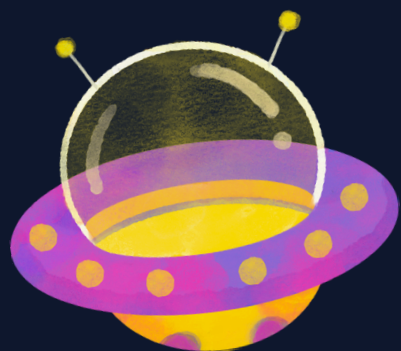
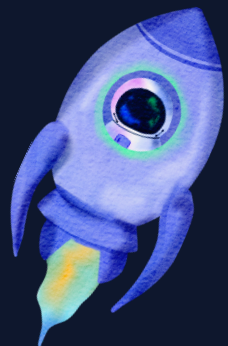
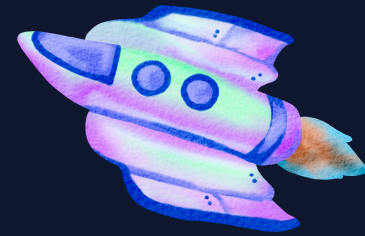
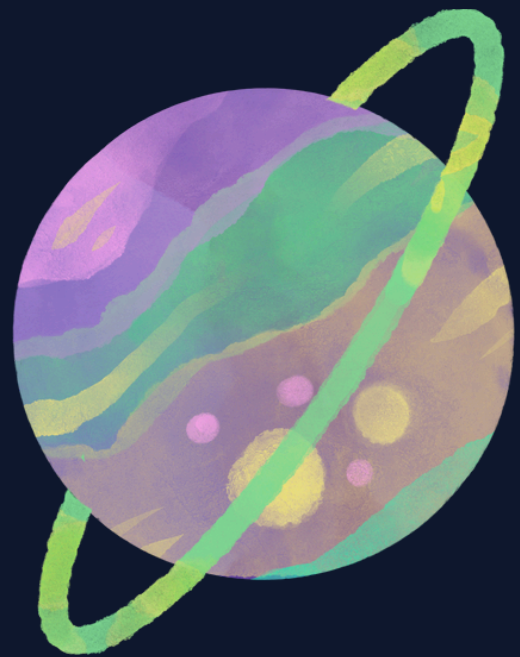


INTRODUCING THE...

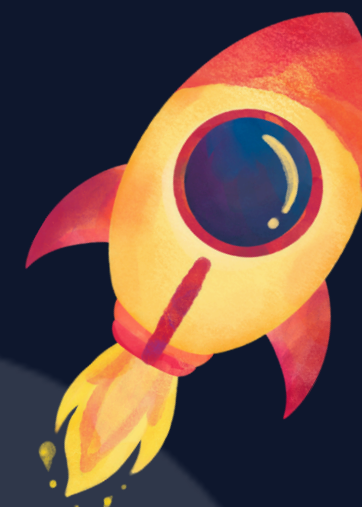
ORBIT APP

Group 8





Meet Our Team



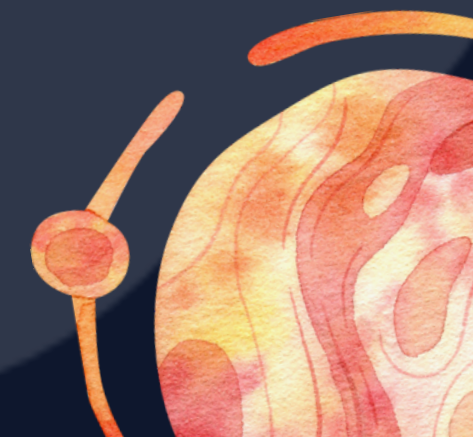
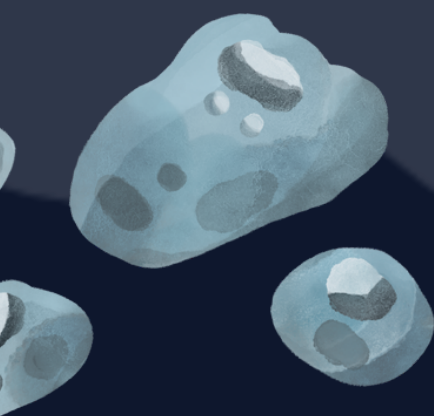
Kate English

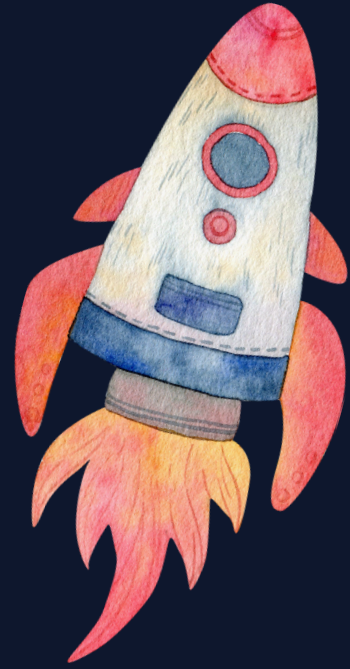


Victoria Greenhaw



Kennedi Smith



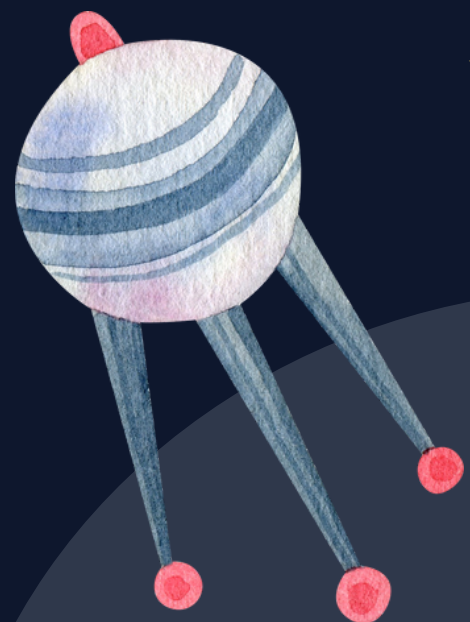


Problem Statement

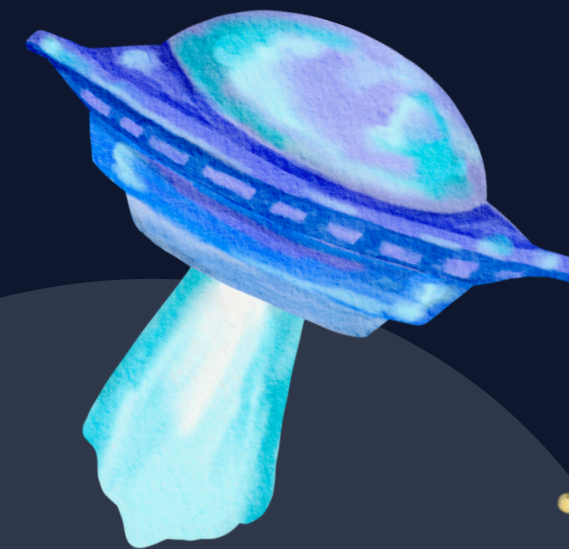


In today's digital world, many young adults are finding it harder to build meaningful friendships. Most social media platforms and dating apps focus on quick interactions and romantic connections, leaving little room for genuine platonic relationships. The lack of accessible ways to meet likeminded people often leads to loneliness and social isolation. People are looking for an easier and more intentional way to make real friends and connect with others in their community, both online and offline.

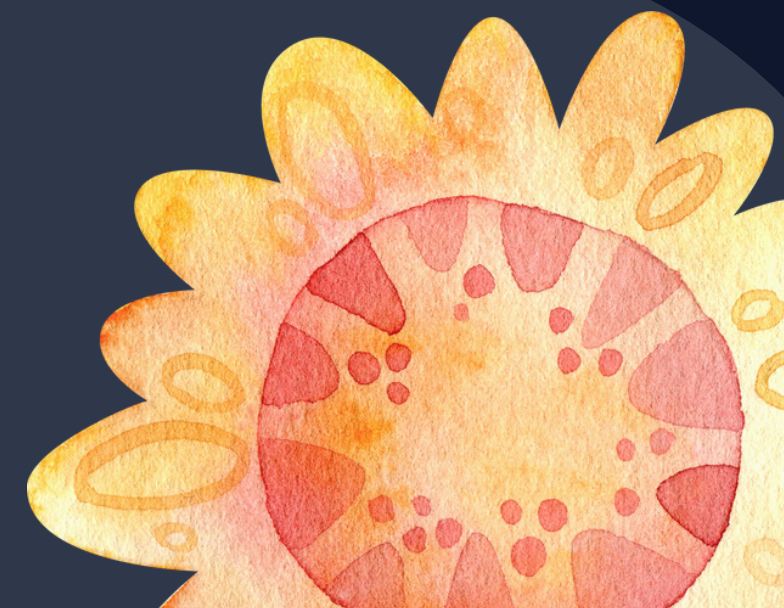
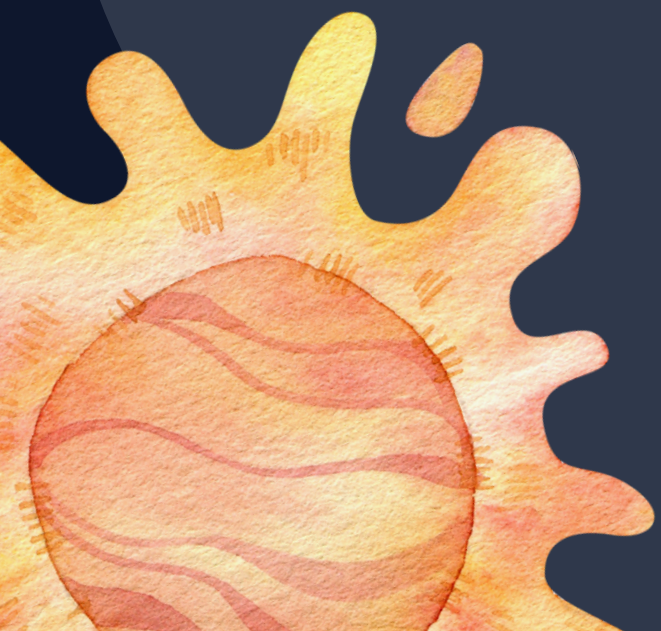




Market Analysis



Our target market includes young adults, college students, and recent graduates between the ages of 18 and 25 who are seeking new ways to build authentic relationships. This demographic is at a transitional stage in life: moving away from their hometowns, adjusting to new academic or professional environments, and navigating the challenges of independence. While traditional social media platforms allow for passive connection through likes, comments, and follows, there's a growing demand for intentional community-building.



Competition



BFF by Bumble is a popular option for making connections, only heightened by its brand recognition. However, its direct association with the dating app blurs that line between friendship and dating.



Yubo, focuses on Gen-Z by utilizing live streaming and small group hangouts, making it a high-energy platform. This makes it harder for young adults not in that generation to be able to utilize the platform to foster close personal relationships.

Potential Solutions (App)



Space aesthetic app that mirrors the interface and style of popular dating apps like Tinder and Bumble but is designed exclusively for making friends. “Speed friending” in app form.



Users can swipe to find potential friends who share similar interests, hobbies, and personalities, making the process of connecting less awkward and more authentic.



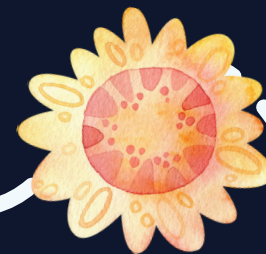
App will notify users about local gatherings, such as in person speed friending events, and recommend activities based on their interests. Encouraging real-world interactions.

Resources



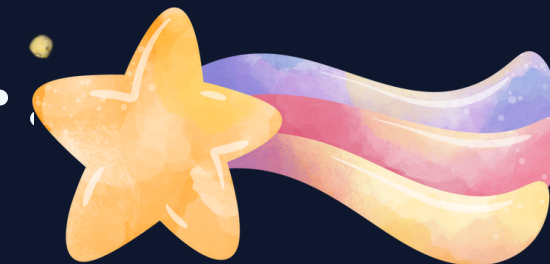
App developers

To build and maintain the app’s technical functions.



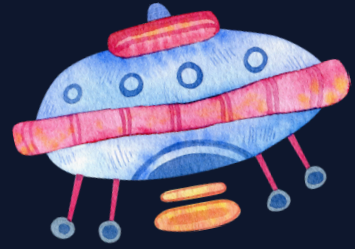
UX/UI Designers

The app will be easy to navigate and visually appealing.



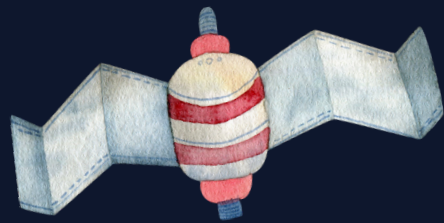
Marketing Specialists

To promote the app, reach our target audience, and build brand awareness.

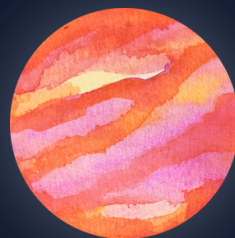


Start Up Funding

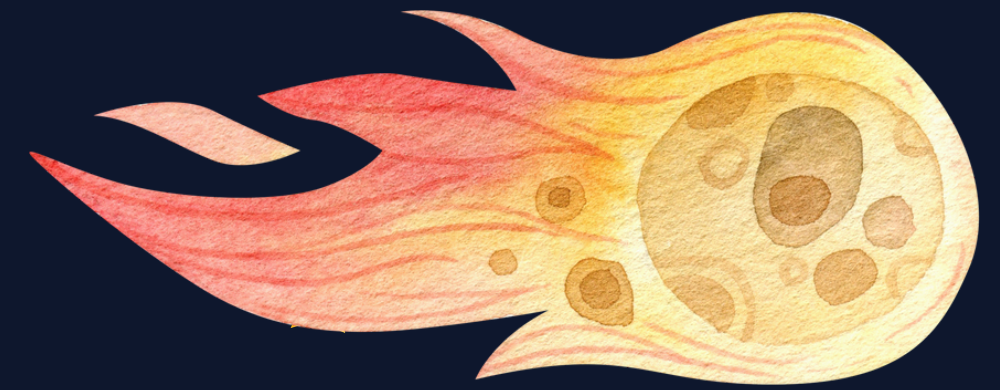
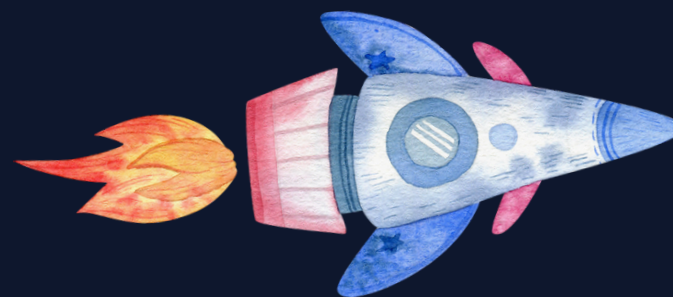
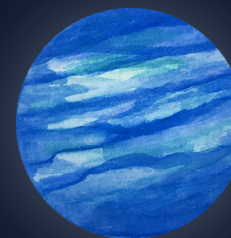
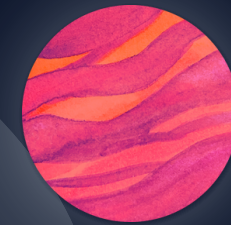
Estimated \$5,000 to begin prototypes and promoting on college campuses.



Within the \$5,000 expenses would include development software, domain hosting, and marketing materials.

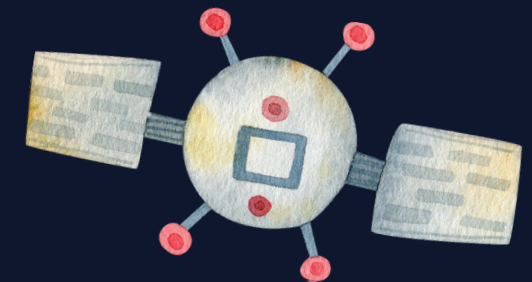


Financial Projections



Freemium Subscription

Basic account comes with basic app functions. User can purchase upgrades within the app.



Account upgrades include:

- Verified profiles
- Local Event Lists
- Unlimited Swipes



Marketing Strategies

Target Audience

- Age Group 21-27
- Young adults
- Upcoming college grads
- Young adults who have moved to a new city post grad

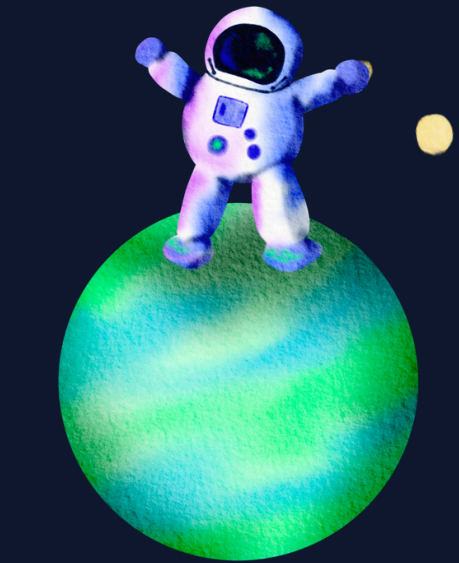
Tik Tok/IG Reels Marketing

- To meet our audience in the middle we must have eye catching lifestyle videos that inspire a deeper connection
- Content ideas include:
 - ASMR Get Ready w/ Me: Orbit Networking
 - Mini Testimonials / Orbit Moments
 - POV Trends

LinkedIn “Orbit After Hours”

Develop a LinkedIn campaign featuring short posts or videos of young professionals discussing the challenges of making friends in adulthood and how Orbit helps

- Incorporate user quotes, infographics, and “friendship tips” that position Orbit as a professional yet personal connection tool.
- Partner with lifestyle and workplace influencers who can share posts about balancing career and connection.





Marketing Strategies

Event Partnerships & Pop Ups

Collaborate with coffee shops, coworking spaces, and local markets to host “Orbit IRL” meetups or friend-finding events.

- Feature QR codes linking directly to the app download page and photo booths encouraging attendees to share posts with #OrbitIRL.
- Record these experiences to repurpose as TikTok/IG content.

Campus Influencer Mini-Series

Partner with micro-influencers at different universities to create vlog-style content about their campus life and how they use Orbit to connect with new people.

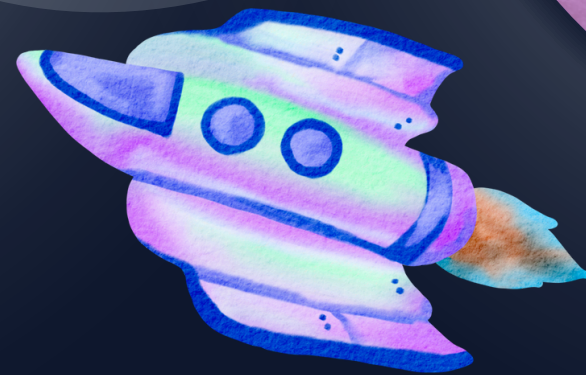
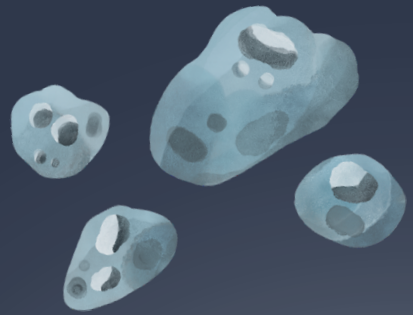
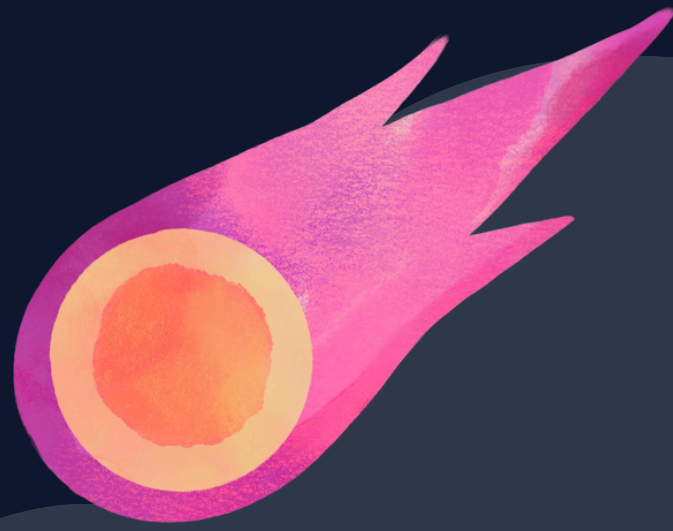
- Incorporate user quotes, infographics, and “friendship tips” that position Orbit as a professional yet personal connection tool.
- Partner with lifestyle and workplace influencers who can share posts about balancing career and connection.

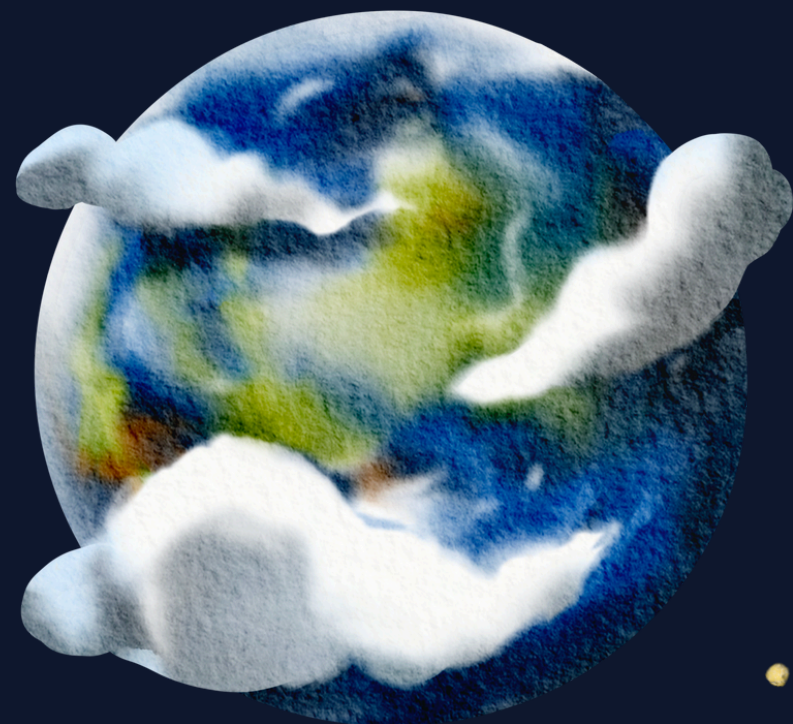
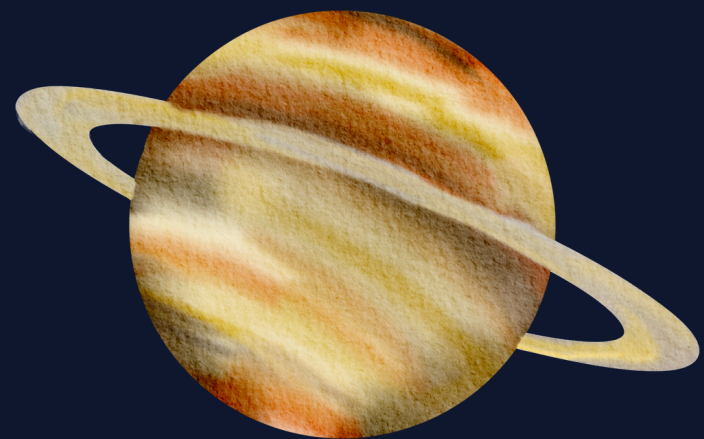
Limitations or Challenges

Users misusing the app for romantic purposes instead of forming friendships. Leading to awkward or uncomfortable interactions in person.

Shy or introverted individuals may hesitate to meet face-to-face. Users might prefer to keep interactions online, which could limit the development of deeper relationships.

Algorithm produces inconsistent predictions. Could pair users with conflicting interests or fail to identify compatible matches. Leading to user frustration and dissatisfaction.





Thank
you!

