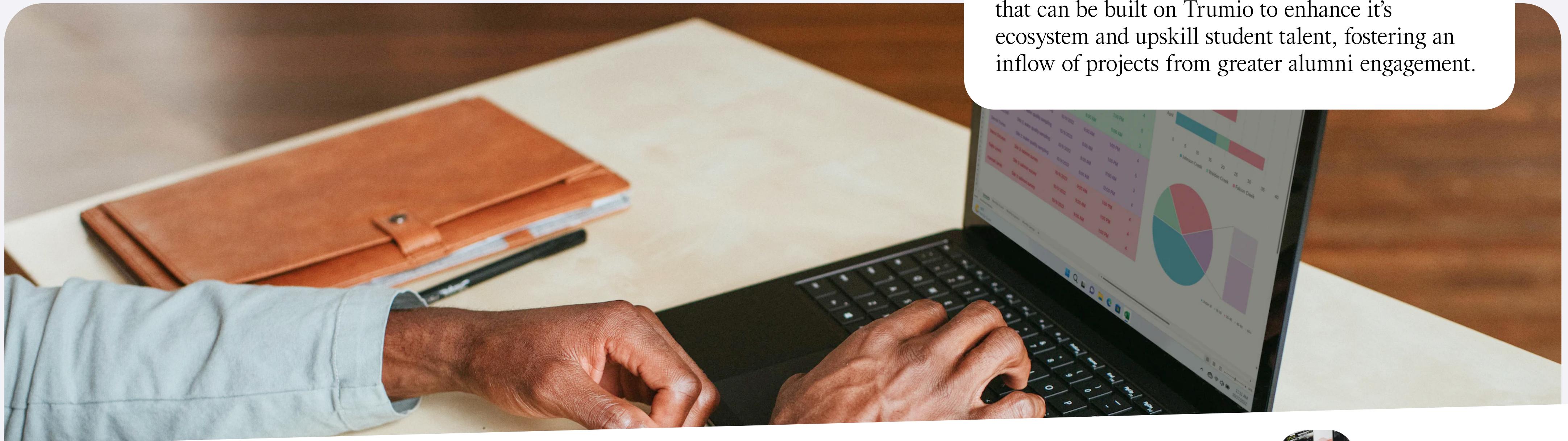


AI-driven applications to drive Trumio's engagement, growth and projects.



Phase 1 Submission outlining possible applications that can be built on Trumio to enhance its ecosystem and upskill student talent, fostering an inflow of projects from greater alumni engagement.

connect



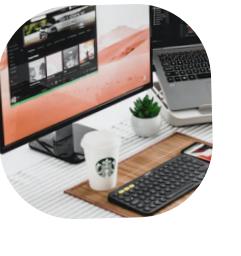
IndustryEdge



ProdSync



UniConnect



IndustryEdge

 Links

Important Links

[Financial Forecasting](#)

[Questionnaire](#)

[Survey Responses Link](#)

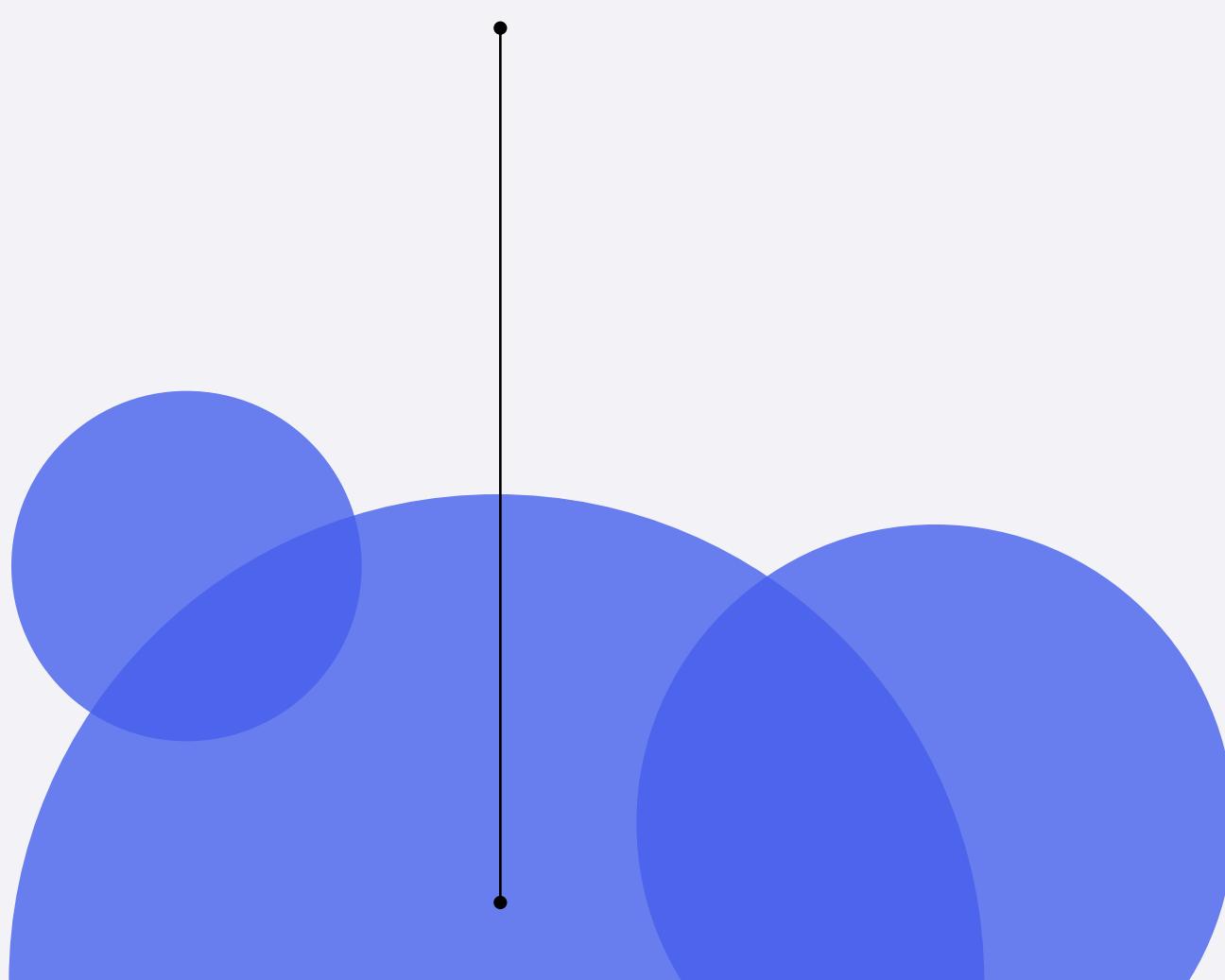
[Resources For Quantifying Impact](#)

The Process

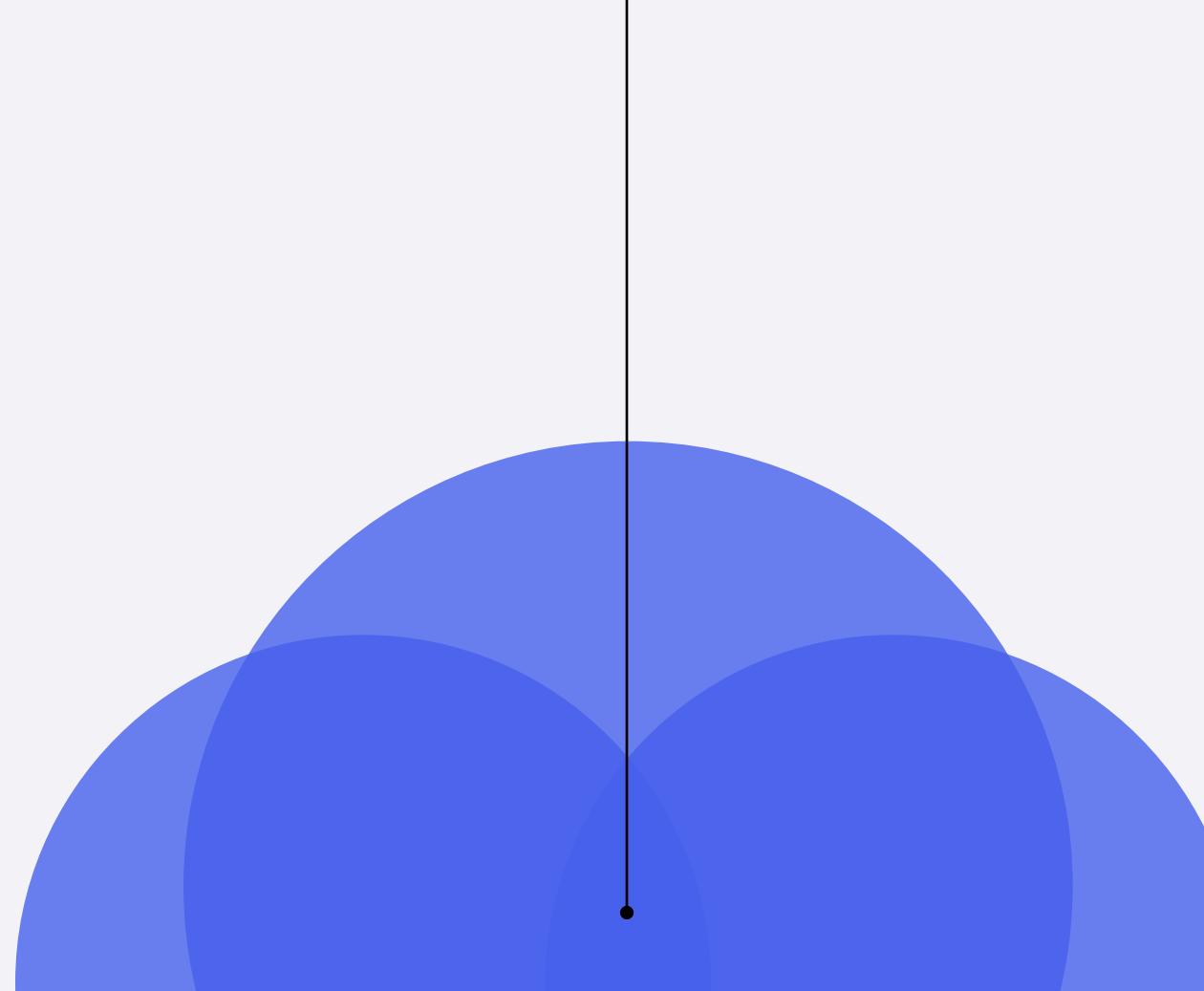
Literature Review
Competitive Audit
SWOT Analysis
Market Analysis
Trumio Content Audit

Discovery Interviews
User Archetypes
User Personas
Experience Map

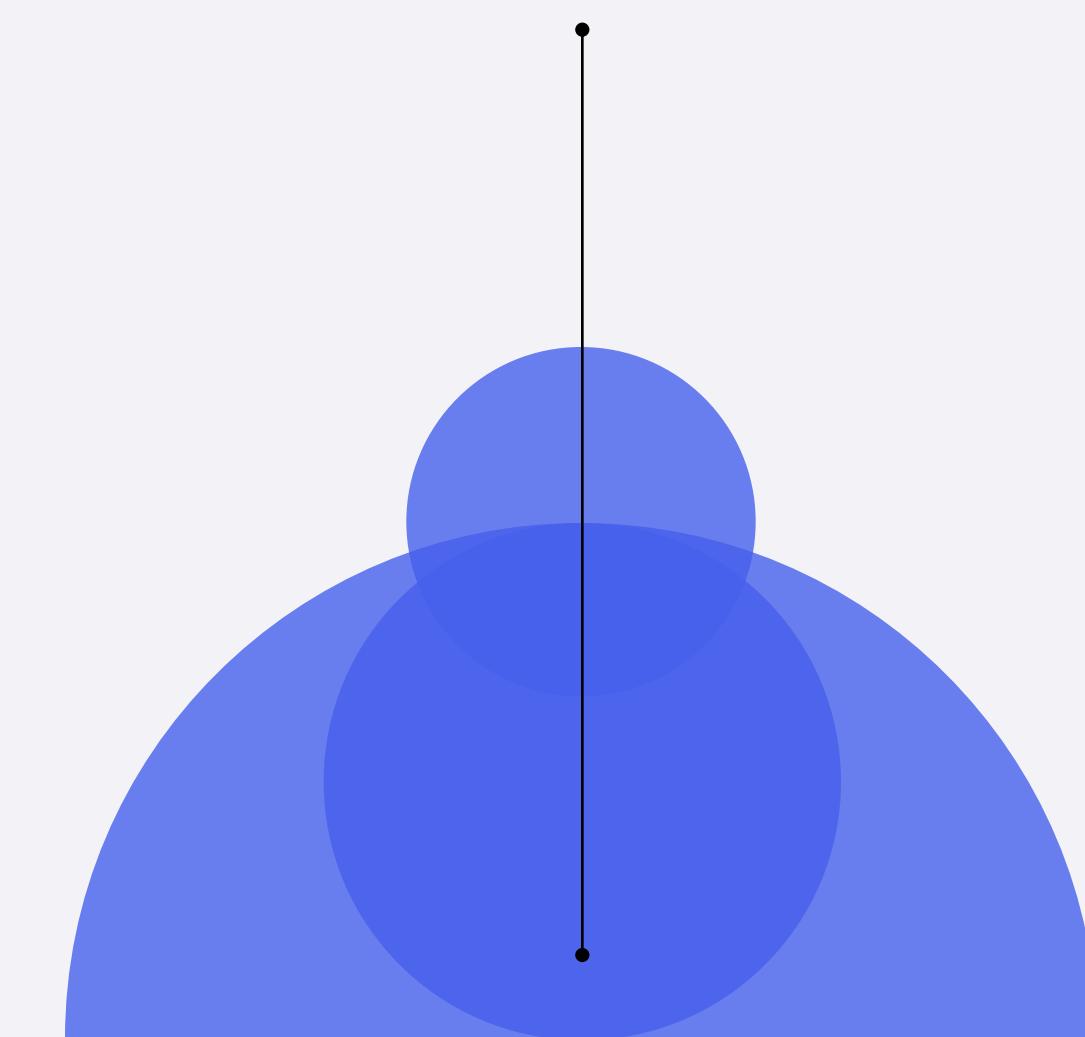
How Might We Questions
Brainstorming
Card Sorting
Final Application Ideas
Validation Survey



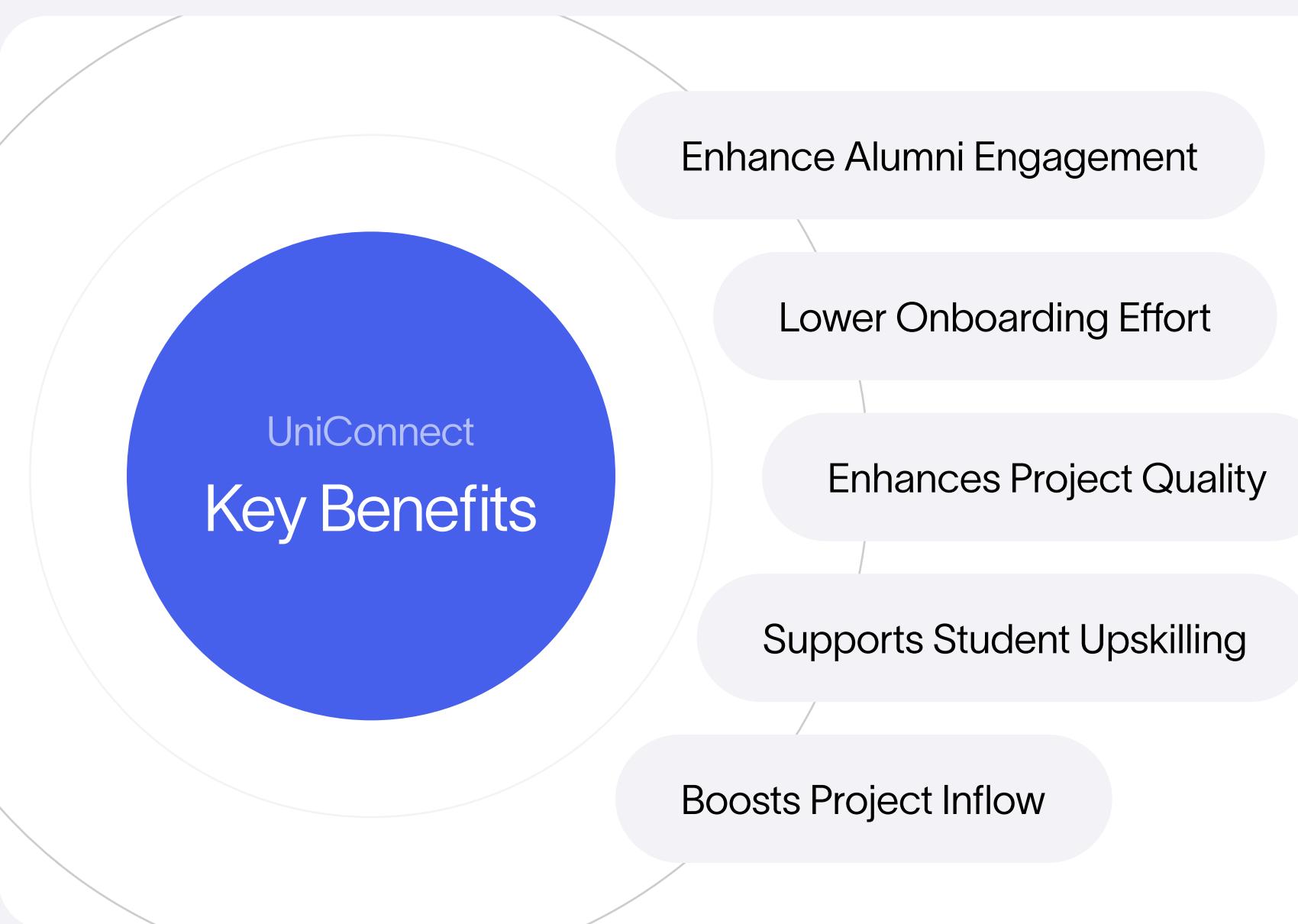
Discover



Define



Ideate



The Idea

UniConnect, a transformative platform where alumni converge to mentor, collaborate, and celebrate shared success. It is a unique space for professional growth, impactful mentorship, and meaningful recognition, all while nurturing a vibrant community of peers and future leaders.

Situation & Findings

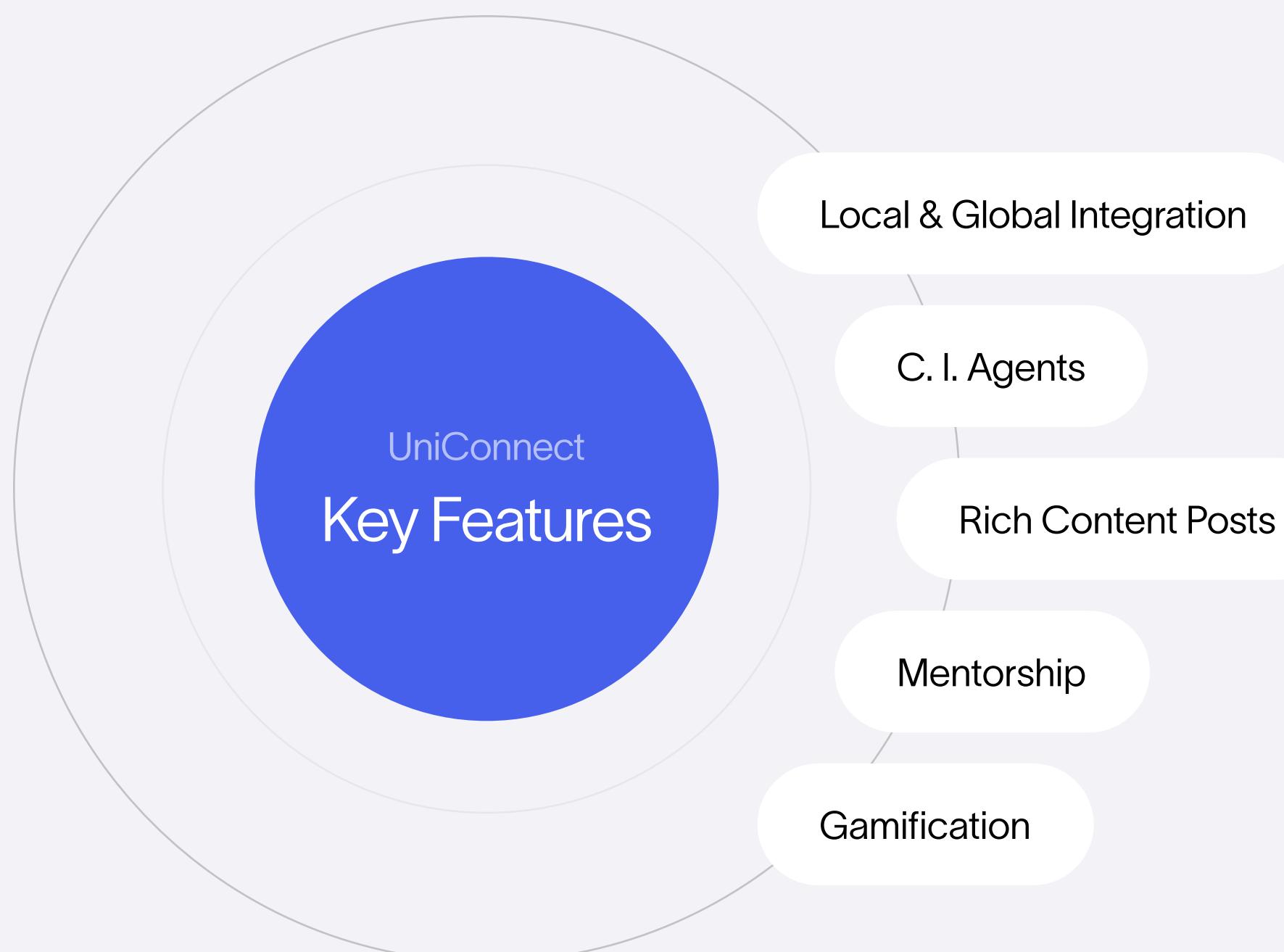
★ Trumio is in a unique position to create an ecosystem of alumni and student engagement resulting in professional opportunities, however:

- ❗ Effort required to onboard and convert potential clients is too high.
- ❗ Potential of an alumni-student ecosystem is not being fully taken advantage of.
- ❗ Students with on-field skill lack the skill required to attain, execute and manage a project.

 Feature Set

Defining UniConnect

The core of UniConnect is a thriving community of students and alumni built to make alumni aware of Trumio, and build trust in the student teams. This community is supported by the following features to set UniConnect apart from any other community.



Crafted for the Trumio Ecosystem

Communities on UniConnect are initiated and run by Student Clubs. Each community on UniConnect can be visualized as having 2 parts: Local & Global. Local communities are what can be pictured as a mobile application having different channels of discussion. These channels can be of 3 types: Announcements, Posts, and Messages. Admission of student and alumni will be subject to invite acceptance by the student club running the community.

A global community is the local community's counterpart that is present on Trumio's public website and is accessible by anyone. Global community is limited to posts which can have reactions, comments and reposts. A feed from the global community can be accessed by Trumio's users where they can read posts related to the topics they're interested in, or posts their following has engaged with.

Global community of a specific student body can have moderated publications written by community members. This can act as the source of UniConnect/Trumio's discovery by Alumni. AI models can be used to automatically generate weekly newsletters.

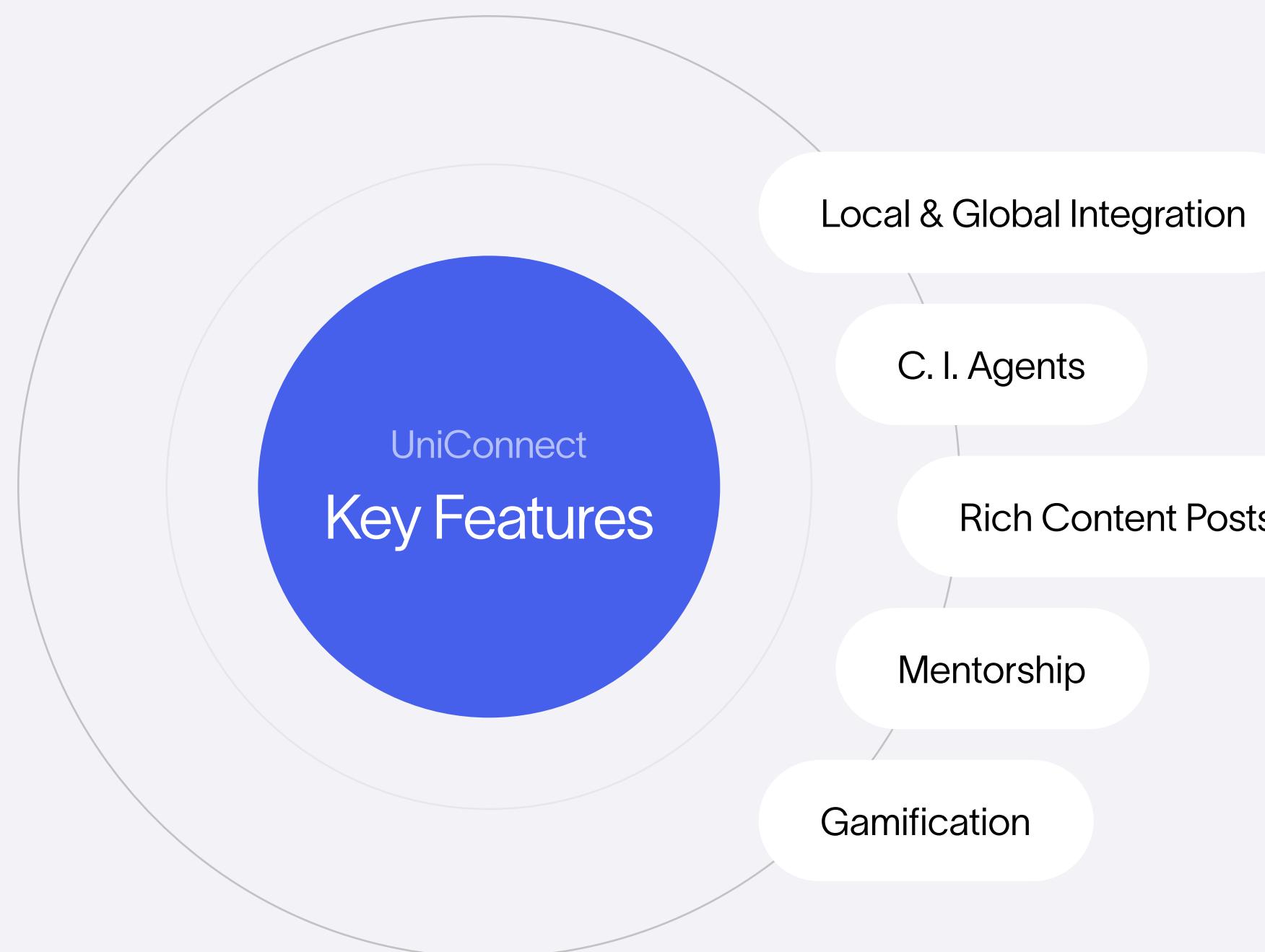
Creates effective value for both parties

Leverages Alumni's desire for Giving back

 Feature Set

Defining UniConnect

The core of UniConnect is a thriving community of students and alumni built to make alumni aware of Trumio, and build trust in the student teams. This community is supported by the following features to set UniConnect apart from any other community.

 Crafted for the Trumio Ecosystem Creates effective value for both parties

Apart from students and alumni, the local community will include CI (Collective Intelligence) agents. Collective Intelligence Agents (CIAs) are LLMs trained upon specialized information, initiated with additional context prompts. CIAs have the potential to become extremely valuable and resourceful by training upon all public chats within a private community. Each local community will have access to all of Trumio's CIAs, each having their own specialties and roles.

CIAs can also be added as team members while creating a new team on Trumio. They can act as project managers, code reviewers, meeting assistants, etc. Example: A project manager named Lara trained on agile and scrum methodologies, project management techniques, productivity and time management techniques.

Rich Content Posts can include text hierarchy, text styling, media embeds, collapsible sections, polls, and links to other posts. Although seemingly simple, this can allow for the following:

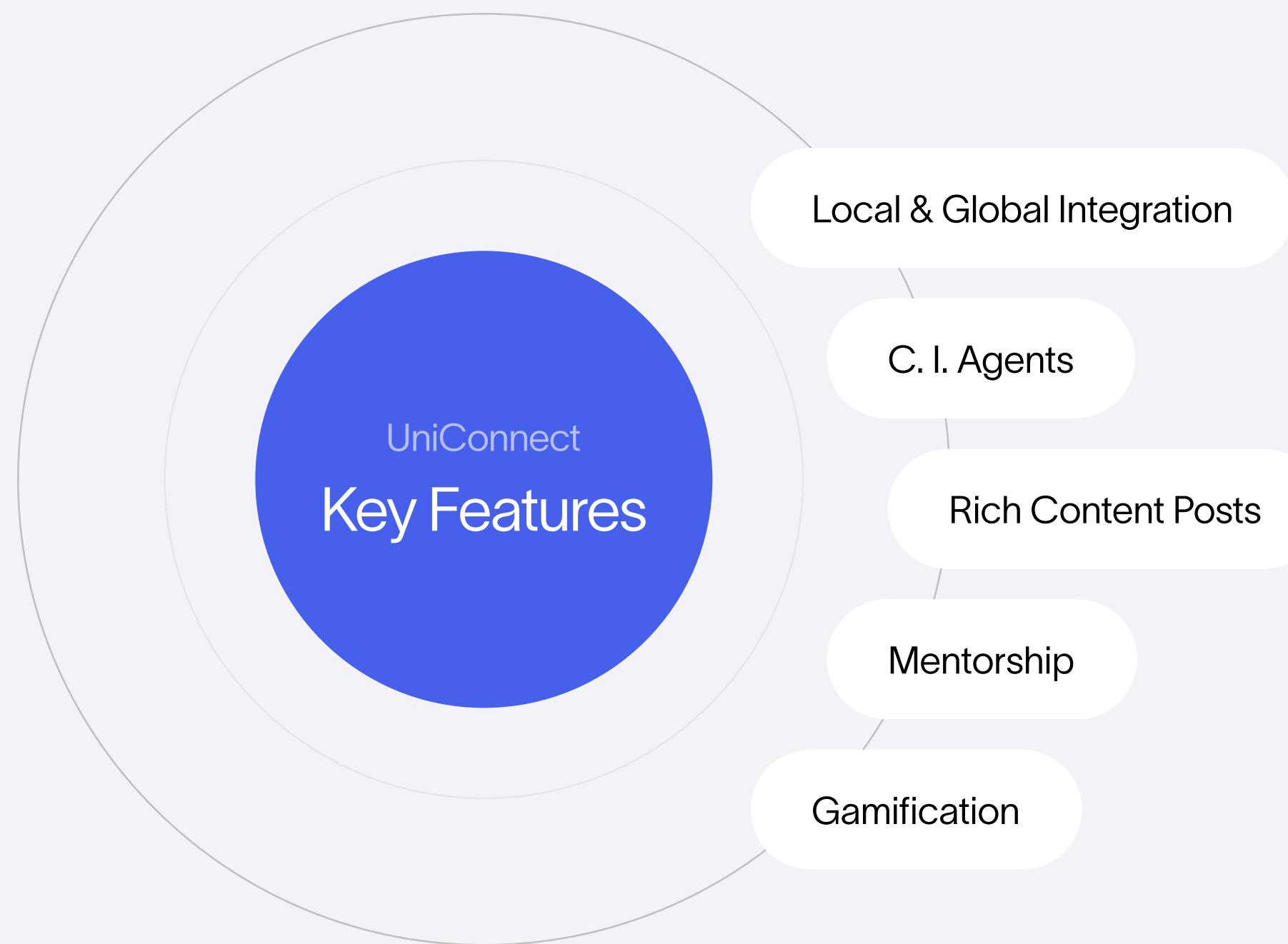
- Posts can serve as a person's own customizable mini portfolio. Due to the ability to have multiple posts that can link with other posts in between content, a student can quickly create themselves a cohesive online presence.
- Posts made on local communities can be published on the global community instantly based on the preferences of the particular channel. If someone posts a query about industry standards or bug fixes, this entire thread can automatically be published on the global community, improving traffic (and in turn discovery) and SEO ranking.
- These posts act as knowledge repositories to everyone on the internet.

 Leverages Alumni's desire for Giving back

 Feature Set

Defining UniConnect

The core of UniConnect is a thriving community of students and alumni built to make alumni aware of Trumio, and build trust in the student teams. This community is supported by the following features to set UniConnect apart from any other community.



Crafted for the Trumio Ecosystem

Creates effective value for both parties

Leverages Alumni's desire for Giving back

Mentorship Feature includes a mentor directory page integrated into Trumio's main website. Students can request to book sessions with any mentor simply through the mentor's page. Mentees can include alumni seeking advice from people with greater experience than them as well. Requiring a simple context about the session from the student will make sure mentors are aware of the student requirements ahead of time.

Mentorship sessions will be reflected as points for alumni as well and can be used to display badges in communities. These badges will also establish rapport while speaking with other alumni of a higher experience. Mentors will also be able to get certificates with verifiable credentials that can be used during job switching.

We will be using 2 dimensions of Gamification for Students: Points and Tiers. Points are primarily based on engagement while Tiers are primarily based on skill. Points can be gained through engagement in local or global communities, receiving endorsements, participating in mentorship, maintaining streaks etc. You can upgrade tiers through Open-source contributions, past projects, answering quizzes, completing project milestones, receiving testimonials etc.

Tiers will be displayed on the student's profile and will help clients become aware of their skill level. Points can be used within a local community to purchase custom stickers and emojis. Points will also be used as the measure for leaderboards pertaining to a specific local community.

● Brand Positioning Statement

Where does UniConnect Stand in the market?

For Alumni driven by a desire to give back and students enthusiastic about gaining industry experience and networking with like-minded people.

The product is UniConnect, an AI-enhanced platform that establishes alumni-student connections, fostering a dynamic and interconnected community.

Ideal for Alumni seeking to reconnect with peers and discover emerging student talent, and students looking for mentorship, to showcase their work, and engaging in thought-provoking discussions.

Better than Traditional networking platforms and scattered alumni groups that were self-initiated.

Because UniConnect enables value creation for both parties through incentivized engagement.

● The Requirements

Essential Resources for Implementation

₹ Servers

- Web server for hosting the UniConnect platform
- Database server for storing user data and project information
- File server for storing media files and documents

₹ Costs

- Net Cost for Year 1: \$161,033
- Includes Cost Of Revenue, Operational Expenses, Marketing and Sales, Customer Support and Services, Research and Development

👤 Personnel

- Project Manager
- Software Developers (Frontend and Backend)
- UI/UX Designer
- Database Administrator

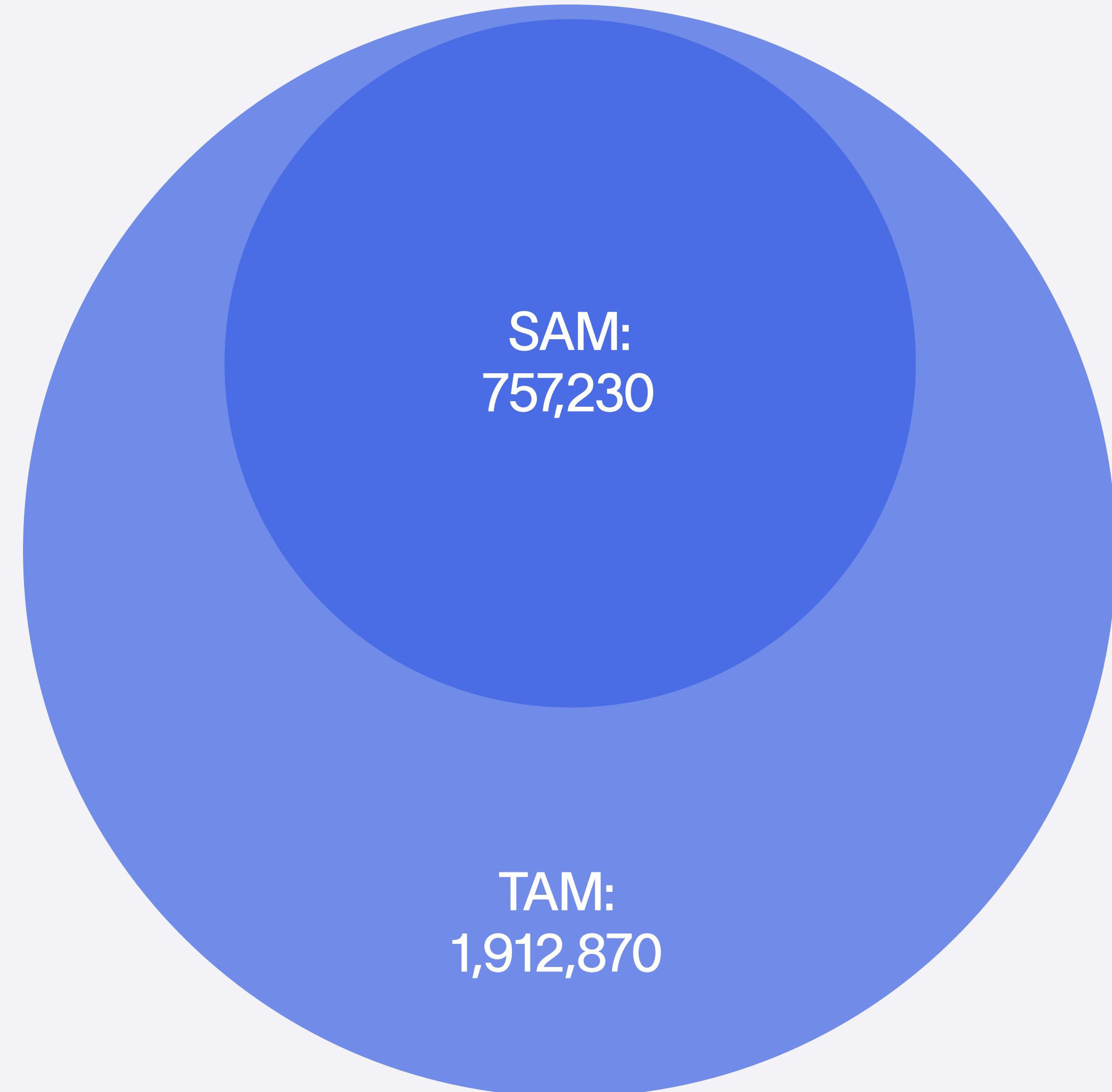
💻 Software

- Web Dev. Framework: React.js, Node.js or Django
- Mobile Dev. Framework: Flutter
- Mobile Database: Firebase
- Database management system: MySQL or MongoDB
- Version control system: Git
- Project management tools: Jira or Trello

● TAM/SAM

Market Size: Alumni + Students

- Taken the base number of students from IIT Madras as 120 in the first academic year (due to the data being open-source).
- Considered the Alumni after 1980 (factoring in alumni age and activeness and digital activity).
- Divided the whole alum into the category of 1980-2000 batch of alumni and 2001 -2023 batch of alumni.
- Considering that former category worked less in corporate than the latter category.
- Calculated the geometric mean of students in the first batch of IIT Madras to the students in IIT Madras batch of 2023.
- Projected the total number of Alumnus using the ratio of Students of IIT Madras/Total Alumnus after 1980



Benefits

How can UniConnect benefit Trumio?

01 Discovery

Expand Trumio's discoverability and reach by fostering an engaged alumni network that promotes the platform within professional circles.

02 Engagement

Foster domain-specific interactions between students and alumni, facilitating knowledge sharing and industry insights.

03 Quality Assurance

To equip students with industry-standard proficiency with latest tools such as CI Agents.

04 Trust

To enhance the trust factor within potential clients in the capabilities of student talent when considering outsourcing.



05 Upskilling

Leveraging the availability of the variety of experience brought in by the alumni.



● The Idea

IndustryEdge, a powerful project platform to solve traditional upskilling problems and the scarcity of project ideas and guidance for students. Pretesting students on required skills while helping them upskill at the same time. It aims to cultivate a dependable pool of high-quality students and foster client trust.

IndustryEdge

Key Benefits

Supports Student Upskilling

Helps Build Client Trust

Helps In Quality Control

Reduces Costs For Clients

● Situation & Findings

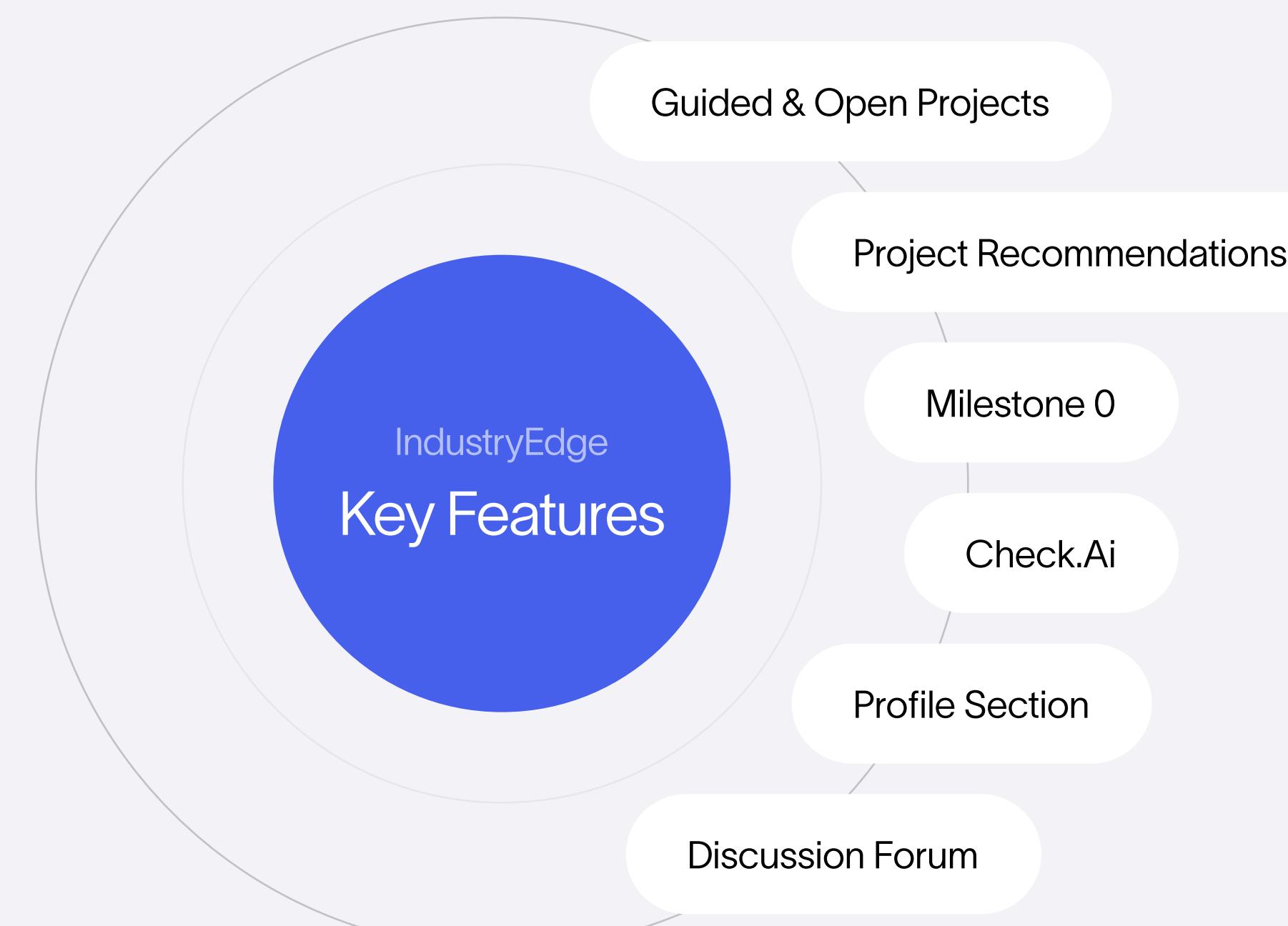
★ Trumio is in a unique position to provide professional opportunities to students that need them, however:

- ❗ Clients lack trust in students, refraining them from outsourcing projects.
- ❗ There is misalignment between student education and industry requirements.
- ❗ Students with on-field skill lack the skill required to attain, execute and manage a project.

 Feature Set

Defining IndustryEdge

IndustryEdge is a powerful project platform to solve traditional upskilling problems and the scarcity of project ideas and guidance for students. Pretesting students on required skills while helping them to upskill at the same time. IndustryEdge aims to cultivate a dependable pool of high-quality students and foster client trust.



Providing Industry relevant project opportunities

The key feature of IndustryEdge is industry projects which will help in major boosting of students' skills. Projects will be posted in sections: Guided and Open.

Guided projects will be divided into milestones and guidance will be provided between the milestones through articles and videos. Unlike courses, videos will help in developing a thought process for the projects.

Open projects will comprise only the idea, outline for working, and resources if any. This will help companies to give open-ended problem statements and projects and will help student to work on new unique projects and bring their creativity.

Upon completion of projects, IndustryEdge's AI analyzes the user's profile, taking into account the skills, technologies, and industries they have been exposed to in their completed projects. Leveraging a recommendation algorithm, the AI suggests a tailored list of potential projects based on the user's profile, preferences, and the current industry landscape. The AI maps the acquired skills against industry demands, identifying areas where the user has demonstrated proficiency and potential areas for further improvement. If users have specified preferences or goals in their profiles, such as pursuing specific technologies or industries, the AI considers these.

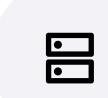
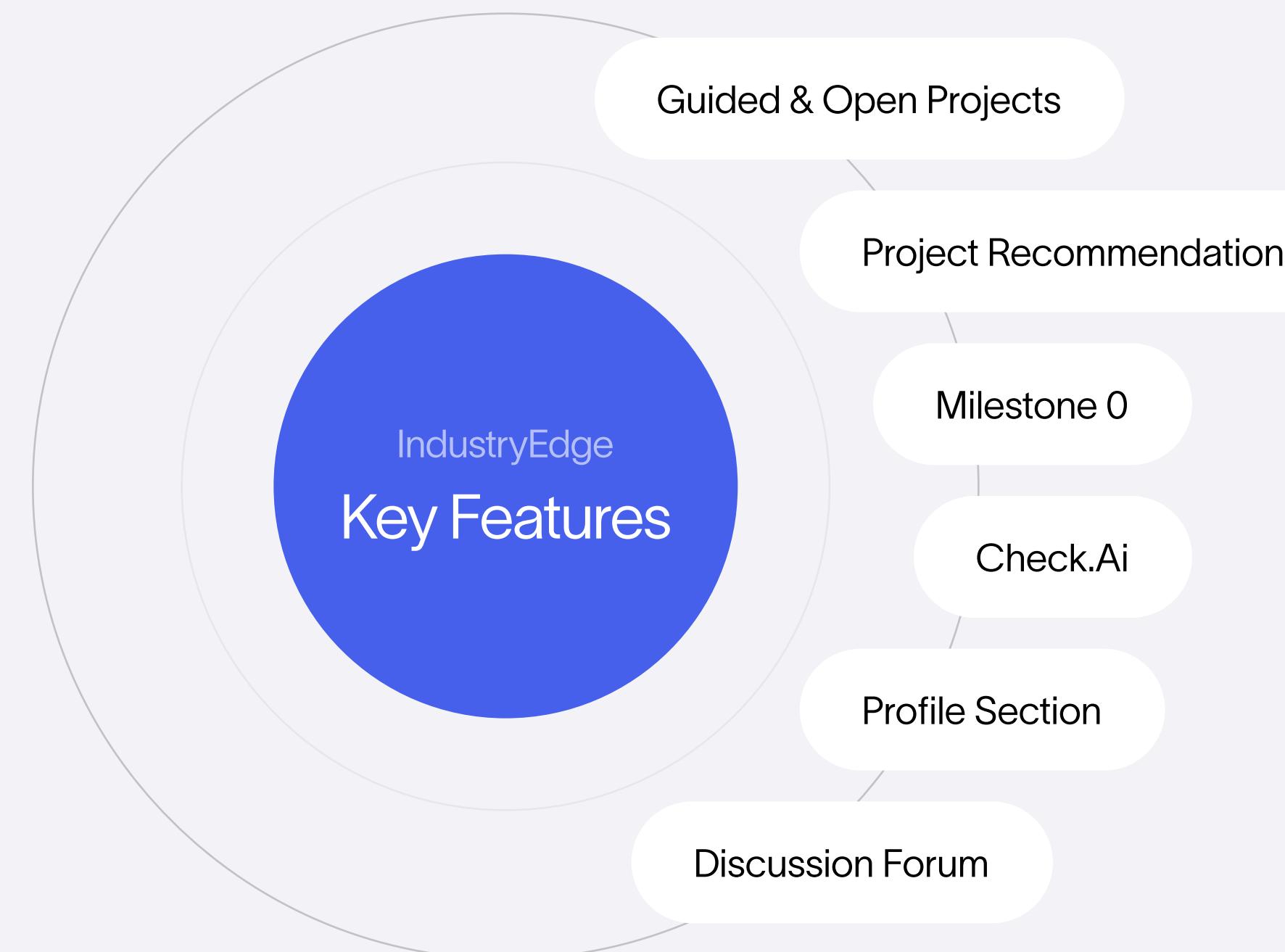
Improving and ensuring project quality

Enhancing interests and engagement

 Feature Set

Defining IndustryEdge

IndustryEdge is a powerful project platform to solve traditional upskilling problems and the scarcity of project ideas and guidance for students. Pretesting students on required skills while helping them to upskill at the same time. IndustryEdge aims to cultivate a dependable pool of high-quality students and foster client trust.

 Providing Industry relevant project opportunities Improving and ensuring project quality

Milestone 0 is an additional step that students need to complete before applying for a project. This step helps in familiarizing students with the necessary industry tools for various projects and at the same time helps gauge the skill level of students and helps in building client trust. The task can either be a skill-based test, a small-scale virtual industry work simulation, or a fledged project or task. Student profiles and submissions can be evaluated firstly using AI and then after sorting the final limited submission manually.

Check.Ai is an exclusive feature for clients to review submissions in an optimized manner. The features check the submissions based on industry-standard code-writing techniques and fundamentals of writing code. It will check the code and run various test cases along with server checks. It will provide feedback on each submission like unique functionalities, ideas, terminologies, and overall review, and will give an overall score and rating for the same which will help in the profile building of students.

Need for Milestone 0 and Check.Ai:

- Pretesting and quality checks.
- Familiarising students with industry tools.
- Reducing the effort of manual checking for clients.
- Will help in building client trust in students and Trumio.
- Simplifying project allocation process and profile building for students.

 Enhancing interests and engagement

 Feature Set

Defining IndustryEdge

IndustryEdge is a powerful project platform to solve traditional upskilling problems and the scarcity of project ideas and guidance for students. Pretesting students on required skills while helping them to upskill at the same time. IndustryEdge aims to cultivate a dependable pool of high-quality students and foster client trust.



 Providing Industry relevant project opportunities

 Improving and ensuring project quality

 Enhancing interests and engagement

There will be a profile section synced with the profile section on Trumio's main app containing the basic details, rating, reviews, recommendations, skills, resume section, projects portfolio, and referral section. The project portfolio section will comprise all completed projects/contributions. Students can also upload their resume to help with profile building and can be viewed by clients.

Rating is built based on the no. of projects completed, skills acquired, and client feedback. Rating will further help with profile sorting and recommendations. The Leaderboard will be maintained based on the rating of the student. In the reward section users can monitor no. of referrals to date and rewards earned.

Discussion Forum will be a forum for discussion on projects, and exchanging resources, and suggestions. the section is divided into two parts: Open and Project.

Open Forum will be an open community of all users for open discussions on projects.

Each project will have its project forum which will include representatives from the company that has given the project. This will help in a healthy discussion on the problems, and clearing doubts related to the problem statements and projects

● Brand Positioning Statement

Where does IndustryEdge Stand in the market?

For Students who are looking to upskill, looking for projects for their CV, or want to gain real-world project experience.

The product is IndustryEdge is a one-stop solution for students to upskill, gain real-world project experience, and build a strong portfolio. Helps clients reduce costs, find talent, and ensure project quality.

Ideal for Clients who are looking for good-quality talent to work on their projects or want to help students upskill and brand their company.

Better than Conventional project platforms by effectively addressing upskilling issues and providing superior solutions to the scarcity of project ideas and guidance for students.

Because IndustryEdge nurtures a reliable community of top-tier students and cultivates trust with clients.

● The Requirements

Essential Resources for Implementation

🖥 Servers

- Web server for hosting the IndustryEdge platform
- Database server for storing user data and project information
- File server for storing media files and documents

₹ Costs

- Personnel costs (salaries, benefits, etc.)
- Server costs (hosting, maintenance, etc.)
- Software licensing costs
- Infrastructure costs (networking, security, etc.)
- Marketing and promotion costs

👤 Personnel

- Project Manager
- Software Developers (Frontend and Backend)
- UI/UX Designer
- QA Testers
- DevOps Engineer
- Technical Writers
- Database Administrator

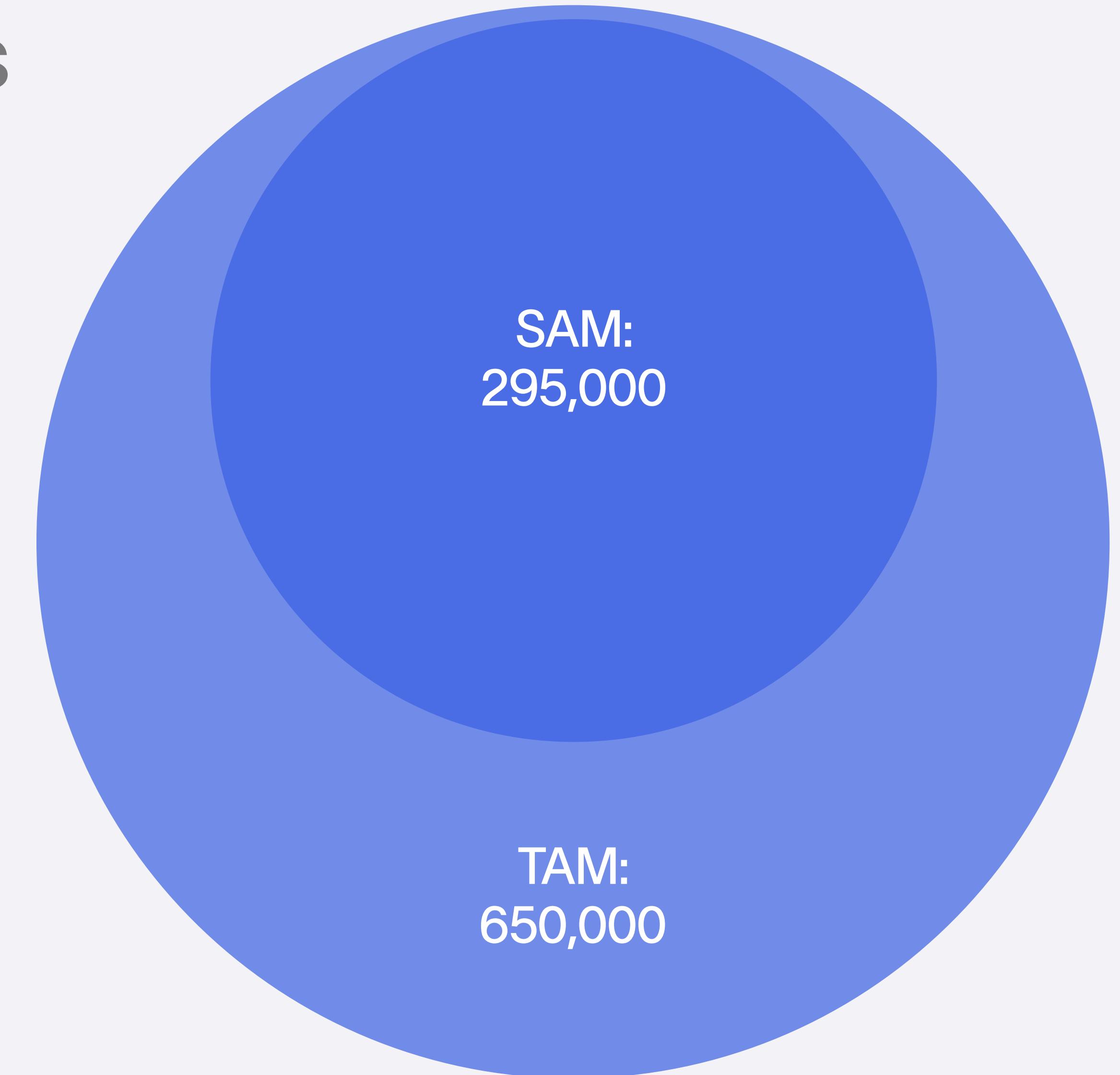
💻 Software

- Web Dev. framework: React.js, Node.js or Django
- Database management system: MySQL or MongoDB
- Version control system: Git
- Project management tools: Jira or Trello
- Communication tools: Slack, Discord or Teams
- Testing tools: Jest or Selenium

 TAM/SAM

Market Size: Students + Clients

- Clients who outsource projects for the fields like software, hardware, finance, Management, and Scientific etc. digitally using online platforms for University students.
- Considered the equal market share for Trumio, i.e., 10% among the market competitors (Total 10 including Trumio)
- Students Consideration: Tier 1 college students with no digital restrictions and do projects



Benefits

How can IndustryEdge benefit Trumio?

01 Upskilling

Provide students with real-world experience and contribution opportunities. Helps create a strong portfolio through industry-relevant projects

02 Quality Assurance

To equip students with industry-standard proficiency through guided projects and feedback from industry experts.

03 Trust

To enhance the trust factor within potential clients in the capabilities of student talent when considering outsourcing.

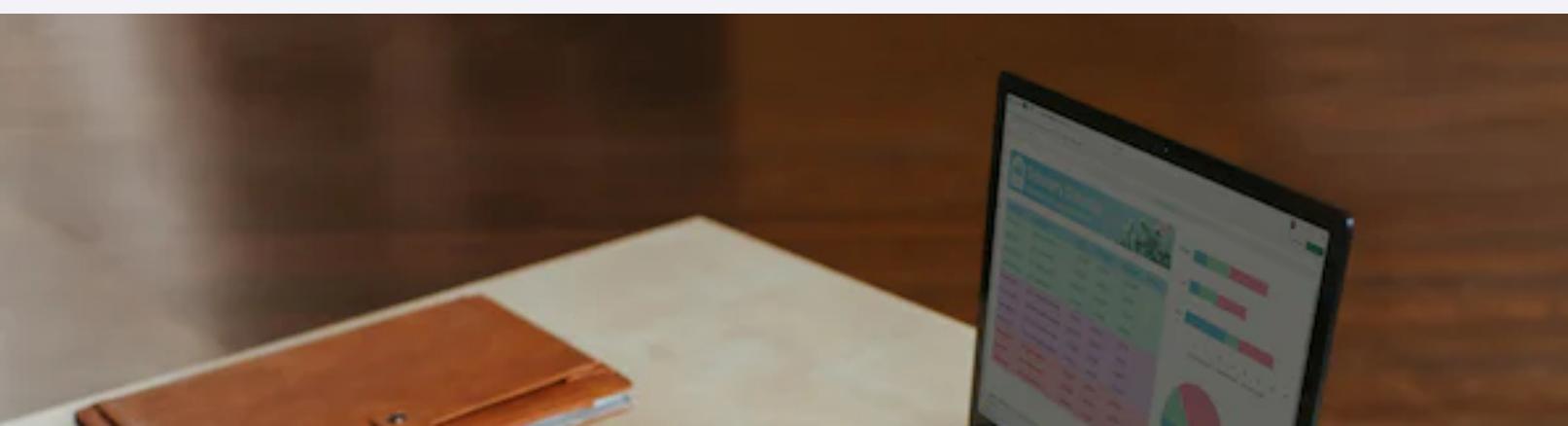
04 Cost Reduction

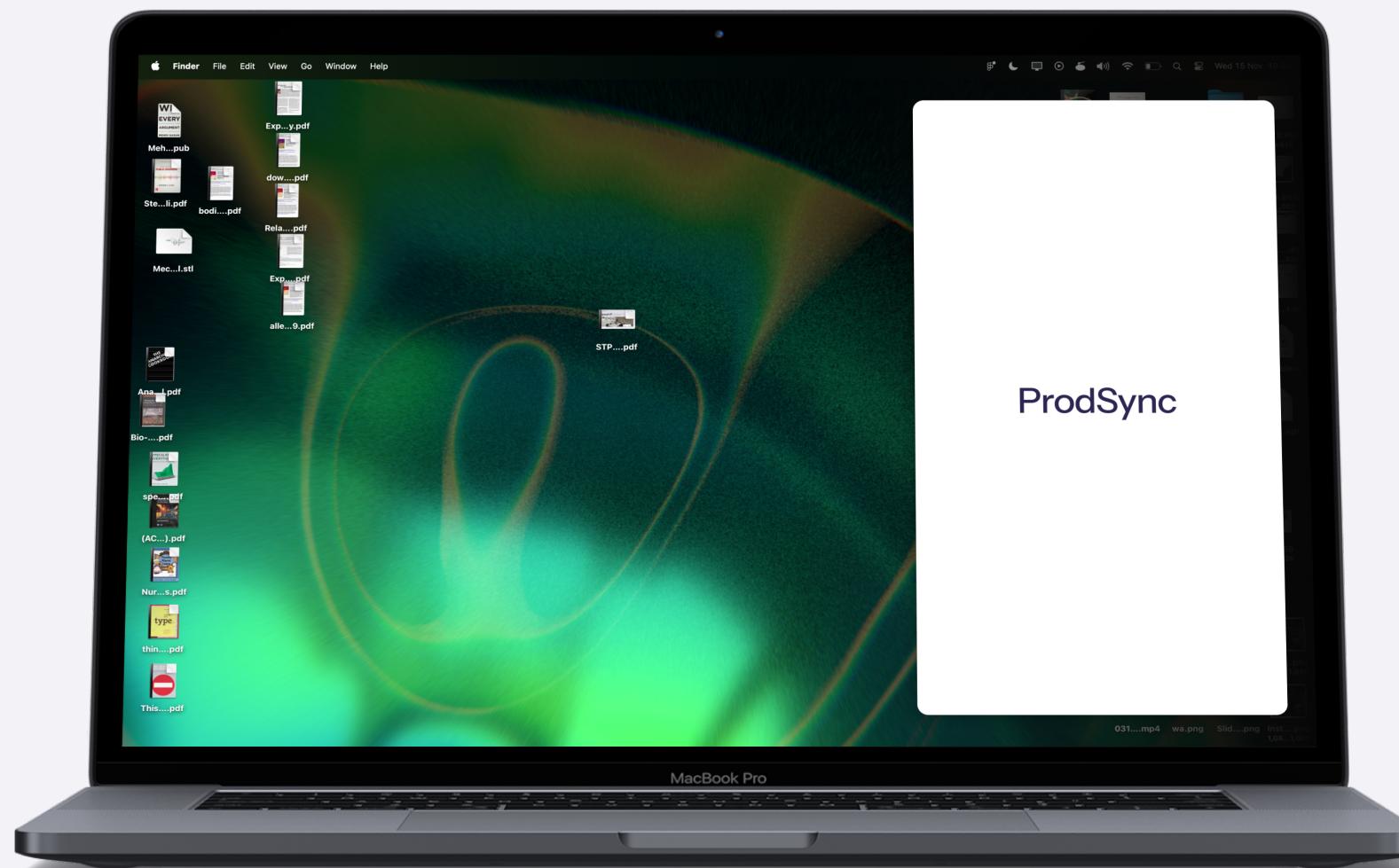
To reduce overall project cost for clients by helping them outsource to skilled students.



05 Awareness

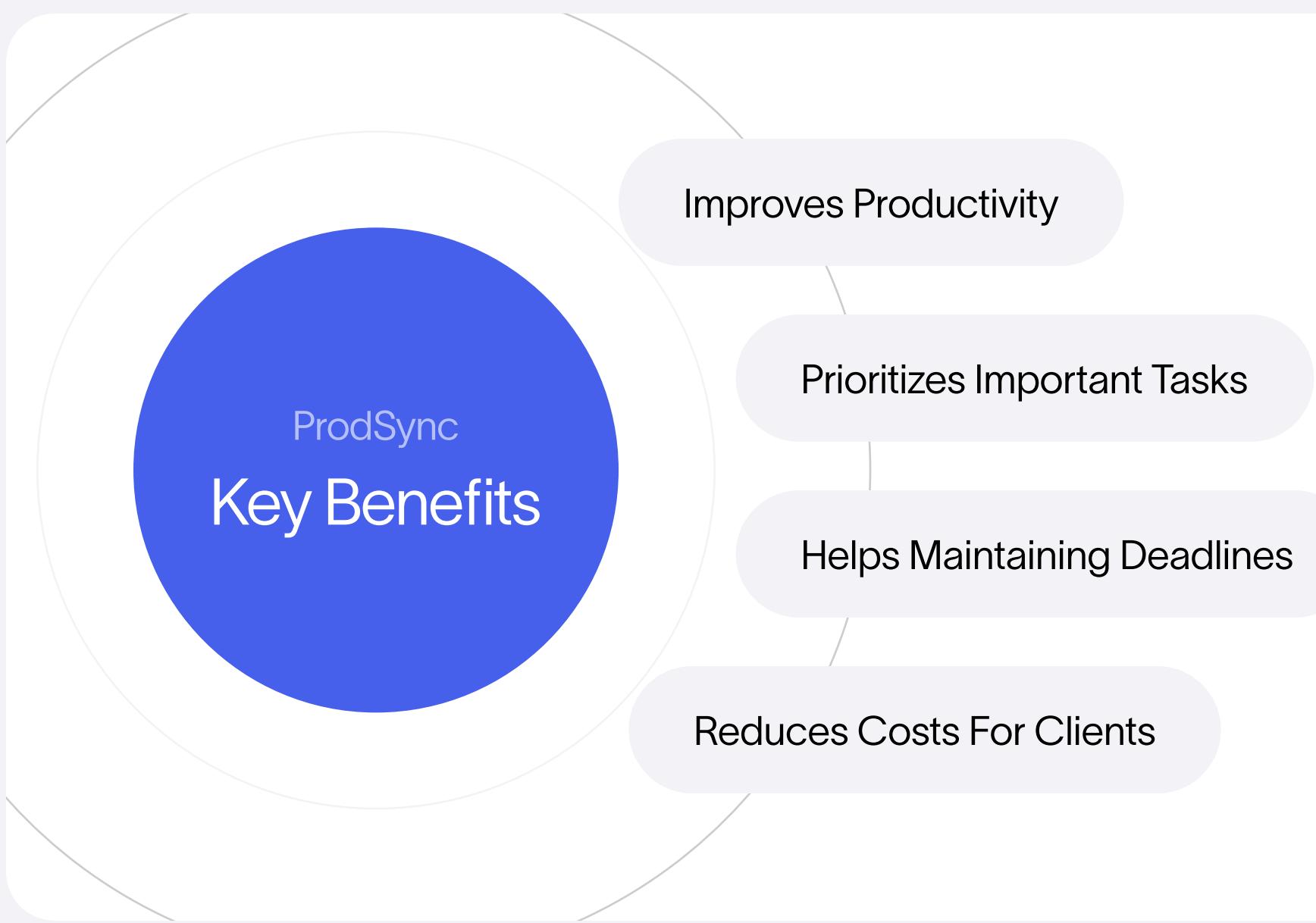
To create awareness among potential students and clients regarding Trumio's capabilities





• The Idea

ProdSync helps maintain productivity in a project and communication between the teams. It helps in setting necessary reminders, work updates, live chat and voice comments in the work. Additionally, ProdSync helps visualize progress in different aspects of the projects and necessary improvements.



• Situation & Findings

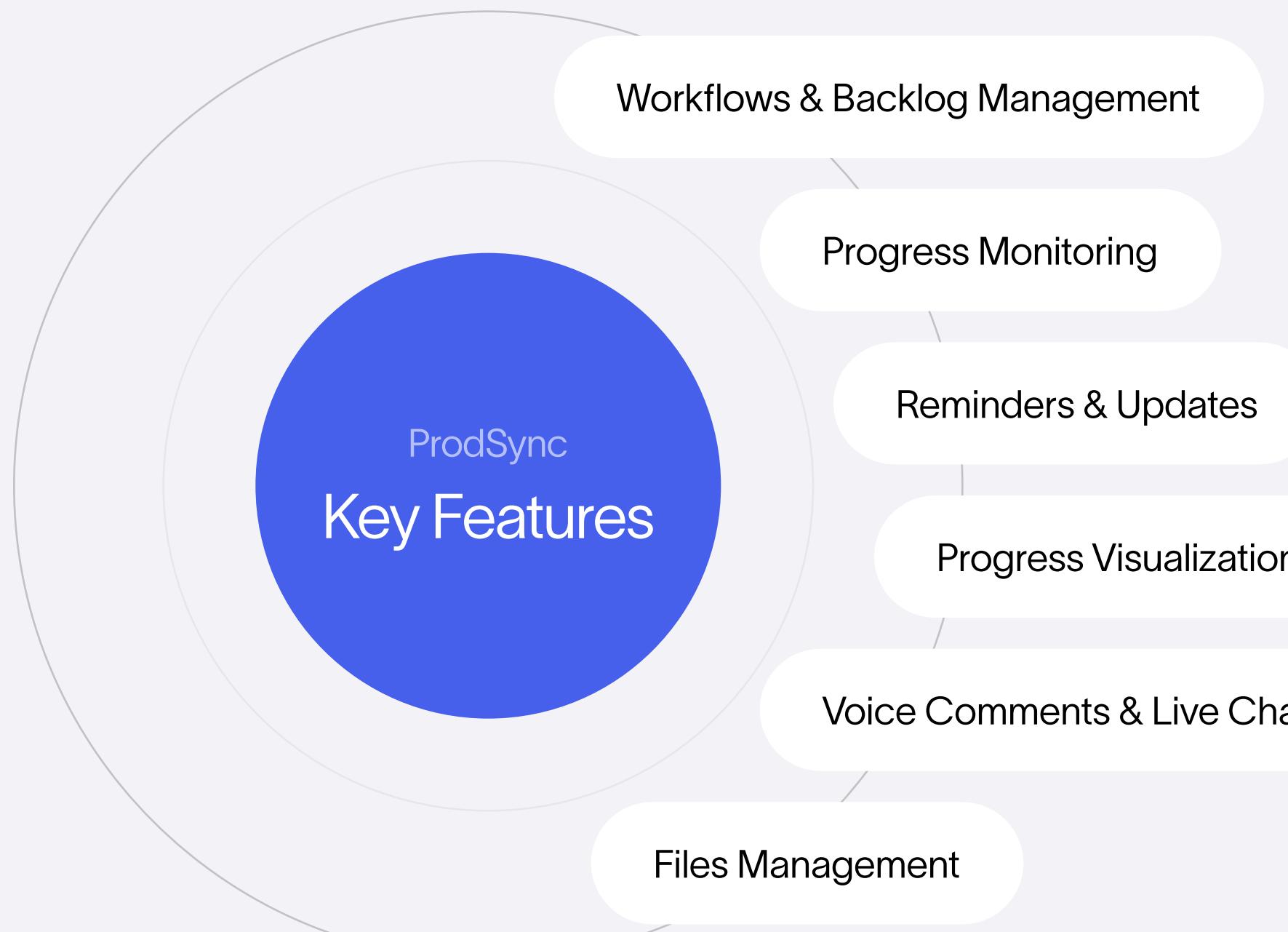
★ While working in a team, major problems involve productivity, deadlines, task distributions, work updates and regular monitoring of the work completed.

- ! Lack of productivity causes missing of deadlines
- ! As a project comprises of work on several tools and platforms, collaborations and work monitoring is hard to handle.

 Feature Set

Defining ProdSync

ProdSync is an application and plugin designed to address the common challenges faced by teams working on multiple platforms. Integrated seamlessly into Trumio, ProdSync focuses on optimizing work distribution, maintaining deadlines, providing real-time monitoring of tasks and progress visualisations.



Managing and monitoring project teams

ProdSync allows to create and customise a team's workflows for the overall project and different project segments. It gathers information about the team's specific requirements and work processes. Using these information and internal AI algorithm ProdSync provides a workflow which consists of steps involved in the team's work processes, allotted tasks to different team members, timelines and deadlines.

ProdSync is an application seamlessly operates in the background over other apps offering real-time monitoring of your entire workspace, comprising various applications. It employs a sophisticated tracking system, including app timing, keystroke analysis, and periodic content screening on the screen, all conducted discreetly when the application or plugin is in the 'on' mode, prioritizing user privacy.

Going beyond traditional monitoring, ProdSync introduces intelligent break suggestions at optimal intervals. These tailored breaks are strategically timed to enhance overall well-being, providing users with a gentle nudge to step away and recharge.

Often it happens in teams that someone is not able to finish some work. ProdSync identifies this, updates the team and will suggest possible solutions, based on the teams decision will automatically do necessary changes in workflow and timelines.



Improving and ensuring project quality

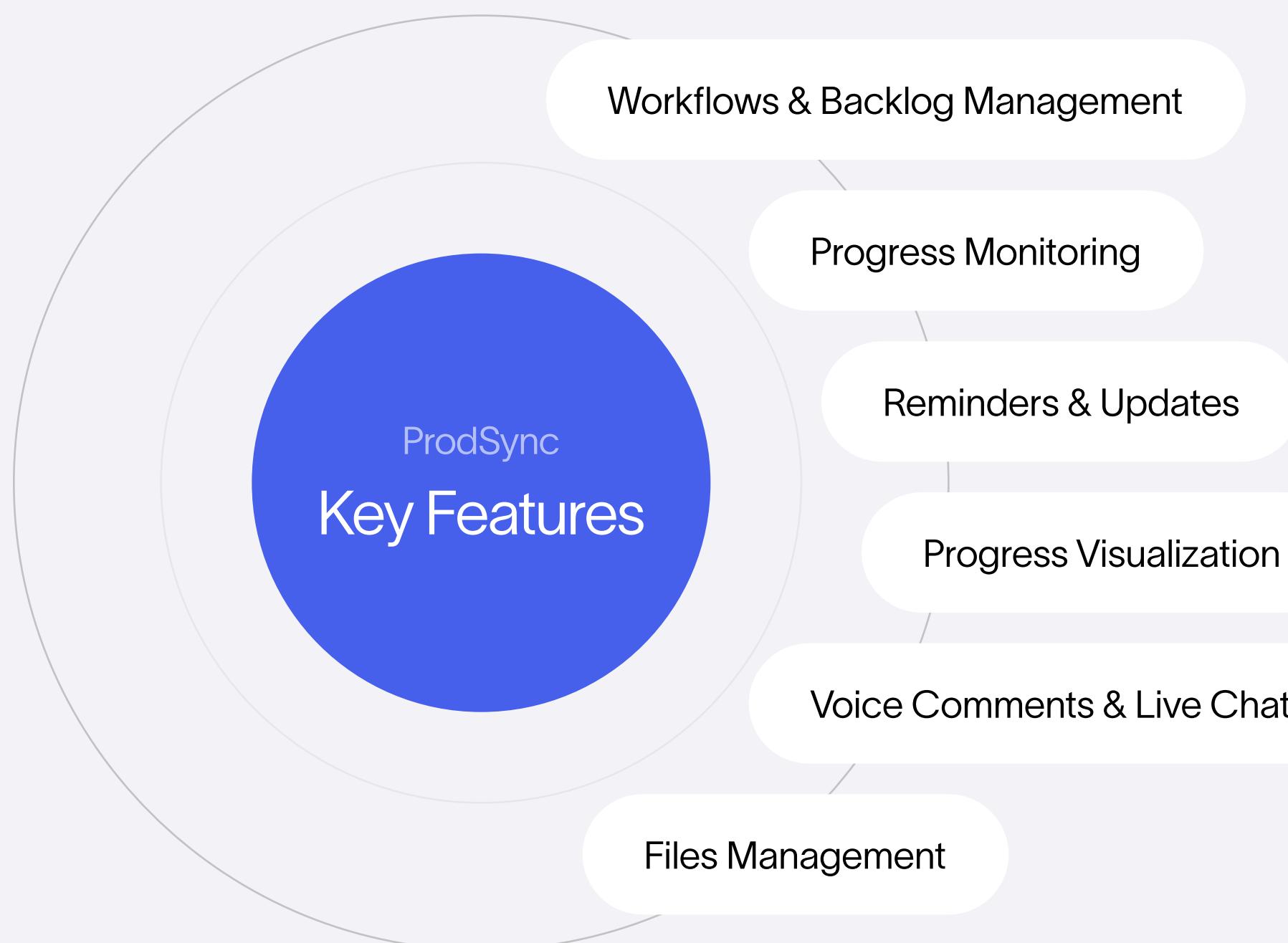


Enhancing interests and engagement

 Feature Set

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 Managing and monitoring project teams Improving overall productivity and efficiency

ProdSync employs an internal algorithm to continuously monitor project progress. Leveraging this real-time data, ProdSync intelligently sets reminders at crucial project junctures, ensuring that urgent work, submissions, and deadlines are brought to the forefront of team awareness.

The Work Update Section serves as a centralized hub where team members can access real-time progress updates. It provides visibility into each team member's achievements, remaining tasks, and any existing backlogs, fostering transparency and collaboration.

Pop-up notifications promptly inform team members about comments, task completions, and other important updates. These notifications ensure that users are immediately aware of any changes within the project workspace.

ProdSync uses data visualization tools for pictorial representation work progress, deadlines, submissions, work completed and remaining in different parts of the project. The distribution of completed and remaining tasks across different project segments. Graphs on work rate and expected rate for timely completion of the work.

The benefits of progress visualisation:

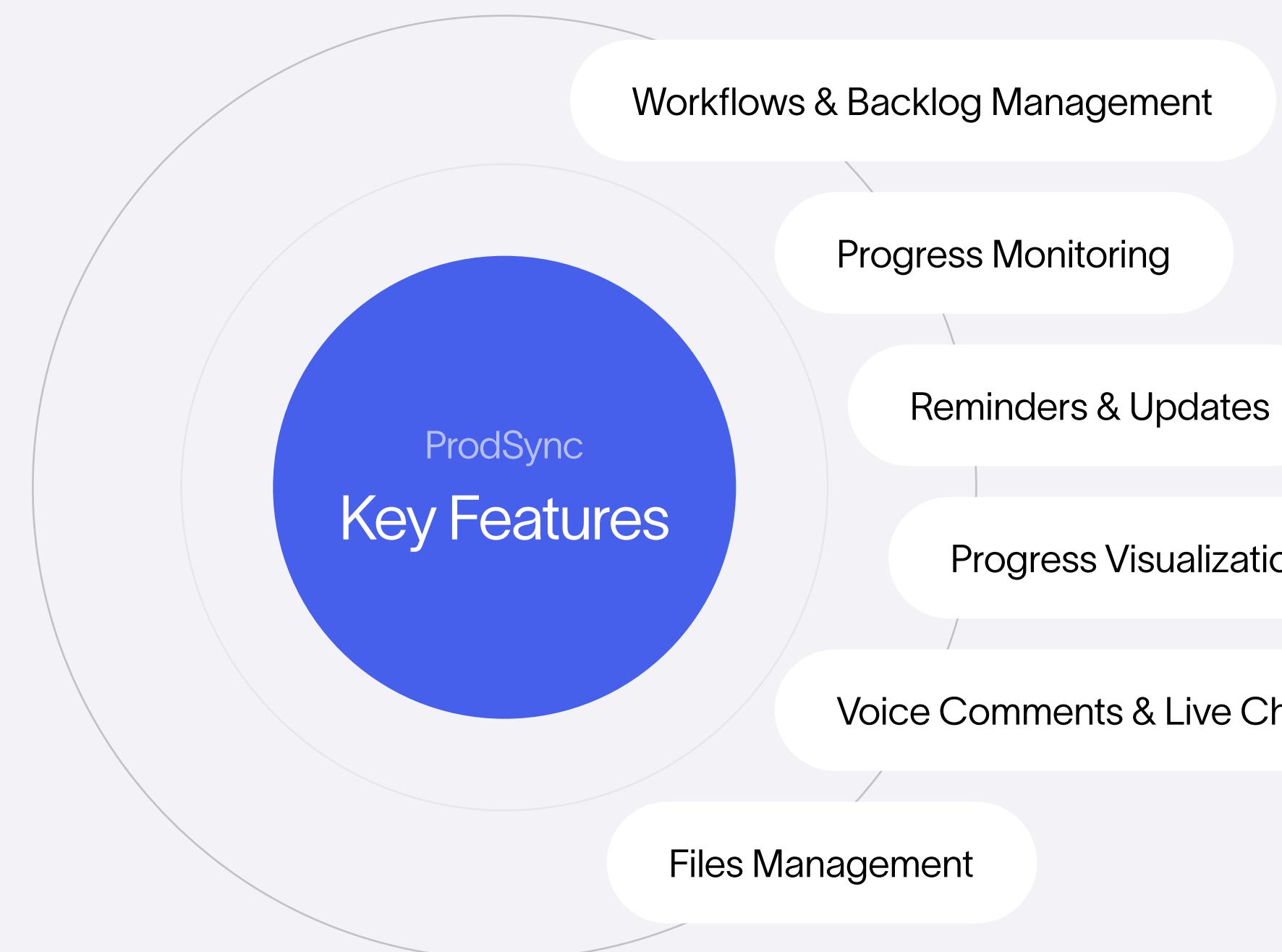
- Better visualization of progress
- Increasing engagement of teams
- Helps teams for setting their targets and deadlines

 Enhancing inter-team communication

 Feature Set

Defining ProdSync

ProdSync is an application and plugin designed to address the common challenges faced by teams working on multiple platforms. Integrated seamlessly into Trumio, ProdSync focuses on optimizing work distribution, maintaining deadlines, providing real-time monitoring of tasks and progress visualisations.



Managing and monitoring project teams

Improving overall productivity and efficiency

Enhancing inter-team communication

Voice Comments is an exclusive feature allowing team members to provide verbal feedback and suggestions seamlessly at any place within the project's workspace. This feature is not limited to specific applications any team member can drop a voice comment at any place within any workspace application providing a more detailed and nuanced description of issues compared to simple text comments.

People collaborating on a project can communicate with each other in real time about anything pertaining to the work enabling effective project collaboration. It will consist of:

- Group chats and private messaging
- File sharing
- Voice and video calling
- Guest access

Teams often struggle with managing and sharing files. ProdSync creates a centralized space for maintaining all files. User can drag drop, manually upload, or use pull request for uploading the files. ProdSync ensures that the copies of files across devices of different members of the team are in sync.

It enables team members to create branches for different features or tasks, allowing them to work on files independently. Provide the ability to merge branches back into the main file or other branches, ensuring a seamless collaboration process.

Brand Positioning Statement

Where does ProdSync Stand in the market?

For Students working on group projects in all disciplines, from engineering and computer science to business and the arts.

The product is ProdSync is a student project management app designed for seamless collaboration and organization. Serves for easy team communication, file management and productivity tracking.

Ideal for Teams or students who have team members from different colleges or have different skill sets.

Better than Traditional project management tools by offering tailored workflows, real-time monitoring, and intelligent break suggestions, enhancing overall productivity.

Because ProdSync is dedicated to optimizing task allocation, ensuring adherence to deadlines, and providing real-time monitoring for task progress and corroboration.

The Requirements

Essential Resources for Implementation

Servers

- Web server for hosting the IndustryEdge platform
- Database server for storing user data and project information
- File server for storing media files and documents

Costs

- Personnel costs (salaries, benefits, etc.)
- Server costs (hosting, maintenance, etc.)
- Software licensing costs
- Infrastructure costs (networking, security, etc.)
- Marketing and promotion costs

Personnel

- Project Manager
- Software Developers (Frontend and Backend)
- UI/UX Designer
- QA Testers
- Database Administrator
- DevOps Engineer

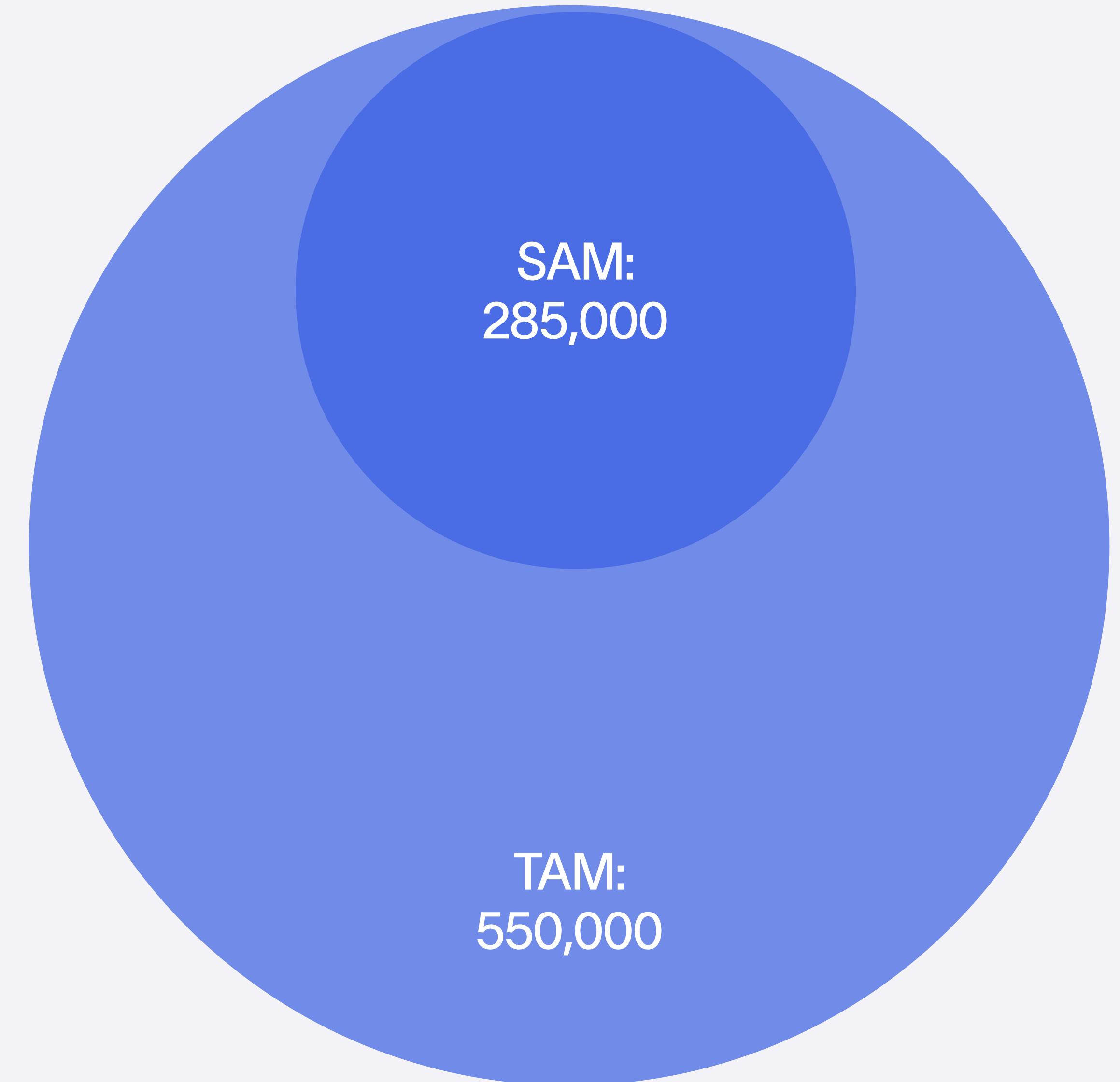
Software

- Web Dev. framework: React.js, Node.js or Django
- Database management system: MySQL or MongoDB
- Version control system: Git
- Project management tools: Jira or Trello
- Communication tools: Slack, Discord or Teams
- Testing tools: Jest or Selenium

 TAM/SAM

Market Size: Students

- Tier 1 college students with software, hardware, business, finance, design and scientific background.
- Considered this students have no digital restrictions and do projects.
- Tier 1 students with Internet Access, available on community platforms and willing to talk to their Alumni.



Benefits

How can ProductSync benefit Trumio?

01 Productivity

Improves productivity of project teams by optimizing work distribution, maintaining deadlines and handling backlogs.

02 Project Monitoring

Clients can regularly monitor progress of a team visualized using charts. Progress is tracked across various platforms

03 Communication

Allows seamless communication across various platforms using voice comments, live chatting and file sharing.

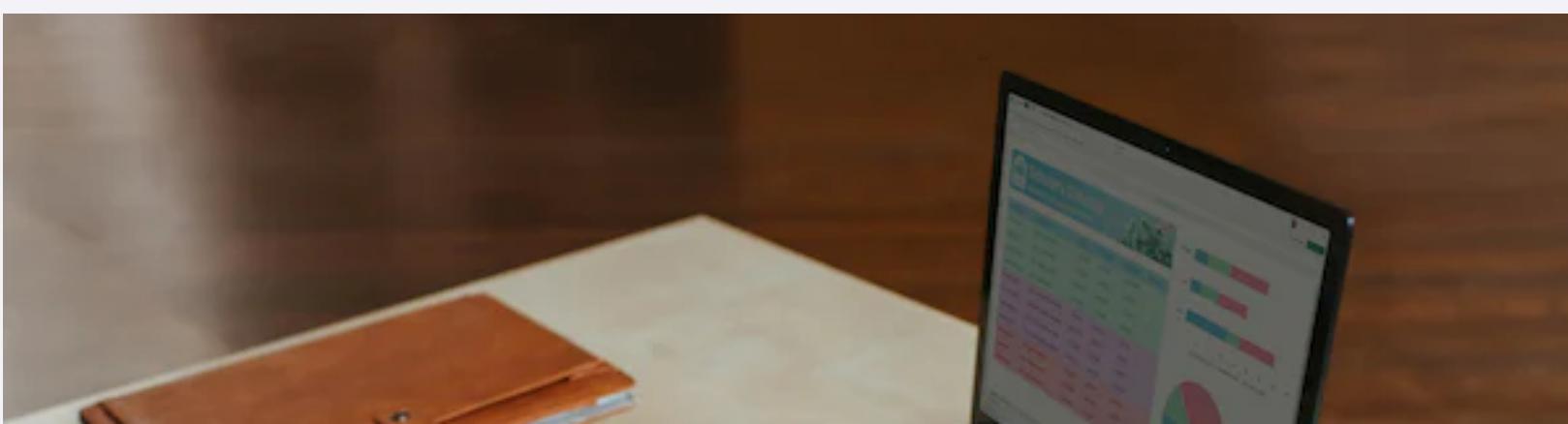
04 Updates

Project teams are kept updated on current progress, remaining tasks and upcoming deadlines.



05 Engagement

Encourages students to engage through gamification and reward points.



Building the Validation Questionnaire

Validating Assumptions

Community Building

Hypothesized about the importance of a community platform for alum-student interaction. Tested the thoughts and feelings the alumni have about the concept.

AI Features

Aimed to identify and confirm the thought process and presumptions of alumni when it comes to AI features and functionalities.

Outsourcing to Students

Validated how the market views students handling outsourced projects and the readiness for this approach.

Crafting the Survey

01

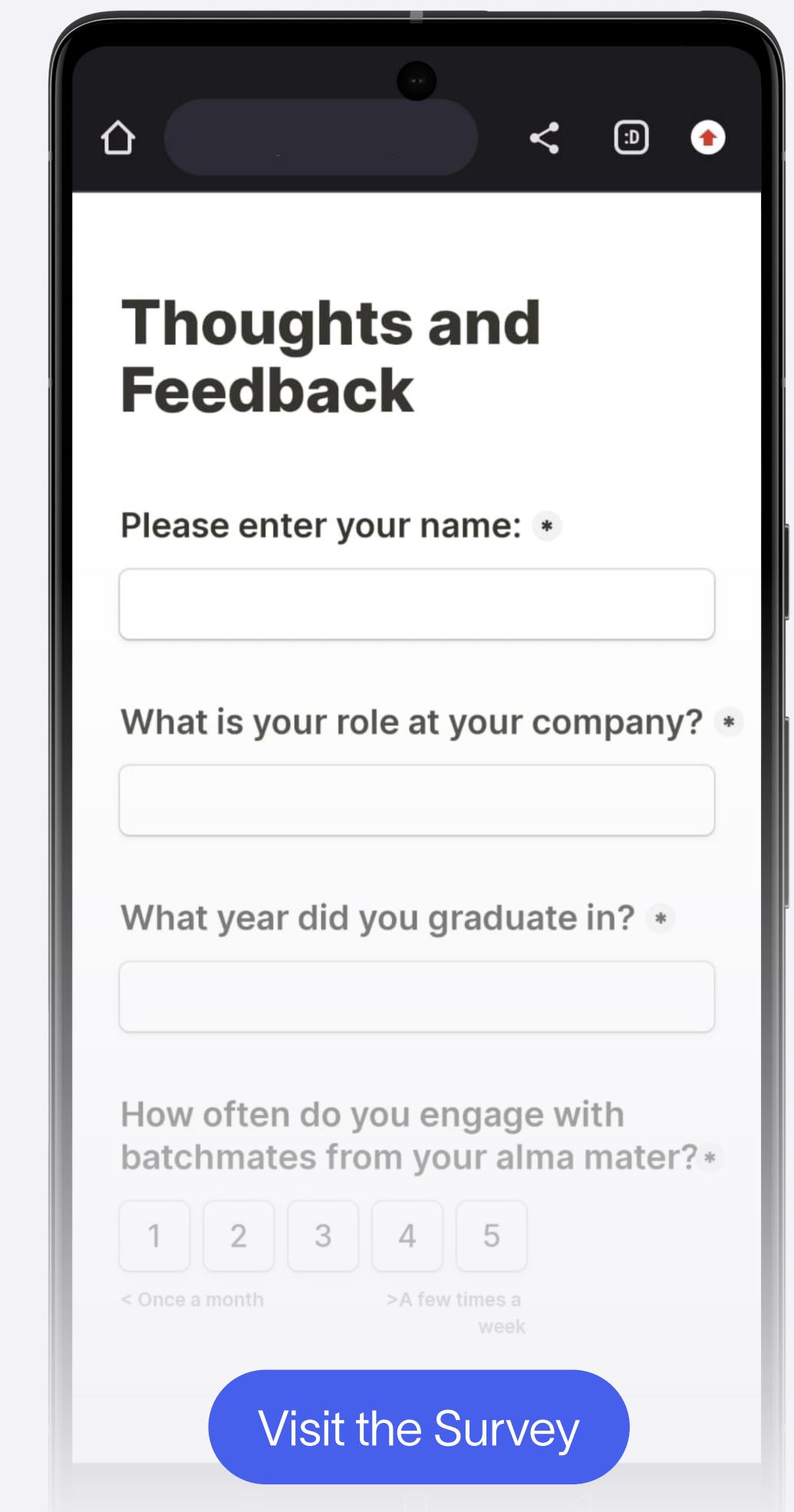
Opted for a survey method due to its broad reach and structured data collection

02

Focused on clarity and neutrality of the questions, to prevent unwanted bias.

03

Non-leading questions ensuring the results were suitable for quantitative analysis and provided clear, actionable insights.



Click above button to open survey

 Insights Derived

Unveiling the Validation Survey Findings

98% alumni

 choose social media platform for engaging, far surpassing the 45% opting for in-person events.

> 50%

 of alumni show a positive or neutral stance towards AI bots in communities, indicating a significant openness to AI-enhanced engagement.

81%

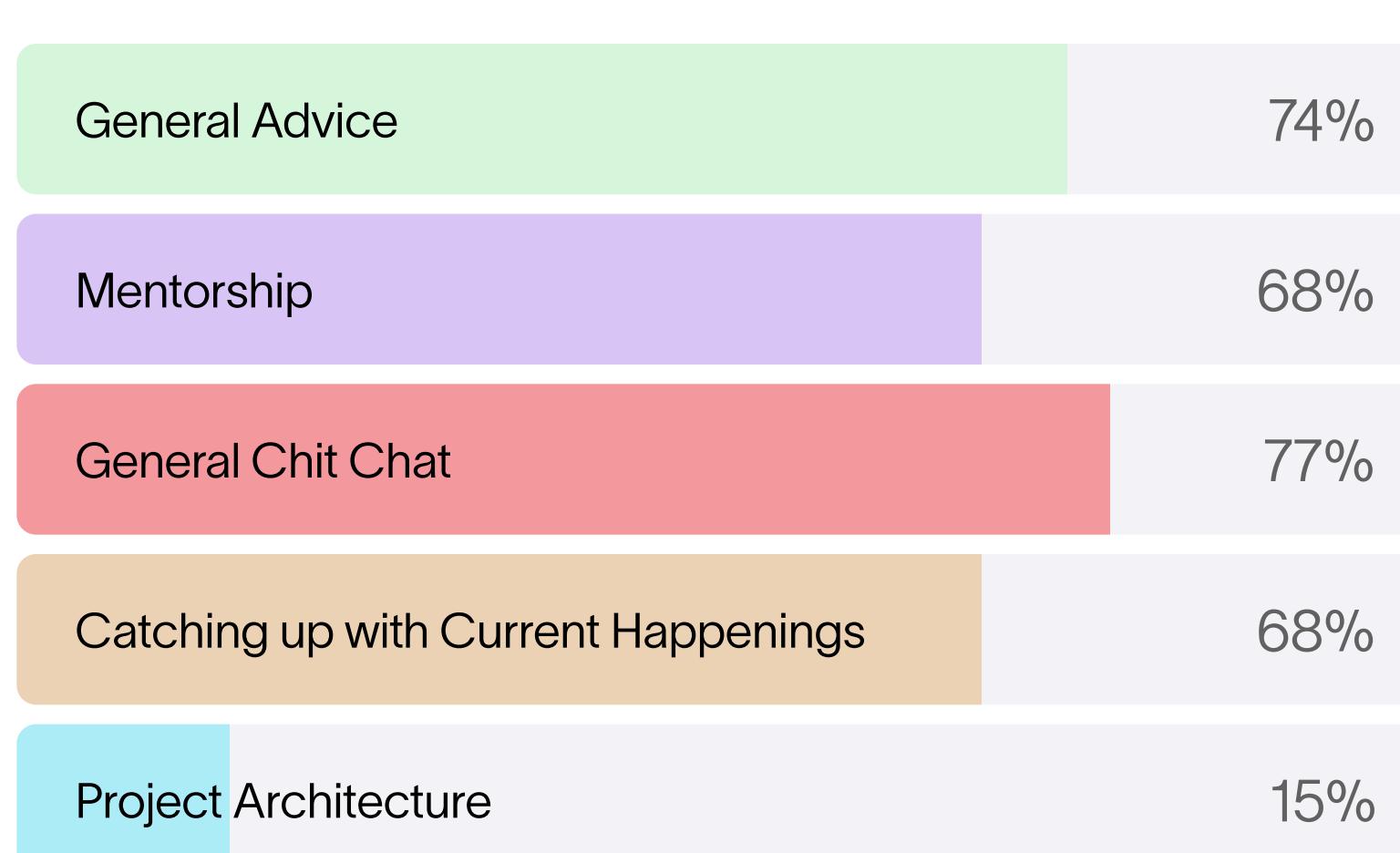
of alumni signal a general trend of dissatisfaction in their current engagement, seeking stronger engagement.



90%

of alumni voice dissatisfaction with student body engagement, calling for a significant revamp in interaction strategies.

What contributions are the alumni most likely to engage in?



The majority of alumni believe that they are not contributing enough towards their alma mater.



Highly Unsatisfied

Highly Satisfied

> 95%

of alumni display interest in joining a semi-formal community, showcasing strong enthusiasm for reconnecting with their Alma Mater.

Check-out the responses to the survey [here](#).

● Insights Derived

Alumni Insights On Outsourcing

Alumni see substantial amount of potential in students, but feel that they still must grow further to match professional standards.

- 2.8/5 average
- 3/5 median

They'll need a lot of improvement

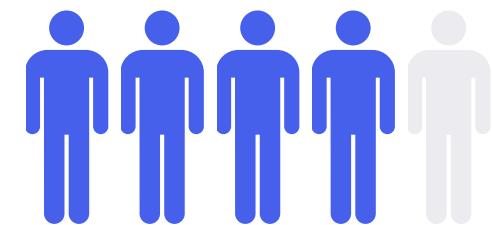
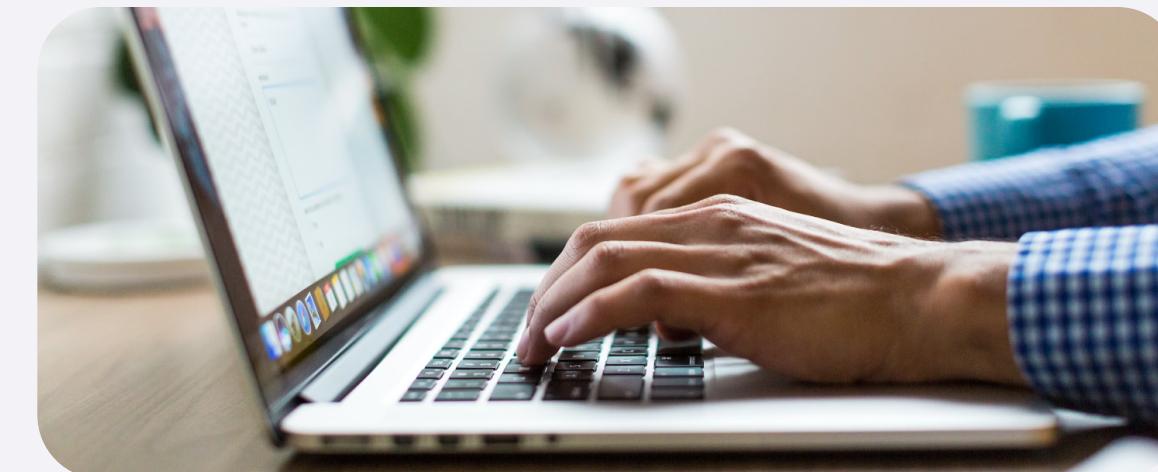
As good as professionals

54%

of all alumni favor the need for additional screening beyond resumes and LinkedIn profiles, underscoring the demand for more thorough evaluation to judge someone's ability for outsourcing projects.

20% of alumni

work at companies that outsource projects. We derived further insights from the responses of these alumni.



4/5 alumni believe that AI bots will definitely improve the quality of work output.

The survey results indicated a general confidence in AI's potential to improve quality assurance in projects.

- 3.8/5 average
- 4/5 median

I would be less likely to trust the output

It can certainly help with improvements

Alumni conveyed which aspects their companies look out for when outsourcing projects.

Skills and Expertise

Respondents emphasize the importance of the skill level, experience, and expertise of the candidate or team being outsourced.

Work Ethic and Attitude

Attributes like being a go-getter, enthusiasm, and a proactive approach are valued.

Past Performance and Deliverables

Work history, previous experience, and quality of deliverables are considered crucial.

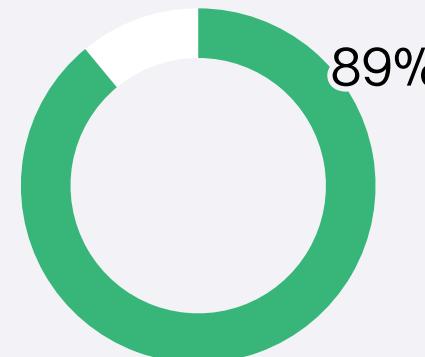
Validation

Key Insights from Secondary Research

To strengthen the foundation of our ideas, we engaged in comprehensive secondary research. This included a thorough review of relevant research papers and literature, aiming to align our concepts with empirical data and current market insights.

Gamification

Do you believe you would be more productive and get better results if your work were more game-like?



- Yes
- No

89%

believe gamifying their work would enhance productivity and outcomes

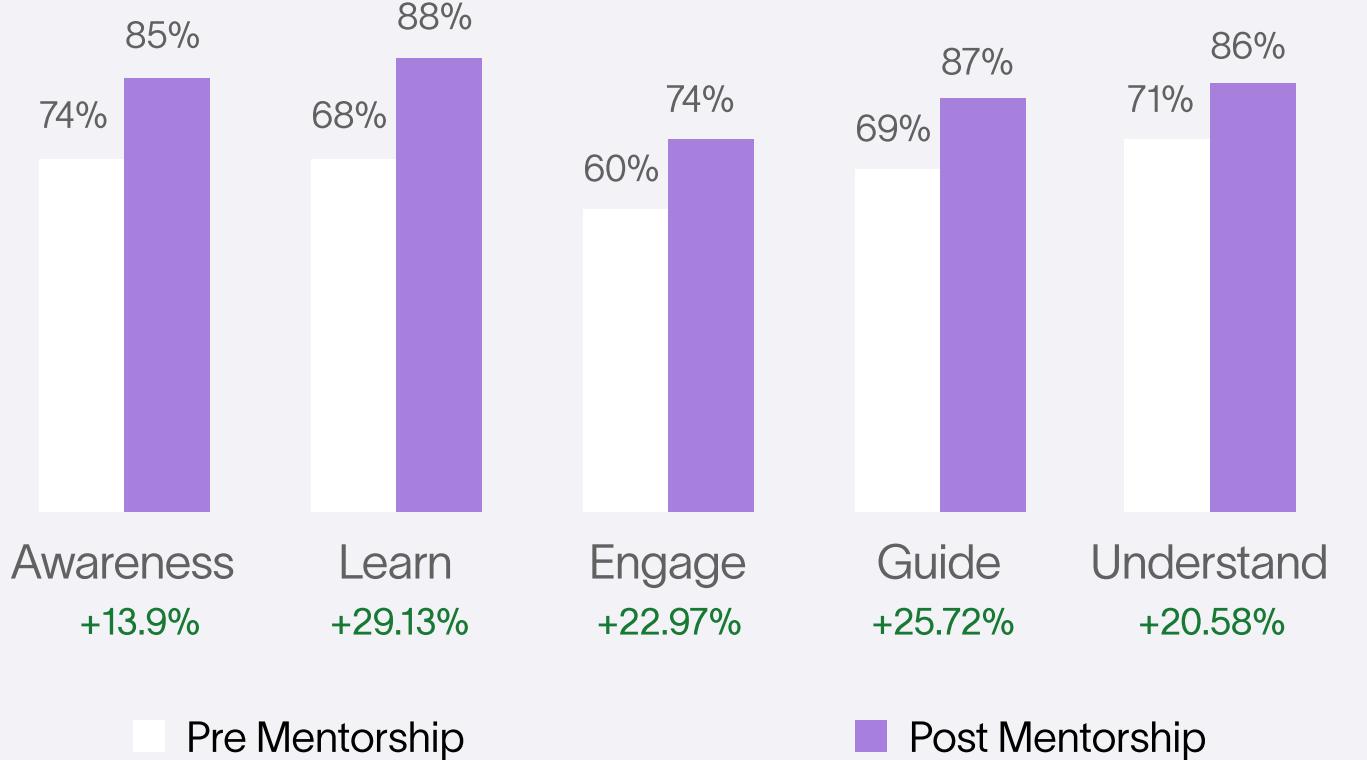
65%

are more motivated to learn when training is gamified

[Source Link](#)

Mentorship

Self efficacy: Pre-Mentorship vs Post-Mentorship



"The students' self efficacy was improved after seeking mentorship"
If their motivation towards a project is being increased, thus leading to less dropouts from projects, increasing the quality of project that's being done

Personalization

(to be incorporated onto C.I.A)

71%

of consumers expect personalisation

76%

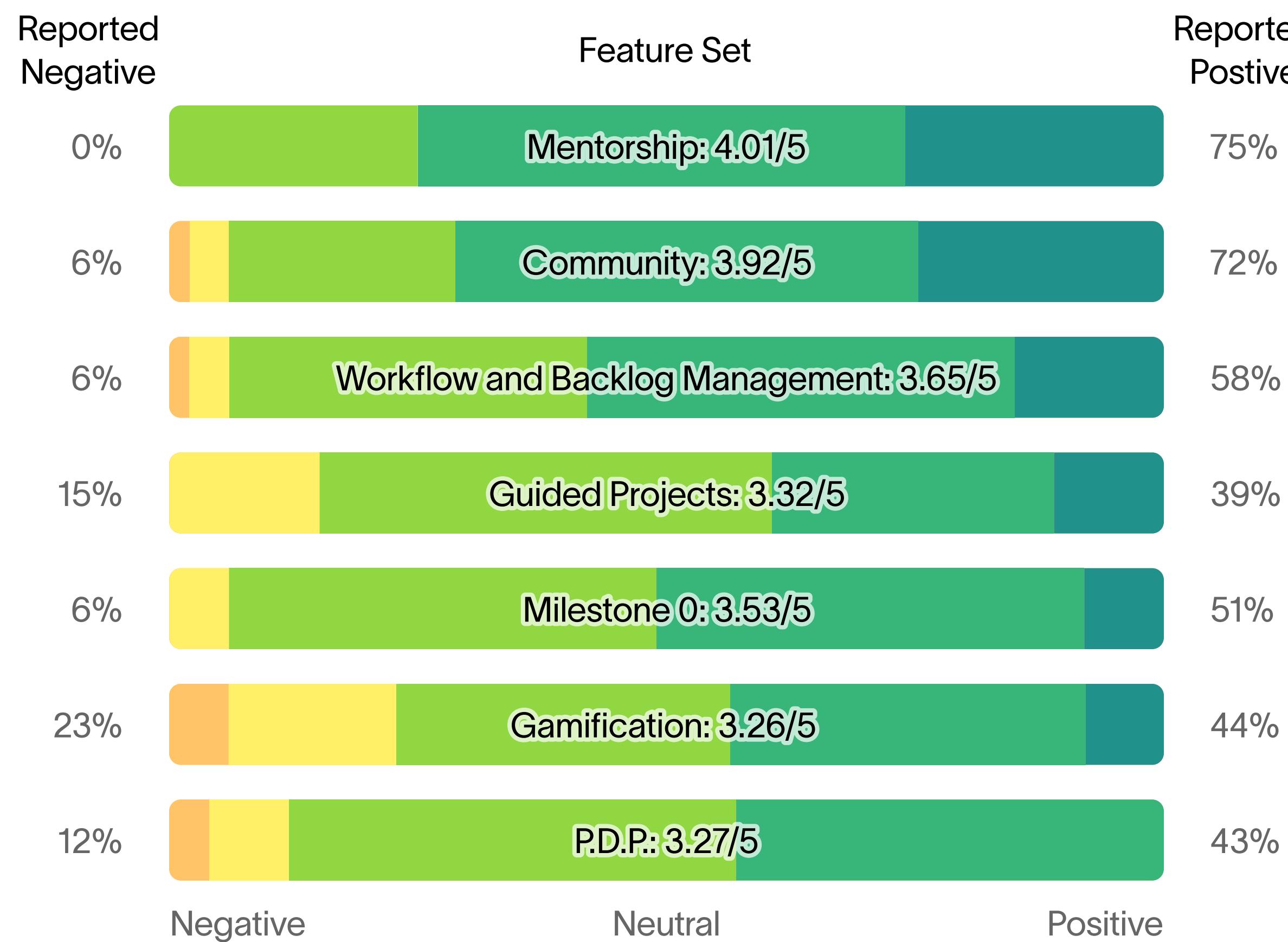
of consumers get frustrated when they dont find it

[Source Link](#)

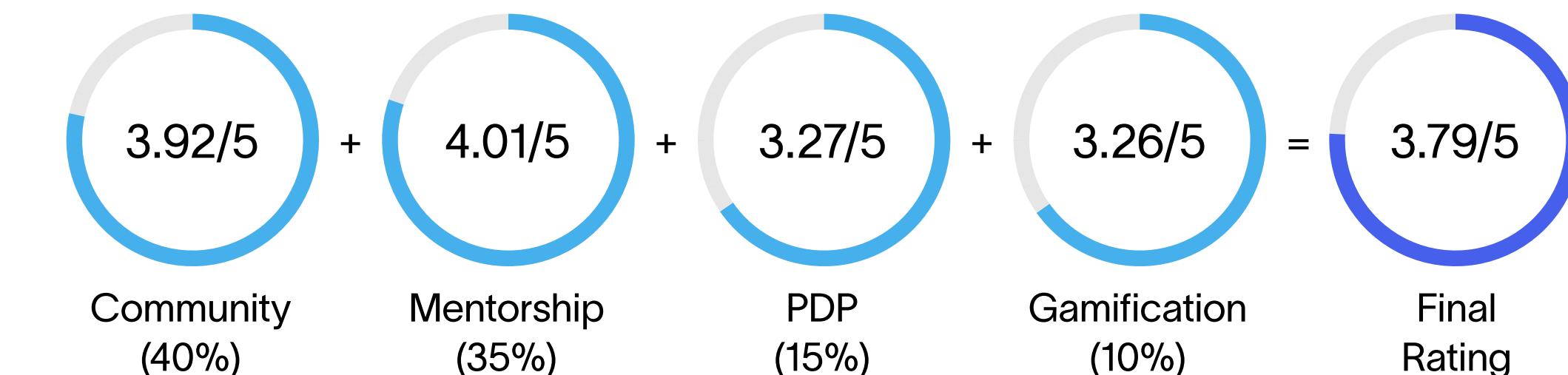
[Source Link](#)

● Feature Feedback & Rating

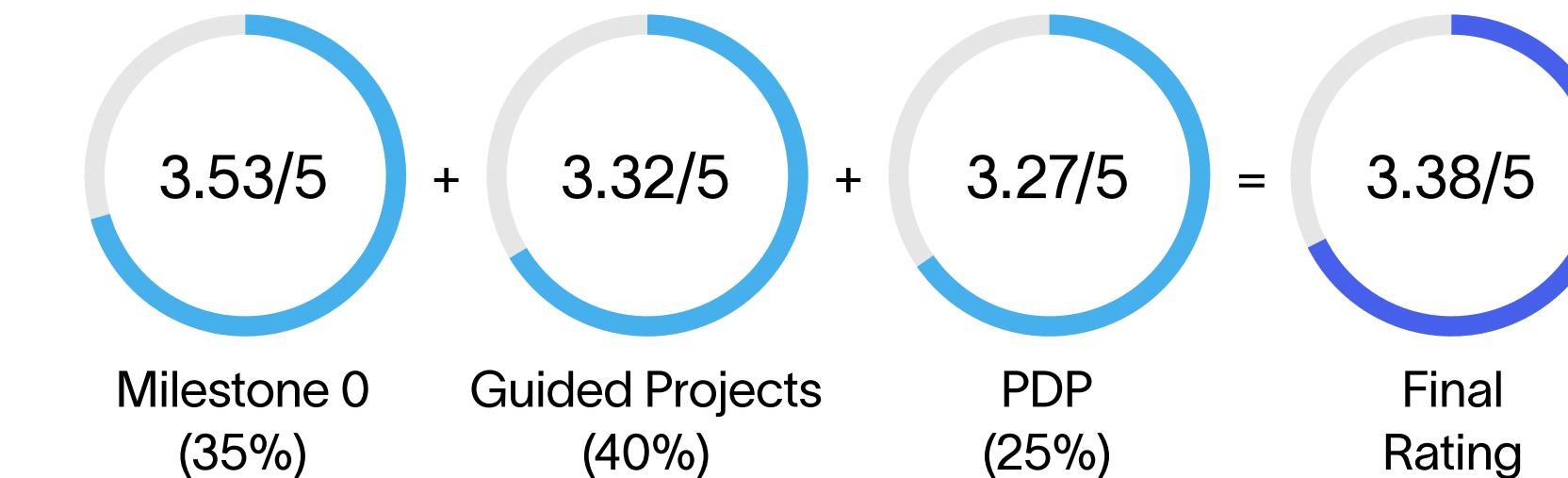
What do Alumni think about the Feature Sets?



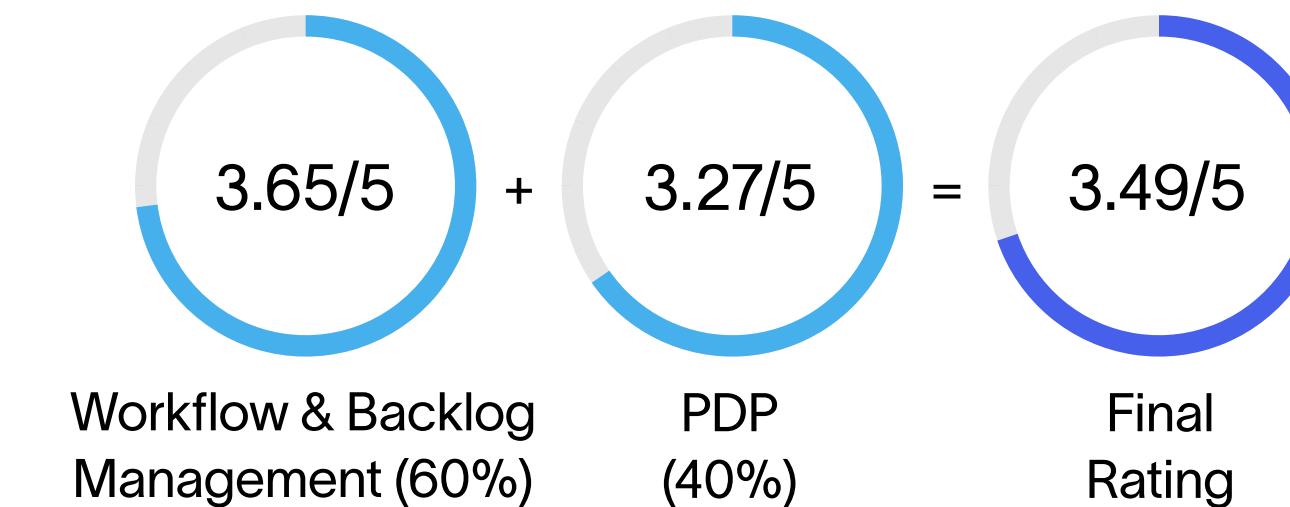
● UniConnect Feature Ratings



● IndustryEdge Feature Ratings



● ProdSync Feature Ratings



 Problem Solution Matrix

Problem Solution Matrix

Problems

01 There is low engagement between students and alumni.

02 Students lack the skills required to complete a project

03 Alumni are reluctant in bringing projects to students.

04 How might we give incentive for students to engage with the community?

Solutions

01 Student run club communities on Trumio for alumni where alumni and students can interact via post, chat, message react and comment.

02 A mentorship platform for alumni to help students receive mentorship on their projects, career, general advice etc.

03 Diverse set of AI agents that help students complete projects according to their domain.

04 Gamification of the community in the form of points for engaging in the community.

 Selected Stack

UniConnect

• How would UniConnect impact Students?



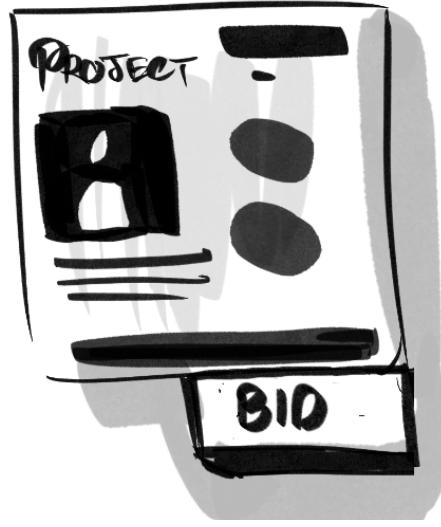
Meet Jayesh, a student interested in building a good portfolio to land internship, but lacks skills and confidence to take a project by himself. He gets to know about Trumio from one of the clubs in his college that recently completed a project on Trumio.



Interested in getting projects himself, he signs up on Trumio but he is not confident enough to bid on a project yet.



On Trumio, he finds communities of different clubs from his college. In these communities, students and alumni interact with each other via posts, comments, reactions, like, etc.



The alums help students with suggestions, industry insights and career tips. Engaging with alumni gives him the confidence to eventually bid on a project.



The project becomes overwhelming for him and he gets stuck at a point.



Losing confidence in himself, he request for mentorship from an alumni in the domain, who helps him walk through his problem.



There are many AI agents that help him with the project. The product manager AI agent helps him structure his project better, set deadlines and identify deliverables.



With the help of these agents he is able to work on and finish a project much higher than his calibre.

• How would UniConnect impact Alumni?



Meet Tanvi, a recent graduate working as a Level 1 software engineer. She comes across a post from her old friend sharing that they have started mentoring their college students on Trumio.



Interested, Tanvi gets nostalgic about her own college days and wonders what is happening in her alma mater.



She opens Trumio and finds a thriving student - alumni community of one of her college clubs. Reconnecting with students of the club, she feels inspired.



While engaging with the student community she senses the lack of awareness amongst the students about current industry knowledge.



She decides to become a mentor to give back to her student community.



During this period, a new project appears in her company for outsourcing.

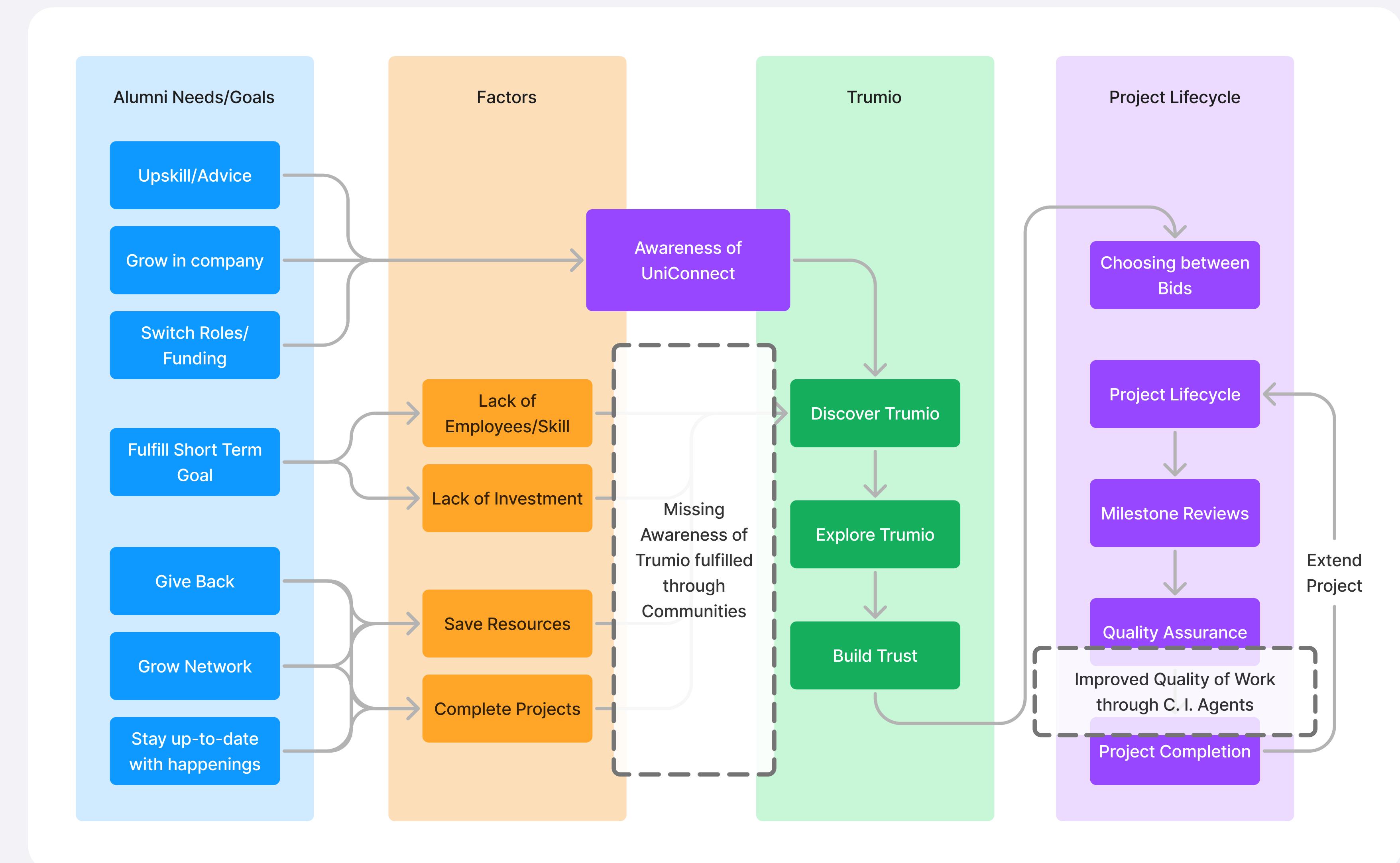


Knowing the capabilities of the students in the community, she recommends Trumio to her senior alumni in her company.

The senior discovers Trumio, he trusts the student community after interacting with them. He finally decides to put the project on trumio.

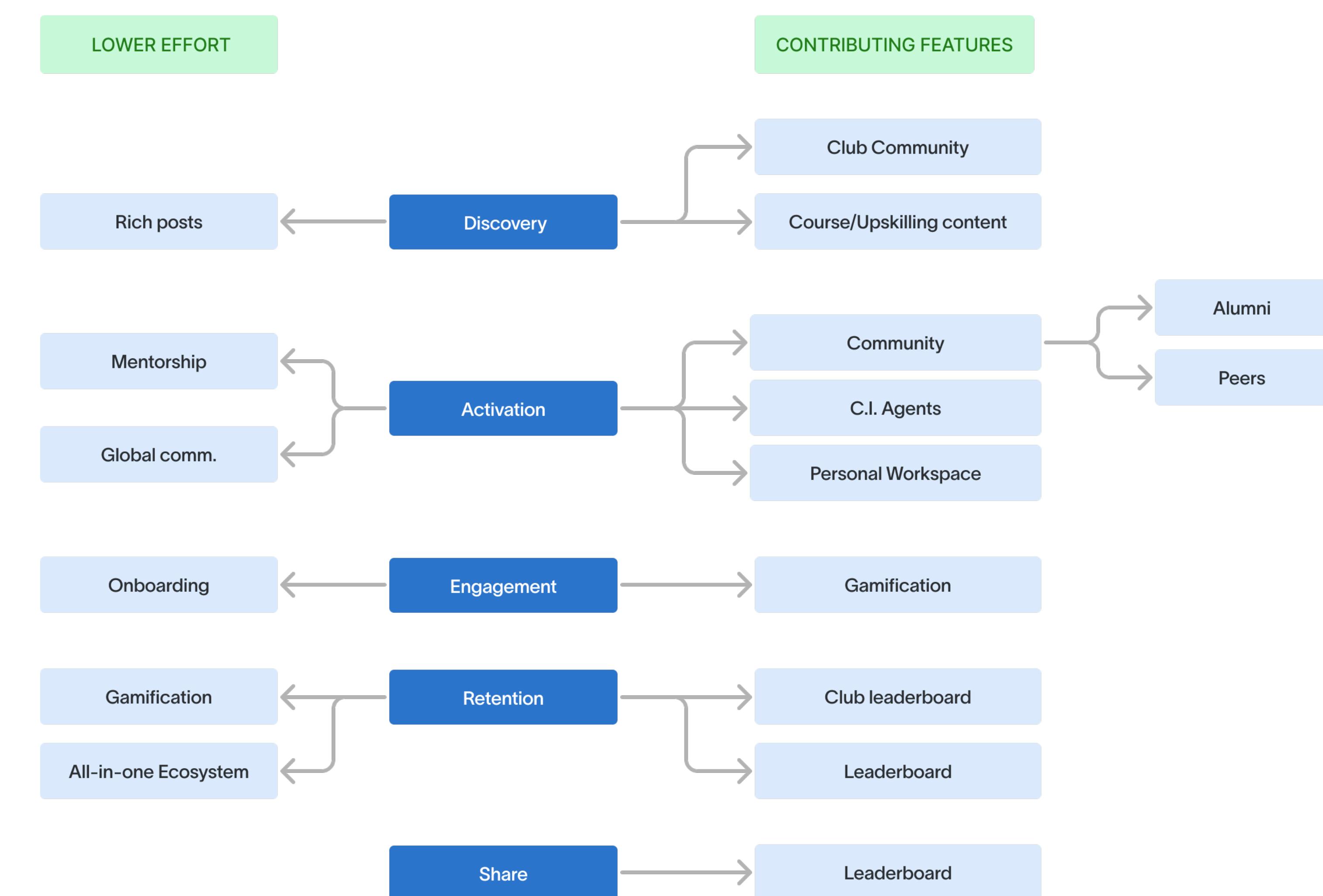
● The Need

How can Alumni & Trumio benefit from UniConnect?

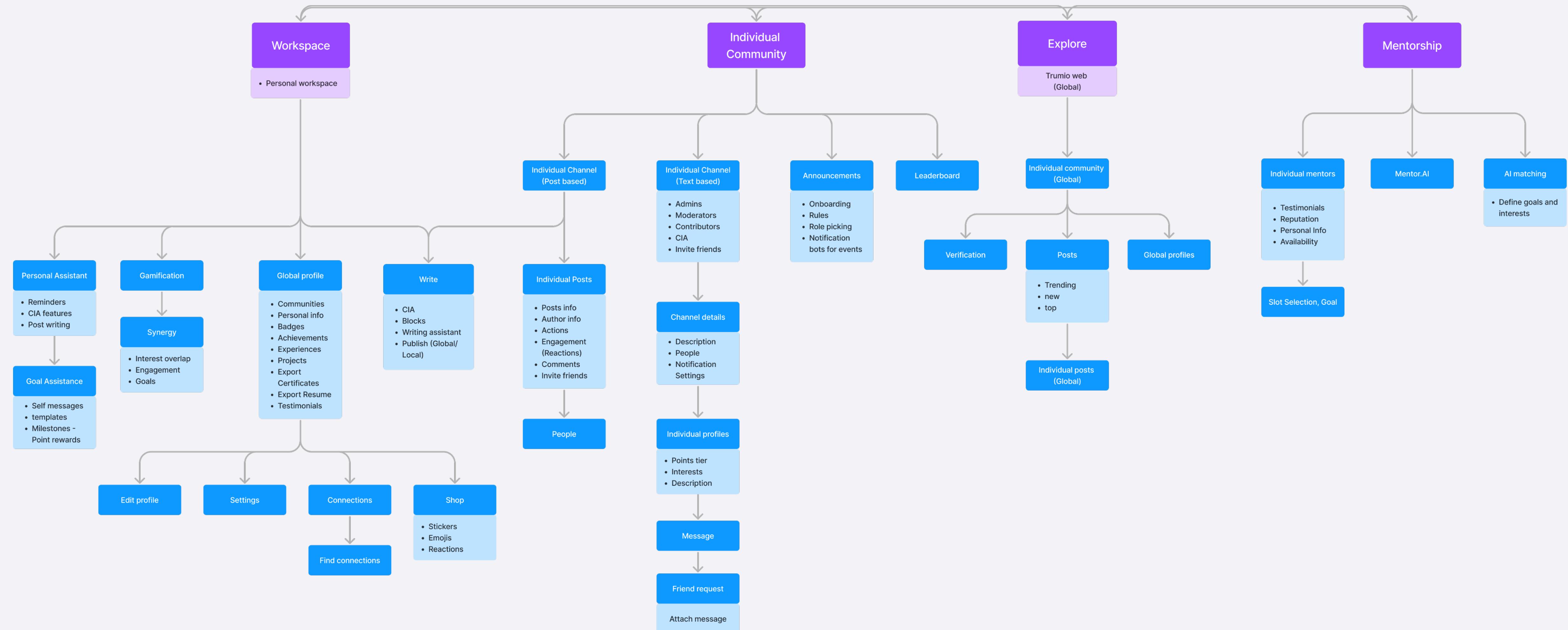


● Feature Feedback & Rating

Feature Usage through Student Lifecycle



Information Architecture



Key Partners

- **Developers:** Enhanced UI/UX and retention
- **Payment Gateways:** Secure payments and streamlined purchases
- **Cloud Providers:** Scalability, flexibility, and global reach
- **Cybersecurity Firms:** Increased trust and reputation
- **Clients:** Increased flow and revenue growth
- **University Bodies:** Student engagement and employability

Key Activities

- Community interaction
- Discussions in college and global communities.
- Quality assurance with the help of PDPs and CIAs
- Content Generation and modification with CIA's

Key Resource

- Human Resources
- Online Platform
- Technological infrastructure
- Partnerships

Value Propositions

For Alumni:

- Giving back to alma mater
- Stay connected with University community
- Receive mentorship
- Networking

For Students:

- Mentorship
- personalised online presence
- Networking opportunities
- industry standard upskilling

For clubs and communities:

- Close contact with alumni
- Help Finding collaborations
- Greater reach and access

Customer Relationships

- Personal AI assistance
- Community building
- Alumni engagement

Channel

Platform	Audience
LinkedIn	Professional
Instagram	Customers
Youtube	All
Google Ads	All

Cost Structures

Breakeven in Year 3 with a profit of \$102,537

- Cost of Revenue
 - Employee's Salaries and Wages
 - Employee training and Development
 - Insurance Premium
- Operational expenses including Internet, LLM, Server Cost
- Cost through LLM subscriptions
- Marketing and Sales
- Cost for maintaining customer service platform
- Research and Development
 - Prototyping and testing cost
 - Customer Acquisition Costs

Customer Segments

Alumni

- Tier 1 (1-3 years of work experience)
- Tier 2 (5-10 years of work experience)
- Tier 3 (Managerial roles)
- Tier 4 (Startup Entrepreneurs)

Students

- Explorers
- Researchers
- Conformists

Revenue streams

- Alumni Promotion: Targeted advertising and engagement strategies for alumni promotion
- Increment in Brokerage Fees for Trumio due to the increase in project flow through UniConnect
- LLMs: Revenue from Large language models
- Gamification to increase user engagement and drive revenue

 USP

Leverage alumni's desire of giving back to foster and improve the quality of student talent to facilitate new industry collaborations through a self-sustaining community that incentivizes active engagement of members to unlock efficiency and innovation for fast moving companies.

 Unique Aspects

01

Self sustaining ecosystem that is structured to create value for all stakeholders including alumni and students.

02

Product development pipeline (CI Agents as team members) that will empower previously under utilized student workforce to meet and exceed industry standards

03

Mentorship platform that allows alumni to receive mentorship from other professionals in their domain as well as give back to students.

04

The local community that lets people know of the current happenings in their university self-formed groups such as clubs.

05

Extremely customizable posts that allow for a personalized online presence, and even act as their online portfolio.

Impact

Impact Generated For Alumni Engagement

Alumni Engagement Index

An index that measures the engagement levels of alums taking into account these factors, with the weights assumed for each of the factor as follows. This index takes into account both the number of people engaging and the quality of engagements.

Formula

$$\text{Alumni Engagement Index} = \\ (0.4 \times \text{Contribution Score}) + (0.35 \times \text{Referrals Rate}) \\ + (0.25 \times \text{Amplification Rate})$$

Calculating

$$= 0.4 \times 70\% + 0.35 \times 69\% + 0.25 \times 65\% \\ = 0.684$$

Alumni Engagement Index Score

0.684 out of 1

(the higher the better)

Contribution Score

Key contributions to students through mentorship sessions, project architecture, general and career advice. We are taking the weight of this factor to be 40%, as we focus more on mentorship sessions and project architecture.

Referrals percentage

On the community, Alumni can give referral to other tier Alumni and an Alumni can give to the student. We can take the number of referrals to be the metric, which includes both inbound and outbound referrals. The weight of this factor is 35%, as Uniconnect emphasizes on these benefits for stakeholders, which can be taken as 69%.

Amplification Rate

Percentage of alums that are willing to give professional work opportunities and guidance through the community to their alma mater, which can be taken as 65%.

Impact

Impact Generated For Upskilling

% Increase in the number of projects that go to completion:

This will be the most impactful metric that shows students have upskilled themselves through CIA, Mentorship, and community discussions.

- 01 CIA as a domain expert/specialized LLM can drive an increase in 40% of projects to go to completion.
- 02 Mentorship: Able to drive an independent increase in 9-24% of projects to go to completion. We assume the geometric mean that is 15% of projects to go to completion. The number of mentorship sessions directly impacts this.
- 03 Community Discussions: Able to drive an increase of up to 13% of projects and we have assumed 5% for the same. Rich post features will help enable quality discussions.

The number of projects now that go to completion will be 1.60 times the previous value indicating a 60% increase in the project's completion number. Also, we estimate that 25% of alums engaged in the community are onboarded freshly and list projects in every year.

Timeline Reductions

Studies show that AI can help reduce project timelines by up to 40%. Product Development Pipeline (P.D.P) and Collective Intelligence Agents (CIA) will help in the following aspects according to the formula:

$$\text{Overall Speed-Up} = (0.4 \times \text{Automation Of Tasks}) + (0.3 \times \text{Prevention Of Problems}) + (0.3 \times \text{Optimizing Workflows}) = (0.4 \times 45\%) + (0.3 \times 20\%) + (0.3 \times 30\%) = 33\% \text{ Speedup}$$

- 01 Automation of tasks: PDP can help in automating tasks, a study by McKinsey found that AI can automate up to 45% of the tasks humans do.
- 02 Predicting and Preventing problems: Studies suggest that AI can help to reduce project delays by up to 20%, with the help of CIA and Text-based AI for detecting and correcting problems.
- 03 Optimizing workflows: AI is found to have helped in improving project efficiencies by up to 30%, optimizing workflows.

We also have the following impact on timelines:

- 04 With the help of P.D.P and Text-based AI, client-student conflicts on milestone deliverables are reduced thus decreasing the number of deferred milestones.

 Impact

Impact Generated For Quality Assurance

Customer Satisfaction Score



Quality assurance can be largely judged through the metrics of upskilling. Apart from that, we have the following.

Customer satisfaction score: Average rating after project completion. The positive responses together, divide them by the total number of responses and times it by one hundred.

% Increase Of CIA Purchases

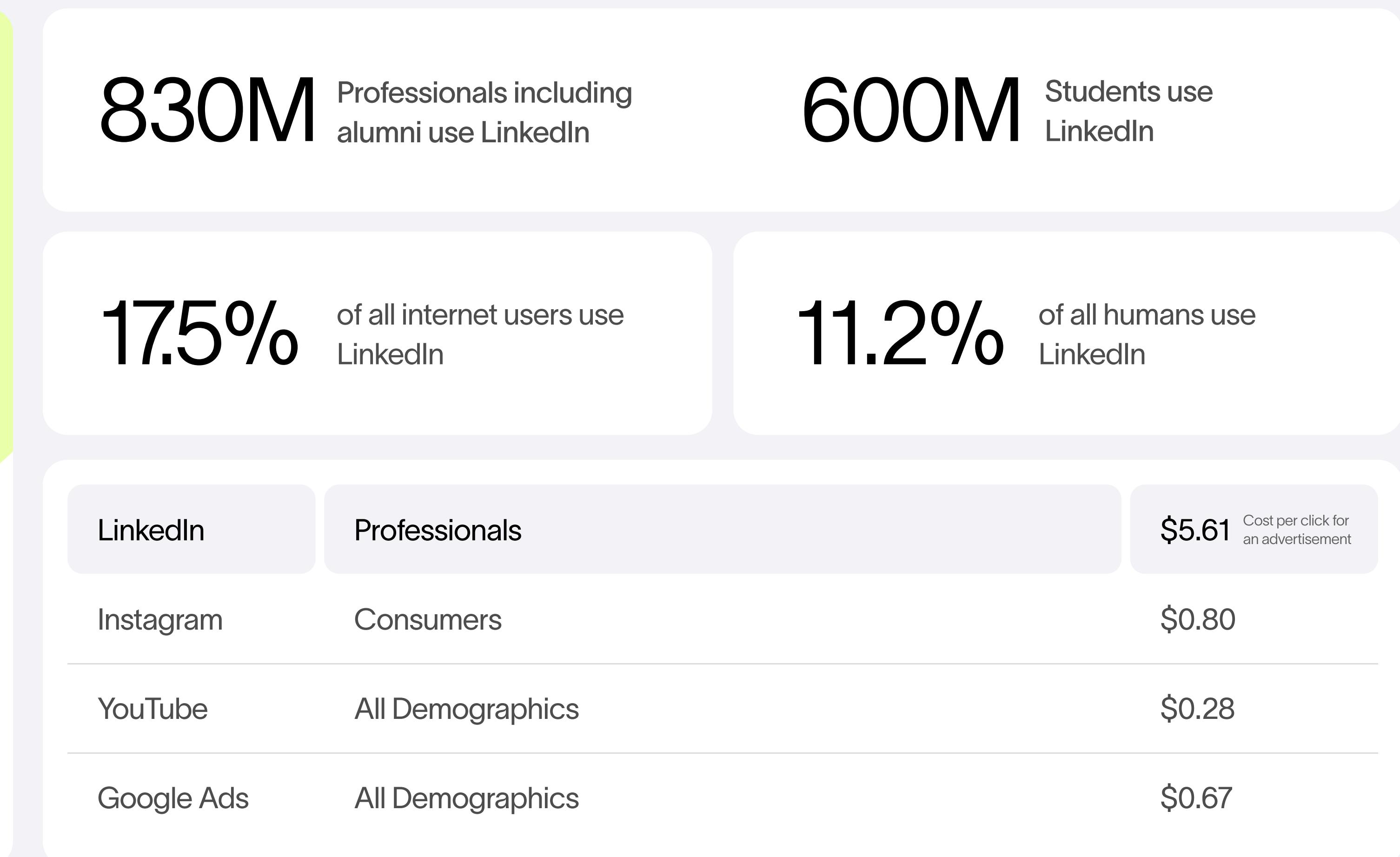
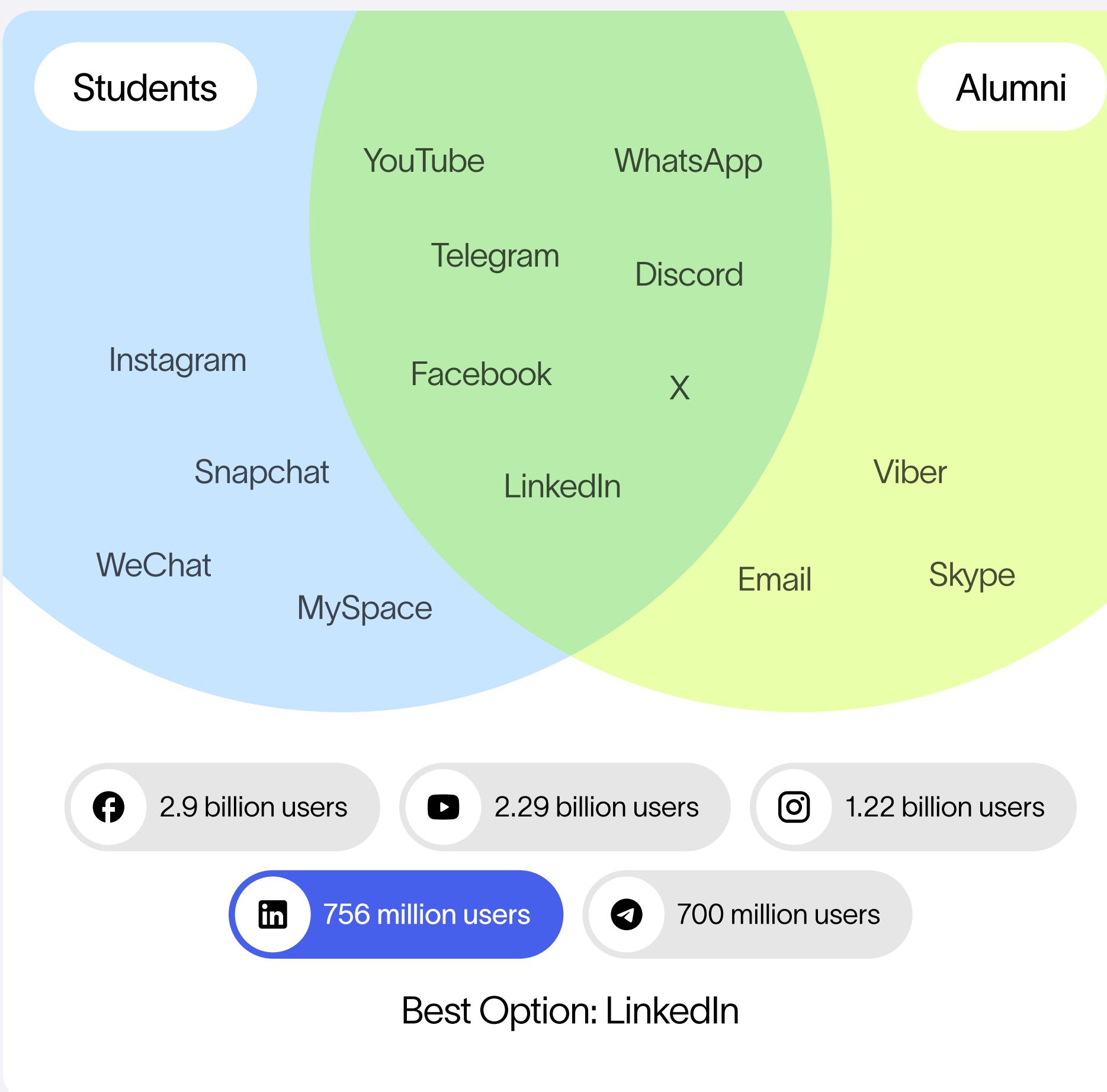


Apart from the free 50 prompts, we have that around 1% of students buy CIA for recurrent usage and 5% of clients buy CIA, so total of around 1.5-2% of users buy CIA for recurrent usage and for assuring quality of the project.

Preferred Channels

Channels

We have chosen LinkedIn due to its high reach, along with the fact that our target audience of alumni and client are on the platform.



• Risk Management

Risk Factor	Severity	Mitigation
Data Privacy & Legal Risk	⚠ High	Implementing strong data privacy and security measures, such as encryption and access controls.
Cyberbullying and Harassment	⚠ High	Having a clear and effective anti-bullying and harassment policy. Content moderation to remove harmful content and a process for banning users who violate terms of service.
Misinformation and Disinformation	⚠ Medium	Moderating content to remove misinformation and disinformation.
Hate Speech and Extremism	⚠ Medium	Implementing strict guidelines against discriminatory content.
Phishing and identity theft	⚠ Medium	Email verification and two-factor authentication. Educating users on reporting phishing attempts.
Lack of Content Moderation	⚠ Medium	Strict content moderation policies to prevent the dissemination of inappropriate or harmful content.
Inadequate User Verification	⚠ Medium	Implementing a robust user verification process to ensure that users are who they claim to be.
Inadequate Data Encryption	⚠ Medium	Implementing regularly updated end-to-end encryption for sensitive user data to prevent unauthorised access.
Reputation Damage	⚠ Medium	Having a process for removing harmful content and false reviews and strict monitoring for such content.
Academic Integrity Risks	⚠ Low	Educating students on academic integrity and implementing measures to detect and prevent unauthorised collaboration.
Institutional Reputation Risks	⚠ Low	Ensuring strong moderation to prevent the spread of harmful content.
Limited Accessibility Features	⚠ Low	Ensuring the app is accessible to users with disabilities by incorporating accessibility features.

 Feature Matrix

Competitor Analysis

Audience	UniConnect	Vaave	PeopleGrove	Graduway	AlmaConnect	Ning
AI Bot Upskilling	✓	-	-	-	-	-
Rich Content Posts	✓	-	-	-	-	-
Incentivised Engagement	✓	-	✓	-	✓	✓
Alumni Directory	✓	✓	✓	✓	✓	-
Timeline Memories	✓	-	-	-	✓	-

● Growth Metrics

Growth Metrics

01

Club or Community Services

- Community Engagement Rate
- Event Attendance Rate
- Community Growth Rate

02

Payment Services

- Transaction Success Rate
- Average Transaction Value
- Payment Gateway Uptime

03

Cloud Services

- Data retrieval speed
- Storage Efficiency
- System Uptime
- Data throughput
- Cloud Resource Utilization

04

Alumni Engagement

- Alumni Participation Rate
- Alumni Referral Rate
- Contribution Value

● Revenue Streams

Revenue Streams

01 Brokerage Fees through Additional Conversion on Trumio through Uniconnect

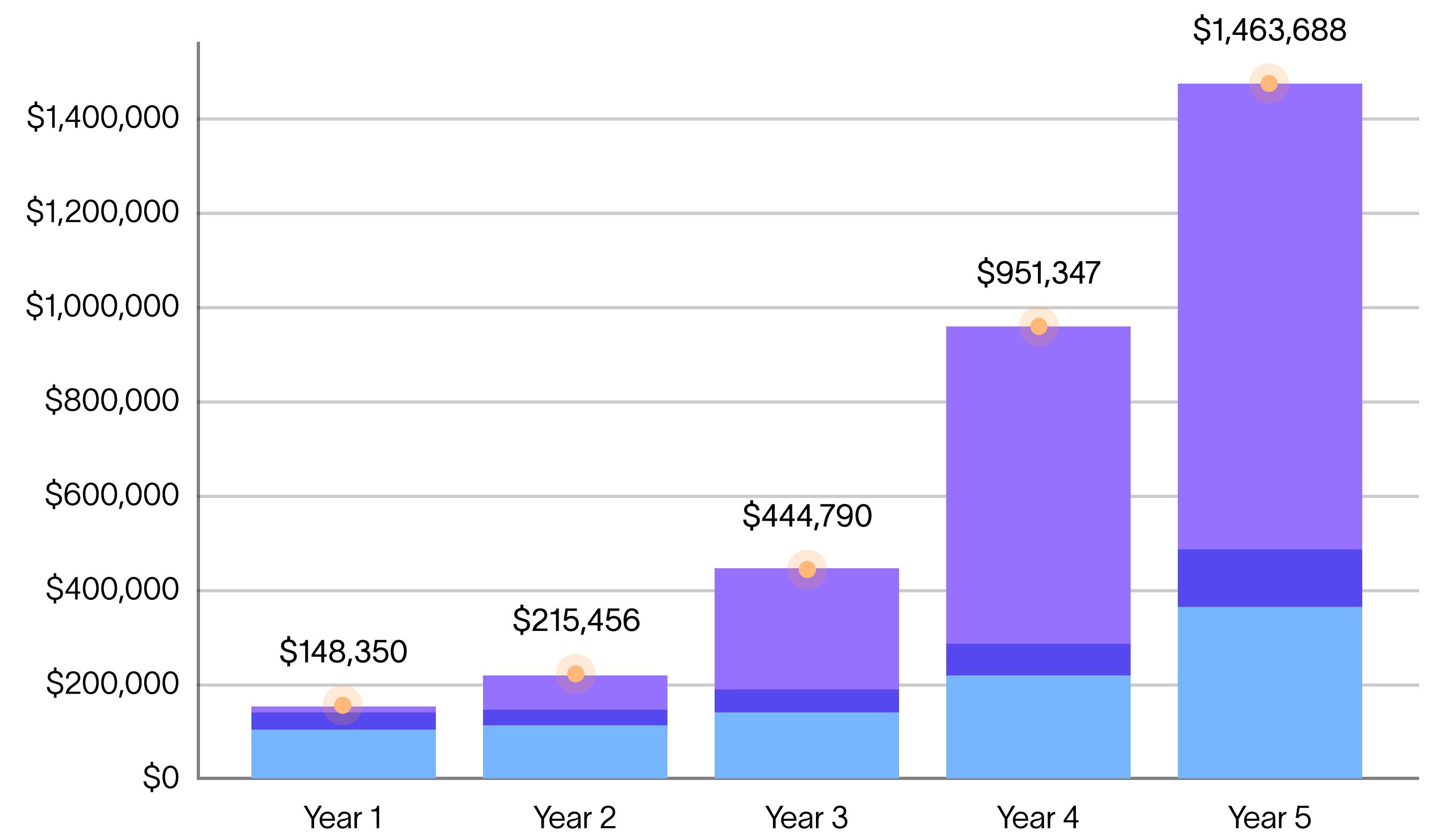
Uniconnect will increase the addition 25% conversion on Trumio that will generate a revenue of \$101250 in year 1.

02 Promoted Posts from Alumni/Startups

About 40% of the alumni/clients on the community will be interested for various promotions that will generate a revenue of \$34200 in year 1.

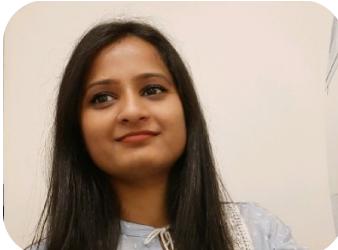
03 Revenue generation through LLM Subscription

Revenue will be generated by giving an additional 150 prompts per month to students for \$10 and clients for \$20. This stream will generate a revenue of \$12900 per year for Uniconnect.



 Archetypes & Demographics

Customers: Alumni



New Graduates

Designation: Associates



Needs: Make Connections, Upskill, Get Referrals, General advice



Goals: Get Promoted, Keep up with the Industry

Software

Hardware

Finance

Business

Design



Mid-Level Professionals

Designation: Project Leader, Junior Manager, Executive



Needs: Resource optimization, Community engagement



Goals: Professional growth, Contributing to Alma Mater

Software

Hardware

Finance

Business

Design



Influential Decision-Makers

Designation: MD, VP, Senior Manager



Needs: Reliable teams, Efficient communication



Goals: Get Promoted, Keep up with the Industry

Software

Hardware

Finance

Business

Design



Startup Entrepreneurs

Designation: Founder, CXO, Co-Founder



Needs: Access to cost-effective talent, Flexibility in Commitments



Goals: Quality project completion, Efficient short-term projects

Software

Hardware

Finance

Business

Design

 Archetypes & Demographics

Customers: Student



Conformists

Year of Study: 1-7 years

-  Focus: Skill acquisition, Portfolio building and CV enhancement
-  Goals: Break into the industry for further career development
-  Pain Points: Skill insecurity, CV differentiation challenges

Software Hardware Finance Business Design



Researchers

Year of Study: 4-13 years

-  Focus: Academic research, Higher education aspirations
-  Goals: Undertake foreign university research projects, Pursue higher studies.
-  Pain Points: Networking with professors and like-minded people, Unclear academic roadmap.

Software Hardware Finance Business Design Science



Explorers

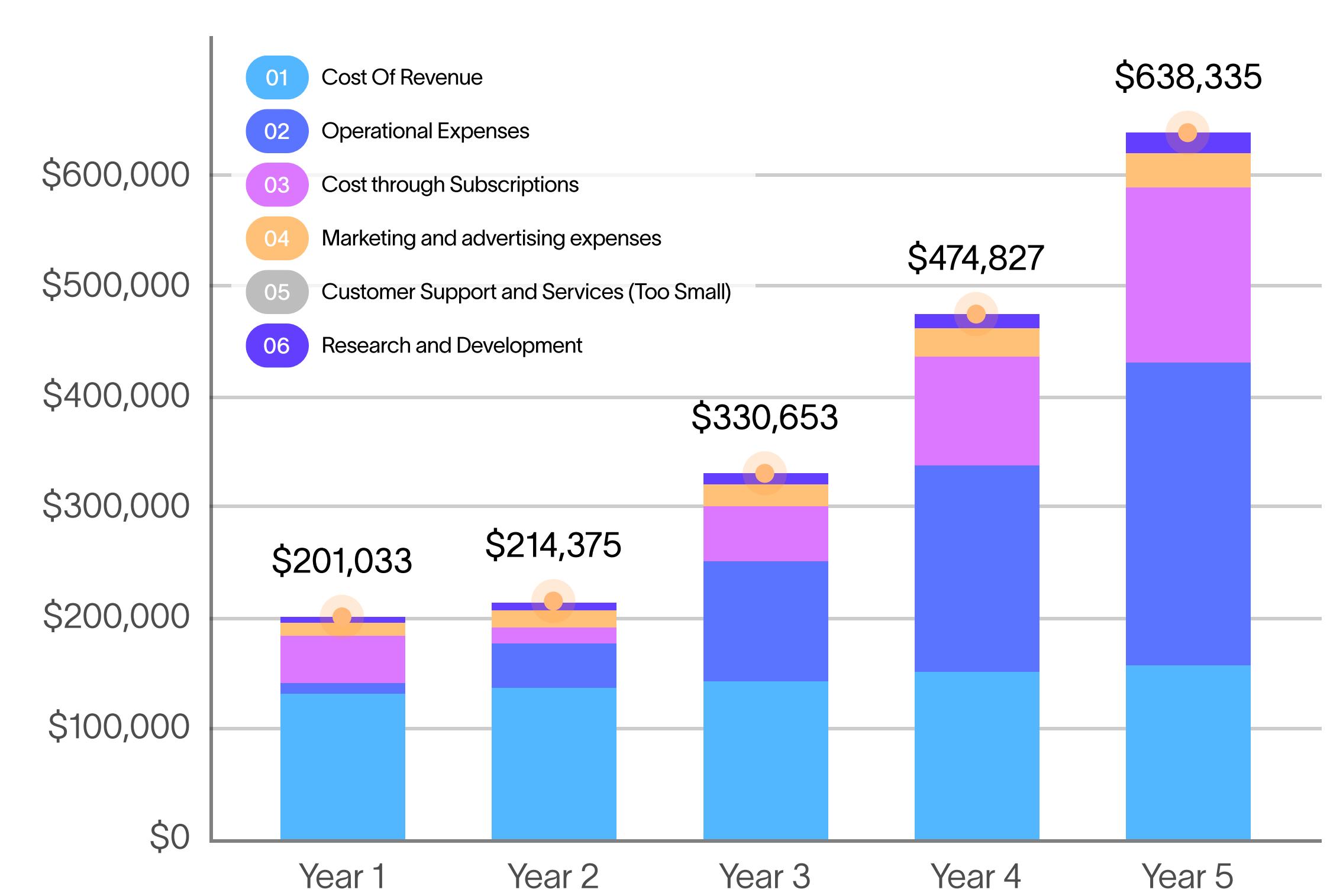
Year of Study: 2-7 years

-  Focus: Real-world experience, Freelancing, Industry projects
-  Goals: Freelance work, Industry-level project participation, Networking with professionals
-  Pain Points: Finding like-minded peers, project management, professional guidance needs

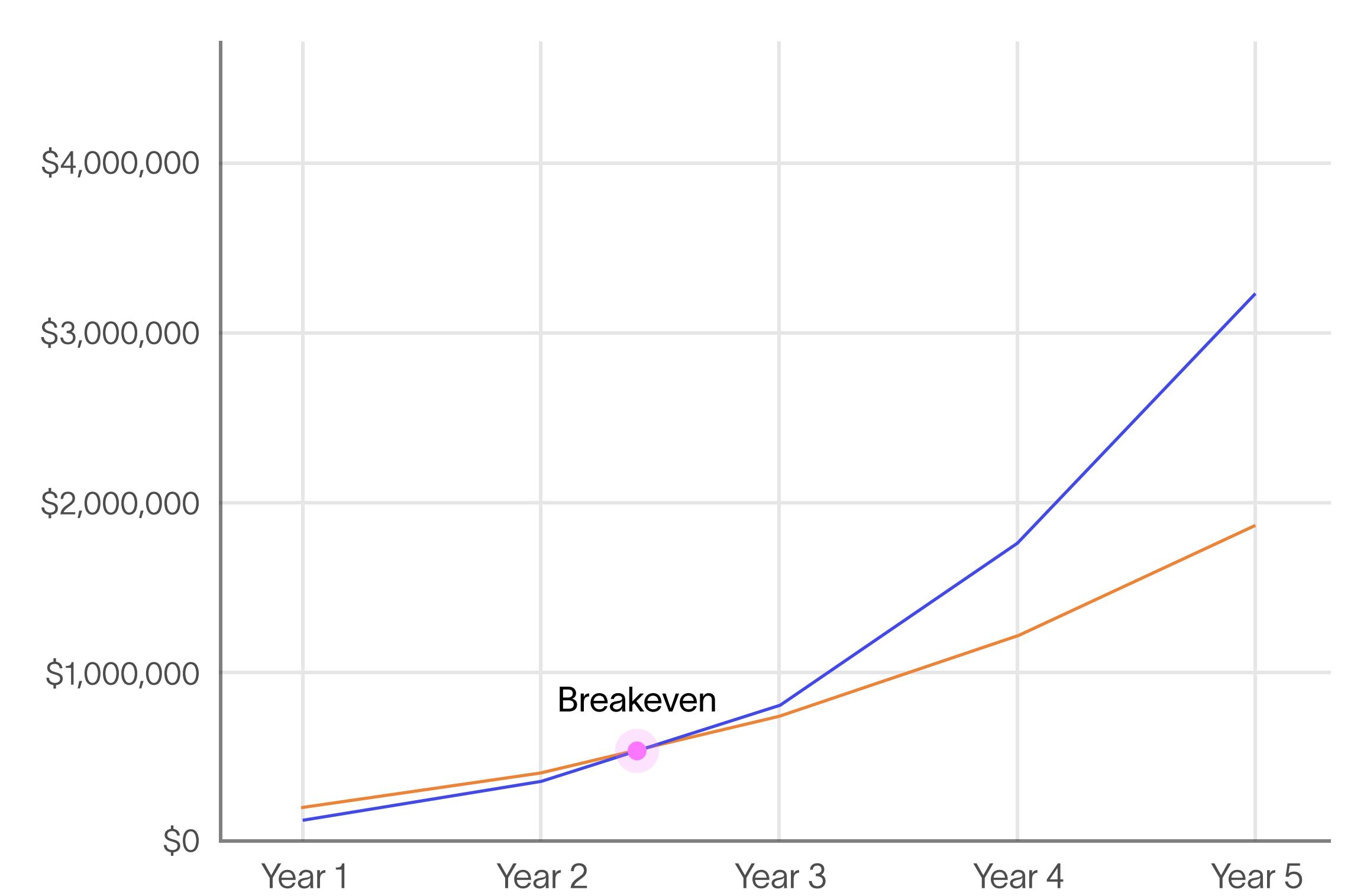
Software Hardware Finance Business Design

Cost Structure & Financial Forecasting

Cost Structure



Financial Forecasting



[Visit Financial Forecasting \(Excel Sheet\)](#)

Thank you.