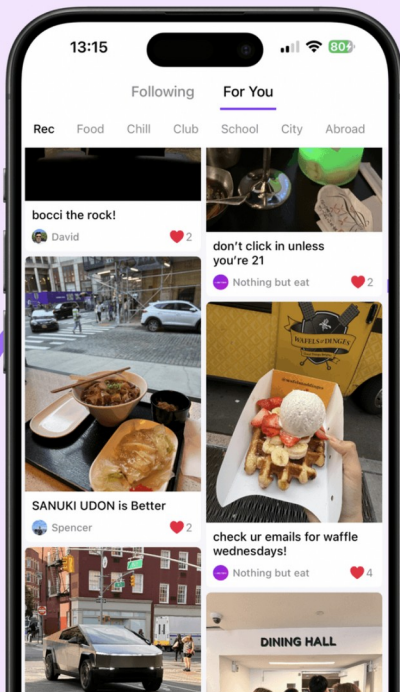
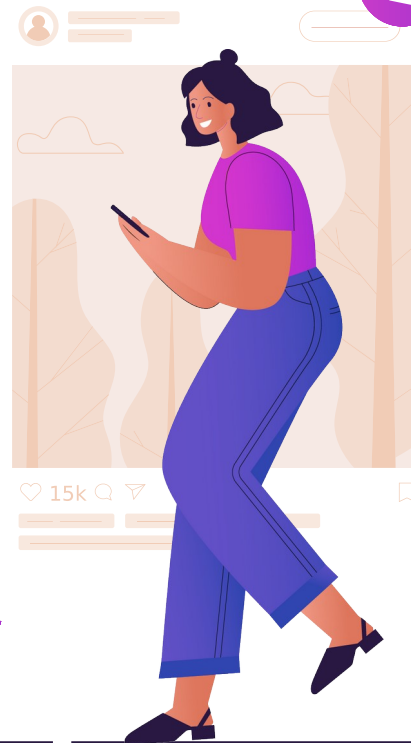


Welcome to Dot!



DOT

Justina Liu
Nicole Stallings
Bryan Wen



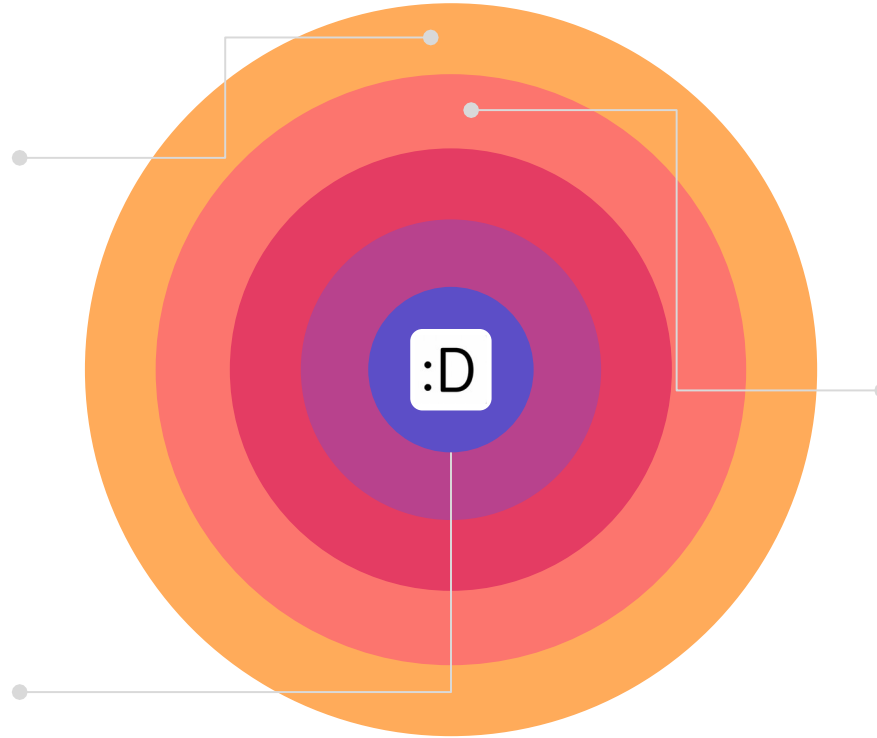
DOT

WE

Help people share genuine experiences, discover events, and form true connections

Mission

Your Guide for Better College Life



Vision

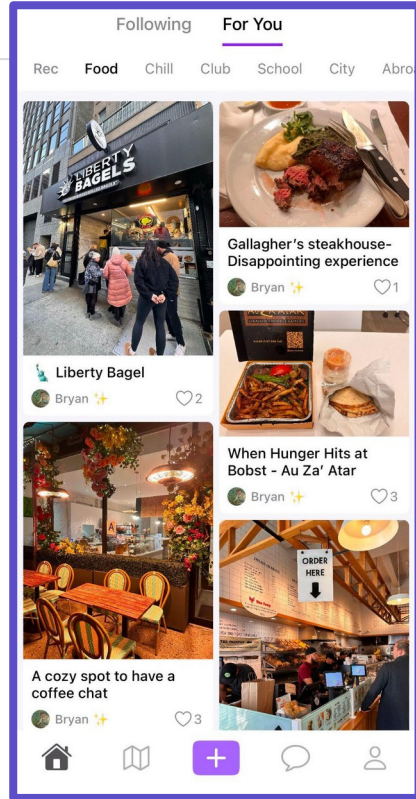
Capture and discover unique experiences in our word-of-mouth community of explorers.

DOT APP

01

Notes

Share your thoughts, experiences, or questions, with a minimum of one photo.

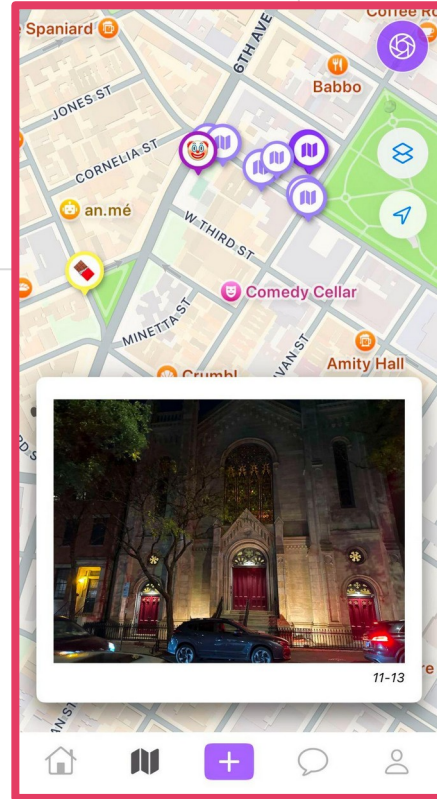


:D

02

Dots

User can capture live photos on the spot and share them anonymous with nearby people





Target Market



Primary Market

NYU Students aged 18-22



Size and Accessibility

NYU enrolls over 50,000 students annually, majority fall in our demographic



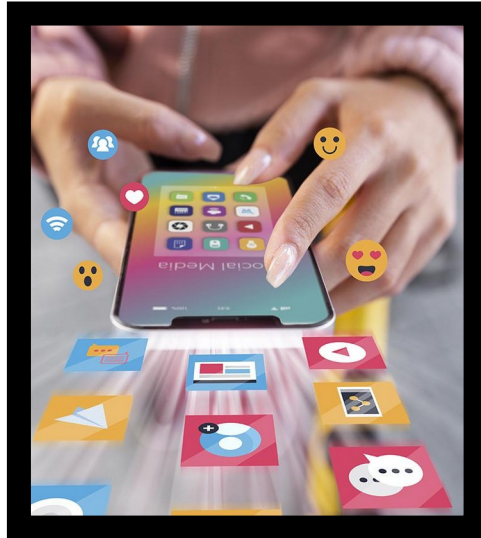
Potential Market

We have to potential to expand our app to other colleges and universities in the US.

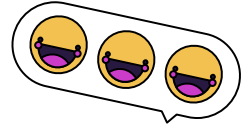
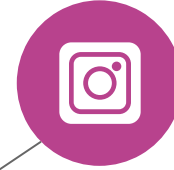
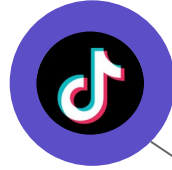


TikTok

Allows for people to share video content with their friends.



COMPETITORS



Instagram

Allows people to share photos and videos with their friends.



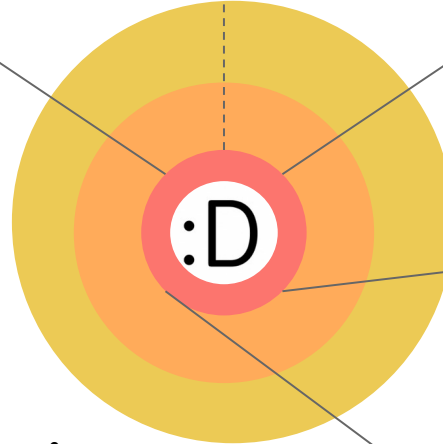
Reddit

Allows people to share content, ask questions, and discuss topics.



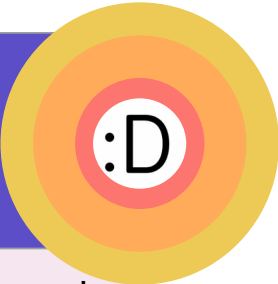
Pinterest

Allows people to use pins to share and discover visual content.





Revenue Model



:D

01	User-Generated Content (UGC)	Ads seamlessly embedded in user-generated content to maintain platform authenticity. Potential partnerships with brands targeting college students
02	Local Business Advertisements	Collaboration with businesses around campus for targeted promotions and discounts, ensuring mutual benefit.
03	Live-Stream e-commerce	A feature that we will implement in the future Integration of real-time shopping experiences, allowing local businesses and users to showcase products during events or promotions.

Thank You

