

crowdsurf



Making social tech *social*.

# TEAM



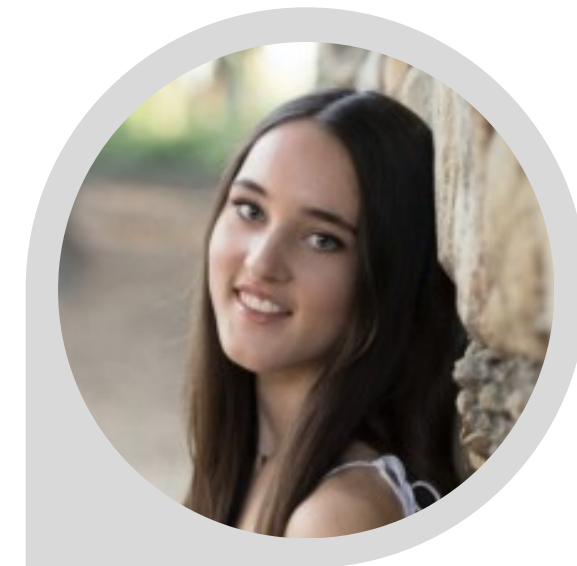
**Kyla**  
Stanford '22



**Serena**  
Harvard '21



**Mira**  
Stanford '23



**Sophia**  
Stanford '22



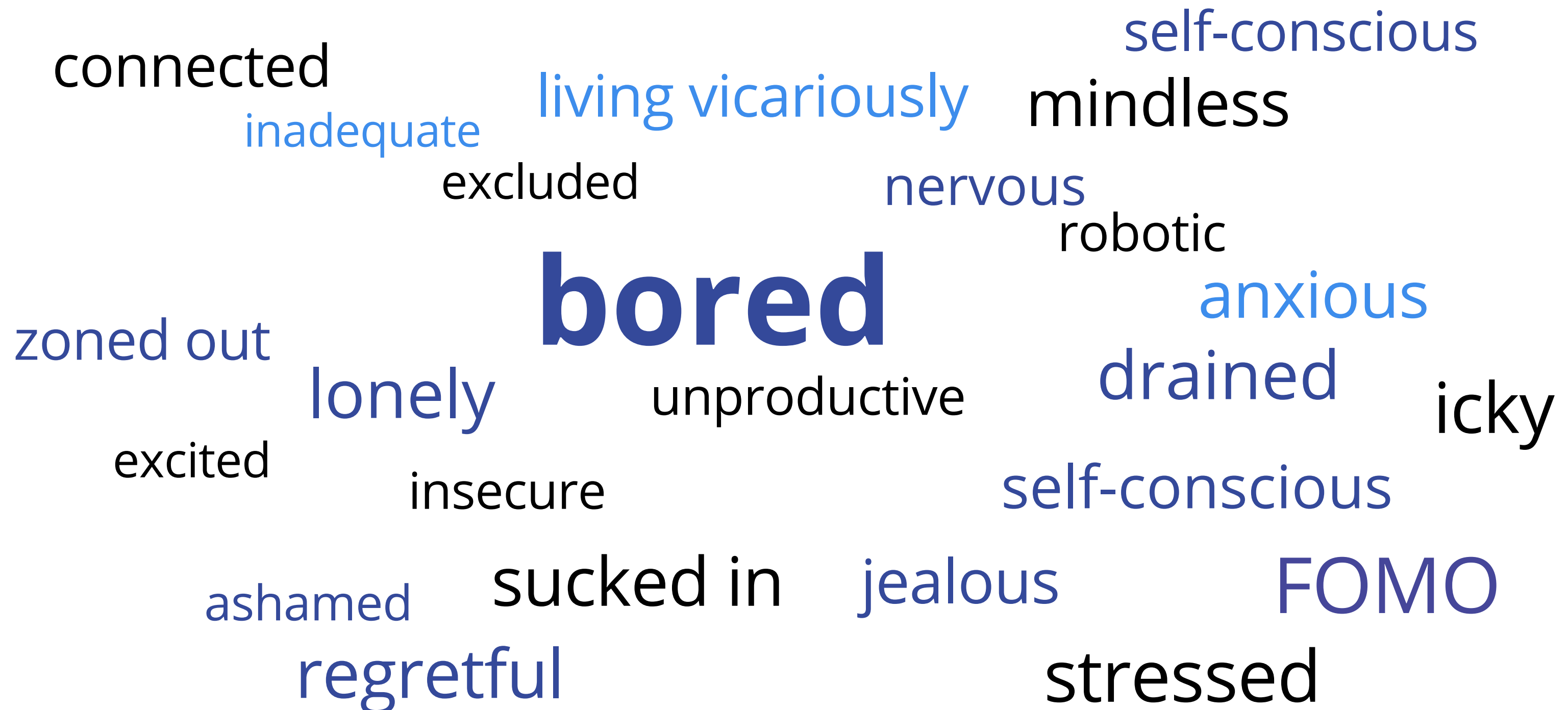
## Meet Margo.

Margo is a busy college student who struggles to stay connected with friends across different circles on campus. Social media is the one space where these circles enter the same sphere, but interactions that take place on social media are not typically direct or meaningful.

**It's not just Margo who  
feels this way about  
current social media...**

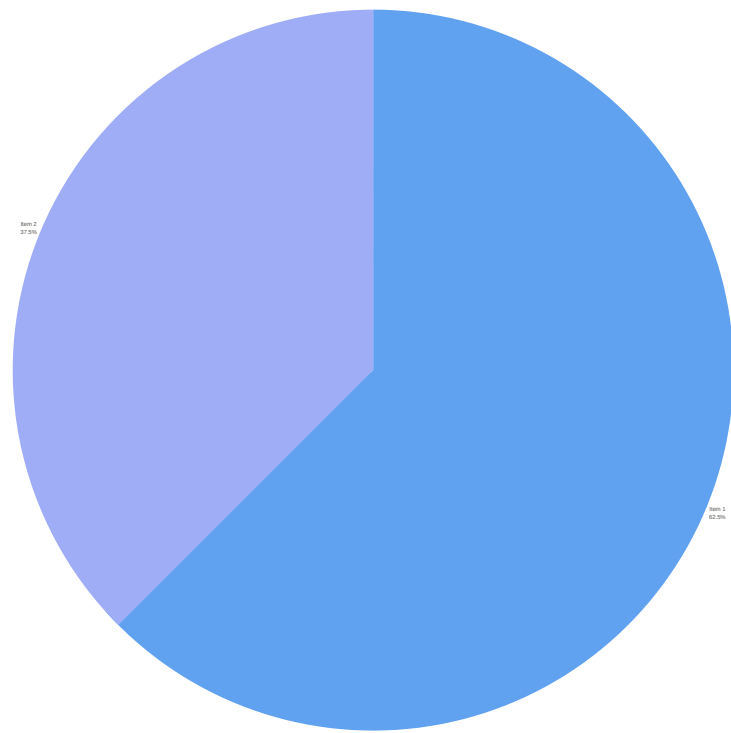


When using Instagram, 100 college students said they felt...

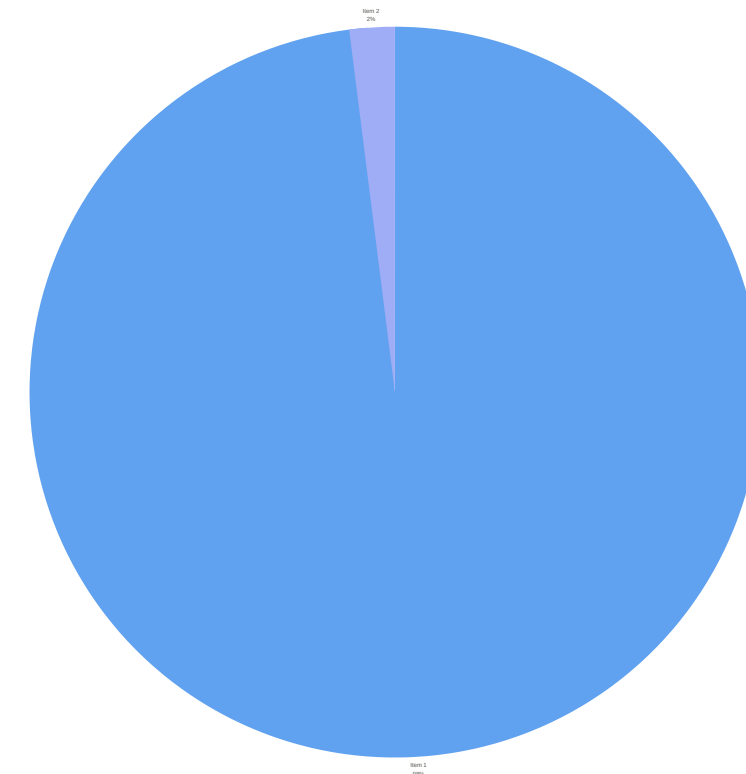


The majority of student survey respondents showed addictive tendencies with Instagram, revealing that current "social" tech has the potential to cause more harm than good and lead to anti-social behavior.

**Over 60% deleted** Instagram at some point (mostly due to spending more time on the app than desired)



Of those who deleted, **98% redownloaded**, even though they didn't truly "want" to



College students seek out Instagram to interact with friends in a virtual space but get trapped in addictive screen-time loops.

**In-person interaction offers a release from that cycle.**



Crowdsurf harnesses technology to drive forward **meaningful social interaction** by mirroring the real-life cadence of imagining, planning, and attending social outings, and then reliving the memories.



# 1. Creating an Activity

Within a close network of friends, a user **creates an activity** and shares it with their friends or any subgroup. These activities fill their friend's CrowdSurf feeds.

9:41

Create

What do you want to do?

Description (optional)

Where is it?

When will it be?

June 2020 >

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Start Time 09 : 45 AM PM

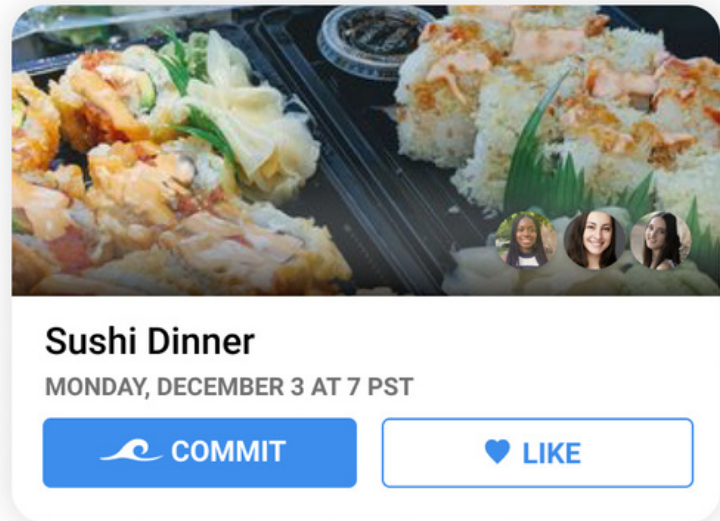
Who do you want to invite? >

PREVIEW

9:41

Preview


Feed



Sushi Dinner  
MONDAY, DECEMBER 3 AT 7 PST

COMMIT LIKE

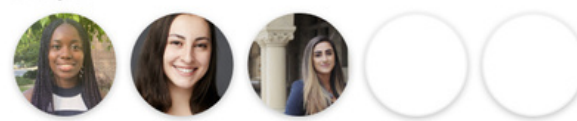
Detailed



FIVE HOURS LEFT TO RESPOND!

Sushi Dinner  
MONDAY, DECEMBER 3 AT 7 PST  
Ruby Sushi

People



Description

I've been craving sushi for so long! Let's take a break this busy week and catch up over some yummy food.

COMMIT LIKE

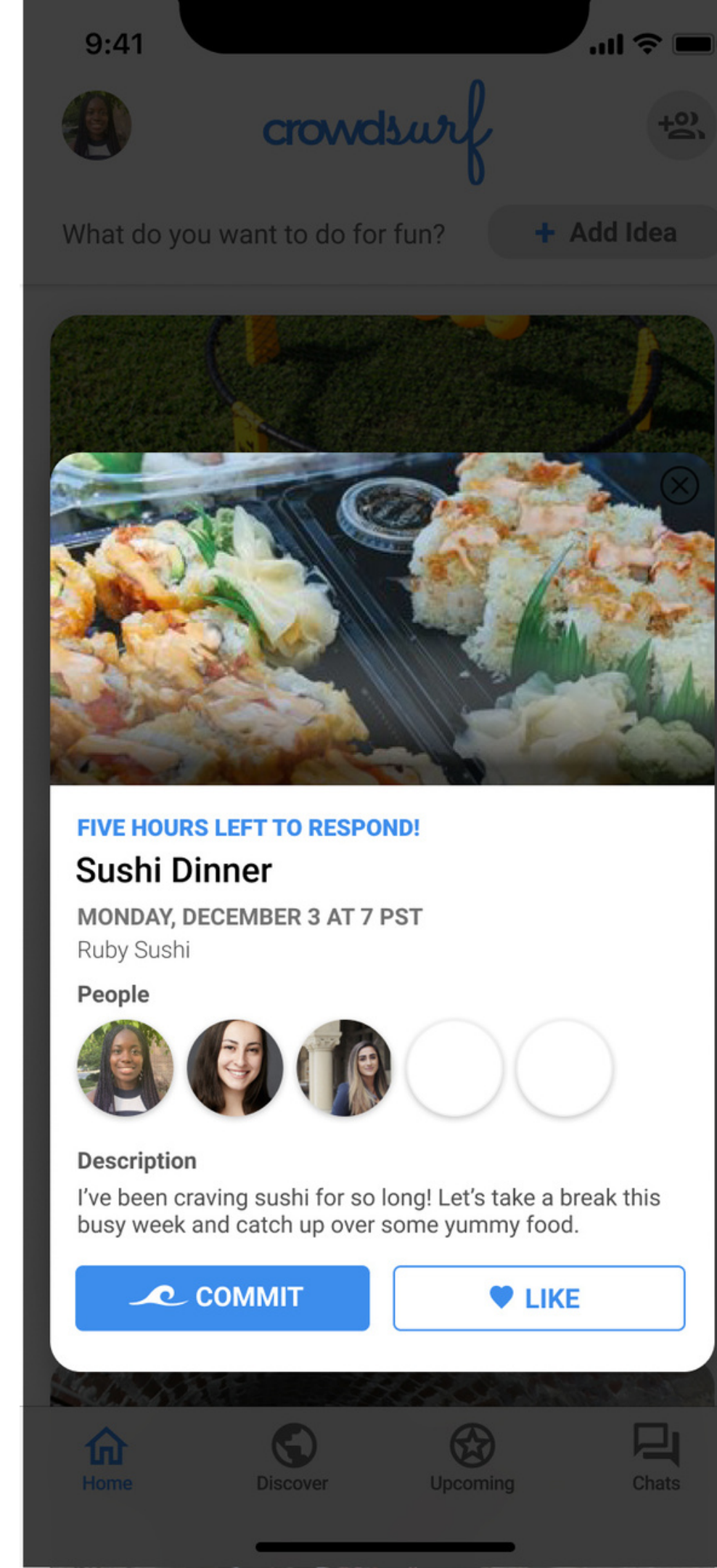
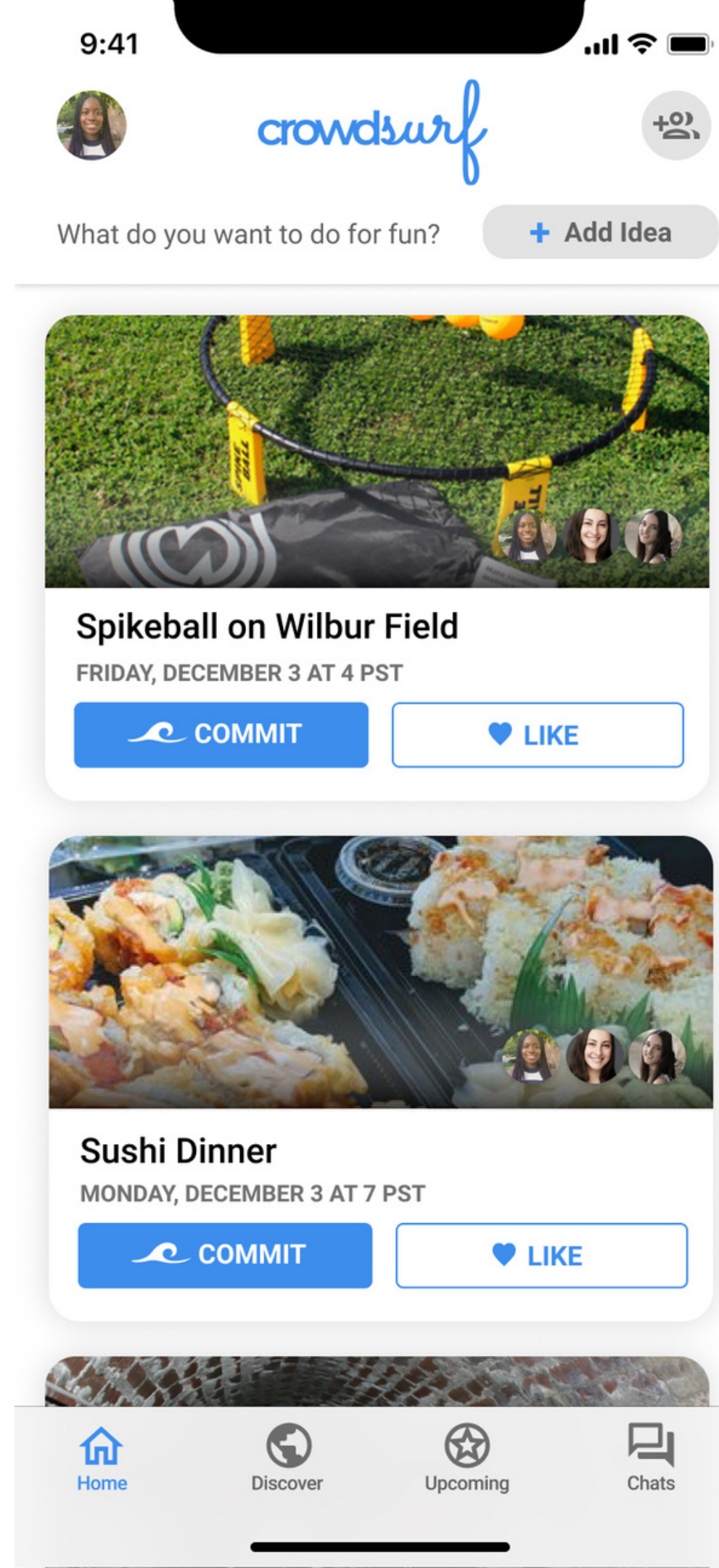
SHARE

## 2. Surfing Activities

From their feed, users can click an activity to see **additional details**.

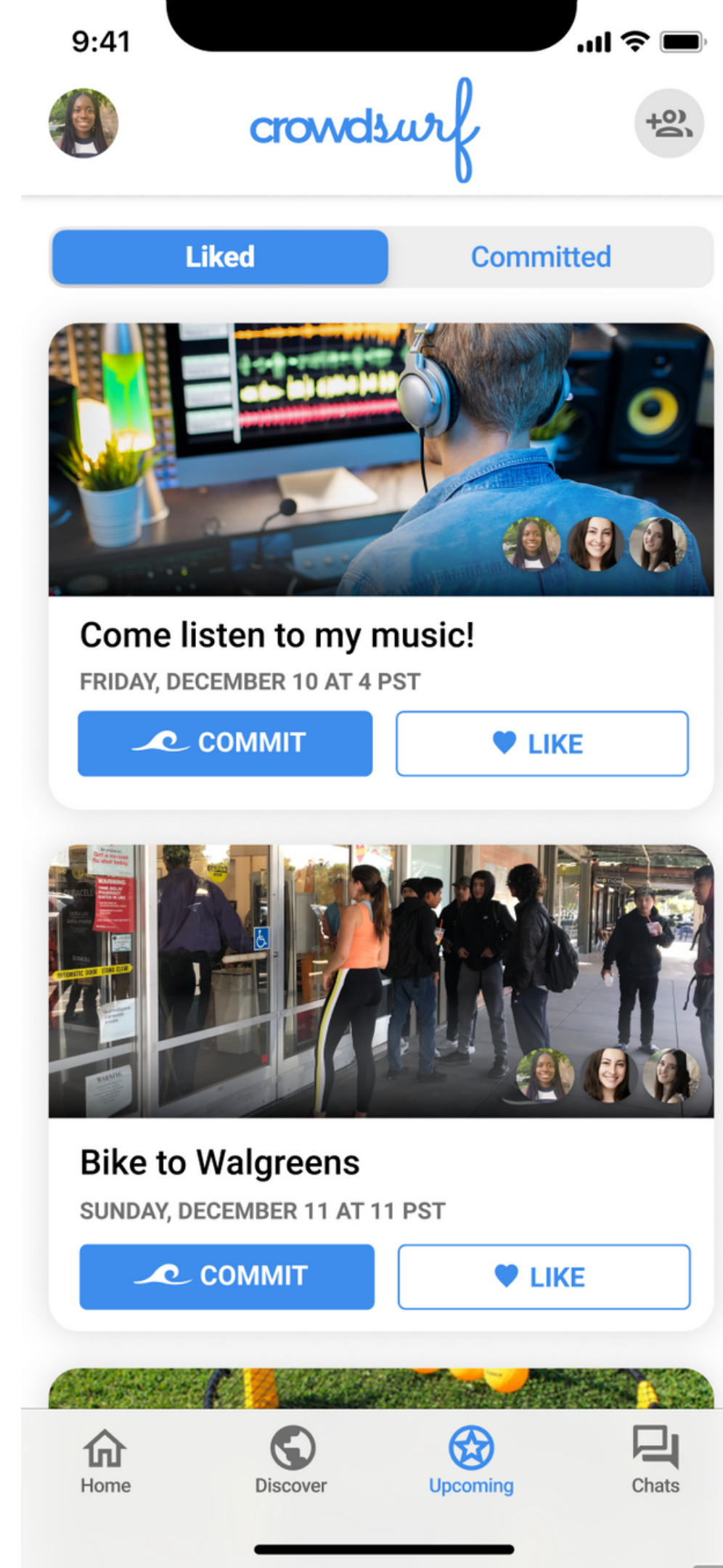
From the discover page, users can **search** an activity (or search friends).

If they're interested, they can **"Like"** the activity or **"Commit"** if they will attend.



### 3. Activities of Interest

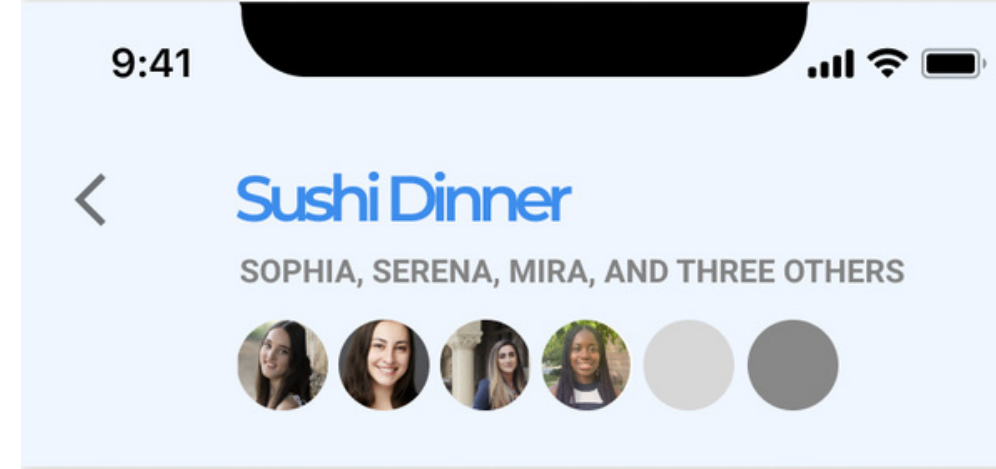
Once a user likes or commits to an activity, it gets **added to their "Liked" or "Committed"** tab in the **"Upcoming"** section of the app. If they're committed, they can see which other Crowdsurfers will attend.



# 4. The Groupchat

Once everyone has committed, users get put into a **dynamic groupchat** in which they can:

- Send text, photo, video, and audio messages to plan for the event
- Get to know one another if they don't already.



Hello everyone, I'm PlanBot! You have **3 days** until you go to Sushi Dinner on Monday at 7pm.

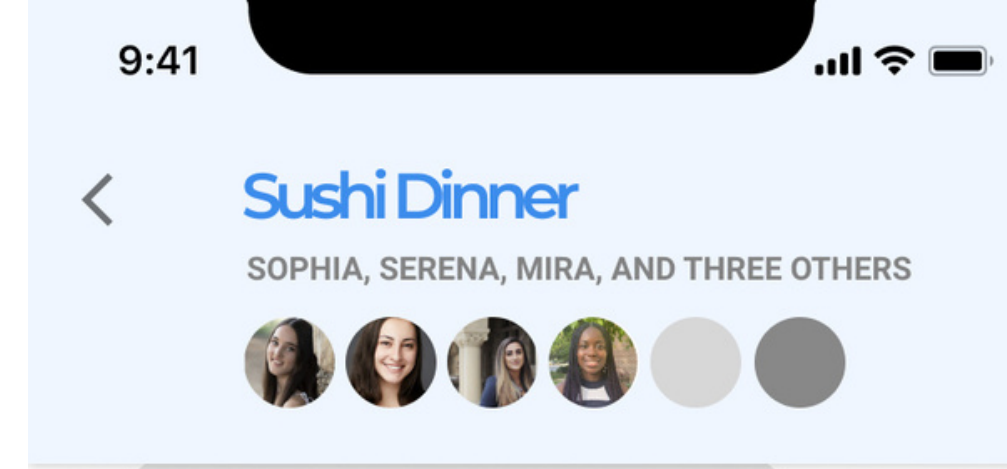
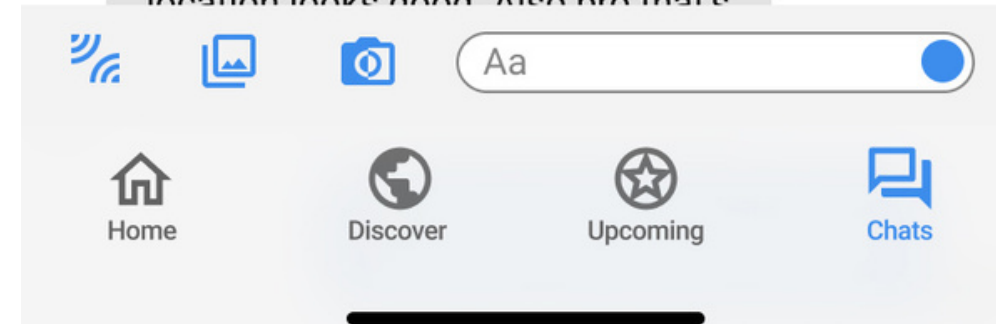
Begin thinking about details such as **transportation and payment** if necessary to make the event seamless!

So excited to hang out with you guys again! (and meet some of you for the first time)

Would meeting here work? Forget the name of it but it's pretty central depending on where we all live.



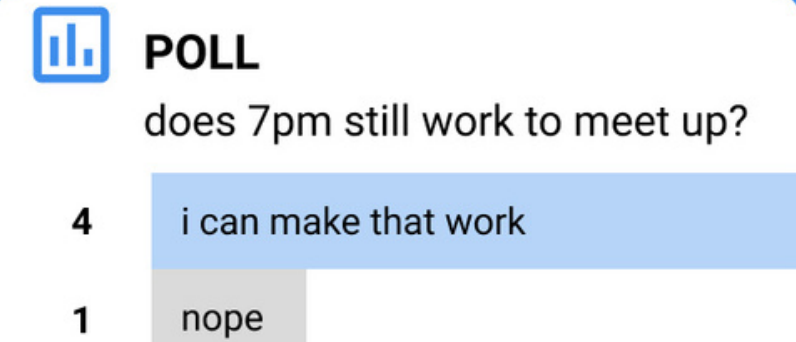
Yes I'm excited too!! And that location looks good. Also bro that's



Yes I'm excited too!! And that location looks good. Also bro that's Meyer Green lol how did you never hear the name before

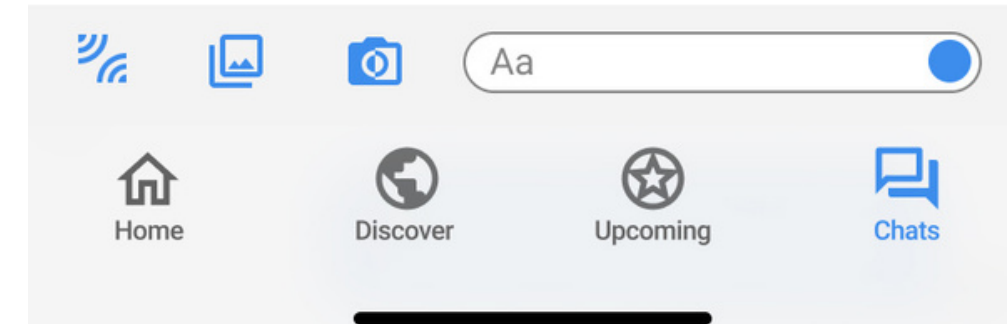
Hey everyone, Meyer Green is great! Do we still want to do 7pm?

Works for me. But I'll send out a poll, Jake, Mer, and Serena haven't said anything yet.



Sorry I have work until 6:45.

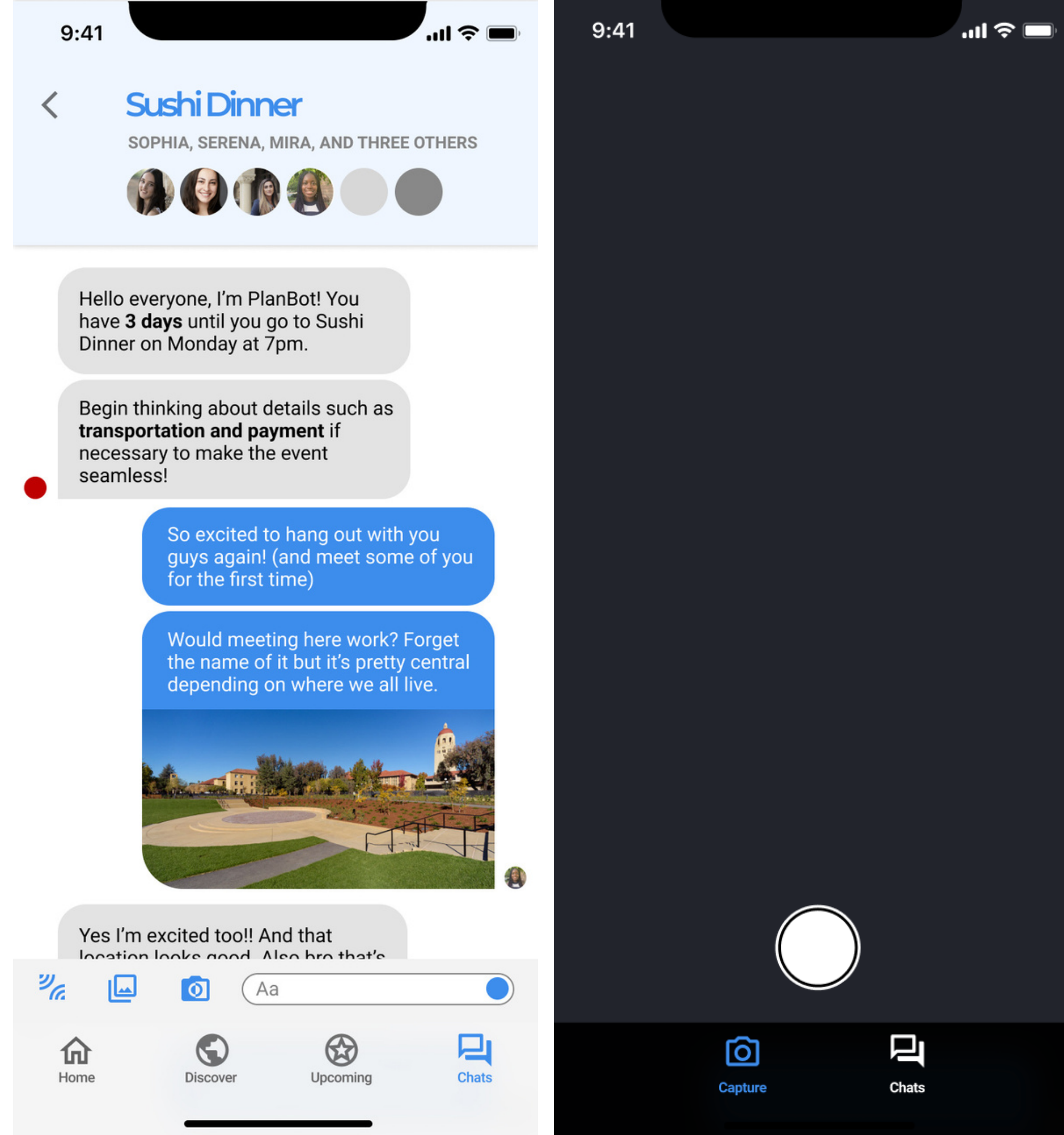
Could we do 7:15?



## 5. During the Activity

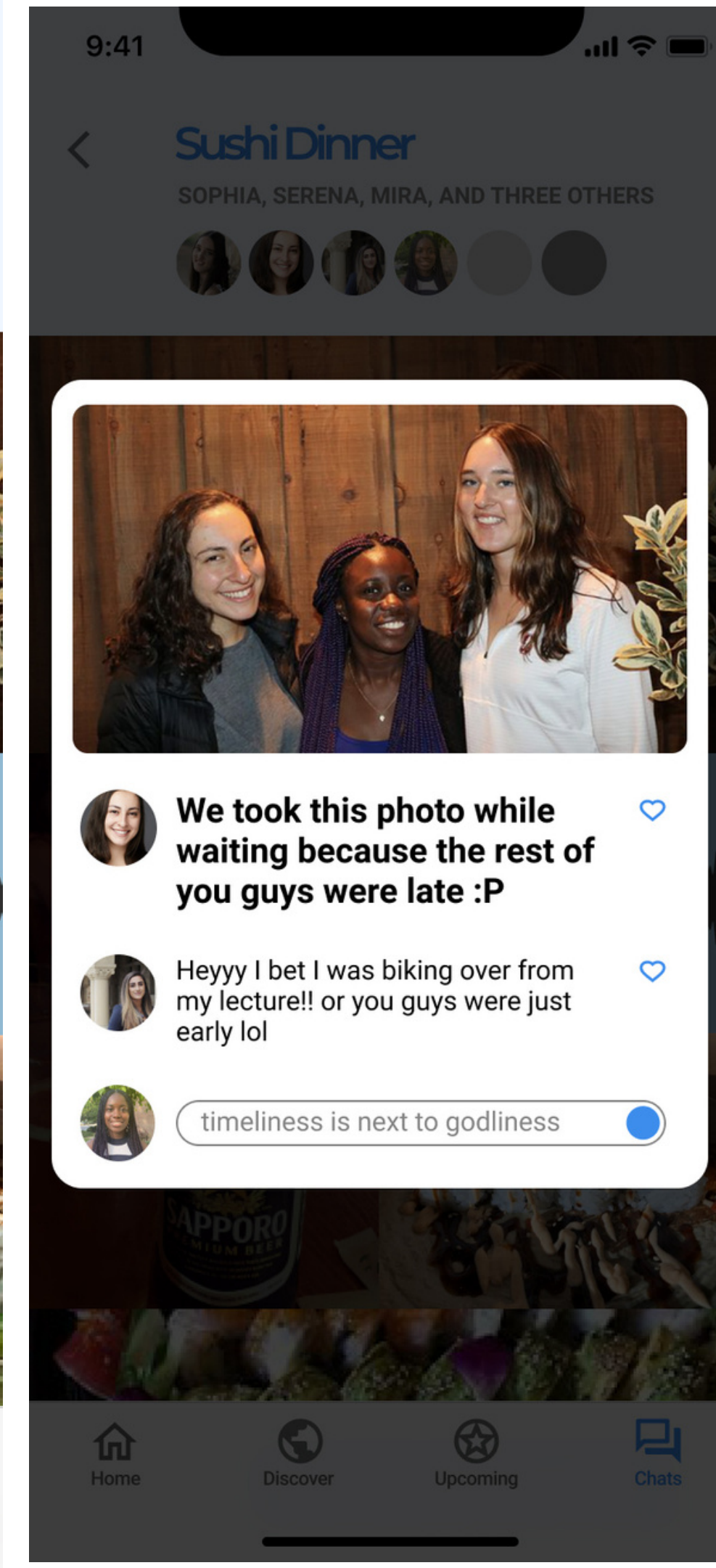
When the user is attending the event, Crowdsurf prioritizes the user's **engagement and full presence in the activity.**

The app encourages this full immersion by only displaying the relevant **chat and camera for content capture** during the activity.



## 6. Creating a Memory

After the activity, content (photos, videos) become part of a **shared archive** between participants. Past memories live on a user's private profile (which consists of **memories** (past events) and **current groups**).



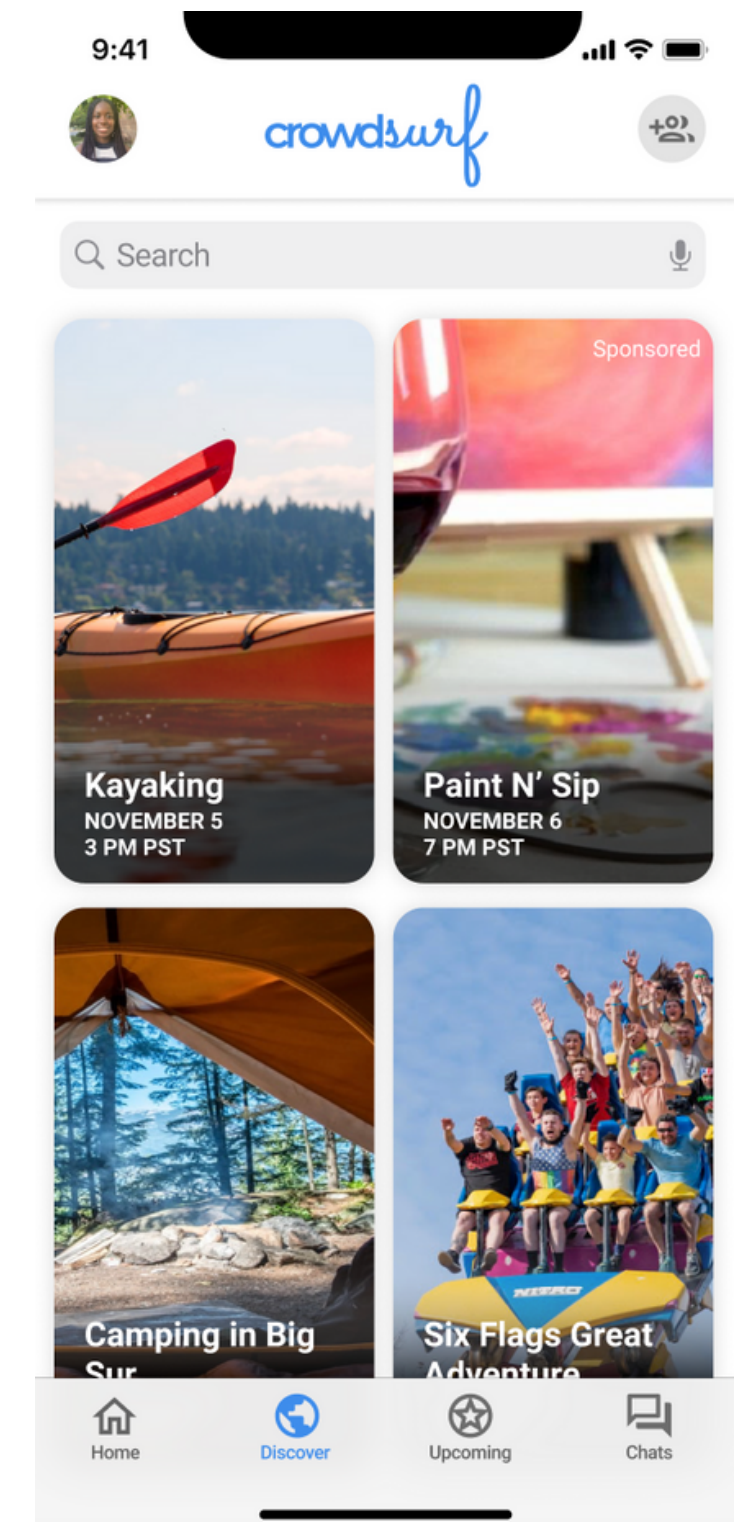
# Sustaining Crowdsurf through Partnerships with Local Businesses

Paint N' Sip is located in Collegetown, CA and wants **more student business.**

Instagram marketing is expensive and not working.

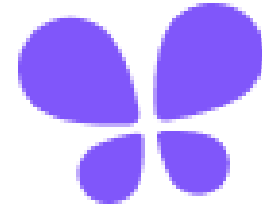
Paint N' Sip gets free access to posting activities on Crowdsurf and **pays a fee only when users commit to and follow through** on their activity.

We **provide tokens to users when they follow through** on their commitment, which can then be paid forward toward **future activities.**



# Market Comparison

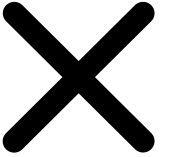
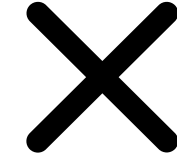
*crowdsurf*



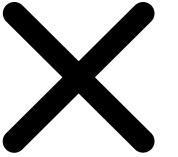
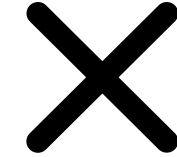
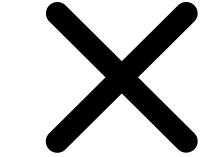
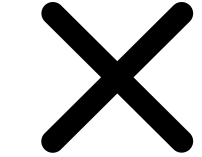
**kickit**



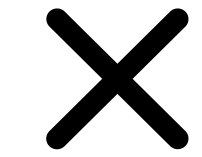
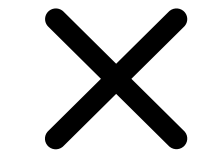
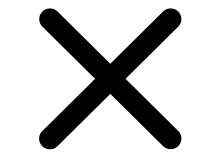
**Strengthening existing friendships**



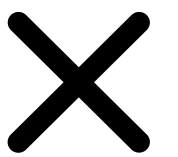
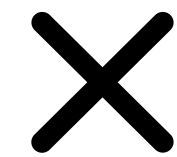
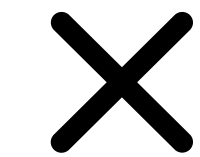
**Creating new friendships**



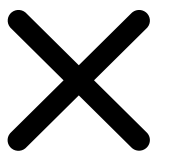
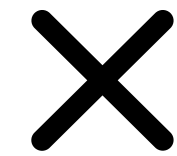
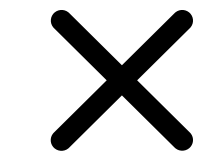
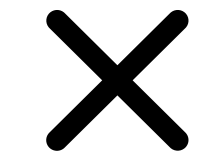
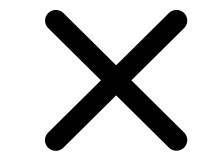
**Staying in the loop**



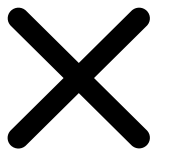
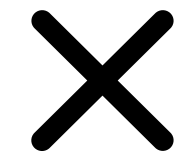
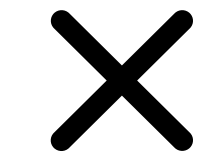
**Meaningfulness of interaction**



**Made for college students**



**In-person interactions**

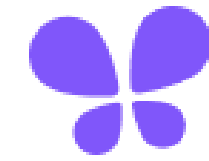




# Crowdsurf is Unique in its Fast Pace.



1 month



1 week



1 day

**kickit**

**Timeframe**

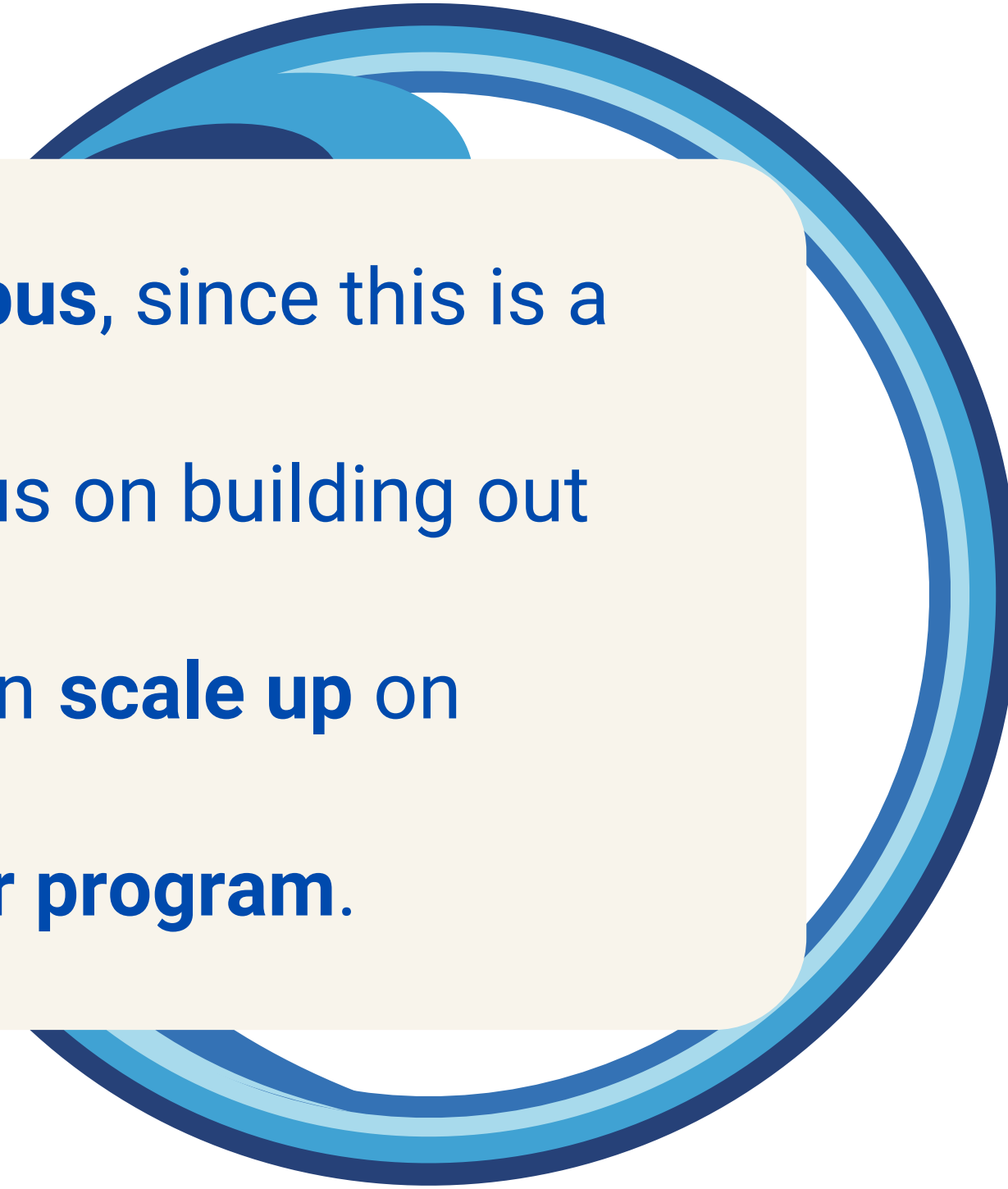
**Engagement of interaction**

# 10 Million

Full-Time Undergraduate College Students in the U.S. (2018).

# 7,000

Stanford Undergraduates

A decorative graphic consisting of several overlapping blue circles of varying shades, positioned on the right side of the slide and partially overlapping the text box.

We will begin with a **pilot program on Stanford's campus**, since this is a campus where we can get friends on the app and focus on building out strong partnerships with local businesses. We will then **scale up** on campuses throughout the U.S through an **ambassador program**.

# COVID IMPACT

## In the interim

- Safety guidelines
- Group size limitations
- Virtual options

## New normal

- Social interaction in higher demand than ever before
- Incoming college undergraduates without pre-established communities
- Greater intentionality behind interactions



# FUNDING WILL GO TOWARD ...

**ENGINEERING  
TEAM**

**USER SURVEYS**

**CAMPUS  
AMBASSADORS**



**JOIN THE WAVE.**

