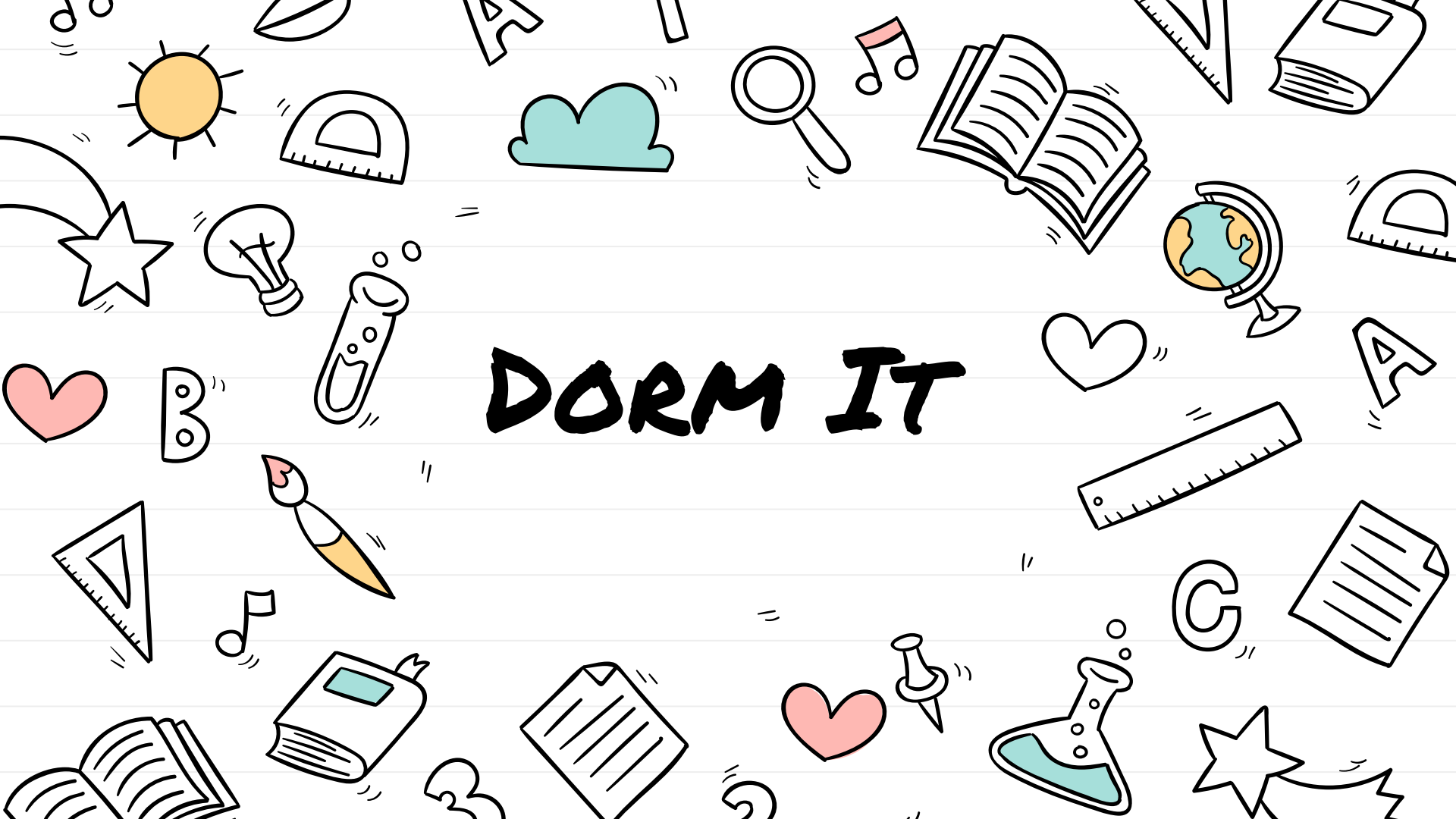

DORM IT

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Initial Market Research

Initial Market Research

TAM: College students 16.9 million

SAM: 15 million students

Target User: Any students moving to universities and community colleges

Competition: DormCo, Dormify, College movers, Amazon, and Instacart

Reason: Dorm It stands out as an all-in-one college supplies provider that offers a personalized shopping experience through an AI-based survey. By generating a customized list of essentials based on the student's university, preferences, personality, and style, and delivering them directly to the student's location, Dorm It simplifies the process of purchasing college supplies. With plans to serve major cities and college campuses through referral programs, event marketing, and targeted ads, Dorm It is uniquely positioned to cater to the specific needs of college students in a convenient and personalized way.

Product Development Strategy

Proposed Product Development Strategy: What will Prototype/POC/MVP look like?

Simple (mobile-friendly) Website with essential features

SURVEY

Basic 10-question AI-based survey that gathers information about the student's university, preferences, personality, and style.

RECOMMENDATIONS

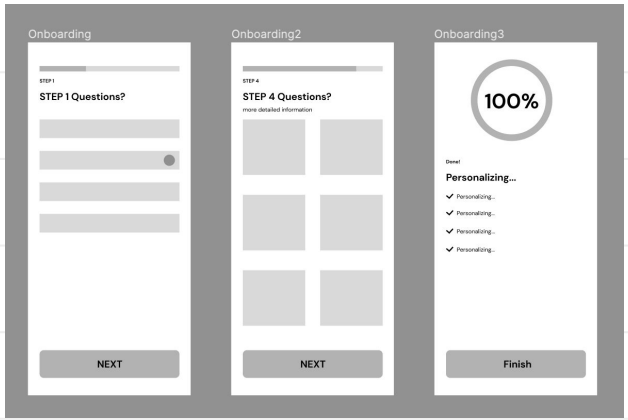
Personalized list of college essentials based on the survey answers.

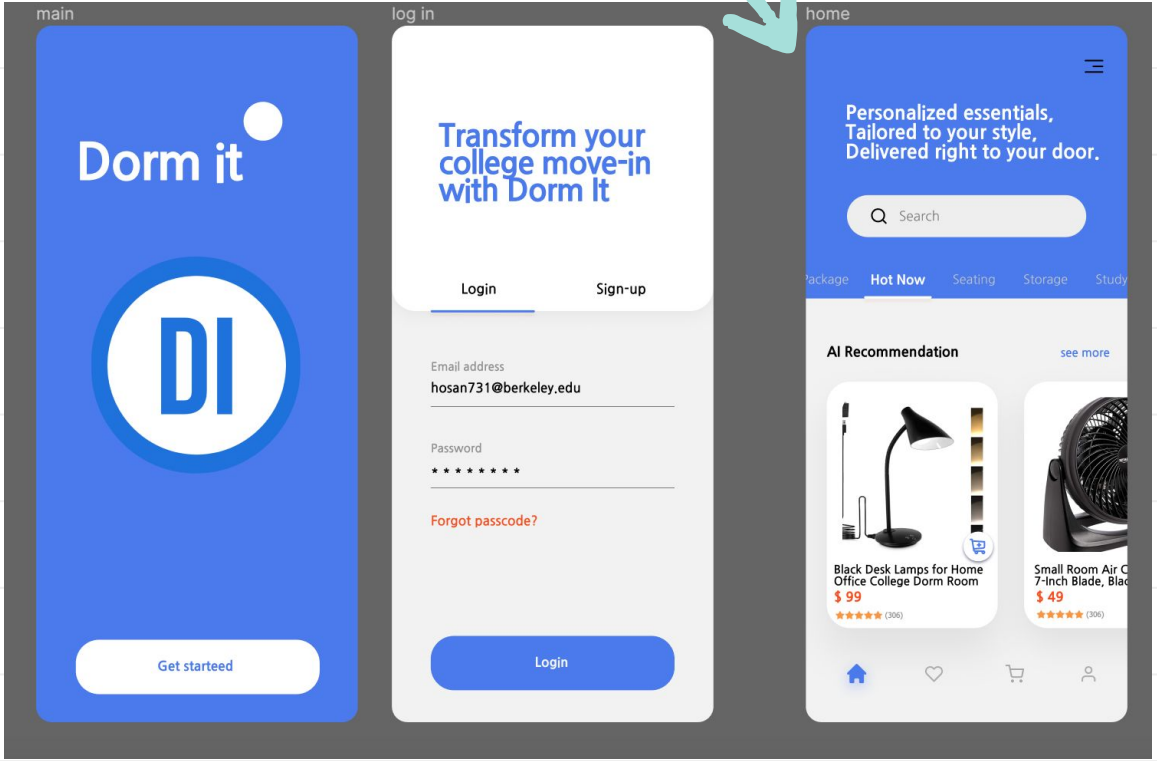
Identify hot sellers and popular items for college students, and maintain a limited inventory of these items.

+ *Delivery scheduler: Allow students to select their preferred delivery time and location.*

Simple (mobile-friendly) Website with essential features

1. (Onboarding) survey
2. (Home) Product recommendations, whole-in-one catalog





Proposed Customer Feedback for MVP

Proposed Customer Feedback for MVP

Customer group test

Have a group of potential customer know beforehand what they need and test the AI's 10 questions of how many of their needs are met.

After purchase poll

Have customers report back to us on how quick deliveries were made and if they were made on time as proposed.

After purchase poll

Have customers give feedback on weather or not our services solved any issues for them using a poll after the purchase.

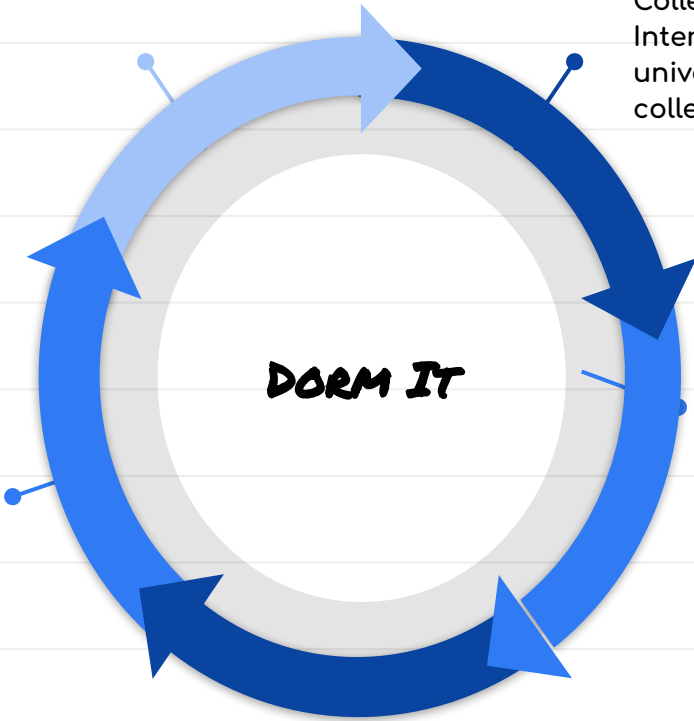
Proposed Go to customer strategy

Measurements

- Monitor customer feedbacks
- Order data
- Market trends
- Delivery feedbacks
- Returns/Refunds

Target Market

College Students (Domestic and International students from U.S. universities and community colleges within the Bay Area)



Competitive Landscape

- Amazon
- DormCo
- Dormify
- Instacart
- Dorm Room Movers
- Local retail stores (Target, Walmart, and Staples).

Marketing and Channels

- User friendly mobile app and website
- Digital Marketing (Social Media Apps and Target Ads)
- Event Marketing (Collaboration with College influencers, Retail Partnerships, Orientation Week, etc)
- Email Marketing (newsletter and blogs)

Brand positioning

An all-in-one college supplies provider that simplifies the process of purchasing essential items for college students. Dorm It generates a personalized list of college essentials based on the student's university, preferences, personality, and style, and delivers them directly to the student's location at the time of their choosing.

Sales and Distribution Strategy

Sales and distribution strategy

Sales strategy

- Target both college students and their parents
- Emphasize that our service is customizable and personalized for each order
- Incentivize sales by offering discounts for referrals
- Increase our reach through social media ads and partnerships with popular college essential stores
- Hire slowly for our sales team until product market fit

distribution strategy

- We will use a similar delivery system to Instacart relying on part-time drivers to pick up packages and deliver
- Delivery will occur to the dorms themselves to increase convenience
- Delivery times can be scheduled in advance

Revenue model

REVENUE MODEL

Sale Revenue

- Revenue generated from general sales made.
- Different pricing tiers can be offered on the basis of quality and functionality.
- Add ons such as assembly and installation.

Subscription revenue

- Recurring monthly or yearly fee allowing special benefits to subscribers.
- Subscribers can sign up for regular deliveries of items such as toiletries, cleaning supplies and snacks.

Affiliate revenue

- Revenue can be generated from commission earned by selling partnering company products.
- Could partner with brands that sell products that are not part of its core offerings, such as clothing, textbooks, or electronics.

Meet the team

CEO	COO	CMO	CTO	CCO
Osayd Asif Bashir	Emma Lapinsky	Krissha Sy Go	Patrick Khoury	Hosan Ryu