

Philos



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**Taking the stress out
of making friends!**

Get Started

Agenda

01 **The Problem**

02 **Our Solution**

03 **The Product**

04 **The Market**

05 **Business Model**

06 **Team**

07 **Next Steps**

The Problem

- College students are finding it difficult to meet new people and form strong connections with them
- There isn't a framework in place to easily meet new people and form new friendships

64%

of college students reported feeling “very lonely” in the past 12 months

College Students Are More Lonely Than Ever — Can Technology Help?

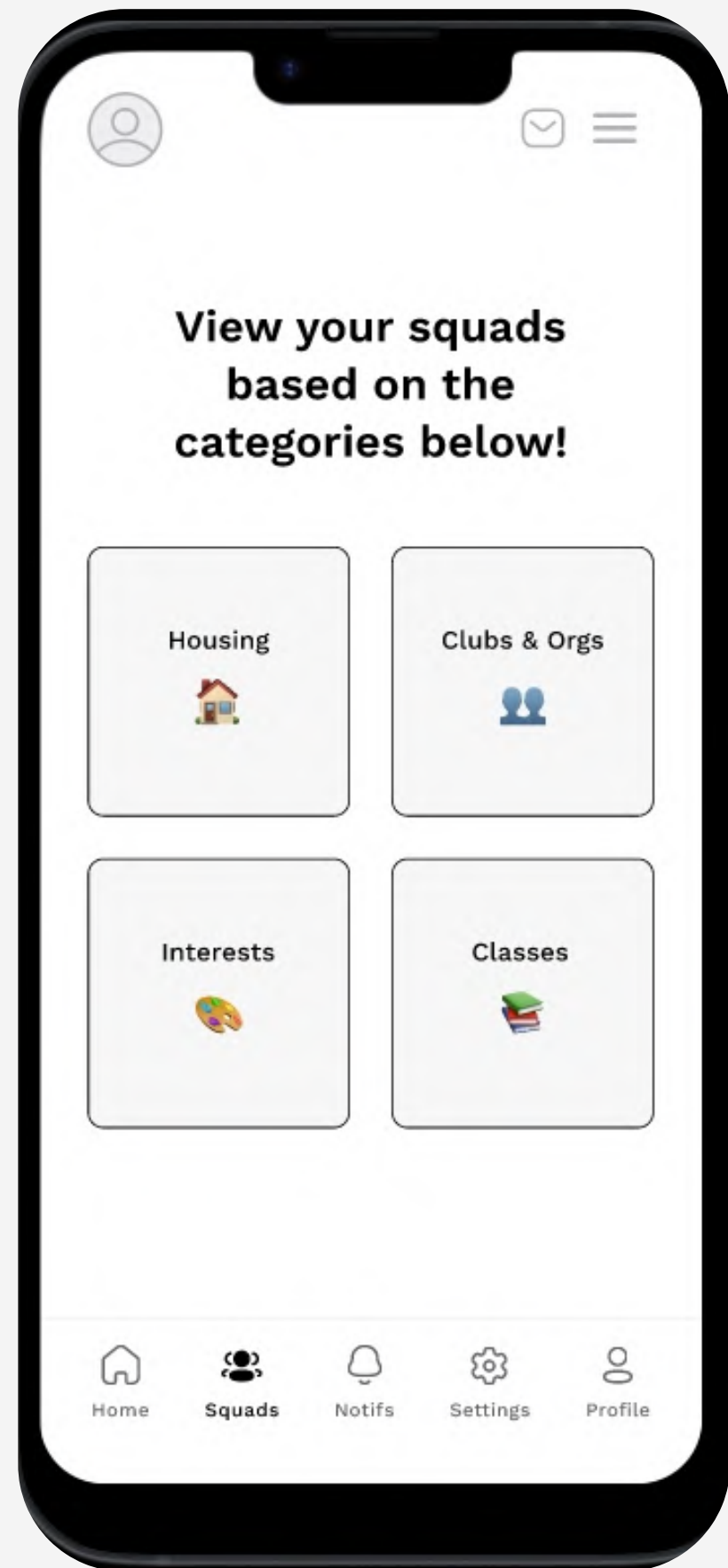
Depression, Anxiety, Loneliness Are Peaking in College Students

Nationwide study, co-led by BU researcher Sarah Ketchen Lipson, reveals a majority of students say mental health has impacted their academic performance

Our Solution

Philos provides a framework to make it easier for students to build a network with each other and form strong bonds

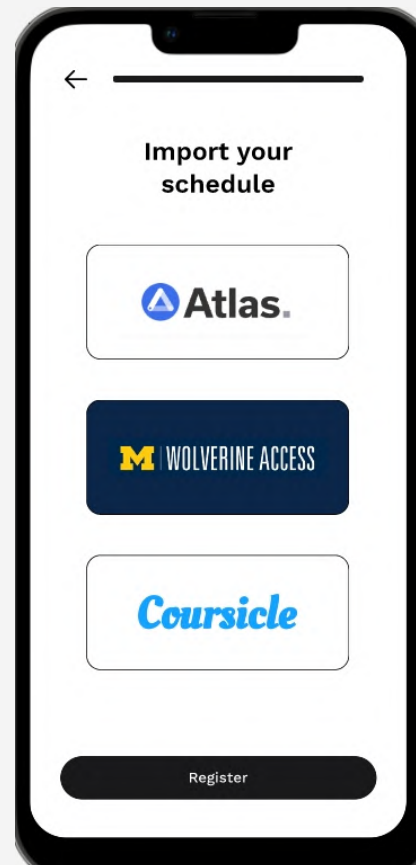
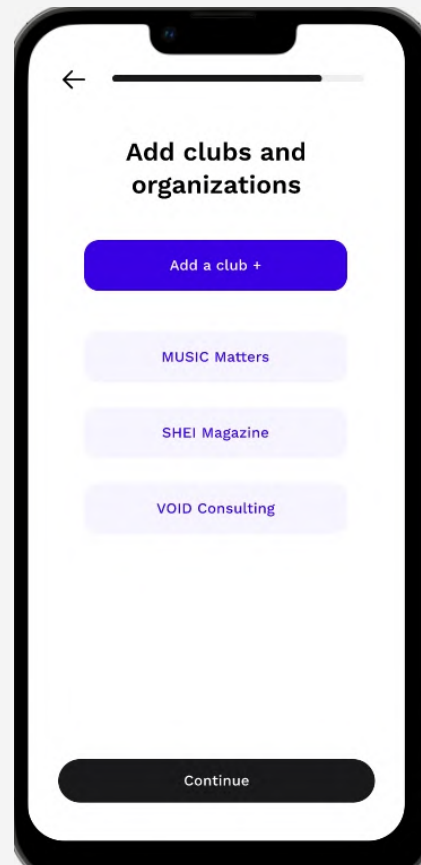
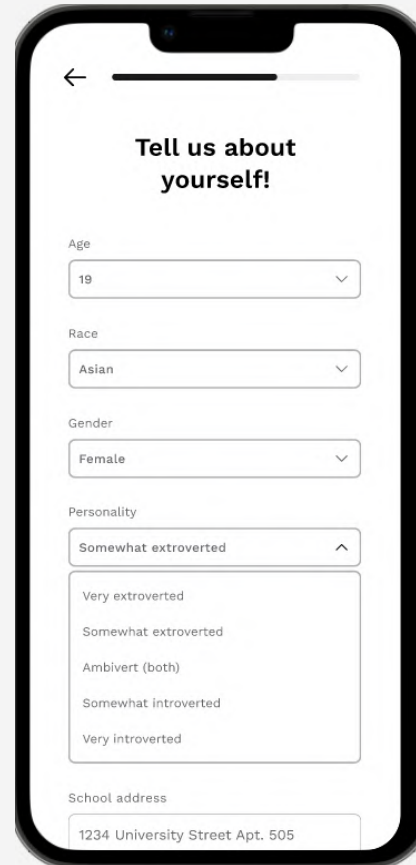
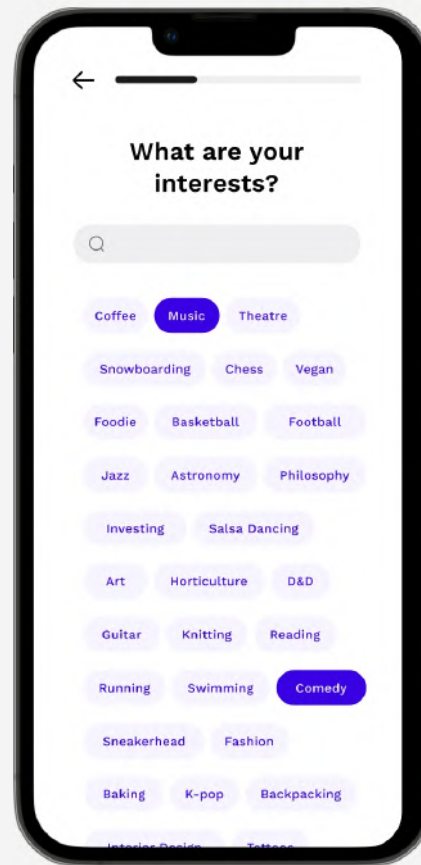
1. Automatically generate and suggest groups that are matched together based on data points they provided
2. Facilitate engagement between users in groups through generated activities and events



Key Features

Distinct categories for friend making

1. Classes
 2. Clubs and Student organizations
 3. Common Interests
 4. Housing
- For each category, students will be automatically generated into one group that matches the theme of the category
 - Additional groups will be suggested for each category



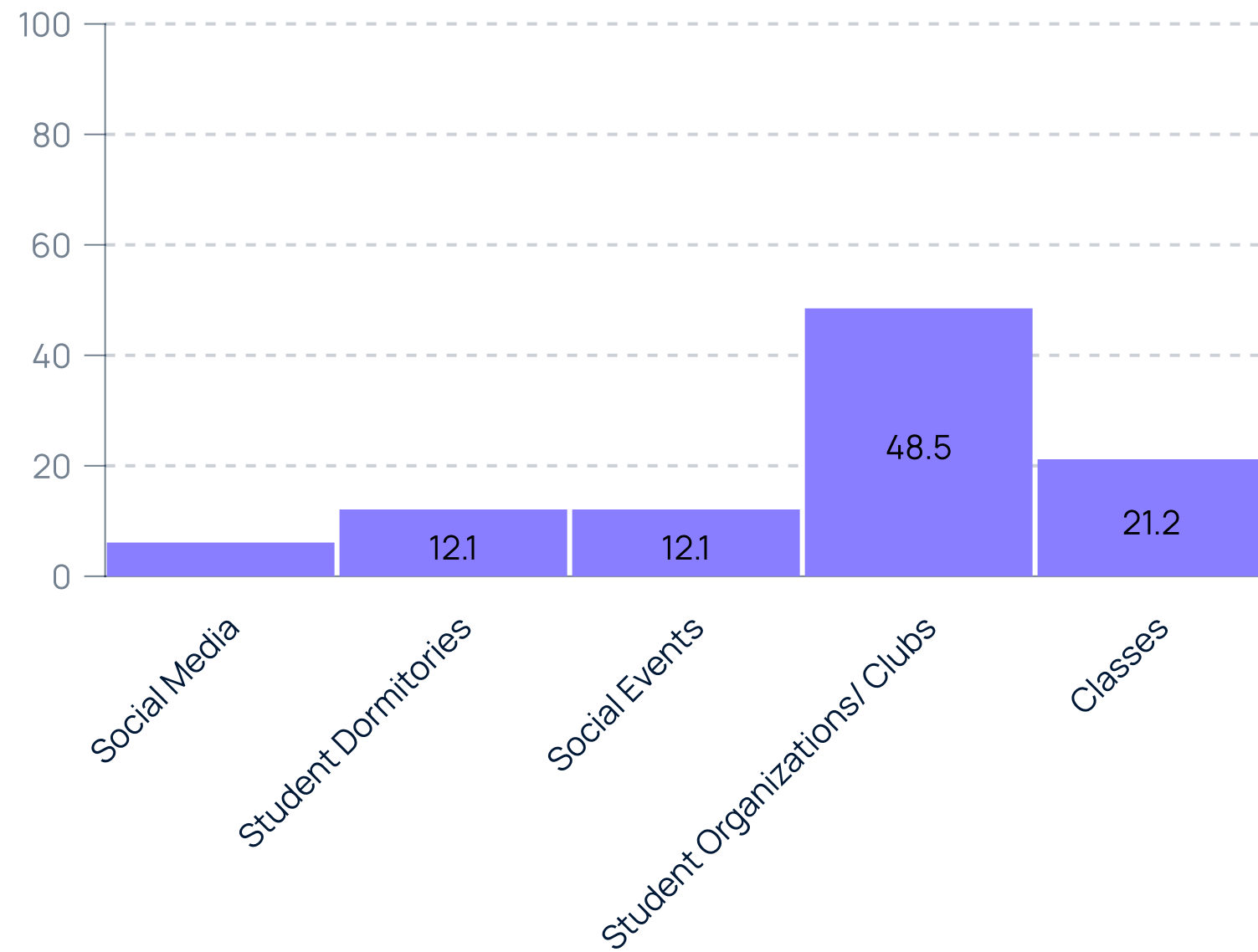
Key Features

Auto generated and suggested groups based on user data

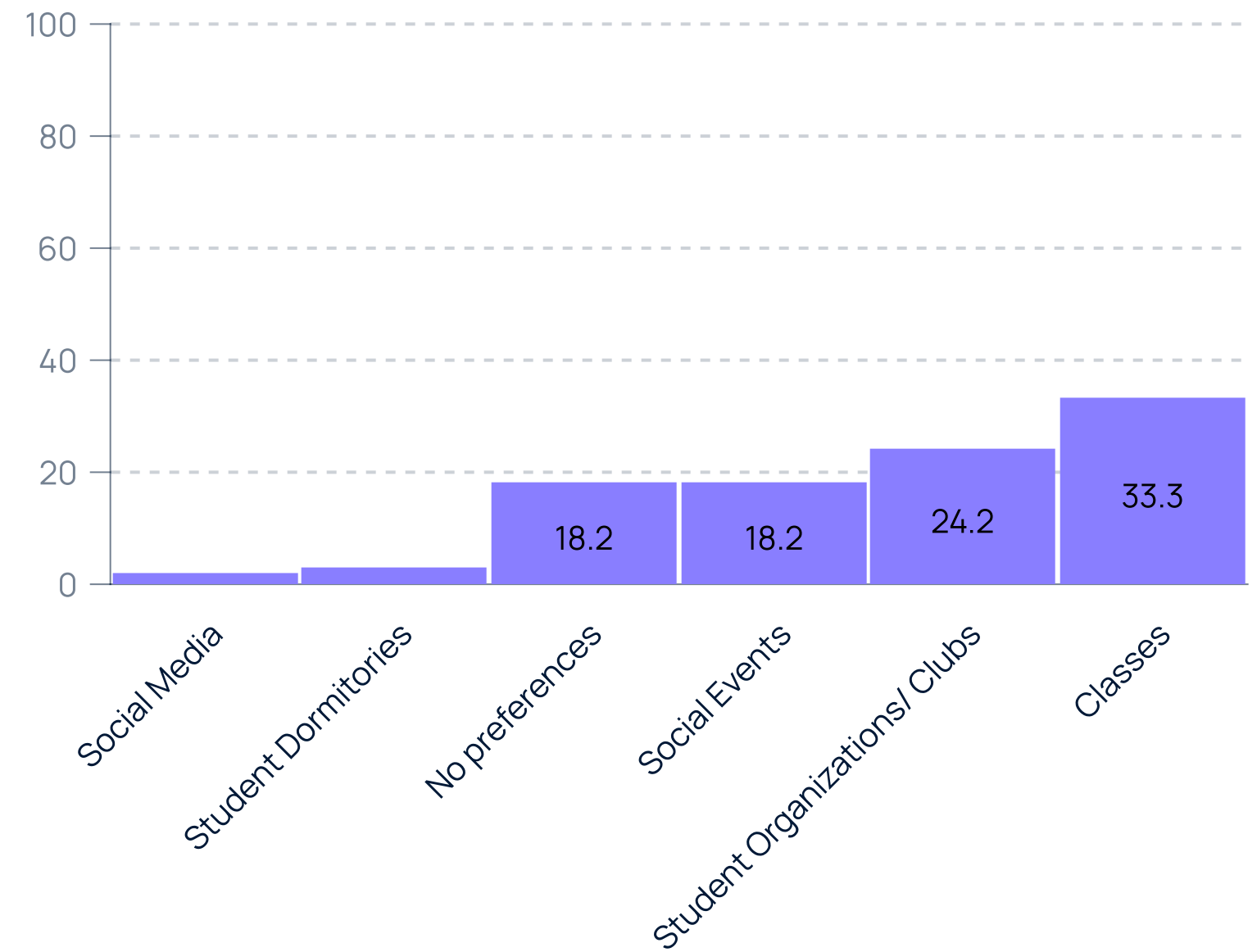
- Groups can have up to 12 members, but we generate them with 6
 - This allows us to suggest groups to users in addition to the ones they are automatically generated into
- Students want an easier time making friends through classes the most (from our user research)
 - Students find it hard to find times to meet outside of class
 - It's difficult to make friends during class time while consuming class material
 - We help by allowing users to import their class schedule, which allows us to match them based on schedule similarities

User Research

Where do you mostly meet new friends from college?

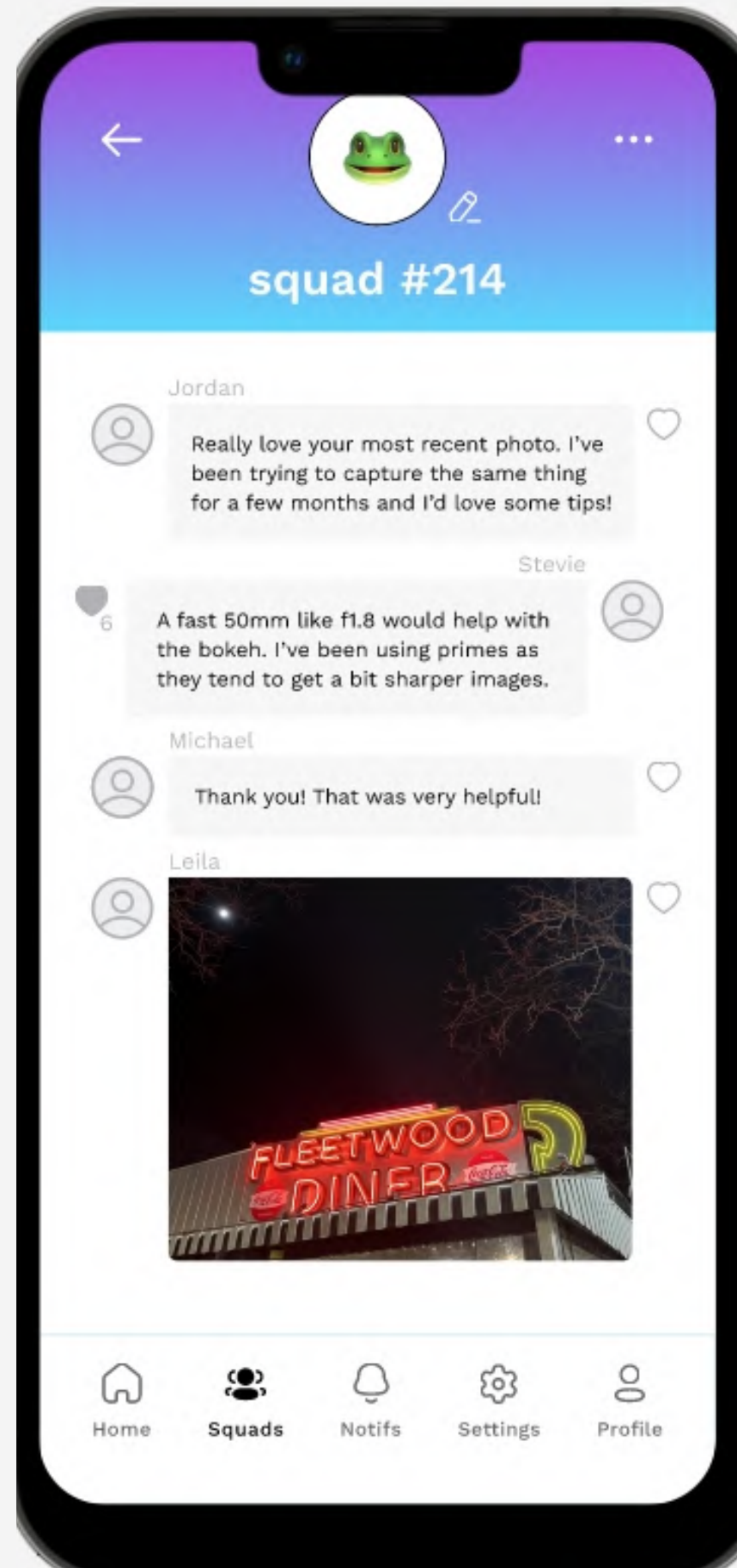


Where would you most preferably meet new friends in college?



How do we match based on user data?

1. During the sign up process, people input various information about themselves
 - interests
 - class schedule
 - clubs/student org involvement
 - personality
 - general data (age, housing, etc.)
2. For each category, we pull and weigh different categories of data
 - People won't get along just because they share the same class → take interests into account too!

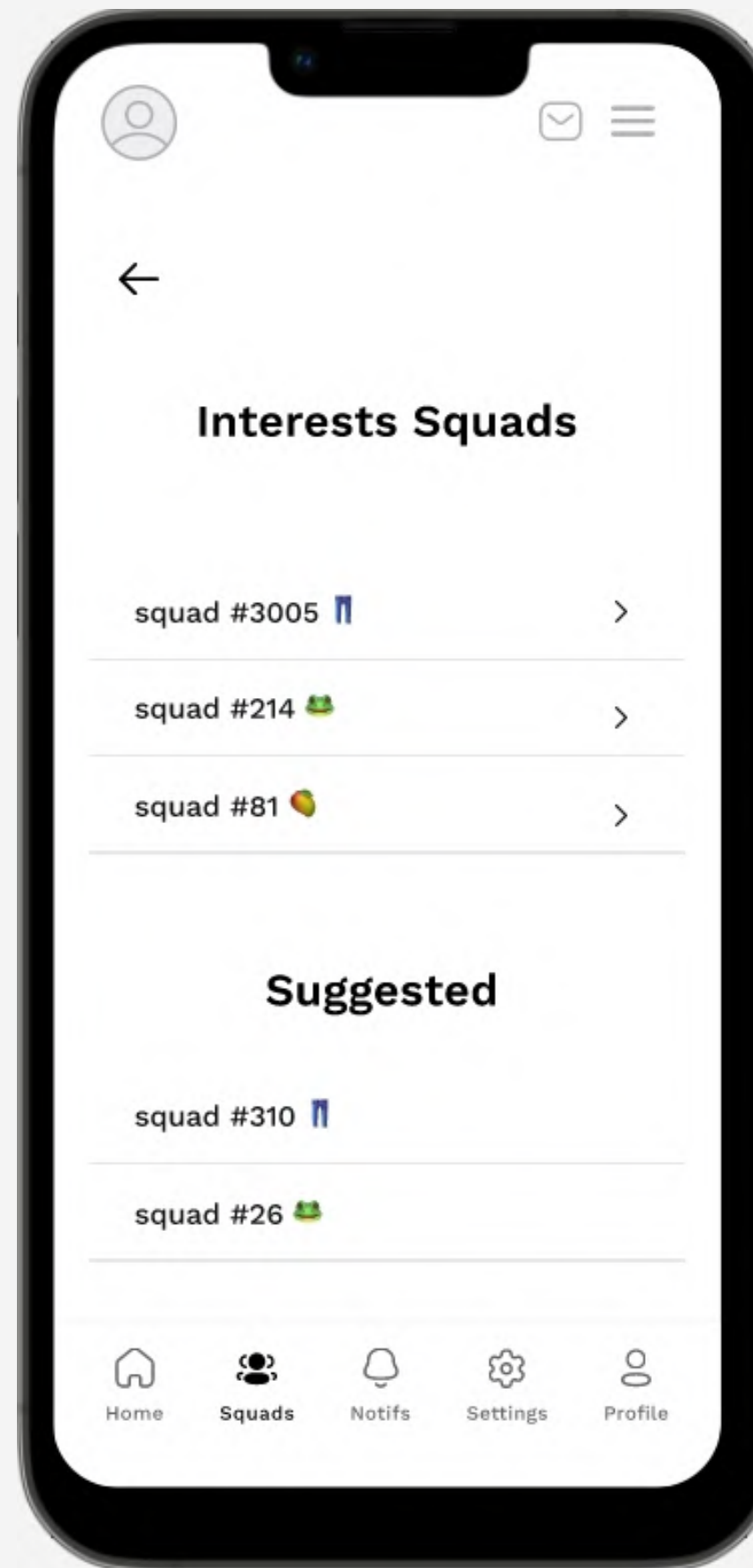


Key Features

Suggested activities and events for each group

1. In-chat ice breakers
2. General in-person activities
3. Specific events in the area

People like going to events, but not organizing them



Key Features

Team Play

- Groups will be know as "Squads"
- Competitions between squads or within squads
 - Online mini-games
 - Outdoor activities that can done by each group individually (scavenger hunt, take group photo, etc.)
- Points awarded for going to activities together
- Unlock achievements, customize groups with banners/premium themes etc., get coupons for select items in the "Marketplace".

Prototype



Market Size

220M

All college students in
the world

**Total Addressable
Market**

15.4M

college students in the
U.S.

**Serviceable available
Market**

10.4M

college students
who are having
trouble making and
keeping friends

**Serviceable
obtainable market**

Our Offering vs. The Competition

	Philos	ZeeMee	Meetup	Saturn
Automatic, smart group formation	✓	✗	✗	✗
Distinct categories for matching	✓	✗	✗	✗
Facilitated group activities	✓	✗	✗	✗
Team Play	✓	✗	✗	✗
Secure Community	✓	✗	✗	✓
Group chat	✓	✓	✓	✓

Business model/Revenue stream (Implemented our Phase 2)

"Marketplace"

- Allows students and businesses to advertise various items or brands.
- Allows students to connect not only through activities and chatting, but also through commerce, which we believe will greatly help with user retention
- We generate revenue by taking a 5% commission of all transactions done through the app, as well as the standard charge for advertisements



Our Team

We are a diverse team made up of both international students and students from across the US. We have all experienced, at one point or another, the struggle of making new friends in college, and wished there was an easier way to do so.

Therefore, we came up with this app as a way to help people who have also felt lonely in college and wish they had a better and more efficient way to make new friends and form strong bonds with others.



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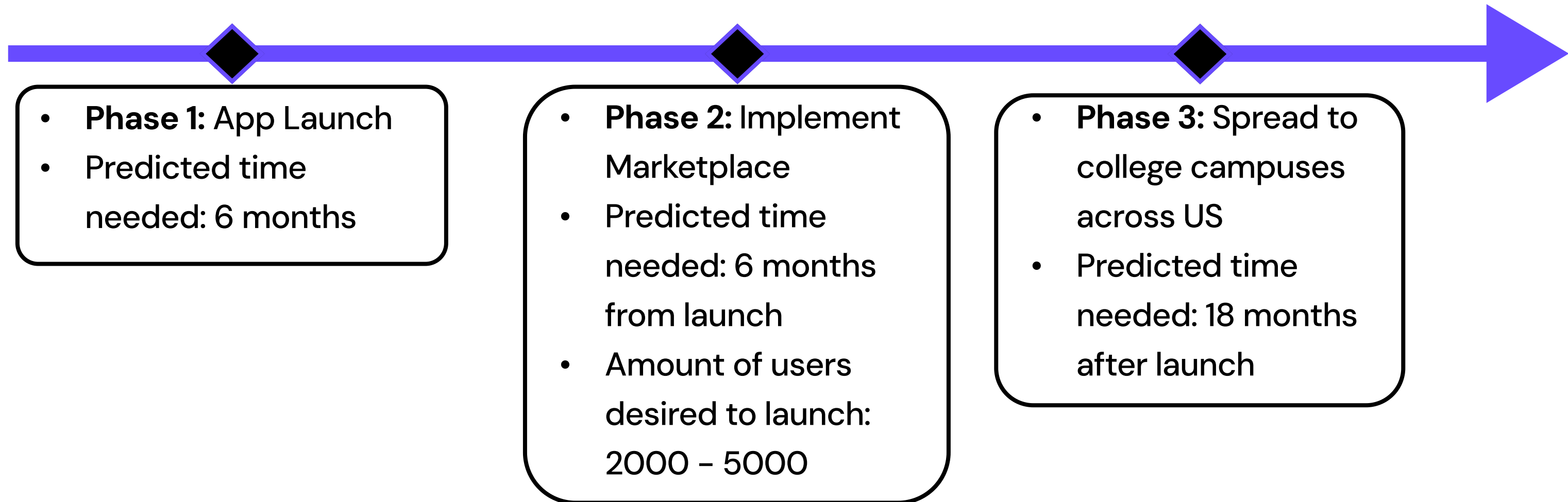


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Next Steps: Multi-year plan



Thank you