

FLIPFLOP: CAMPUS CONNECT

www.grizinc.org



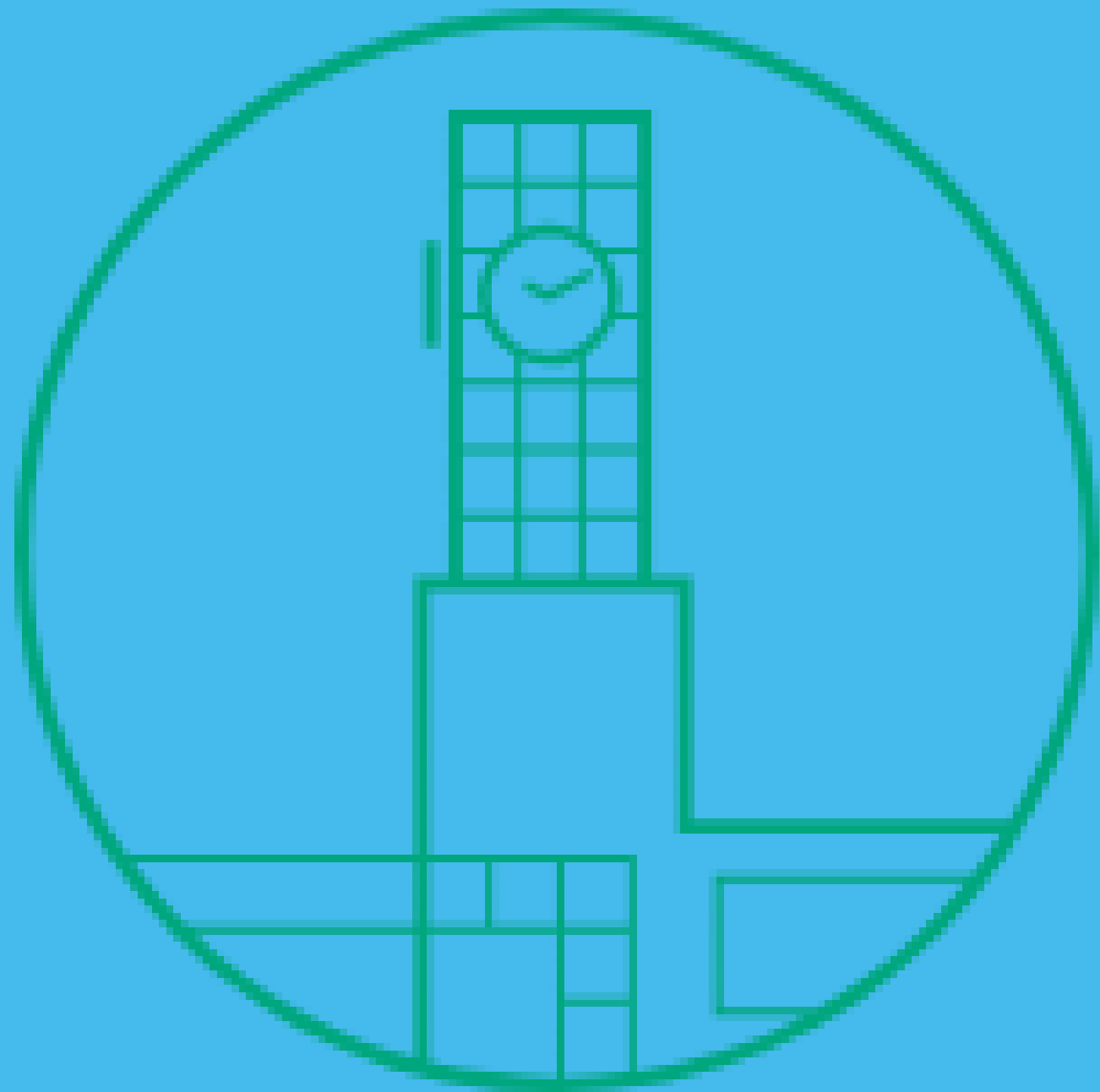
SLIDE LAYOUT



- **Our Why**
- **Quote from BU Pipedream**
- **Product Overview F**
- **Market Overview**
- **Target Market**
- **Product Features**
- **Expansion Plan**
- **Monetization Plan**

Our Why

We want to bridge the gap.



“FlipFlop sports an intuitive and inviting interface that makes finding other people on campus a no-brainer.”

SEPTEMBER 27, 2023 BU PipeDream

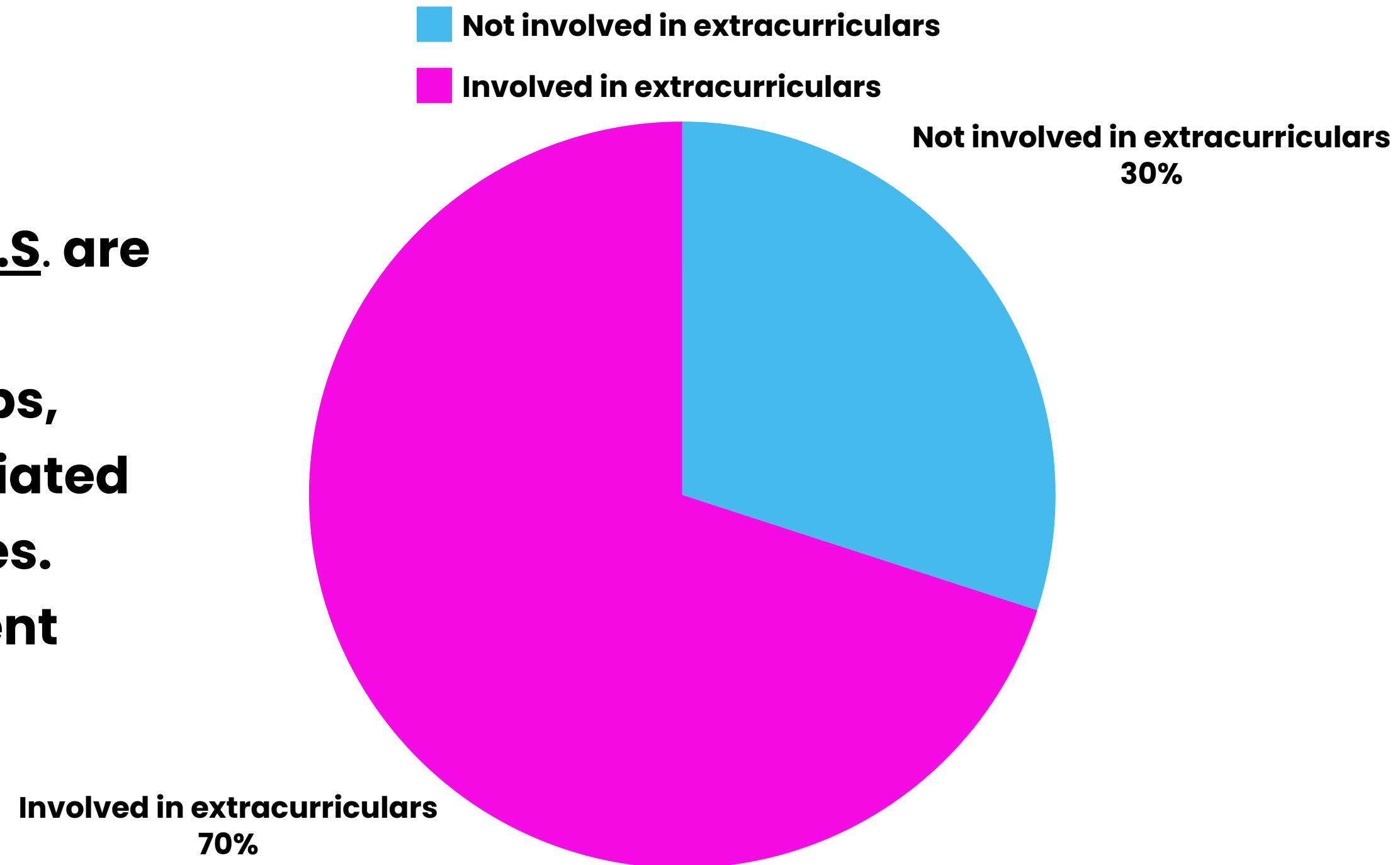
What is FlipFlop?



FlipFlop is an IOS app that connects college and university students through multiple social networks. Users can connect on the foundation of friendship, common interests, post interaction, and posted school events.

Market Overview

- **30% of college students in the U.S. are not involved in extracurricular activities including clubs, groups, sports, or other activities associated with their colleges or universities.**
- **FlipFlop seeks to increase student involvement.**



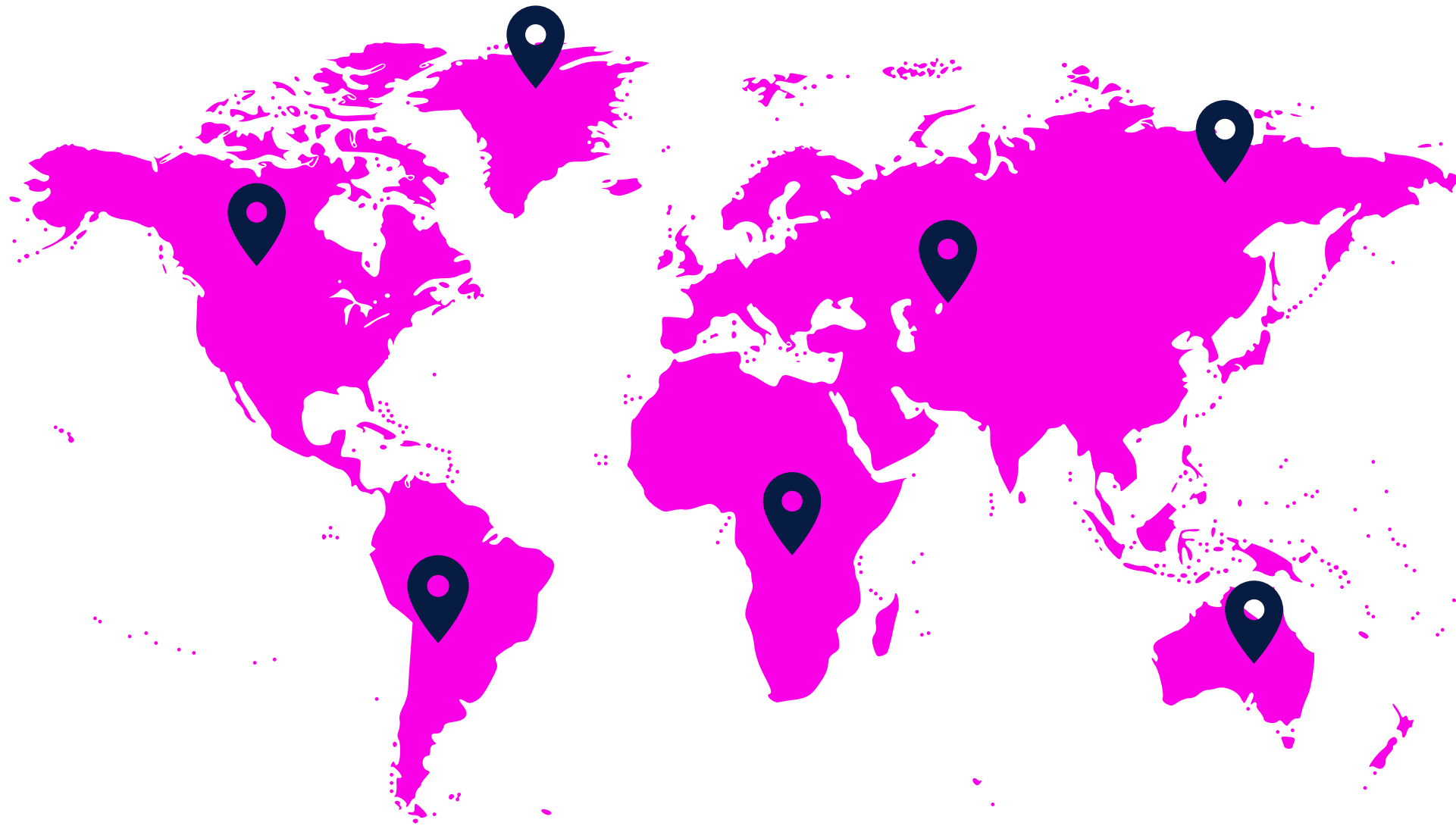
Target Market

(College Students)

USA **18.1M**

GLOBAL **220M**

TAM **\$595B**



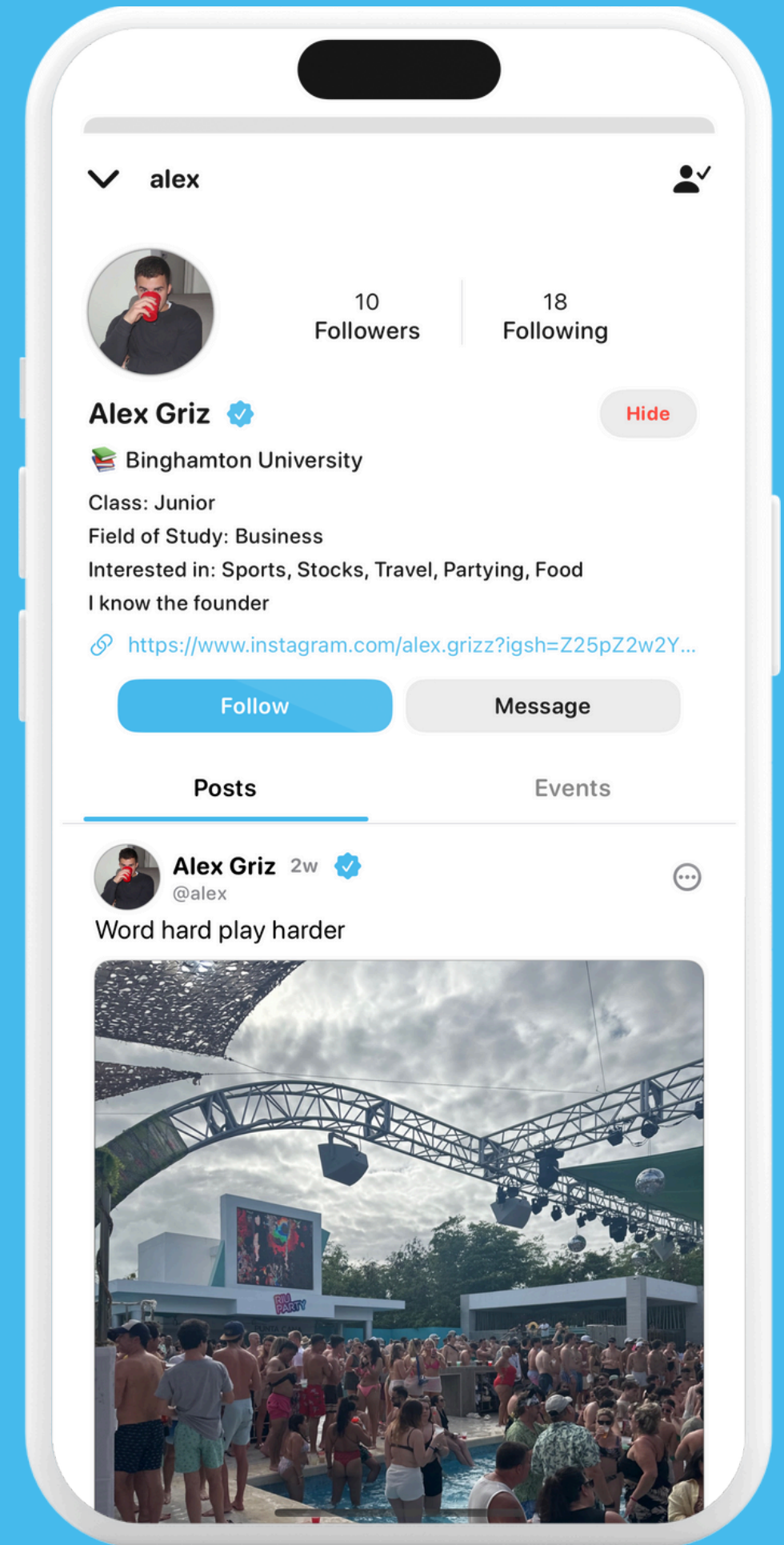
2030 FORECAST

USA
20.23M

GLOBAL
380M

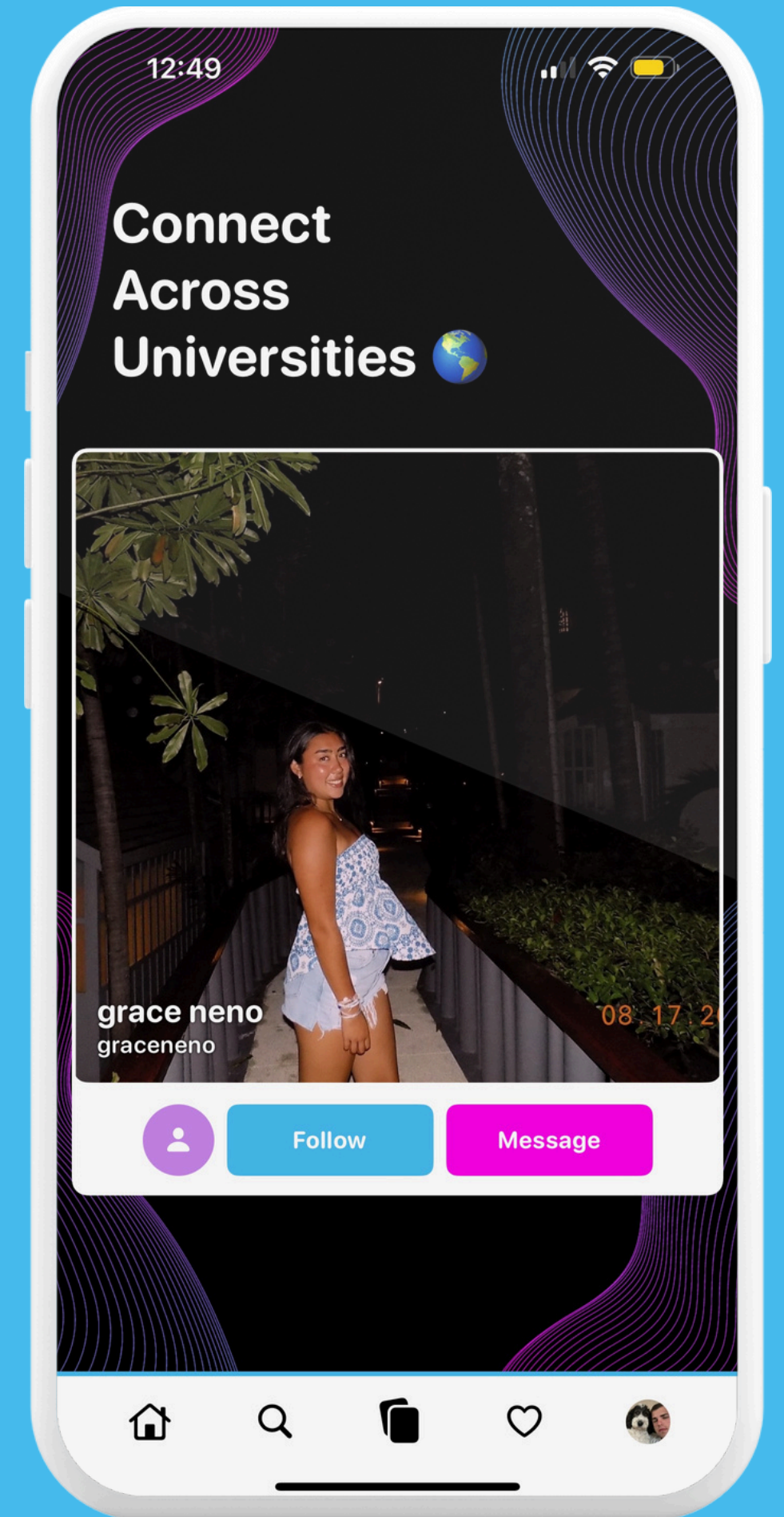
User Profile

- Personal information: name, username, picture, personal biography, followers, following, interests, link.
- Academic information: class year, university, field of study.
- User's shared posts and events.
- Message directly through the profile.



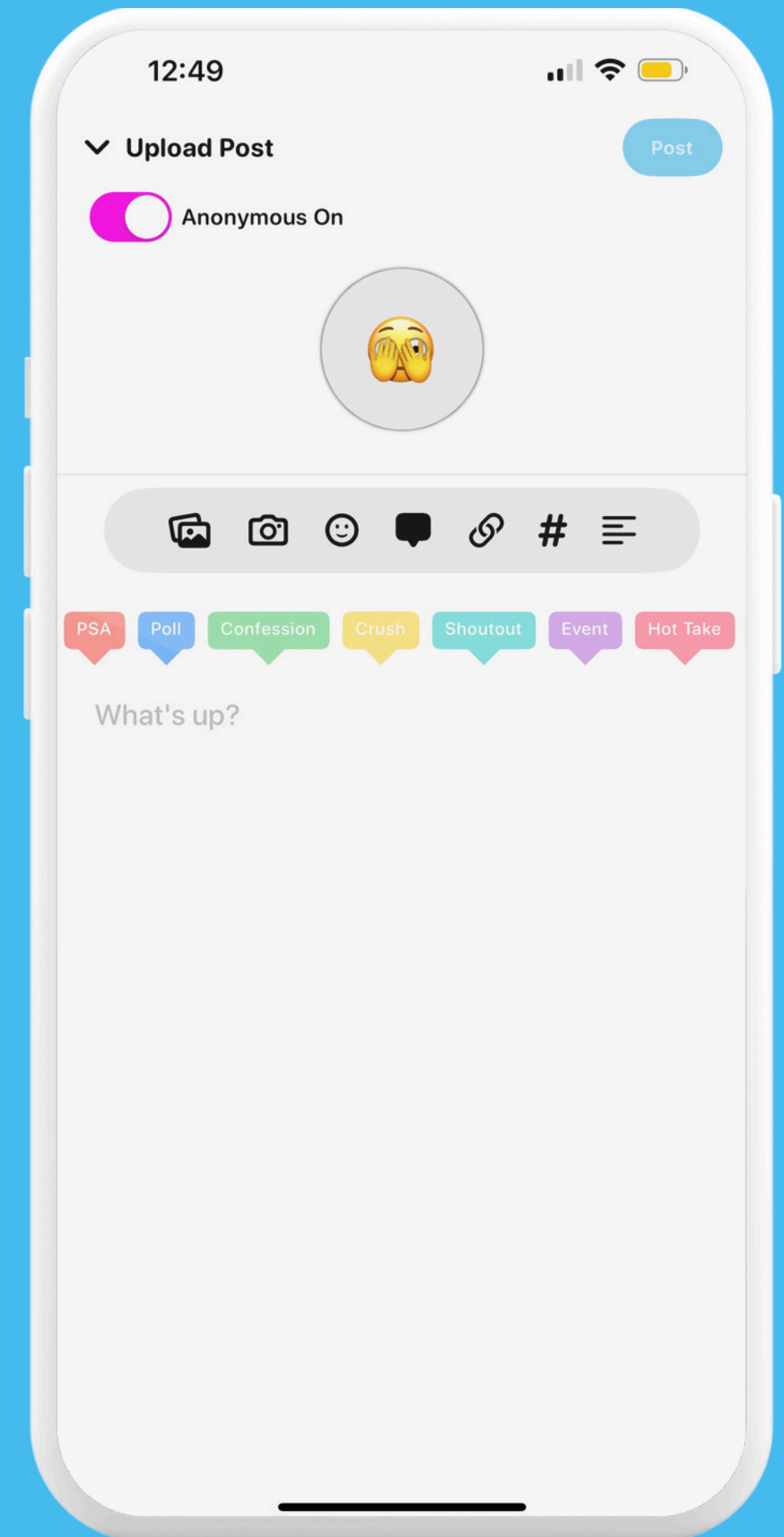
Find Friends

- Swipe to connect with other students within a closed community.
- Each user's profile card (shown to the right) shares the users' university, graduating class, field of study, and other interests.



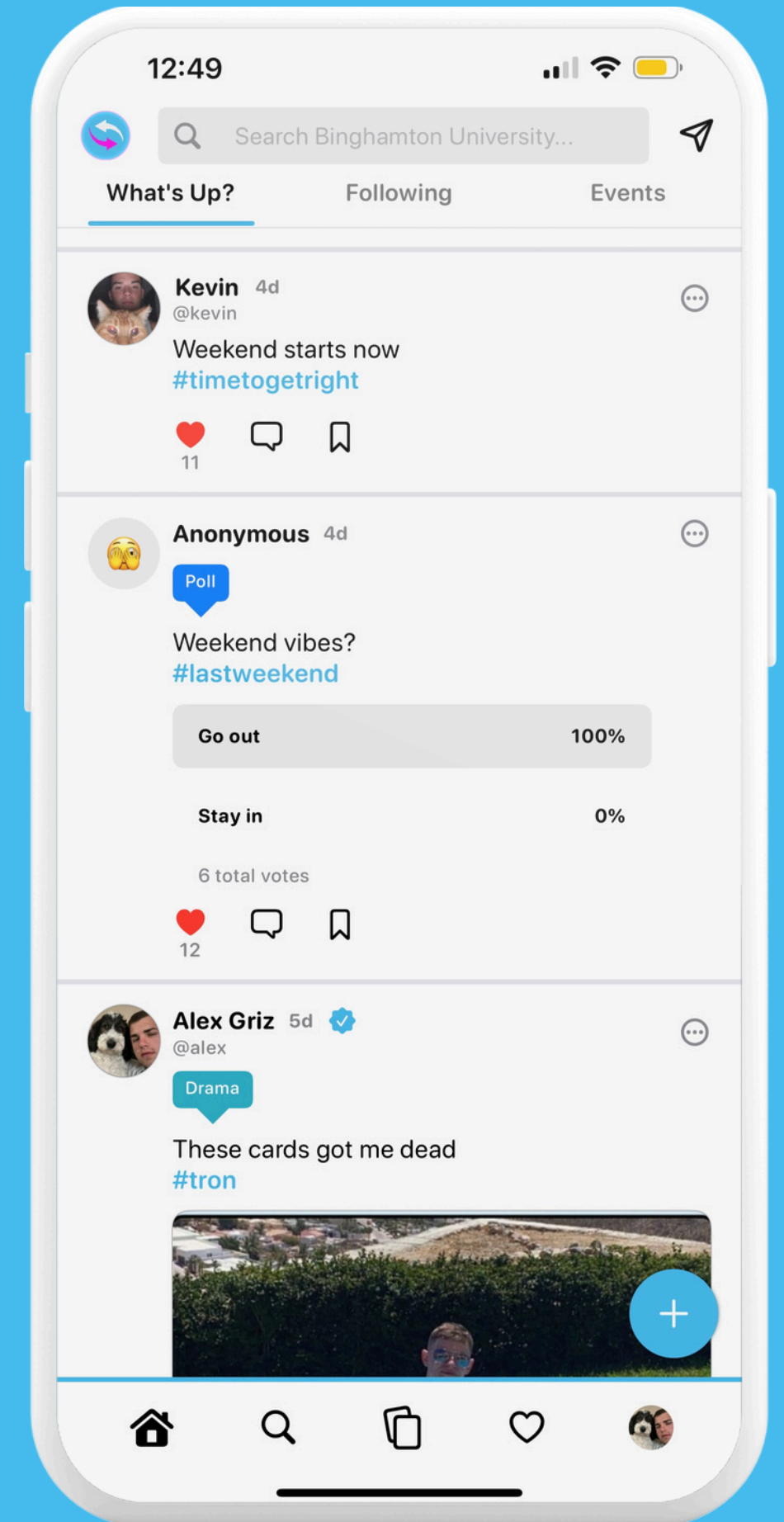
Keep It Lowkey

- Anonymous posting option to our What's Up tab.
- Promotes a stress-free social media experience.
- Contributing to a more authentic experience.



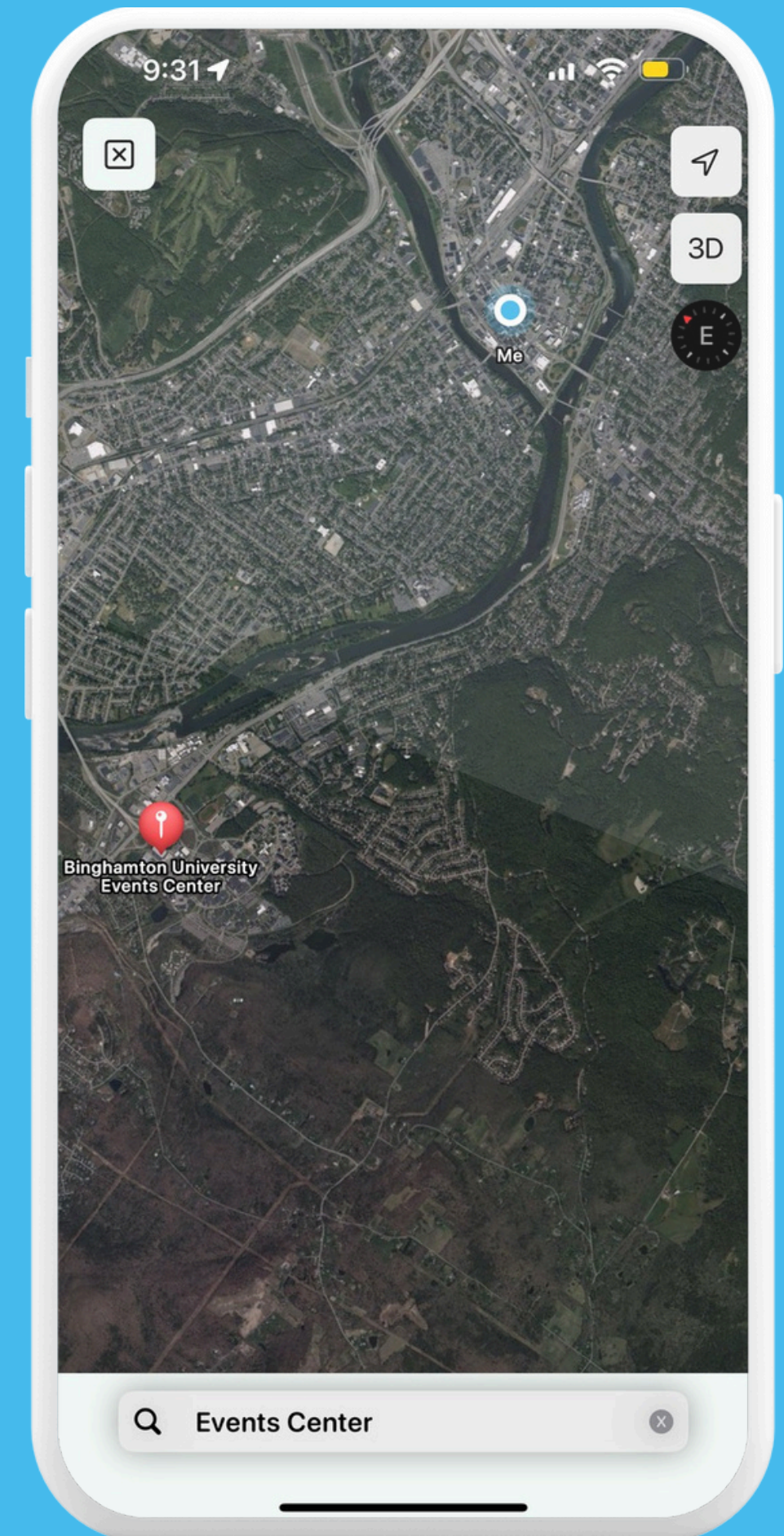
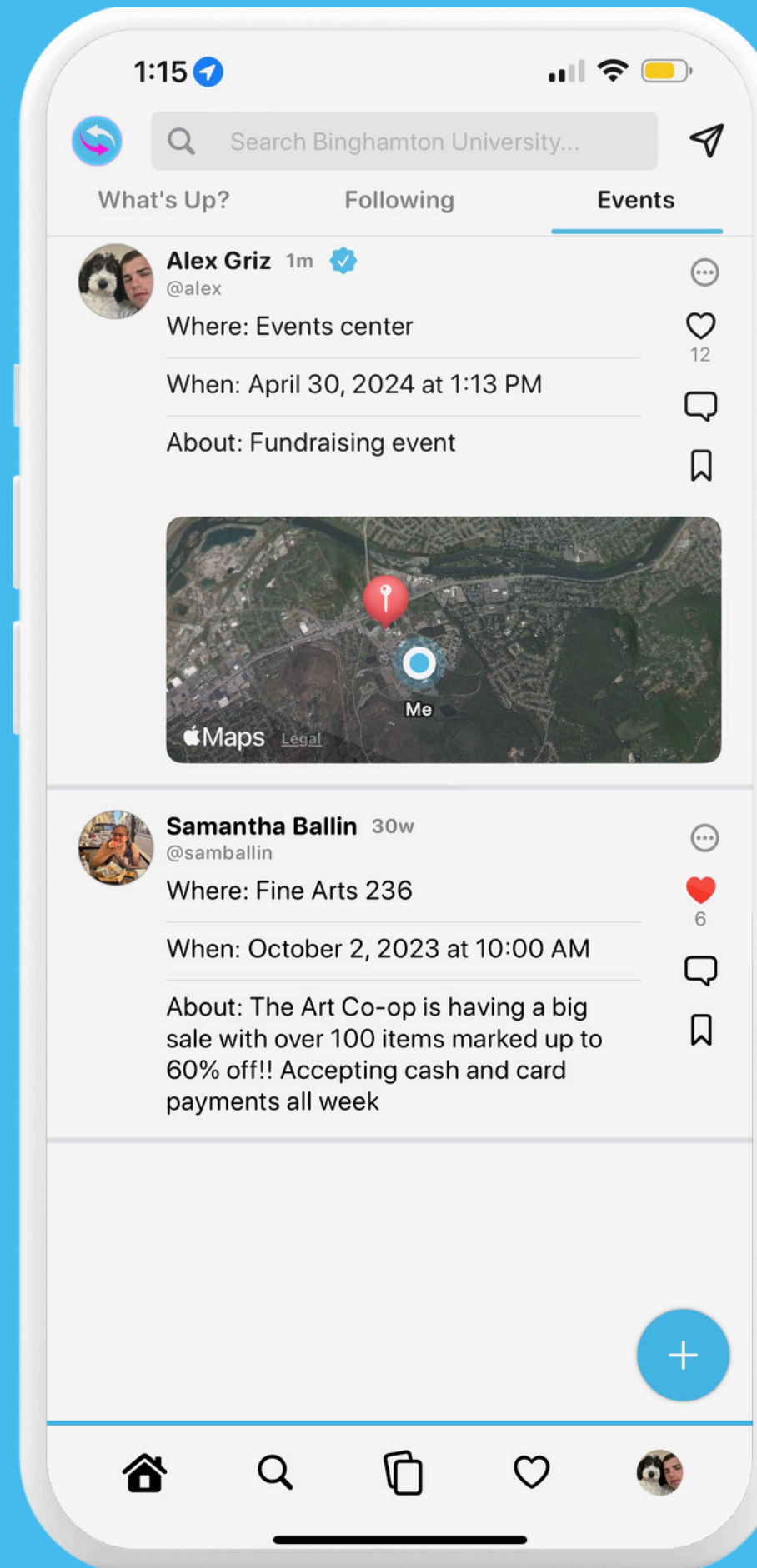
What's Up Tab

- Shared posts with other students or organizations at your school.
- Posts contain text, photos, on-spot images, hashtags, polls, gifs, or links.



Events

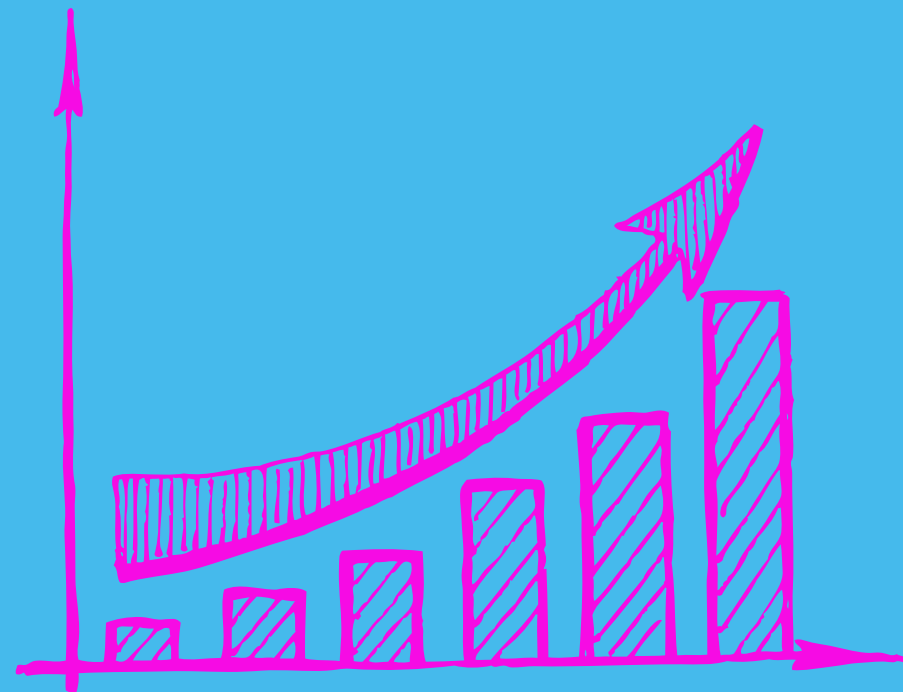
- Share events of students or organizations within the school.
- Where. When. About.
- In-app directions.
- Parties, club meetings, sporting events, etc.

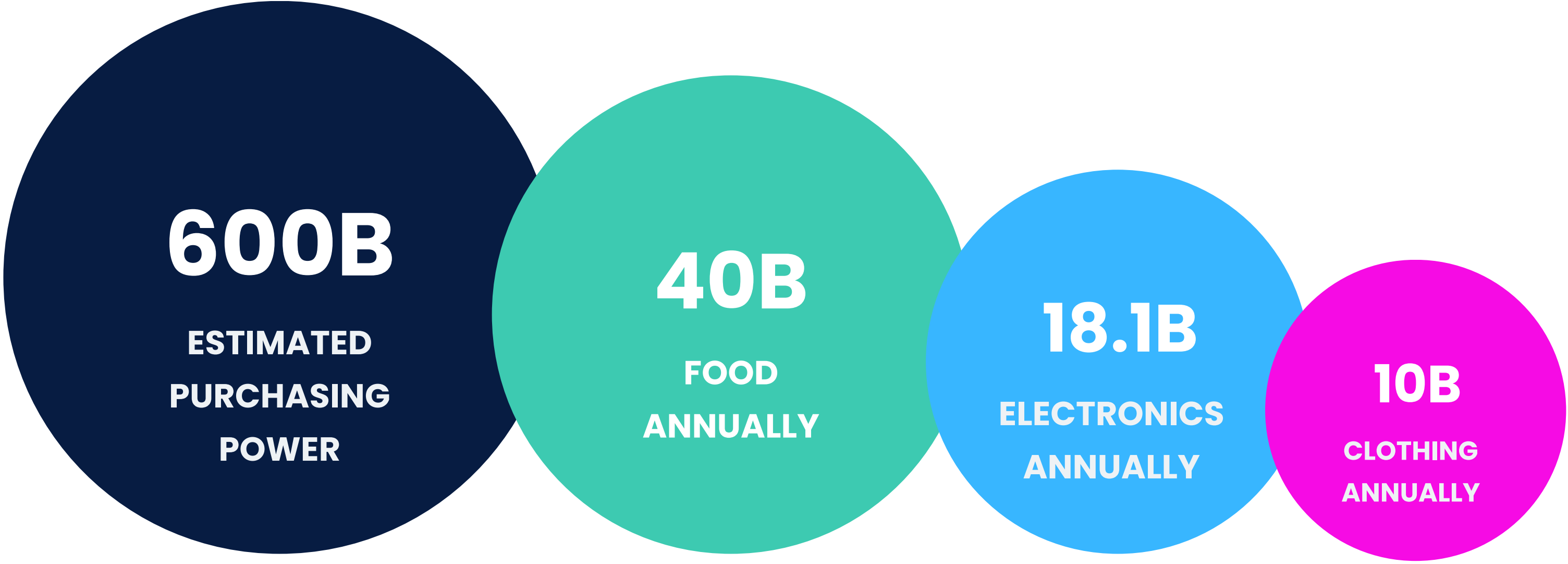


In-app directions

Expansion Plan

With the majority of our userbase in the Northeast, we would like to expand to other universities that FlipFlop has not been introduced to.





WHERE ARE STUDENTS SPENDING THEIR MONEY?

Monetization Plan



ONLINE MARKETING SERVICES



**STRATEGIC PLACEMENT OF
ADS BETWEEN POSTS FOR
OPTIMAL VISIBILITY**



**CUSTOMIZED
PUSH NOTIFICATIONS**



**TARGETED MARKETING APPROACH
BASED ON USER DEMOGRAPHICS
AND BEHAVIORS**

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With Your Help

FlipFlop looks to raise its first round of seed funding in order to:

- **Advance further technological development/improvement**
- **Continually fund our marketing efforts**
- **Establish an office space for our team**
- **Grow our team**

*Let's
Grow
Together*

