



# THE STUDENT BODY

The Student Body- a new free app that aims to connect UW-Madison students in all health and wellness areas. This app combines multiple features and resources to emphasize all the ways to live a healthy lifestyle on campus.



## ALL YOUR HEALTH & WELLNESS NEEDS IN ONE APP

The goal of our website is to help every student on UW campus thrive by helping them achieve a physically, mentally and socially healthy lifestyle on campus. By providing students with resources on the different businesses, healthy restaurants, etc., we make sure that students are educated on being holistically healthy and have a place to express themselves in a community setting.

**60%**

students trusts other students' opinion and experiences

**87%**

students will find more information about healthy food options in Madison useful

## REVENUE OPPORTUNITIES

- Selling advertisements space on the app to local restaurants & gyms
- Commissions from partnering businesses
- Crowdfunding through online platforms

## PROMOTIONAL OPPORTUNITIES

- Student Ambassadors
- Advertisements on student publications
- Social media promotions
  - Facebook and Instagram ads feature
- Advertisements on local radio
- Promotion on different campus areas with a high traffic level
- Partnerships with local fitness centers and restaurants

As a new website for students at the University of Wisconsin, we will strive for an easily accessible platform for students to learn how they can lead healthy lives, minds and bodies on campus.



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