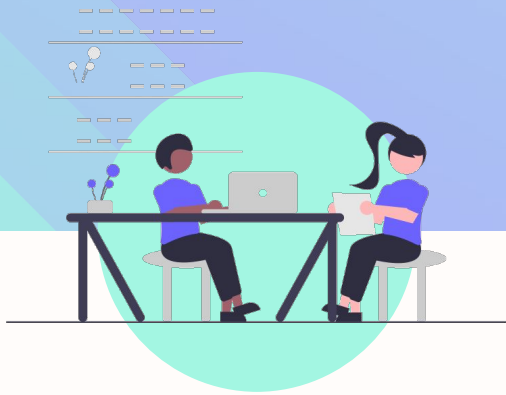# Eventurely

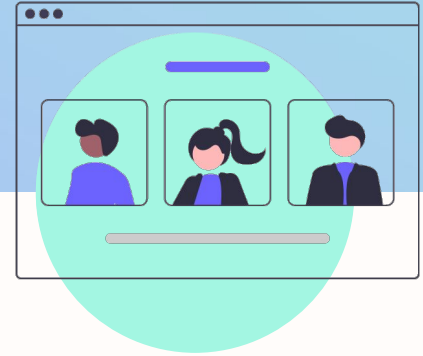**Never miss out on another fun event!**

Fall 2020

Problem

Students don't feel engaged on campus outside of school work

Students have to check an endless number of platforms for fun events

Students can't show off extracurricular participation to recruiters

Solution

An app that centralizes event scheduling and encourages student participation.

Groups share and promote their events.

Students easily find events to attend.

Awards are given out for participation.

Market Size

8.6K
Undergrads at UND open to attending events

400+
Clubs & organizations
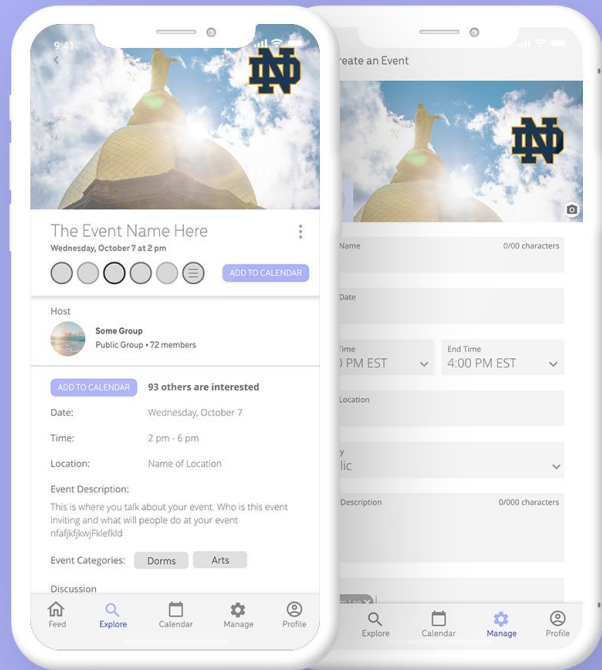
100+
Events per month

Market Validation
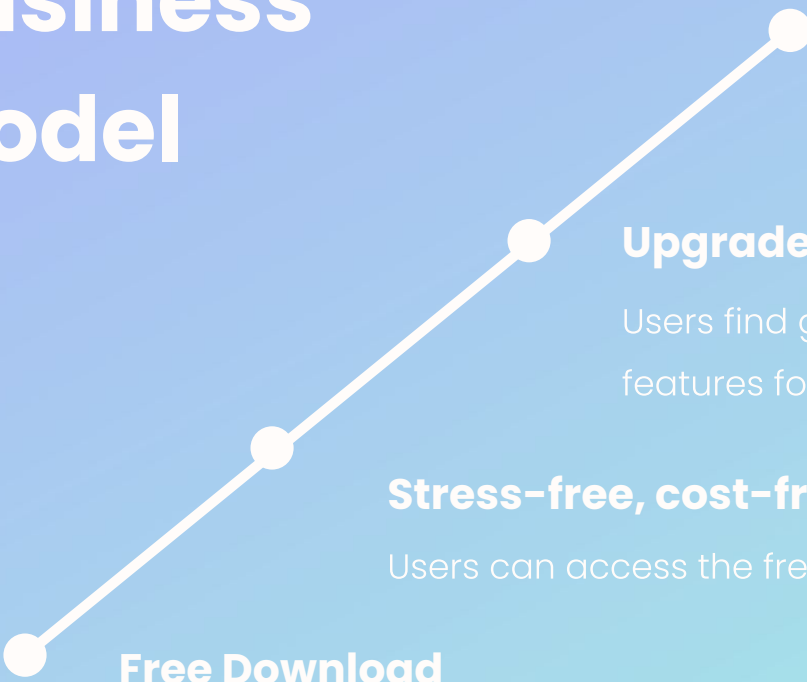
450 M

Facebook Users using "Events" feature

Product

Swipe.

Click.

Attend.

Enjoy.

Business Model

Plan renewal

Satisfied users continue to purchase premium due to enhanced experience

Upgrade to premium

Users find greater value with access to premium features for better app experience

Stress-free, cost-free trial

Users can access the free, basic for as long as they want

Free Download

All students can install the app free of charge

Market Strategy

Social Media Presence

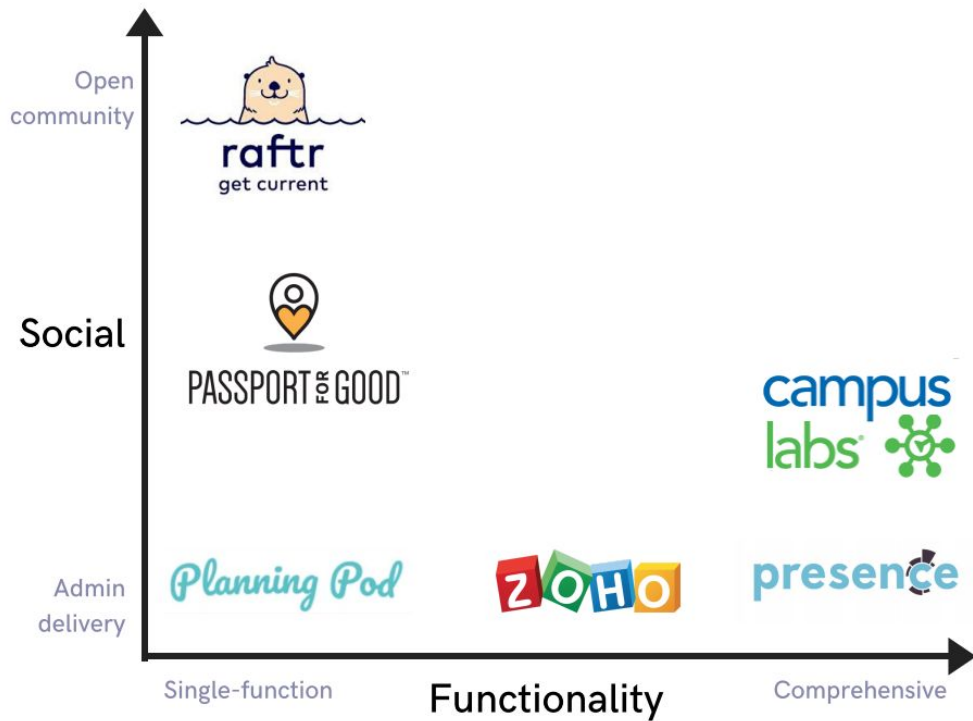Increase brand following with useful, informative social media postings

Partnership with Universities

Create partnerships with student activities office at universities to implement app

Activation events

Grow brand awareness through events like product giveaways

Competition

Thank you.

Eventurely Team