



Problem

Problem 1: Meeting people is hard and talking to people is scary.

Problem 2: Students, especially freshmen and transfers, struggle to make friends outside their dorms, classes, or clubs.

Problem 3: Existing Social Media is built for engagement, not for making friendships.

Solution

Verified profiles - interests, majors, clubs, hobbies (student email verification)
Interest-based matching - rotating chat pairs
Scheduling tools - for chats, study sessions, meetups

Key Metrics
Growth: Sign-ups, verification rate, weekly active users. **Engagement:** DAU/WAU, matches accepted, messages sent, session time. **Conversion:** Chat → meetup rate, meetups attended, repeat users. **Retention:** Day 1/7/30 retention, churn rate

Unique Value Proposition

The only social app designed exclusively for your campus that helps students turn shared interests into real-life friendships.

"College is better with friends. We help you find yours."

Advantage

Competitors: Facebook Groups, Discord, dating apps
Our Edge: Verified campus-only community built for real-life friendships, not cluttered feeds or hookups.
Market Advantage: Students are early adopters. Campuses are closed ecosystems = fast viral adoption.

Channels

On-campus: Orientation tabling, dorm/dining hall flyers, student ambassadors, club partnerships.
Digital: Instagram, TikTok, campus Facebook/Reddit.
Referral: Friend invites with perks, contact sync notifications.
Grassroots: Host campus mixers, sponsor club events, dorm/major-specific launches

Customer Segments

Primary: College students aged 18–24 at 2-year and 4-year universities.

Early Adopters: Incoming freshmen, transfer students, international students, and students involved in campus clubs seeking peers.

Demographics: All genders, all majors, location-specific (each university community forms its own network).

Cost Structure

Development: Flutter developers (cross-platform = cost efficient), Agile sprint planning. **Backend/Infrastructure:** Firebase (authentication, database, cloud functions, hosting, storage). **Scaling:** Firebase usage fees increase with users (reads/writes, storage, bandwidth). **Benefits of the stack:** Flutter = one codebase for iOS + Android. Firebase = low upfront cost, pay-as-you-grow. **Advertising:** Ad network integration (e.g., Google AdMob), ad placement optimization, potential revenue share with ad platforms. **Benefits of the stack:** Flutter = one codebase for iOS + Android. Firebase = low upfront cost, pay-as-you-grow.

Revenue Streams

Freemium: free features (unlimited matches, profile boosts), and chats.
Campus Partnerships: Local club events, meetup spot promotions and collaborating with faculty and staff. **Events:** Promoted club events, faculty and staff, student bodies and sponsored activities. **In-app:** Profile, calendar, and matches.