

## Executive Summary



**Descriptor:** Crowdsurf is a social planning app whose easier-than-texting UI harnesses technology to drive forward real-life interactions for Generation Z, while also providing new strategy and revenue opportunities for local businesses by uncovering social intents of the user community.

**Problem:** Today, much of social connectivity amongst U.S. college students—first impressions of classmates, constant awareness of what others are doing and who they’re with—operates in a virtual space. Social media attempts to bring social life online, but instead of fostering meaningful interactions, these pervasive platforms promote indirect, non-intimate social exchanges and have led to increased feelings of loneliness, depression, and anxiety.

### Solution:

Our app, Crowdsurf, is a social planning platform that enables informal, in-person get-togethers, and saves shared memories. It sits between Evite and online messaging, understanding that our phones are present at each moment of our day, and thus have the opportunity to facilitate outings within a narrow timeframe. Within a network of close friends, a user posts an activity idea (e.g. sushi dinner, jam sesh) to their network or any subgroup. Friends see the post on a feed, where they can “Like” to save for later or “Commit” immediately. Those committed are put into a dynamic group chat where they can send text/audio/photo/video to plan. At the event, the app only displays the camera and relevant chat, nudging users to be present, using their phone only to document. Afterwards, users upload content to a memory archive shared with the group. We created this progression from ideation to memory because we believe it most candidly parallels our psychological experience of social activities.

### Unique Value Proposition:

Today, mainstream social media heightens connectivity without necessarily creating social experiences. Crowdsurf is not a stand-alone cyberspace, but rather a user flow that intentionally empowers real life. Although some smaller platforms (IRL, Rally) facilitate real life outings by centralizing planning, Crowdsurf differentiates itself by operating quickly, with 24-hour intervals between activity ideation, logistical planning, and attendance. It’s social planning at Generation Z’s digital speed. It’s UI also reflects in-person planning. For example, instead of formally inviting individuals, a user posts their idea to any subgroup of friends and those friends express interest on their own feeds. Crowdsurf not only uniquely parallels our socializing by circulating ideas, prioritizing being present, and sharing memories, but it also caters to Gen Z’s fast-paced preferences for interaction by operating on a timescale shorter than any other platform.

