

# C-LINK

## CampusAssist – Smart Campus Discussion With Integrated Placement Ecosystem

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Team Name (Registered on portal): C-LINK

Team Members

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# Campus Information is Broken



## → Students depend on informal channels

Critical information gets lost in an endless scroll of WhatsApp groups and word-of-mouth from seniors, leading to a fragmented experience.

## → Lack of a centralized knowledge base

There's no single, reliable source for campus-specific information, causing confusion and inefficiency.

## → Scattered placement information

Job and internship opportunities are fragmented, often delayed, and hard to track, causing students to miss out on vital career-building chances.

# A Massive Untapped Opportunity



## 40M+ College Students in India

India's higher education landscape is immense, with millions of students constantly seeking information and connection.



## Thousands of Campuses, Daily Queries

Each campus generates countless student queries every day, highlighting a critical need for efficient communication.



## Huge Engagement Potential

Students are digitally native, craving platforms that foster community and provide immediate value.



## No Unified Social Platform

Despite the demand, there's a significant void for a dedicated, unified social platform tailored specifically for campus life.

# Introducing C-LINK: Your Smart Campus Ecosystem

## The "Reddit + Maps + LinkedIn" for Colleges



### Dynamic Campus Discussion

A vibrant forum for real-time campus conversations and community support.



### Interactive Map-Based Posts

Contextualize discussions directly to campus locations for unparalleled relevance.



### Community-Driven Content

Upvoting ensures the most helpful and relevant information rises to the top.

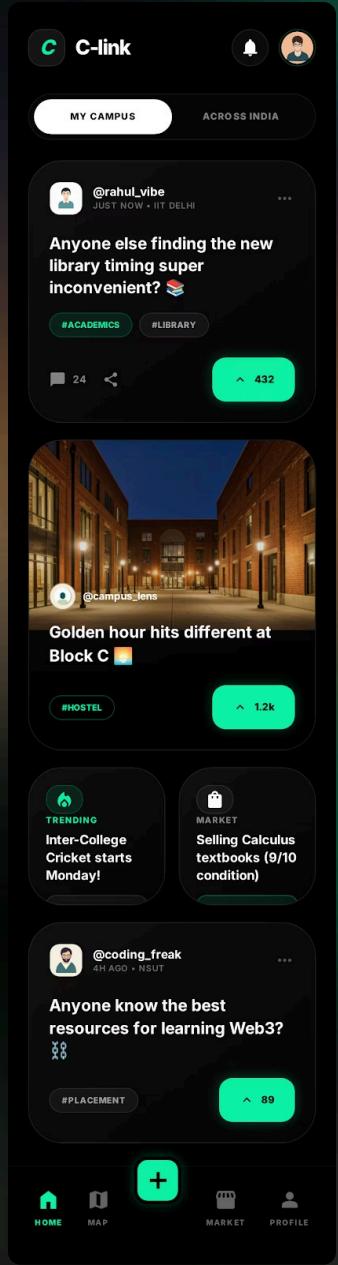


### Integrated Placement Portal

Seamless access to career opportunities directly within the campus app.



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# Key Features Driving Engagement

- My Campus vs. Across India Feed: Tailored content for local and national discussions.
- Upvote-Driven Helpful Posts: Intelligent content ranking ensures relevance.
- Location-Based Posts (Map): Discover discussions tied to physical campus spots.
- Category-Based Discussions: Organized forums for focused conversations.
- Placement & Internship Hub: A dedicated space for career advancement.
- Bento UI & Glassmorphism: Modern, intuitive design for a superior user experience.

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# Our Winning Feature: Campus Map Integration

C-LINK revolutionizes campus interaction by linking discussions directly to physical locations. Imagine posts about canteen reviews, hostel issues, or upcoming events appearing exactly where they're happening on an interactive campus map.

## Contextual Discussions

Posts are directly associated with real campus locations, providing immediate context and relevance.

## Instant Information Access

Easily find reviews for eateries, solutions for hostel problems, and event details by simply tapping on the map.

## Visual Discovery

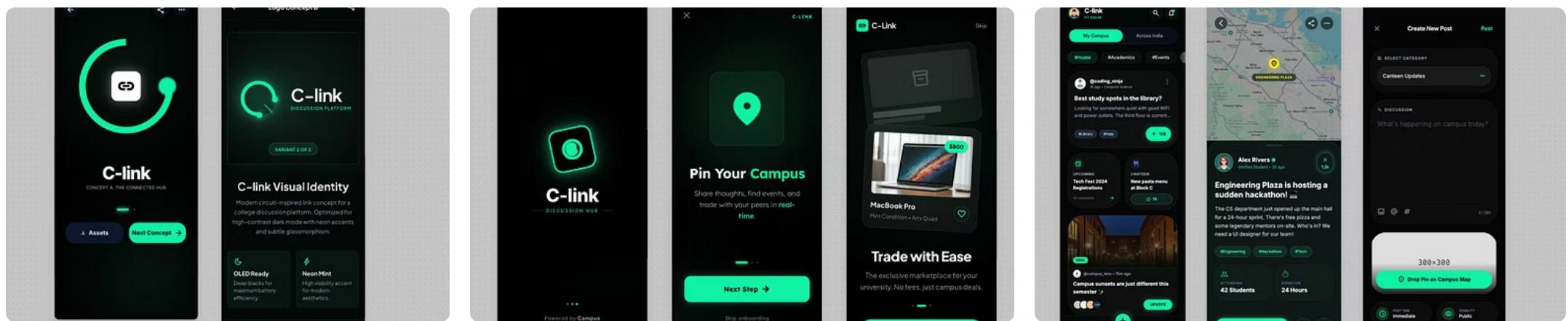
Explore campus discussions in a new, intuitive way, turning the physical campus into a digital discussion board.



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# Intuitive Product Experience

C-LINK boasts a sleek, modern UI designed with the Gen-Z user in mind, integrating cutting-edge design principles like Bento UI, Glassmorphism, and a seamless Dark Mode experience.



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# Seamless Placement Portal Integration

Beyond discussions, C-LINK is a powerful career launchpad, embedding essential recruitment tools directly within the app to connect students with their future.



## 1 Comprehensive Student Profiles

Students can build detailed profiles and upload resumes, showcasing their skills and experiences.



## 2 Targeted Recruiter Postings

Recruiters can post job and internship opportunities directly to specific campuses or student demographics.



## 3 Efficient Application Tracking

Students can easily track their applications, from submission to interview stages, all in one place.



## 4 Placement Analytics Dashboard

Colleges gain insights into student placement trends, popular industries, and recruitment effectiveness.



# Robust System Architecture

1

## Mobile App (Flutter)

Cross-platform development ensures a native feel on both iOS and Android devices, guaranteeing broad accessibility.

2

## Backend (Node/Firebase)

Scalable, real-time backend infrastructure powers dynamic content delivery and user interactions.

3

## Maps API Integration

Advanced mapping services enable precise location-based posting and discovery features.

4

## AI Moderation & Ranking

Intelligent algorithms ensure content quality, prevent misinformation, and promote relevant discussions.

5

## Cloud Database

Secure and reliable data storage ensures high availability and performance across all user activities.



# Business Model & Scalability

- **Nationwide Expansion:**  
Strategically expand to encompass all colleges across India, tapping into a massive user base.
- **Sponsored Campus Ads:**  
Targeted advertising opportunities for local businesses and relevant brands within the campus ecosystem.
- **Recruiter Subscription Model:**  
Tiered subscription plans for recruiters to access premium features, advanced analytics, and broader talent pools.
- **Premium Analytics for Colleges:** Offer colleges valuable data insights on student engagement, popular topics, and placement trends.