



GatorEx

The Future of Student Commerce

Connecting University of Florida students through a secure, verified marketplace designed exclusively for the Gator community.

*Currently branded GatorEx at UF pilot, transitioning to CampusEx for expansion



The Problem

Limited Marketplace Options

Students struggle to find affordable textbooks, furniture, and essentials within their university community.

Trust & Safety Concerns

70% of UF students rely on Facebook groups, but 60% cite safety/trust issues with unverified sellers.

Poor User Experience

Current solutions are fragmented, hard to navigate, and not tailored to student needs.

Student Survey Results

Use Facebook Groups **70%**

Safety Concerns **60%**

Want UF-Only Platform**85%**

Our Solution

GatorEx

A secure, university-verified marketplace exclusively for UF students to buy, sell, and trade items safely within their campus community.

UF.edu Verification

Green verified badges for all UF students

🔥 Trending System

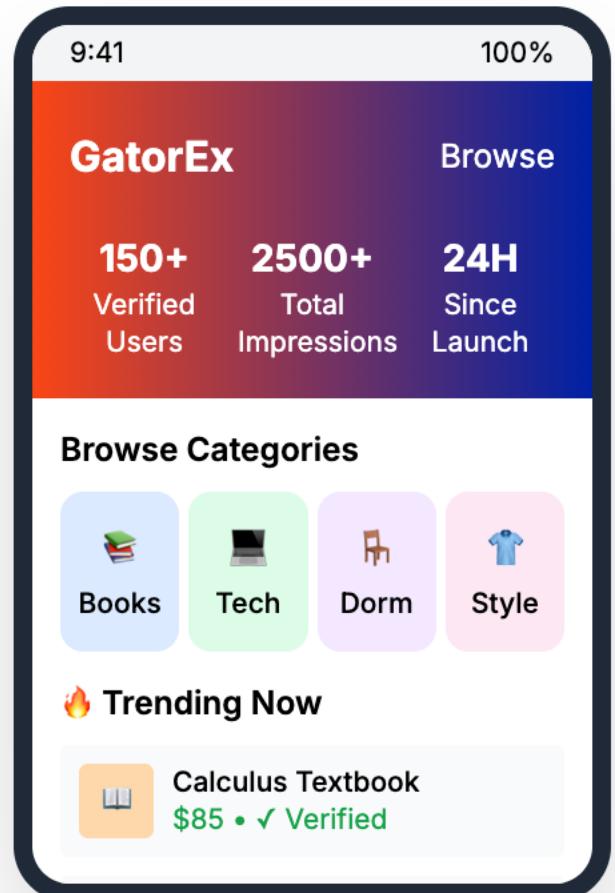
Hot deals and popular items highlighted

🏡 Sublease Feature

Coming Spring 2026 - housing marketplace

💰 Price Tracking

Original prices and savings displayed



Market Opportunity

52,000+

UF Students

Total addressable market on campus

\$10M

UF Resale Market

Total UF student resale market per year

*Based on \$200/student avg. annual resale spend

Growth Potential

15%

Annual student population growth

85%

Students prefer peer-to-peer buying

Key Market Segments

Textbooks & Materials

Furniture & Dorm Items

Electronics & Tech

Clothing & Other

\$3.5M/year

\$3M/year

\$2.5M/year

\$1M/year

Expansion

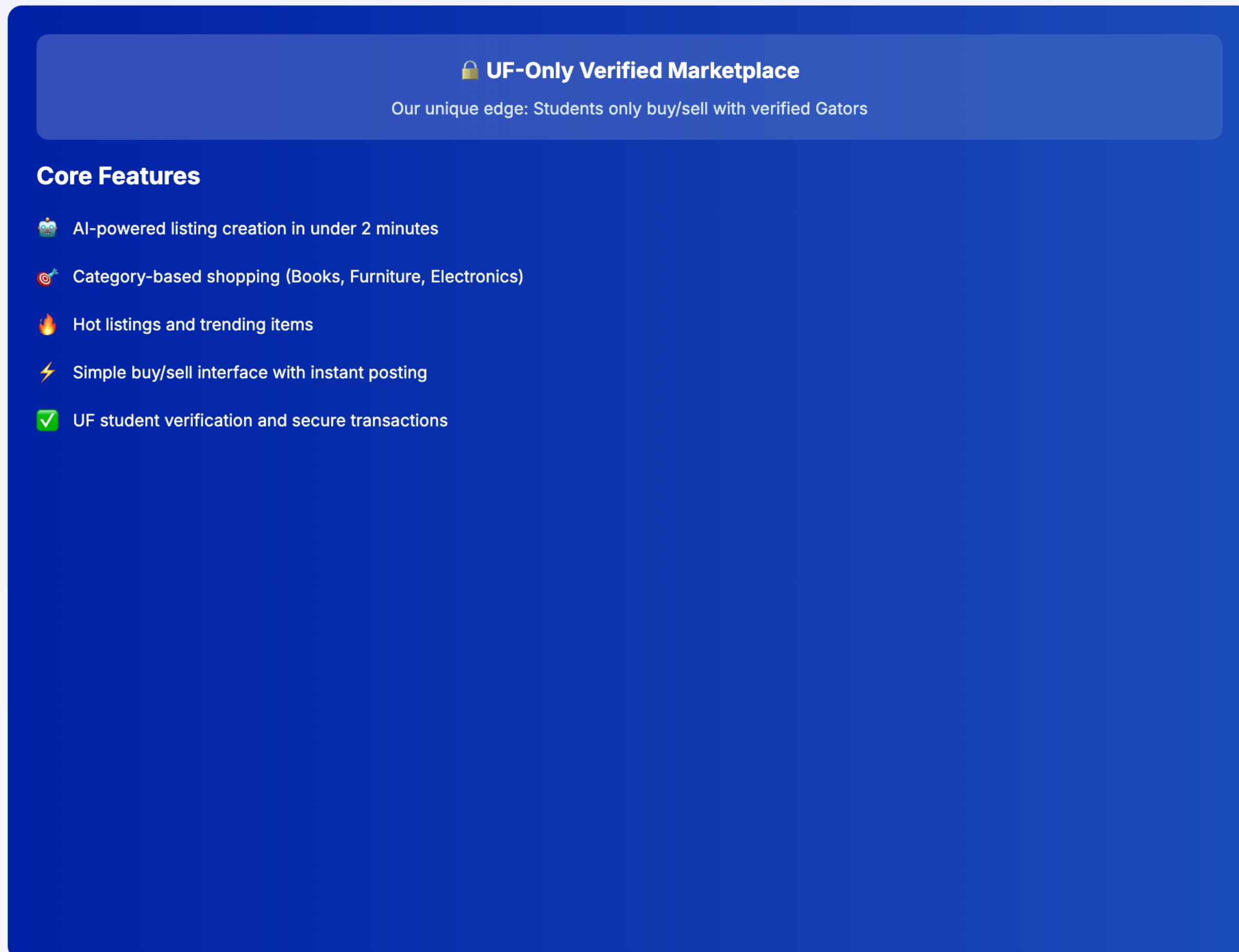
Phase 1: University of Florida

Phase 2: Sublease Feature (Spring 2026)

Phase 3: SEC Universities

Phase 4: National Expansion

Product Demo



Core Features

- 🤖 AI-powered listing creation in under 2 minutes
- 🛍️ Category-based shopping (Books, Furniture, Electronics)
- 🔥 Hot listings and trending items
- ⚡ Simple buy/sell interface with instant posting
- ✅ UF student verification and secure transactions

Quick Listing

Post items in under 2 minutes

Smart Search

AI-powered item discovery

User Journey



Sign Up with UF Email

Instant verification & account creation



Early Validation & Projections

Current Status

150+
Verified Users

24H
Since Launch

2500+
Total Impressions

Live
Beta Platform

1,000+
Users (6mo)

20% weekly growth

500+
Items/Month

2 posts/user avg

1,000+
Transactions

Projected

5%
Market Share

UF Campus (Year 1)

Roadmap & Milestones

- MVP Launch
- 1K Users
- Sublease Feature
- Revenue Model

Sep 2025
Q4 2025
Spring 2026
Q3 2026

Growth Trajectory

100 Sep 25
500 Oct 25
1200 Nov 25
2500 Dec 25

↗ **25x**
User Growth

↗ **\$12.5K**
Monthly GMV

Business Model Strategy



Phase 1: Free Model

100% Free Platform

No fees for buyers or sellers

Focus on Growth

Build user base and engagement

Market Validation

Prove product-market fit first



Phase 2: Monetization (2026+)

Seller Ads & Promotions

\$10-20/post boost, featured listings

Campus Partnerships

\$2-5K/semester bookstore integrations

Premium Features

\$5-10/month analytics, bulk tools



Revenue Potential

\$10M

UF P2P Market

~10%

Target Market Share



Monetization Timeline

2025-2026: Free Growth

Build to 5K+ active users

Spring 2026: Sublease Launch

New revenue opportunity

Go-to-Market Strategy

Phase 1: Campus Domination

- ⌚ Student organization partnerships
- 📱 Social media campaigns
- 📍 Campus events & demos
- 📚 Textbook season launches

Phase 2: Regional Expansion

- 📍 SEC university rollout
- 👉 University partnerships
- 📈 Proven model replication
- 💡 Feature optimization

Launch Timeline

Spring 2026	UF Launch
Q4 2026	FSU & UCF
Q2 2027	SEC Schools
Q4 2027	National

Target Segments

- Freshmen (dorm essentials)
- Seniors (graduation sales)
- Graduate students
- International students

Marketing Channels

- Instagram & TikTok ads
- Campus influencers
- Student newspaper features
- Word-of-mouth referrals

Success Metrics

- 📊 10% campus penetration
- 💰 50+ daily transactions
- ⭐ 4.5+ app store rating
- ⌚ 80% user retention

Competitive Landscape

Current Solutions

Facebook Marketplace

Generic, unsafe, no student verification

Craigslist

Outdated interface, security concerns

OfferUp

Not campus-focused, poor UX for students

University Bookstores

Expensive, limited selection

Our Competitive Advantages

University Verification

Only verified UF students - our biggest advantage

Speed & Simplicity

List in <2 min vs. 20+ min on Facebook

Student-Centric Design

Built specifically for college needs

Campus Integration

Safe meeting spots, local partnerships

85%

Students prefer verified platforms*

*UF student survey, n=50+

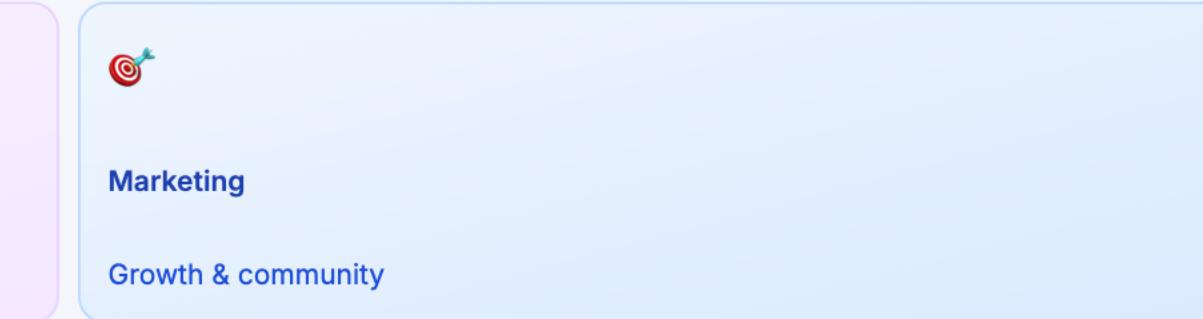
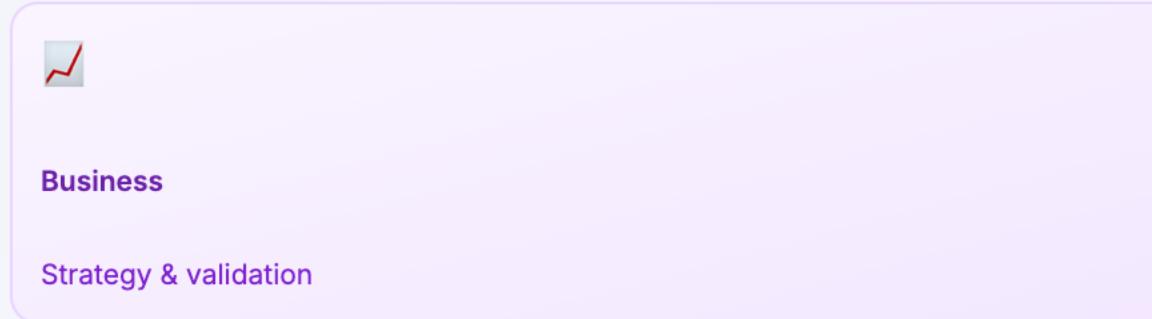
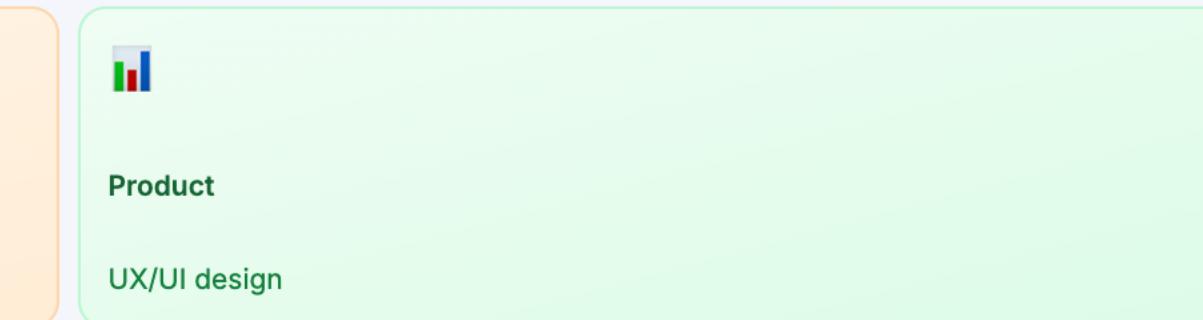
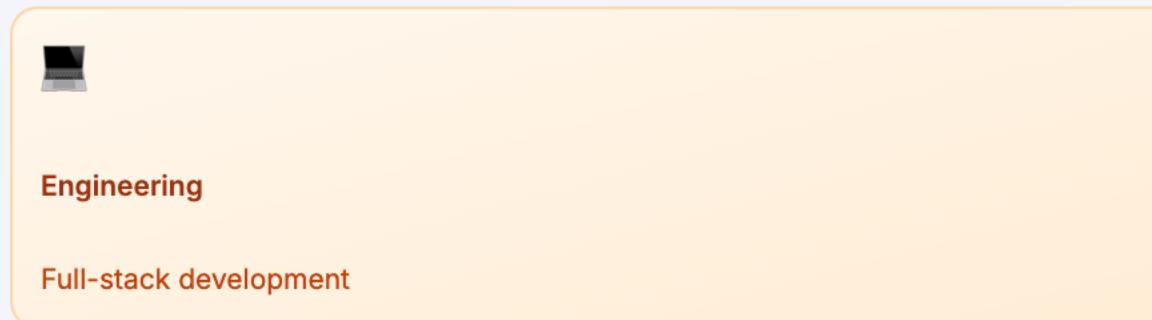
12x

Faster than current solutions

Builder & Team

**Shashank Jagannatham**Product Builder
Solo Builder Wearing Multiple Hats

UF Student who built the solution after experiencing the problem. Leading product, engineering & business.

[LinkedIn](#) [Full-Stack](#) [Product](#)

Why Solo Builder Works

- Deep understanding of UF student needs
- Rapid iteration and decision making
- 100% equity alignment with success
- Lean operations and cost efficiency

Team Growth Plan

Marketing Manager

Campus Ambassador

Business Development

Q3 2026

Q4 2026

Q2 2027

Development handled in-house

Advisory Support

- UF Innovation Hub - Startup mentorship
- Student Government - Campus partnerships
- Alumni Network - Industry connections

Investment Ask

\$200K

Seed Round

12-15% equity

Key Milestones (12 months)

- Scale to 10,000+ UF users
- Launch mobile app (iOS/Android)
- Process \$500K+ in transactions
- Achieve unit economics profitability
- Close Series A round

Use of Funds



Why Invest Now?

- ⌚ Early validation with 150+ verified users in 24H
- 🚀 Experienced team with domain expertise
- 💰 Clear monetization path with strong unit economics
- 📍 Defensible moat through university partnerships
- 📈 Massive market opportunity in student commerce

Thank You!

Ready to revolutionize student commerce at the University of Florida and beyond.

 Visit Our Website

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Let's build the future of student commerce together!

 Ready to Scale

 Seeking Investment