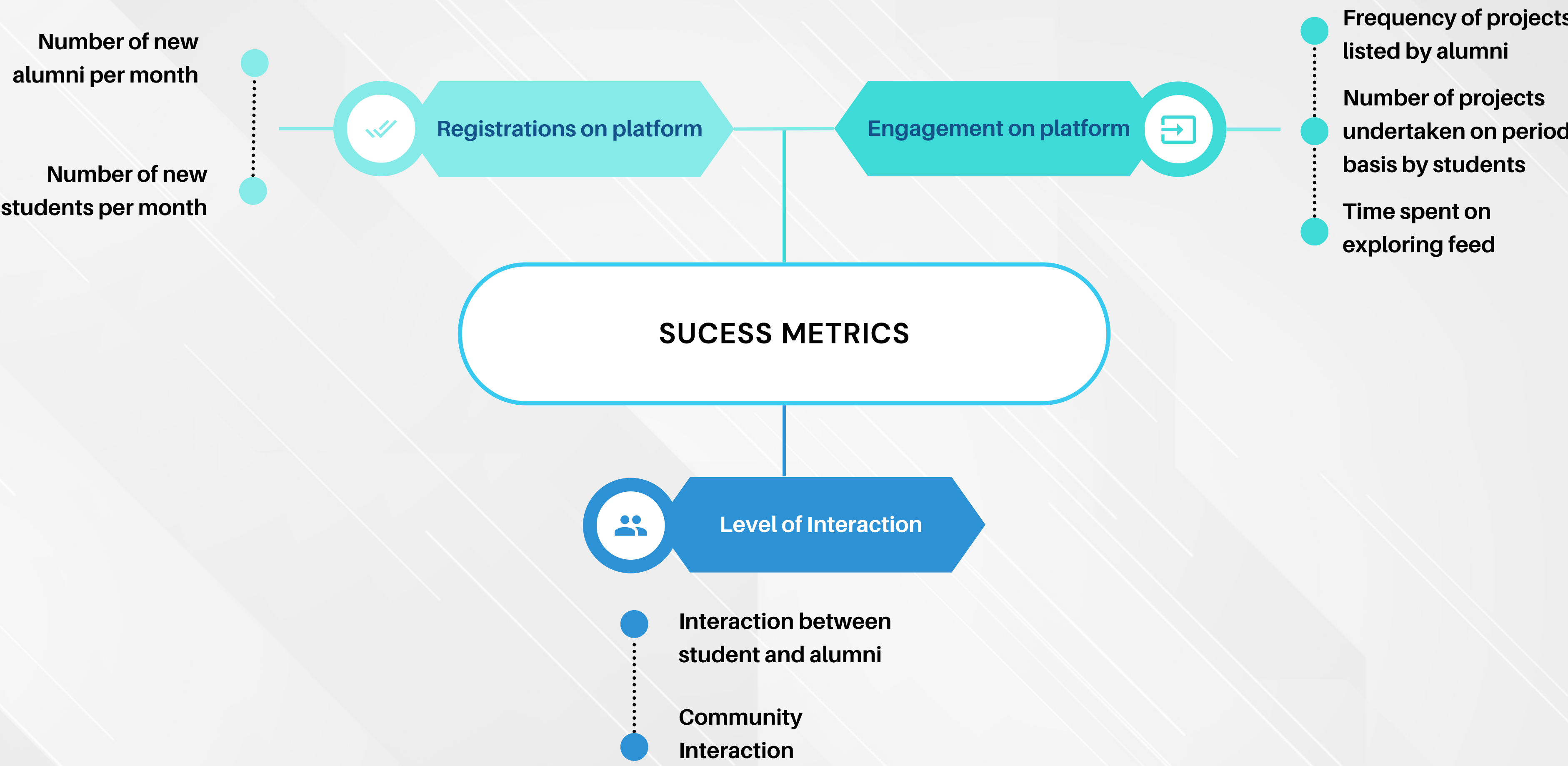




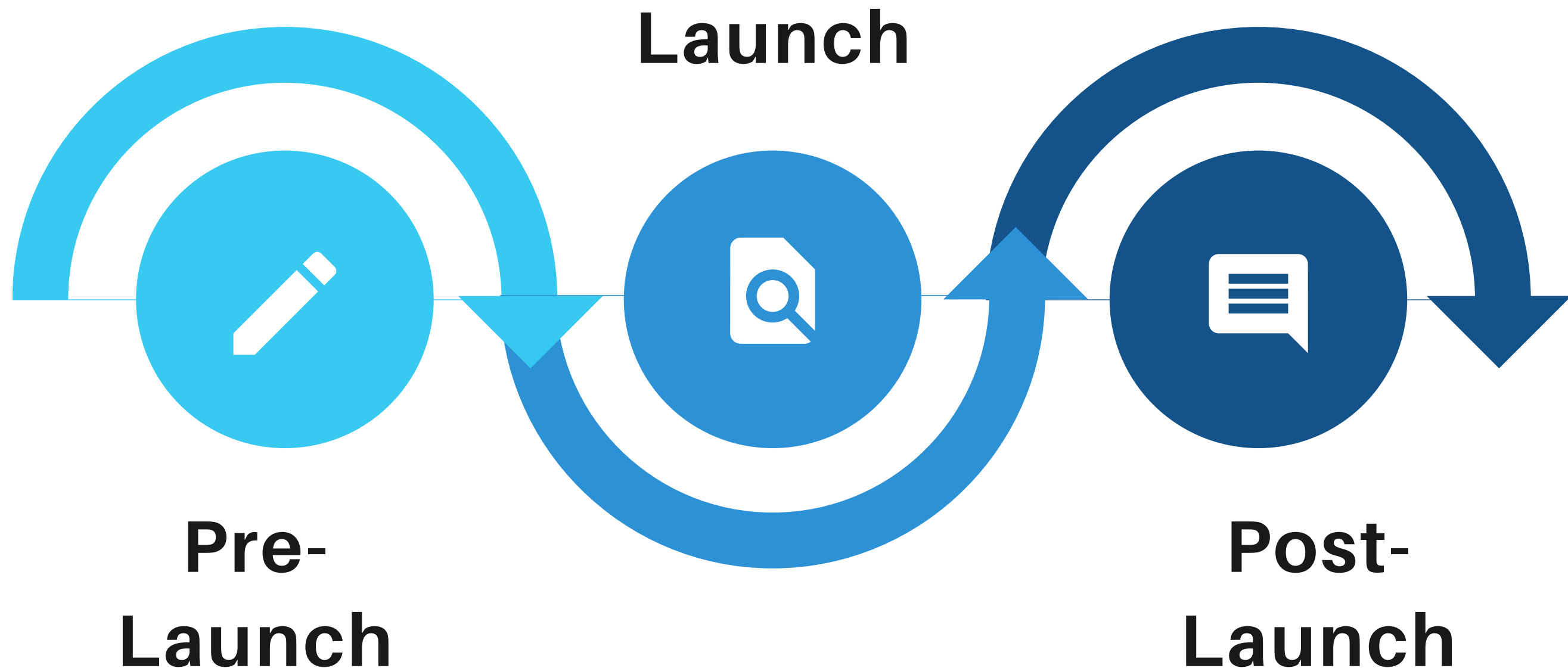
# VALUE PROPOSITON

TruConnect stands as a pioneering solution fostering collaboration, skill development and meaningful connections with the Trumio ecosystem.





# SALES PLAN AND REVENUE MIX



Pre-Launch

Launch

Post-Launch



**OBJECTIVE :** Building awareness and credibility through content sharing and community building

**TIMELINE:** 6 months

**NO. OF STUDENT USERS:** 1500

**NO. OF ALUMNI/CLIENT USERS:** 200

## CHANNELS

## ACTIVITY

## RESOURCES

BLOG

- Create a blog to educate students about need for projects in career advancement
- Telling about benefit to the corporate to work with young talents

- Content Writer
- Wordpress

STARTUP  
EXPOS/SEMINARS

- Attending seminars and sharing about upcoming idea
- Demo of our platform in expos

- Beta version of Truconnect
- Logistics for seminars

LINKEDIN/FACEBOOK  
GROUPS

- Post on LinkedIn regarding importance of networking and alumni connections
- Join 10 FB groups post relevant content(from blog)

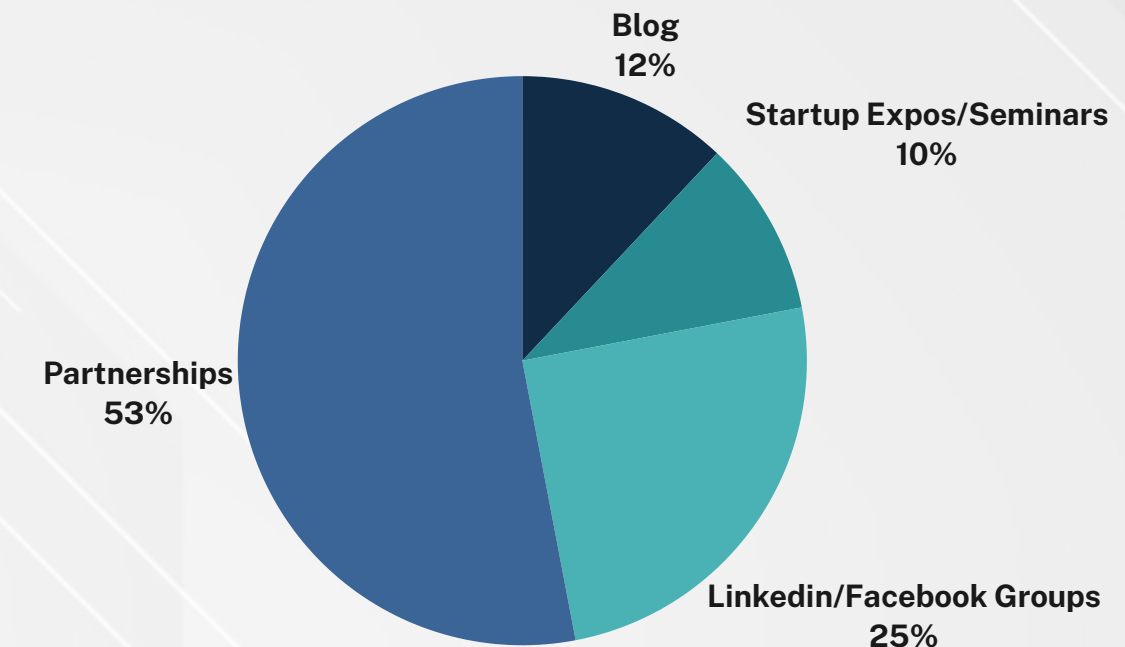
- In-house

PARTNERSHIPS

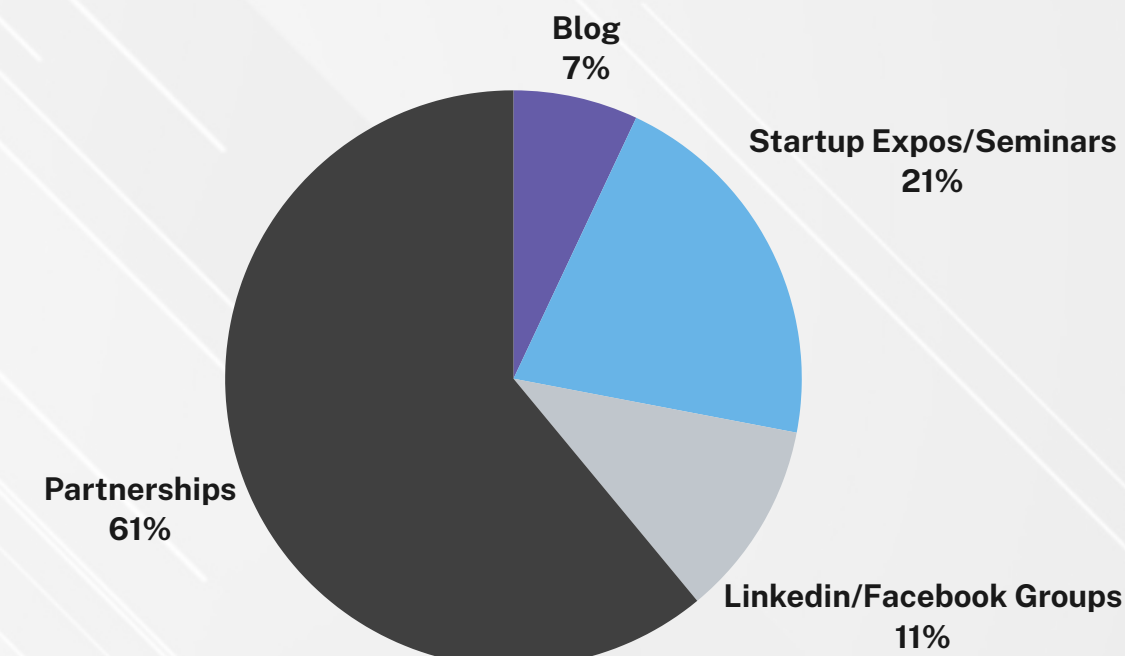
- Collaborating with colleges and clubs
- Partnering with startups and businesses

- Public relations Team
- Colleges connections
- Corporate Connections

## Students



## Client/Alumni



Pre-Launch

Launch

Post-Launch



**OBJECTIVE :** Drive user adoption by announcing product via organic channels and amplifying via paid

**TIMELINE:** 1 Year

**NO. OF STUDENT USERS:** 8000

**NO. OF ALUMNI/CLIENT USERS:** 900

## CHANNELS

## ACTIVITY

## RESOURCES

PAID ADS

- Instagram
- Linkedin
- Youtube
- Search ads on Google

- In-house

ORGANC

- Promoting in all the audience developed in pre launch stage: blog, FB groups, linkedin

- In-house

PUBLIC RELATIONS

- Post product on product hunt, tech crunch etc.
- Product launching sessions in different geographic locations

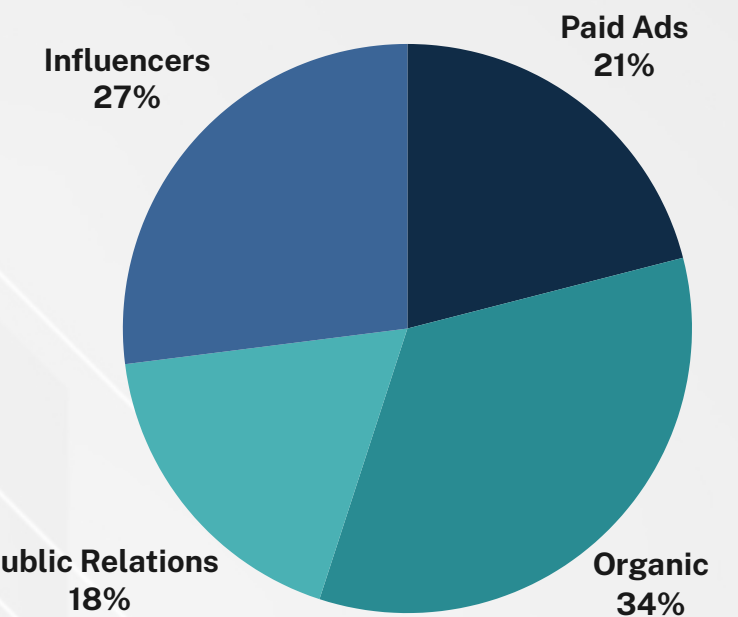
- In-house
- Public Relations Team

INFLUENCERS

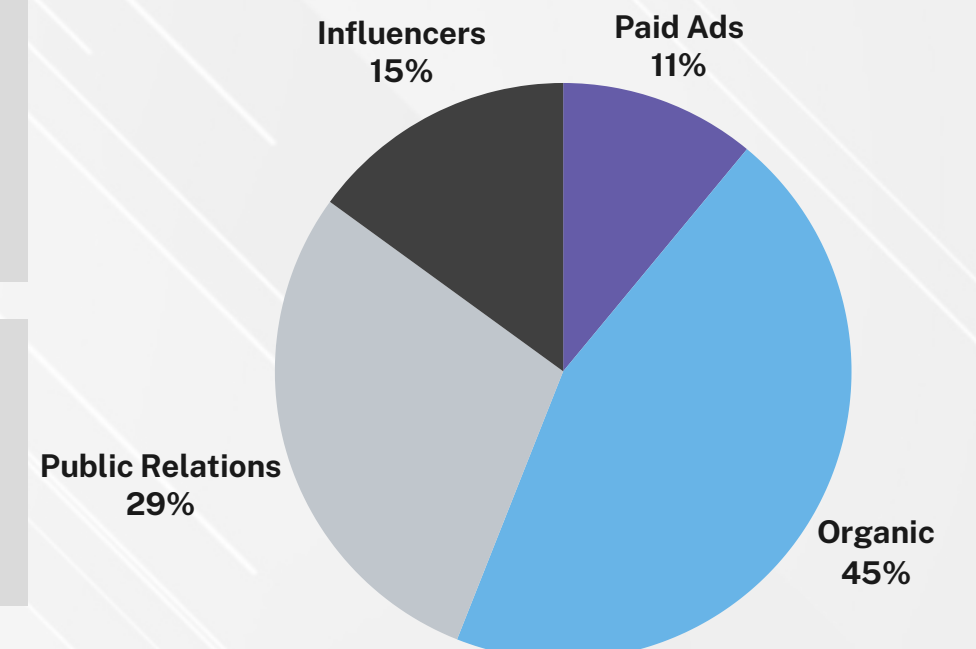
- Sponsor 10 influencers creating video reviewing the product and posting them on their social

- In-house

## Students



## Client/Alumni





Pre-Launch

Launch

Post-Launch



**OBJECTIVE:** Optimize and scale to drive further adoption

**TIMELINE:** 2 year --> 3 Year

**NO. OF STUDENT USERS:** 50000 --> 175000

**NO. OF ALUMNI/CLIENT USERS:** 4500 --> 10500

## CHANNELS

## ACTIVITY

## RESOURCES

PARTNERSHIPS

- Scale upon reaching out to more colleges and corporates
- Building long term partnerships

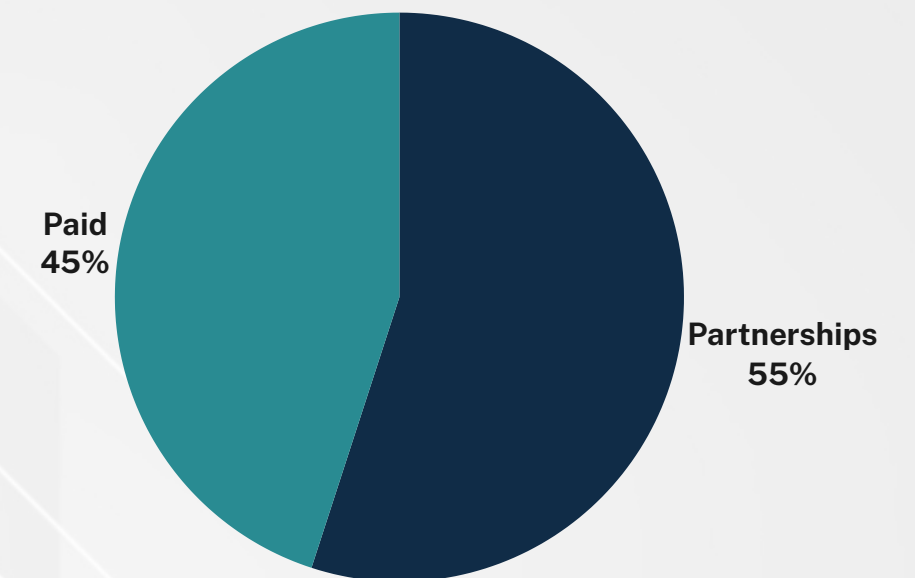
- In-house
- Public Relations Team

PAID

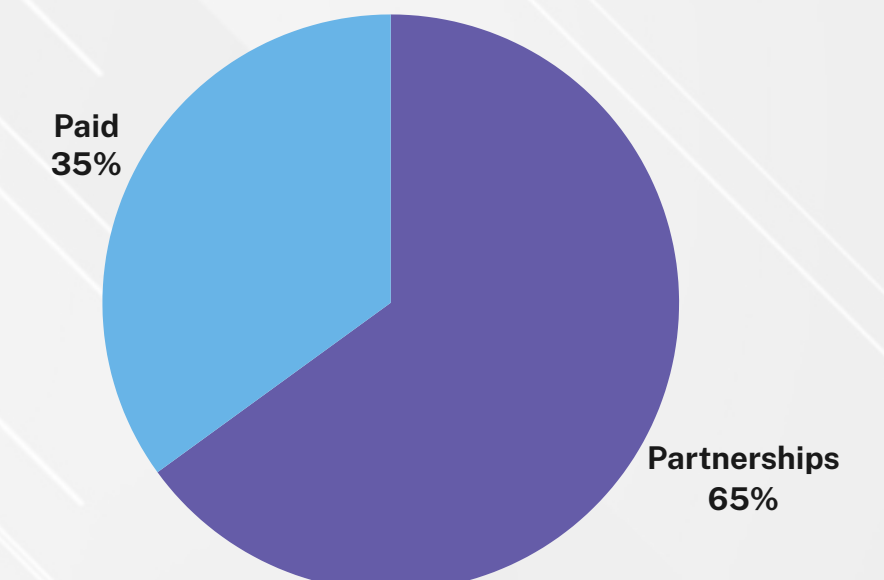
- Search ads
- Influencer collaboration
- Youtube

- In-house

## Students



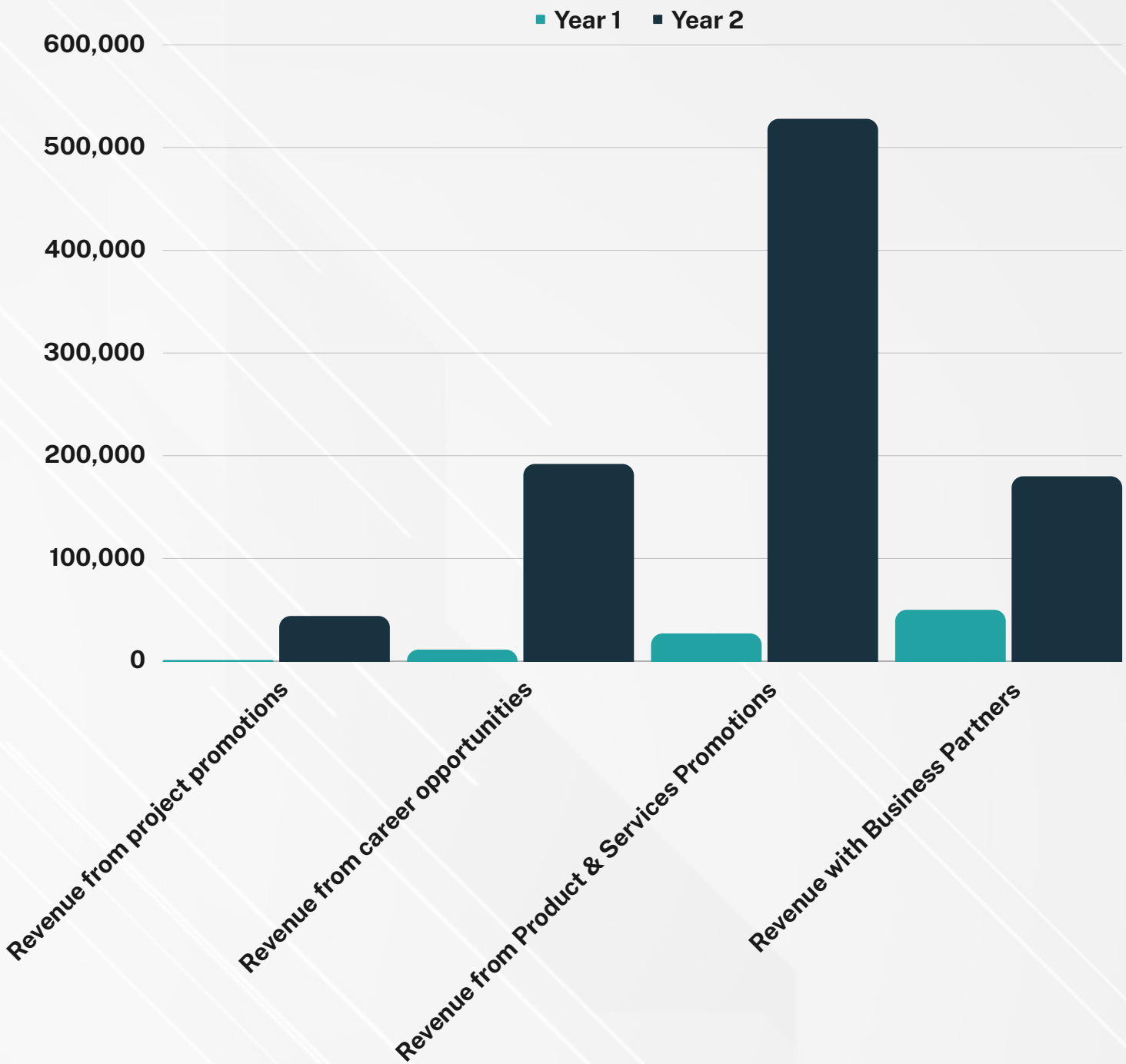
## Client/Alumni





# REVENUE MIX

Revenue from Project Promotions	Fraction of Alumni with listed projects	5%	10%
	Adoption rate for those Alumni/Client for Project Promotion	5%	10%
	Revenue Generation from a single Project Promotion	\$500.00	\$550
	Total Annual Revenue from Project Promotions	\$1,125	\$44,000
Revenue from Career Opportunities Promotions	Adoption rate for those Alumni/Clients for promoting Career Opportunities	5%	8%
	Revenue generation from a single Job Promotion	\$250	\$300
	Total Annual Revenue from Career Opportunities Promotions	\$11,250	\$1,92,000
Revenue from Product & Services Promotions	Adoption rate for those Alumni/Clients for promoting Product & Services	3%	6%
	Revenue generation from a single Promotion	\$1,000	\$1,100
	Total Annual Revenue from Career Opportunities Promotions	\$27,000	\$5,28,000
Revenue with Business Partners	Partnership Fee per Business	\$5,000	\$6,000
	Total Annual Revenue from Business Partners	\$50,000	\$1,80,000



# IMPACT

Drive greater Alumni engagement and Client project flow to students and universities

*The integration of LinkedIn profiles, project showcases, and alumni engagement features directly addresses this goal.*

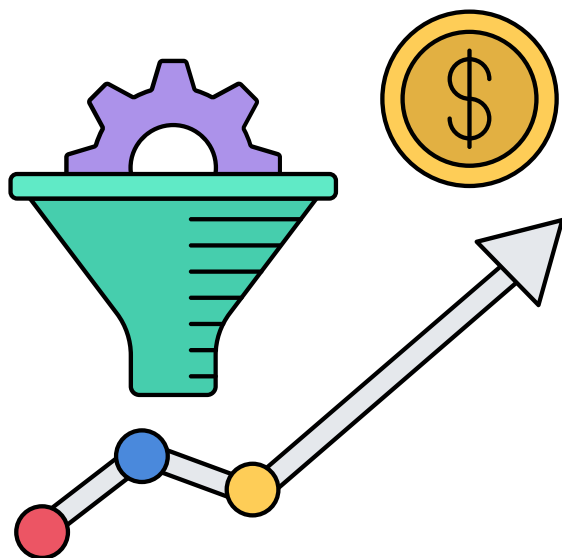


- **Alumni Engagement Increase:** Truconnect has the potential to target a **1,066.67%** increase in alumni engagement within the first 3 years based on improved visibility through the community feed and real-time updates.

- **Estimated number of alumni users**

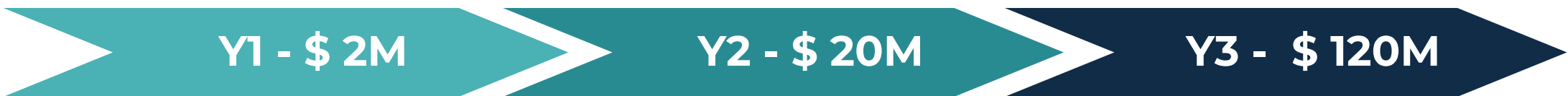


- **Alumni Engagement Increase:** Alumni Engagement Increase:  $((10,500 - 900) / 900) * 100 = 1,066.67\%$



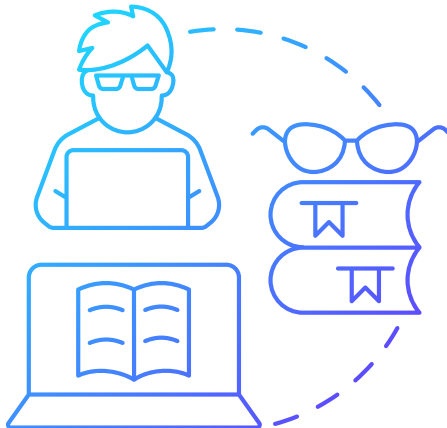


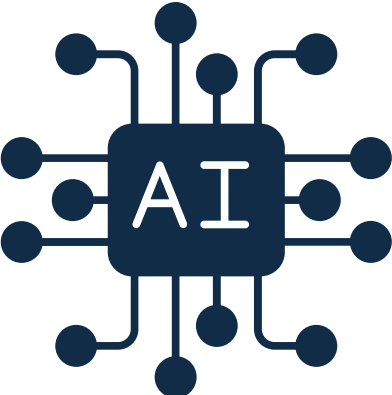
- **Project Pipeline Growth:** There will be a **5900%** rise in client-initiated projects within 3 years.

- **Estimated cumulative Annual Contract Value of all Projects**



- **Project Pipeline Growth:**  $((\$120,000,000 - \$2,000,000) / \$2,000,000) * 100 = 5,900\%$

# IMPACT

Upskill student and university capabilities on the latest AI tools and technologies.	
The AI-powered assistant, project suggestions, and learning resources recommendations contribute significantly to upskilling.	
	<ul style="list-style-type: none"><li>• <b>Increase in Industry-Relevant Skills:</b> There will be <b>2087.5%</b> increase in students acquiring industry-relevant skills within first 3 years.<ul style="list-style-type: none"><li>◦ <b>Number of student users</b>  <b>Y1 - 8,000</b>      <b>Y2 - 50,000</b>      <b>Y3 -1,75,000</b></li><li>◦ <b>Increase in Industry-Relevant Skills:</b> <math>((175000 - 8,000) / 8,000) * 100 = 2087.5\%</math></li></ul></li></ul>
	<ul style="list-style-type: none"><li>• <b>Growth in Collaborative Learning:</b>Target a <b>5,900%</b> rise in collaborative learning interactions within 3 years with increased interactions between learners and knowledge providers.<ul style="list-style-type: none"><li>◦ Number of collaborative learning interactions for Year 1 and Year 3 are 100 and 6,000, respectively.</li><li>◦ <b>Growth in Collaborative Learning:</b> <math>((6,000 - 100) / 100) * 100 = 5,900\%</math></li></ul></li></ul>
	<ul style="list-style-type: none"><li>• <b>AI-tools and technologies:</b> It also targets for increase in the usage of advanced AI tools and technologies over time, will be evidenced by AI-generated project and learning resources suggestions and successful integrations into student projects.</li></ul>

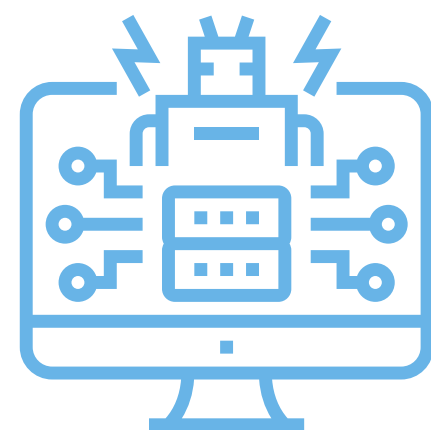
# IMPACT

Ensure that the student delivered projects meet Quality expectations of Clients through all stages of execution.

*Features like : task management, workflow generation, AI-powered assistants, project progress visualization, and collaboration features enhance project execution and quality.*



- **Task Management Efficiency:** Target a 25% improvement in task management efficiency through the platform via implementation of a task management and workflow generation for more organized and streamlined project execution.



- **AI-Powered Assistant Effectiveness:** There will be a **30%** reduction in project-related issues through AI-powered assistants like PRD generation.



- **Overall Project Progress Transparency:** Aim for a 40% improvement in overall project progress transparency by tracking progress and task status for each project enhancing transparency and ensuring quality of project.



**THANK YOU**



**FOR YOUR ATTENTION**