



Our Vision

Founded and created by journalism students at the University of Wisconsin-Madison, Circulife is a non-profit, public health mobile app and website where students are connected to information and resources regarding blood and plasma donation, as well as a network of students who are interested in donating.

Founded in the midst of the COVID-19 pandemic, Circulife aims to raise awareness and promote further donation as well as debunk the mystery of blood and plasma donation to continue helping those in need. Circulife prides itself on its network of people who share an interest in donating blood and plasma, along with providing information on what happens to your blood after you donate.

Given their sociability, the desire to make money from donating plasma, and the gratification of completing an act of kindness, college students are the target audience for this company.

How We Stand Out

Various platforms and corporations exist within the market that offer individuals fragmented information on either blood donation or plasma donation. Circulife, however, aims to bridge the gaps in the present information and foster a holistic view of the blood and plasma donation process, in an organized and contemporary format. Our target audience answered questions regarding their blood and plasma donation habits.

Our website mainly functions as an information hub on application operations, information on blood and plasma donation, social benefits and networking. Our product would engage our target audience as college students and young adults are information-seeking individuals. However, they also like to be provided with the information without having to seek out an abundant amount of information. This quick and easy information location creates accessible resources for any student looking to donate blood or plasma.

Circulife Data

Potential Funding Streams:

- Seeking out sponsorships from local health sites
- Partnering with the American Red Cross
- Partnering with local businesses to promote our services
- Partnering with UW student organizations
- Merchandise sales

Target Audience Findings:

- Over half the respondents had never donated blood or plasma
- A little over a third of respondents are unemployed - they could monetarily benefit from donating
- A little over half of the participants said that they would donate plasma if they had more information
- Almost half of the participants said that they would donate blood if they had more information

This site has great potential to engage younger generations and college-aged students in the blood and plasma donation process by providing accessible and centralized information and resources. As a cohort, College-aged students are prime candidates for donation. Through Circulife, the relationship between healthy college students and the blood and plasma industry can be strengthened and advanced.