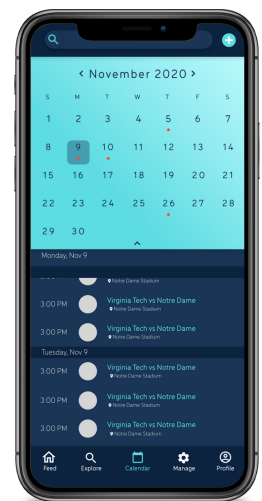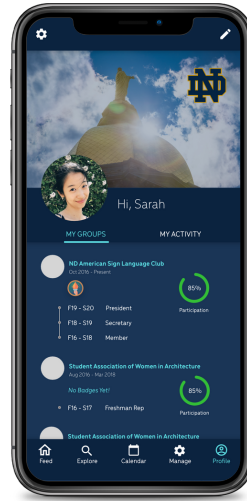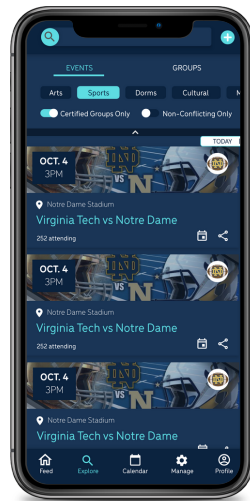# eventurely

Concept Type
Mobile App

Team
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School
University of Notre Dame

Explore. Engage. Empower.
All Events. One Device.

DESCRIPTION

A centralized mobile platform that ethically incentivizes event exploration and outreach while providing all groups an equal opportunity to engage with their broader communities.

PROBLEM

On college campuses, there is a flawed method of outreach and communication - inconsistent and decentralized. Event discovery and diverse group exploration is challenging given modern tools, making students feel isolated and disconnected from each other. Since they feel like an outsider, students become insecure and lack a sense of trust and belonging. We strongly believe no student should feel this way. How might we empower every student to effectively explore and manage events to facilitate healthy social bonds in diverse communities?

SOLUTION

Eventurely is a student-led, community-powered solution that seeks to enable broader community exploration by empowering everyone to engage deeply and authentically in their communities.

Explore communities. It has never been easier to discover a community you truly belong to and dive deeper into it. Students can explore real events held by real groups, and they can even search by category. We are confident that everyone can find a place they can begin to call home.

Engage authentically. We also strive to help each student engage authentically. With our feed screen, users can stay up-to-date on the groups they're a part of. From event updates to photo albums, users can celebrate posts and share their comments. Additionally, Eventurely can help visualize community participation, growth, and present opportunities to engage even more with others! Finally, we understand that it's hard to manage your time and schedule your events, so that's why we organize all our user's events so that they can spend more time engaging authentically with their community.

Empower connections. We hope to empower a real and diverse set of connections by creating badges and incentives. We want to recognize commitment, engagement, and belonging for when a student finds their home (Engagement badge). Similarly, we empower individuals to take on active roles in their community (Leader badge). Finally, we reward students that go out and seek new and meaningful connections (Explorer badge).

UNIQUE VALUE PROPOSITION

We understand
We care
We are committed

Eventurely is the most effective and enjoyable way to manage campus events. We value **user-centricity** by placing an importance on our users' experience at the core of our strategy and development. Thus, it is crucial that we carry out intensive user testing with potential users and group leaders. Valuable user feedback helps us generate more defined updates and is a key factor in determining if our app is maximizing user experience.

Instead of incentivizing users to open the app more often, we encourage them to make more genuine in-person connections, pushing them to grow outside their initial bubbles. Thus, we aim to **facilitate healthy social bonds** to improve users' mental health.

Last but not least, our startup is student-led and student-empowered. Regardless of which stage and method, we guarantee that revenue is ethically generated and the app is ethically computed as we do not compromise user privacy. We are strongly committed to **ethical technology** development.