

1. Executive Summary

Product Description:

DormStorms is an online community for college students all over the world. DormStorms aims to be a centralized “online campus” for college students to share their everyday experiences through student video submissions. The different aspects of collegiate life students can share include living space, athletics, Greek life, clubs and organizations, campus tours, the surrounding city, and basically any activity related to the college lifestyle. DormStorms works to create intercollegiate interactions by allowing students to comment, rate and “like” other video submissions. DormStorms will offer several promotions such as “Dorm Room Video of the Week” or “Athletic Team Video of the Semester” to further encourage video uploading. College is what the student makes of it, and no two students share the same experience. DormStorms allows young people to share the exciting times and events surrounding their college careers.

Problem being solved:

Undergraduate college students spend their leisure time surfing the web and using social media such as Facebook, Twitter, YouTube, etc. There are approximately 19.7 million college students in the United States alone *{source 3, US Census Bureau}*, and there is currently no video uploading or social networking website specialized for college students. College students have no outlet to express themselves with a close-knit collegiate community. DormStorms will be used for college students to share their interests through videos and have fun watching videos of fellow students. Creating and sharing college videos will be seen as an attractive method of connecting with fellow students and can even create mini-celebrities on campus. DormStorms will be a website built for college students, by college students; however, it will serve as a useful tool for high school juniors and seniors. Prospective college students will no longer be kept in the dark about the social environment or intangibles of a college. Through DormStorms, high school students will go beyond the college-sponsored academic tours and see a firsthand version of what it is truly like to be in college.

Competitive Advantage:

DormStorms will specifically target a college audience, which is not adequately served by other social media at this point in time. By filling this void in the college digital space, DormStorms envisions huge demand in the market, creating enormous revenue potential. This specialization gives DormStorms an edge over the competition. Facebook, for example, started as a specialized website and grew substantially because of its exclusivity. DormStorms separates itself from the pack through its ability to provide an online collegiate community. Perhaps DormStorms’ greatest competitive advantage is the fact that it is the first website built exclusively around the college experience. DormStorms encourages users to share videos on other social networking websites such as Facebook, Twitter, and YouTube through the use of embedded code, meaning the videos can be viewed directly on other websites. The ability to embed videos benefits DormStorms in two ways: it allows DormStorms to advertise videos free of charge on other social media outlets and it drives users away from the competitor and towards DormStorms. As mentioned earlier, DormStorms will offer several promotions to further encourage student video submissions.