



CAMPUS CONNECT

OVERVIEW

Campus Connect is an app designed to connect students at UW-Madison with other students and tutors to help them excel in school and in their social lives. The purpose of this project came from the need for personal connection, which was severed by the emergence of the nationwide pandemic. However, we believe that even as the Coronavirus subsides, having an easy and virtual way to connect with friends and tutors wherever you go is extremely important. With our solid revenue plan, this app will be a for-profit business venture with room for growth in the future. The audience we are targeting is college students who are having a hard time connecting with others, recent graduates who are looking for money from tutoring and also college students struggling in class.

MARKET ENVIRONMENT

The current environment that spurred the creation of this business idea is the change in college campus culture during the COVID-19 pandemic. This environment creates a space for our business to succeed because of the overwhelming need for social and educational support.

- Around 85% of respondents said that they have struggled or somewhat struggled to connect with other people on campus this year.
- According to our survey, on average, people are willing to pay more than \$10 for a one hour tutoring session.
- About 73% of students agree that online classes have been much more challenging than in-person classes.

REVENUE:

- 10% of each 1 hour paid tutoring session
- Ad revenue on the website/app
- Partnership with food delivery app
- Create a paid-for "Top Tutor" status

MAIN FUNCTIONS OF THE APP:

- 1.) Match a student with their preferred tutoring method.
- 2.) Create a platform to form relationships with other students.

HOW IT ENGAGES TARGET MARKETS

Our product would engage our target markets because of the current market inefficiencies that make it hard for college students to find friends. On the other hand, our product would appeal to tutors because the job market is limited right now and these tutors already have current knowledge of the material. Our target market segment concerning students who need extra help in school is receptive to our product because many students have found school harder as it has been moved online. Our promotion plan for Campus Connect includes niche advertising around the UW campus in the form of fliers, interactive QR codes, and a strong social media presence.

WHAT THE FUTURE HOLDS

Our app is being developed because of the current social climate surrounding the international pandemic, but it is structured in a way that it will still be relevant long after the pandemic has subsided. The future of our site will continue to connect students with people who go to the same university as them to help them make friends and find tutors that are a perfect fit for them. However, our vision is that in the future instead of creating solely online connections, that the online connections can path the way towards in-person hangouts and local events that could be advertised on our site as well. Also, while virtual connections have been taking hold of the social space, it will be very useful to have these remote tools to connect with others even after the pandemic, especially since many college students are from places far away from the campus they attend.