

Problem Statement

- A social media platform catering to the college freshman experience needs to exist, allowing freshmen to address their struggles and seek advice from current students and alumni.

Who is experiencing this problem?

- Mostly incoming college freshmen are unaware of the difficulties of college.

What is the problem?

- While many people warn incoming college freshmen that college is different than high school, they never emphasize what's so different, and how the differences between high school and college can affect their transition. While many social media influencers use their platforms to address these issues and harsh realities, no platform specifically targets incoming college students, current college students, and alumni promoting them to connect and share their experiences.

Where does the problem present itself?

- The problem primarily presents itself on college campuses around the states.

Why does it matter

- About 25% of college students drop out during or after their first year of college. Many factors including financial stress, cost of living, uncertainty about what to study, job opportunities, mental health, physical well-being and more can lead to college freshmen not continuing to further their education after their freshman year. With the proper help, information, and communication, most of these instances of students dropping out can be avoided. College is a new experience for every incoming freshman, and all current college students and alumni have to experience their freshman year, so what better way to assist incoming freshmen than to have a platform that allows those freshmen to get advice from current and past college students?