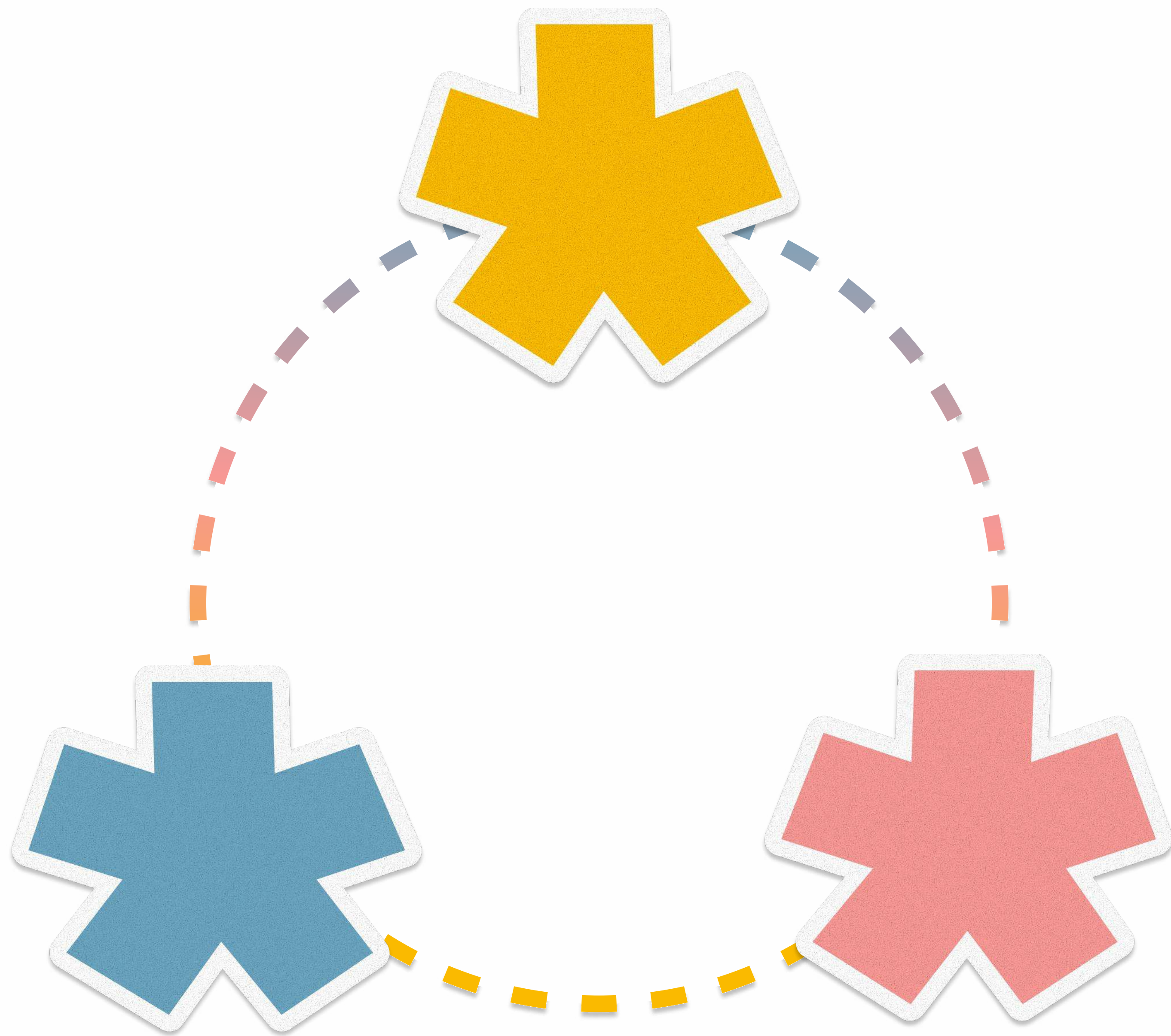
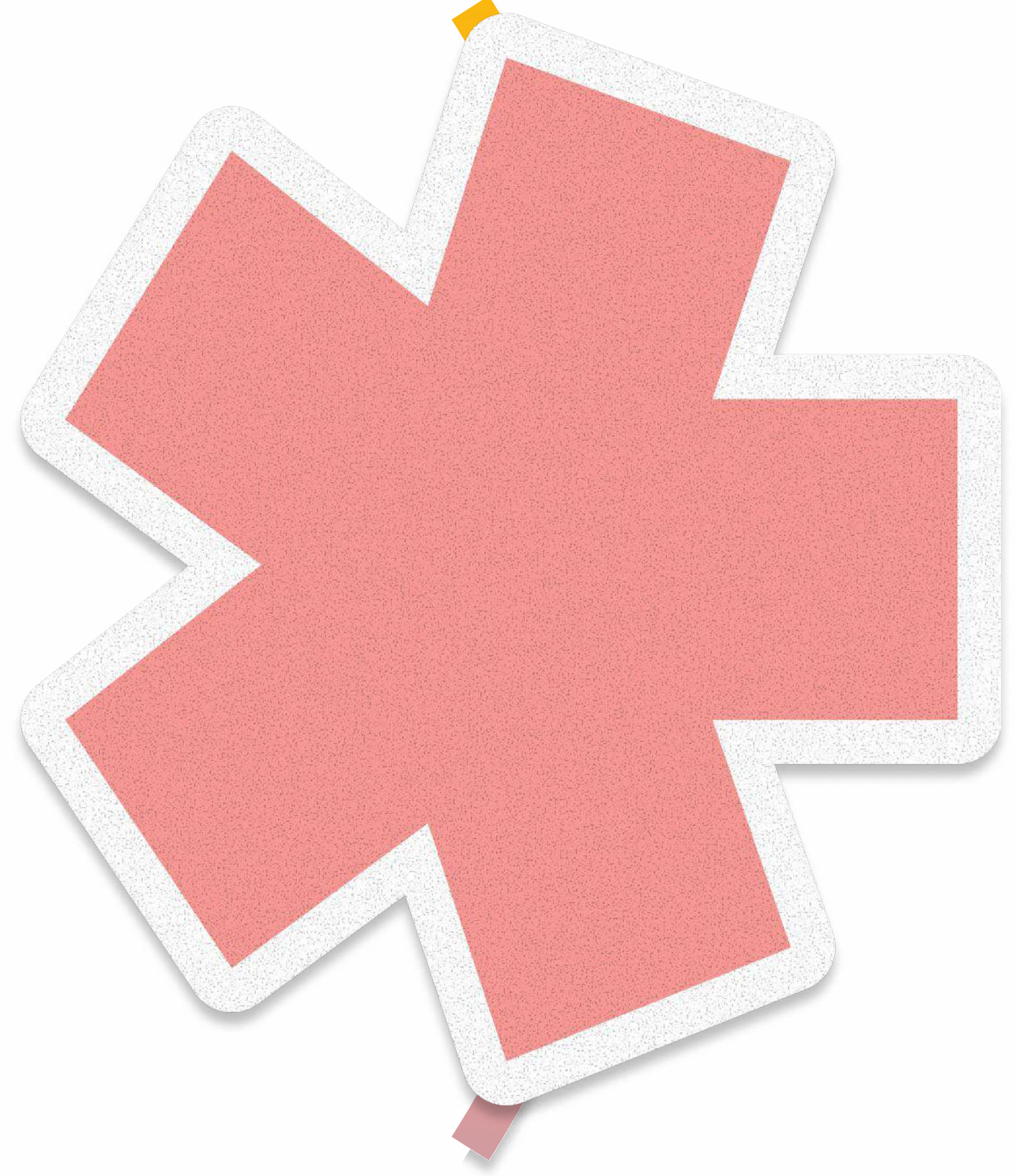








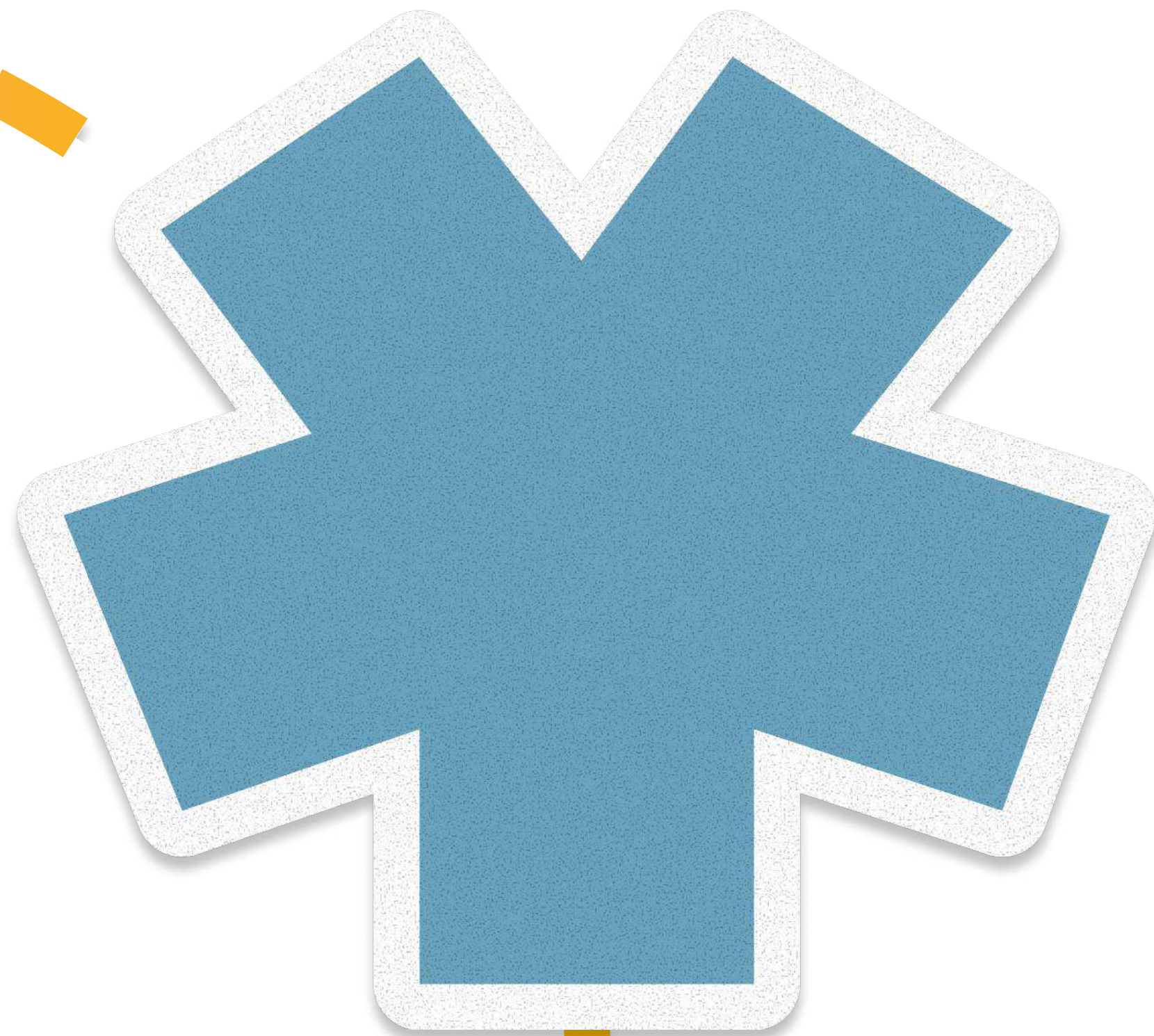
73%

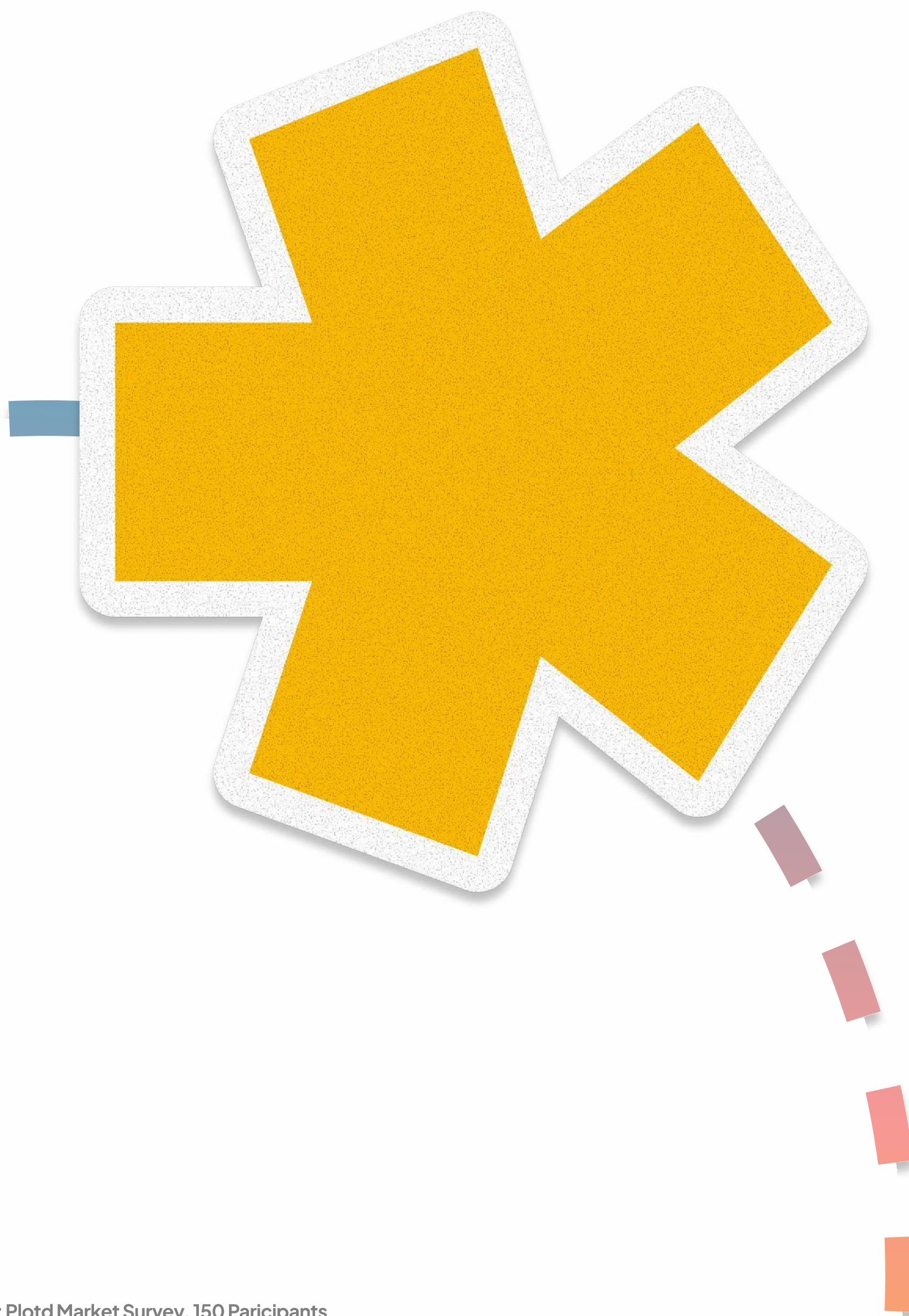
of Gen Z reports
being socially
isolated

as damaging as to your
health as smoking

15

cigarettes per day

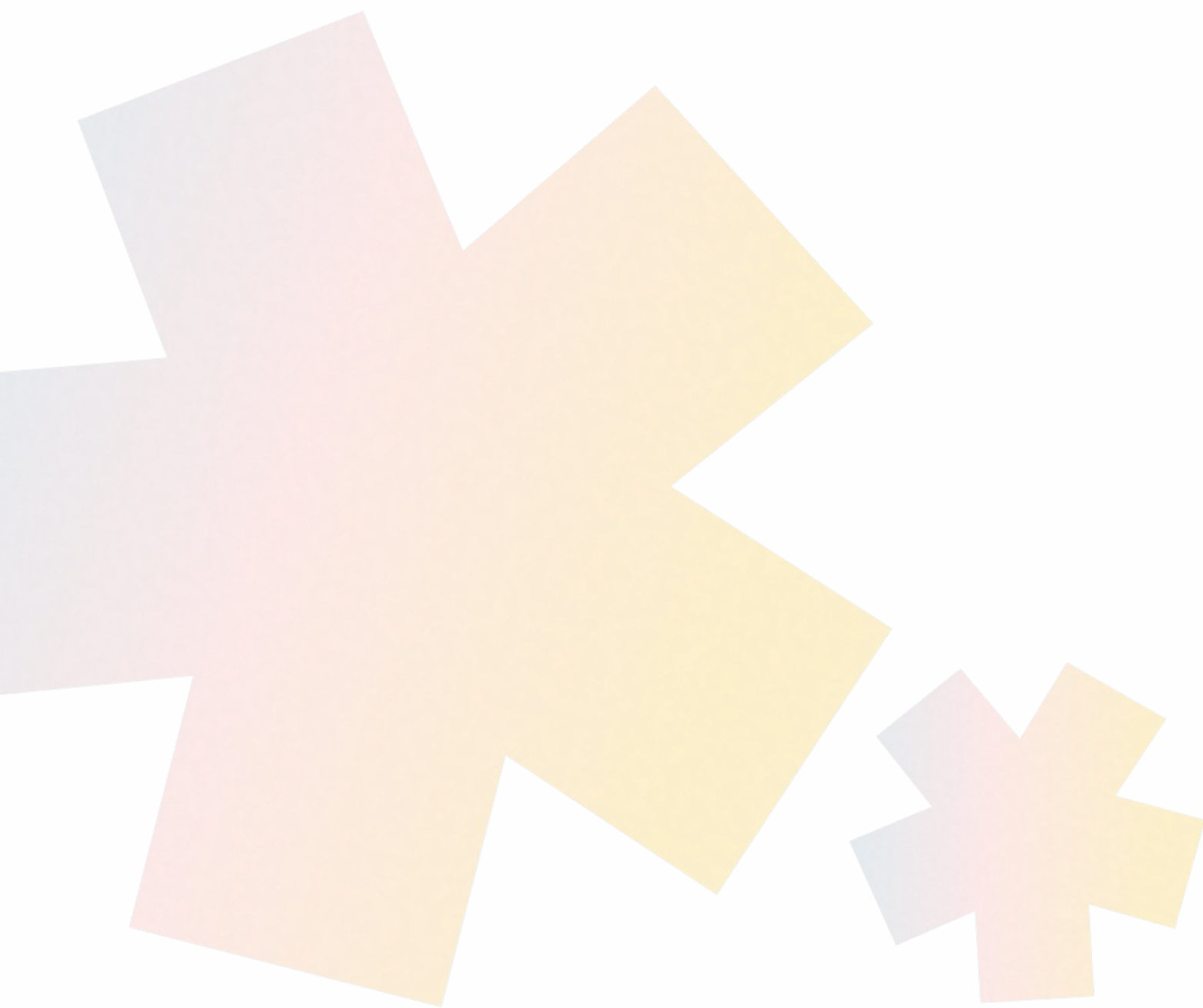
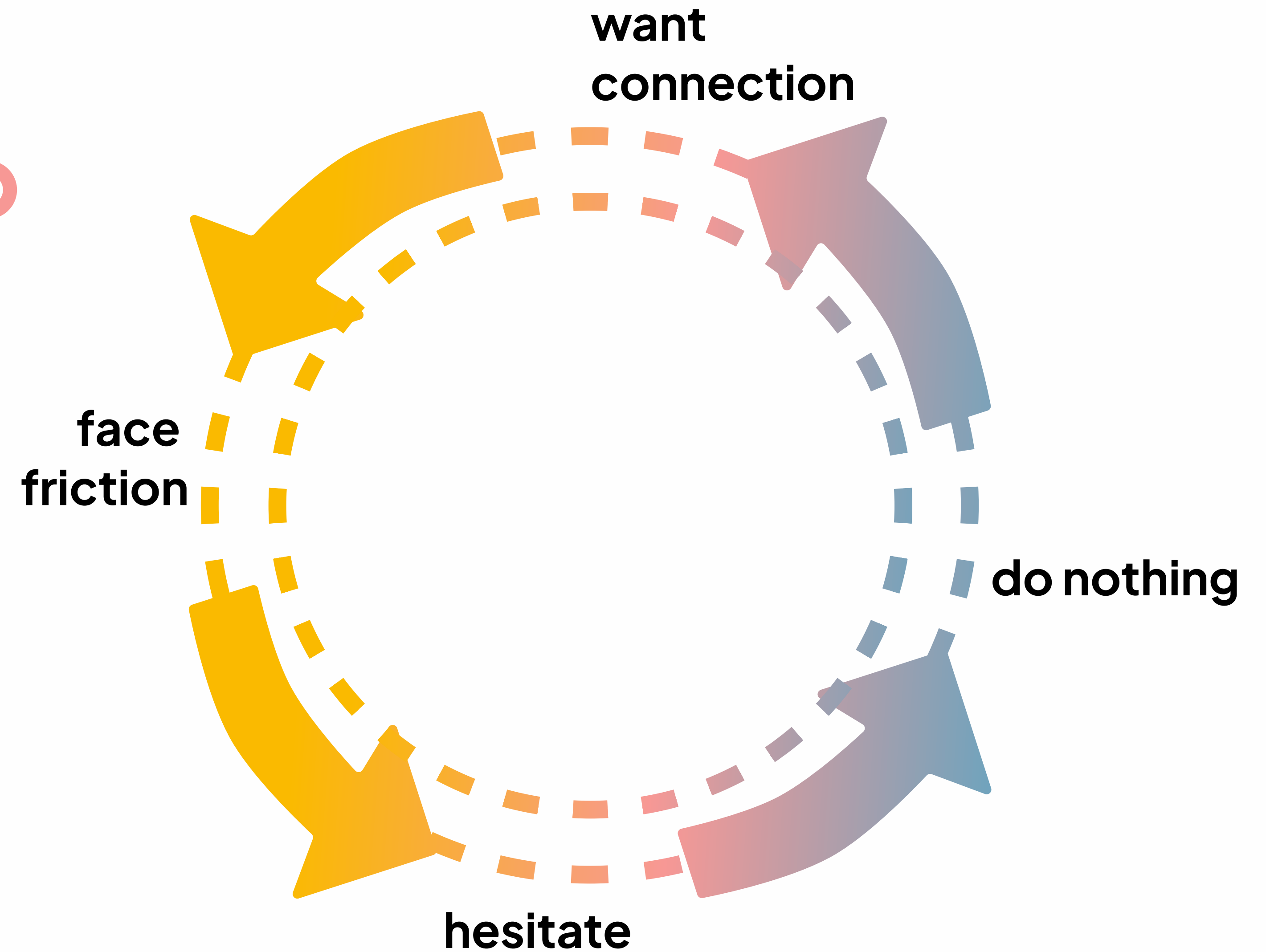


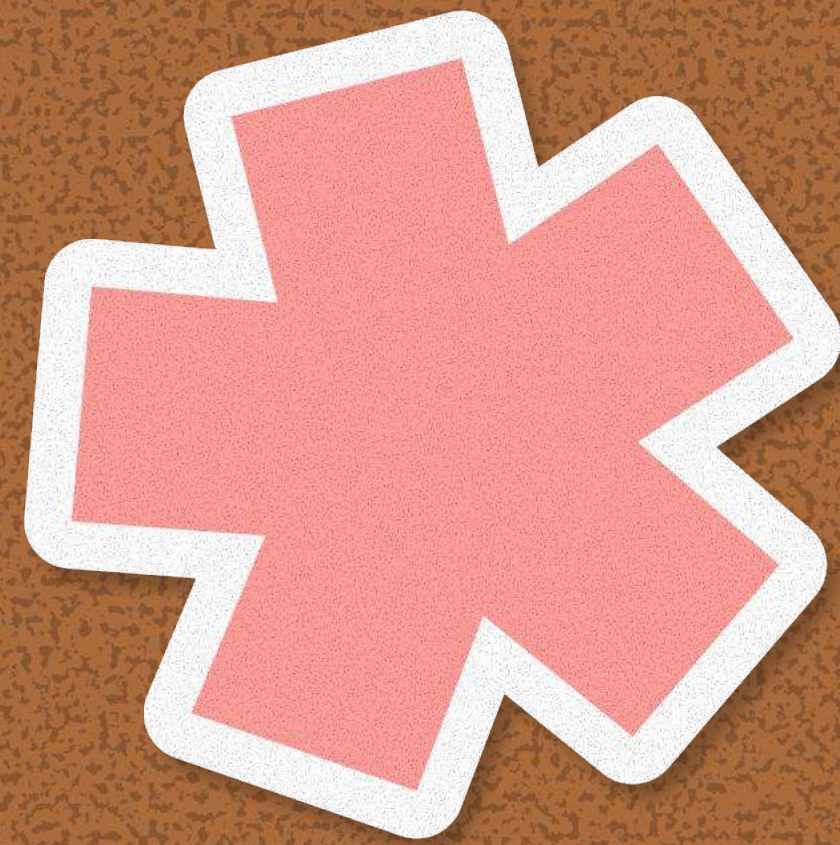


68%

of students said
they want to hang
out but ended up
doing nothing

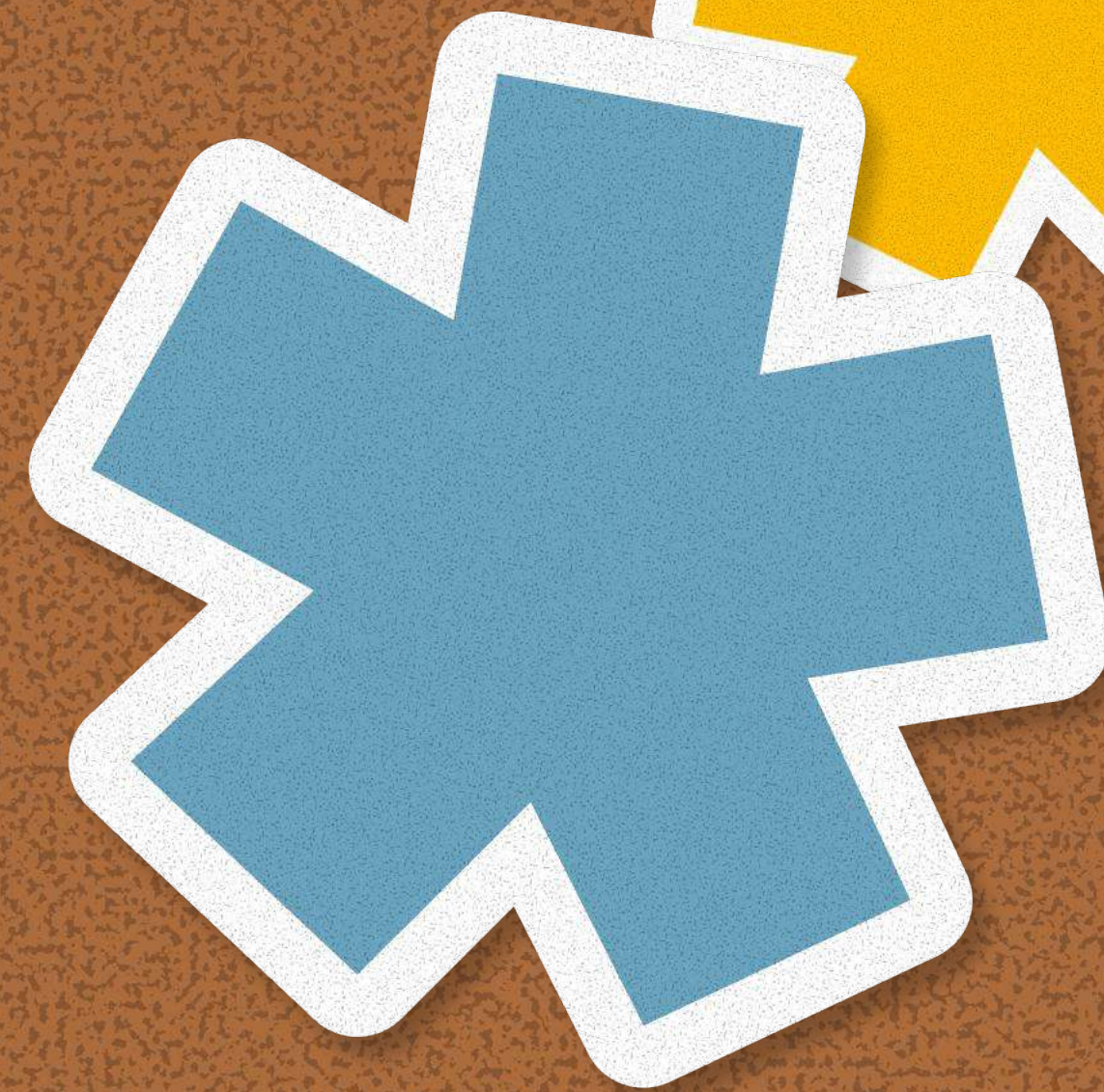
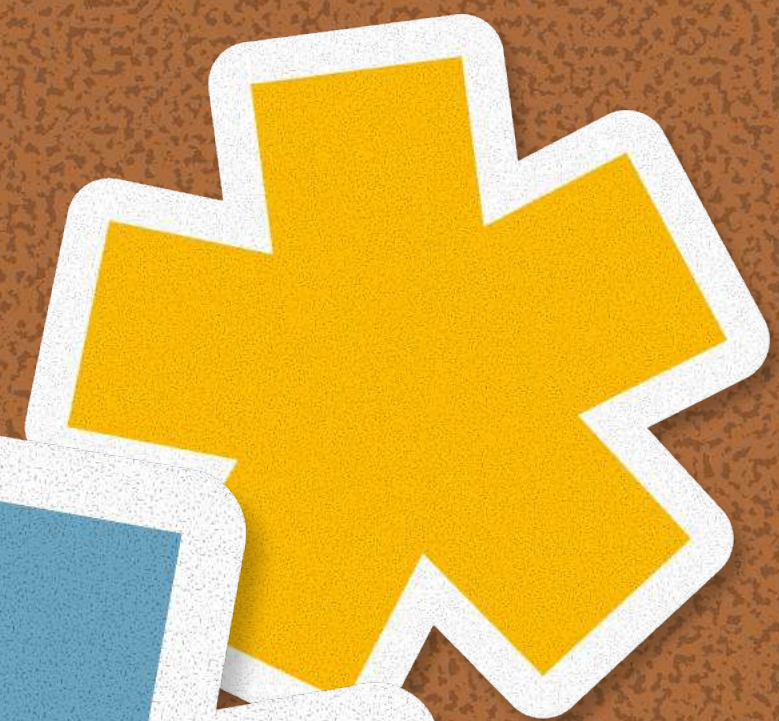
The Negative Feedback Loop

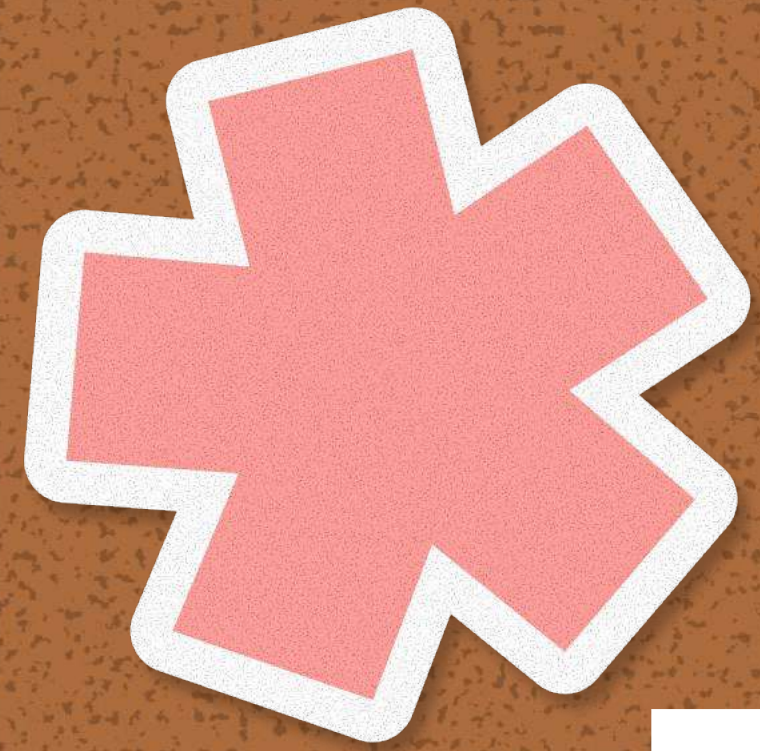




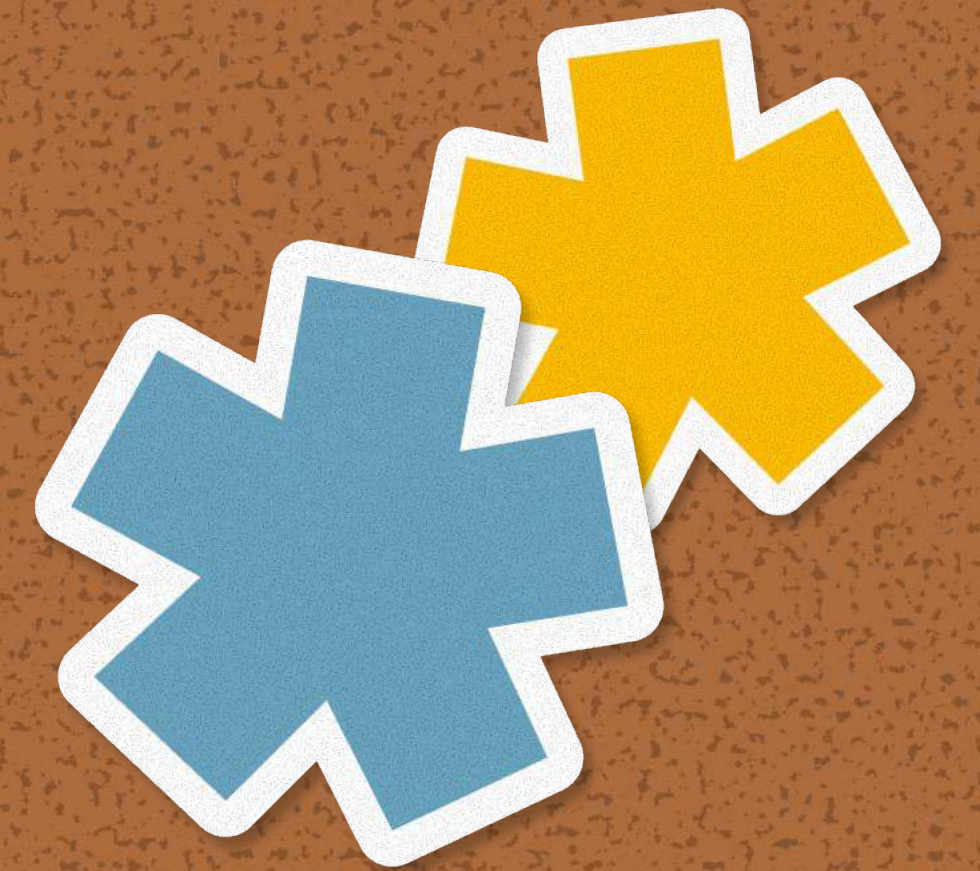
Plotd

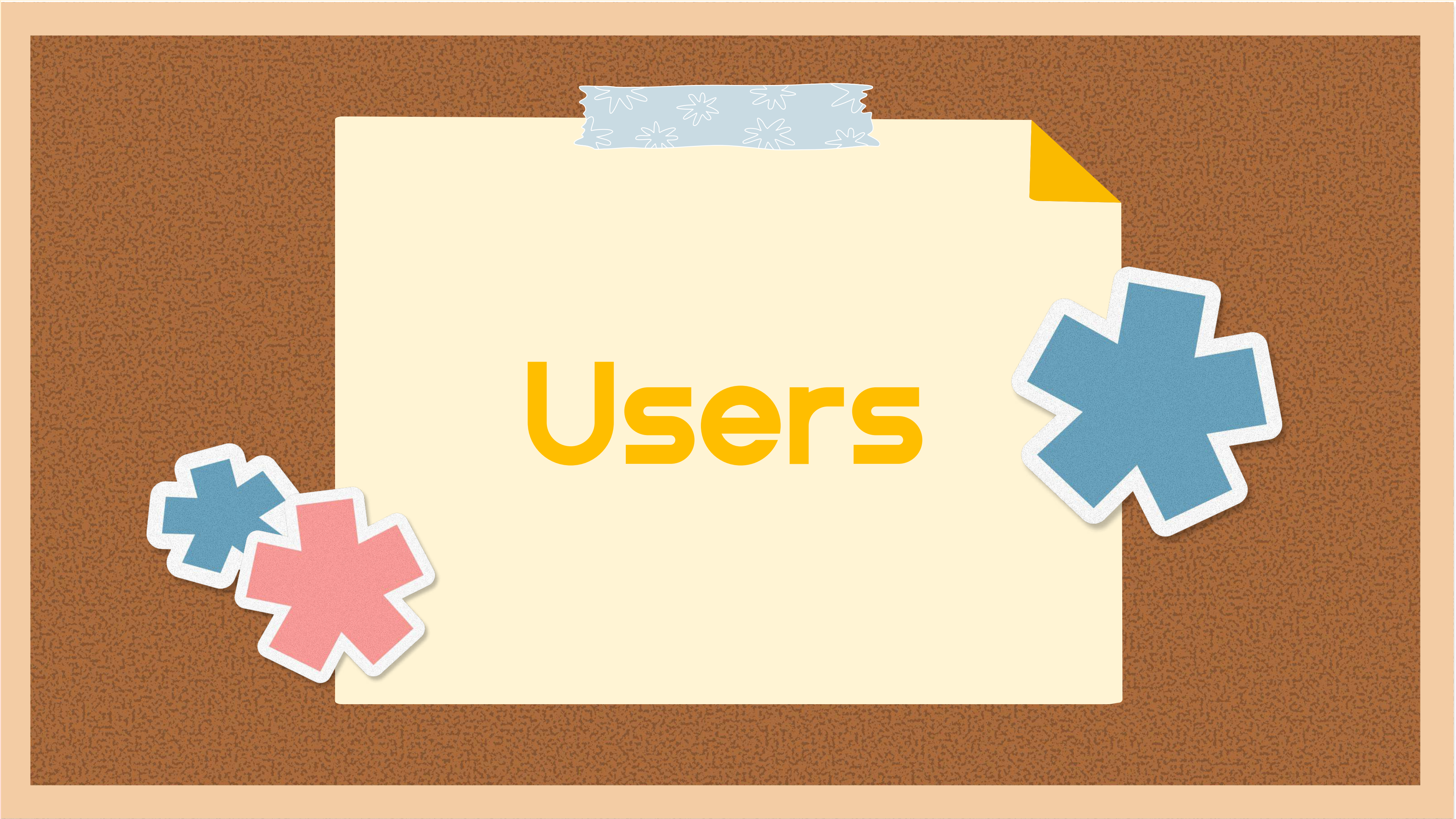
*do it for the plot





Plotd* is the social activation engine. We
transform open-ended planning into structured
sidequests that actually get people out the door.





Users



The Semester Explorer @exchange_student

'down for anything'

mutuals-only

 foodie

Here for a short time but eager to maximize every moment, they use Plotd to discover curated sidequests and seamlessly invite mutual connections, turning a four-month stay into meaningful memories and friendships.



The Social Rebuilder @newly_graduated

new to the city

public

☕ cafes

Navigating a new city without a core circle, they rely on Plotd to transform weak ties into shared experiences, lowering the friction of initiating plans and rebuilding social momentum from scratch.



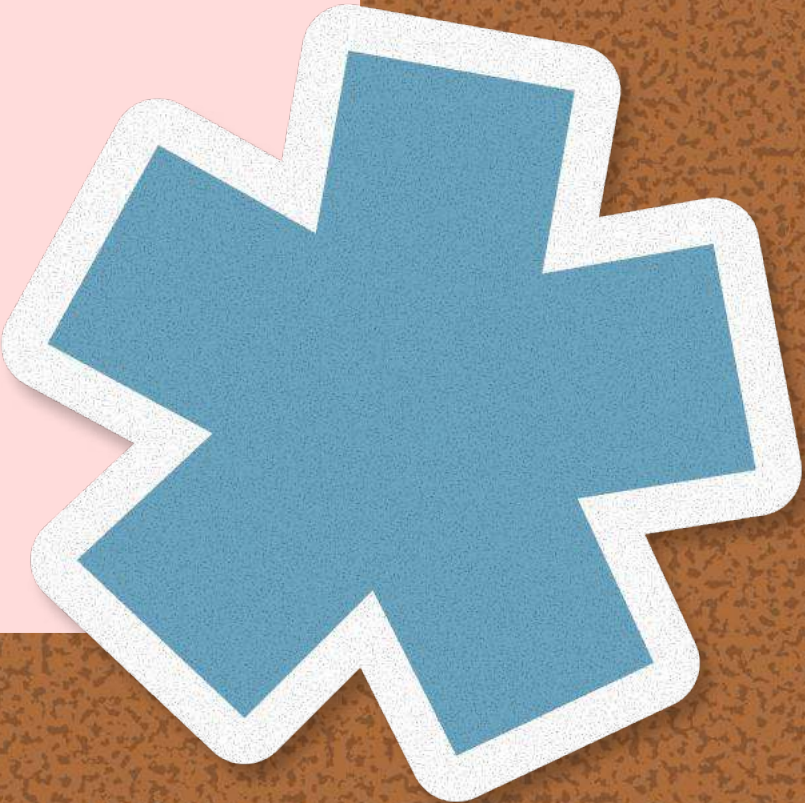
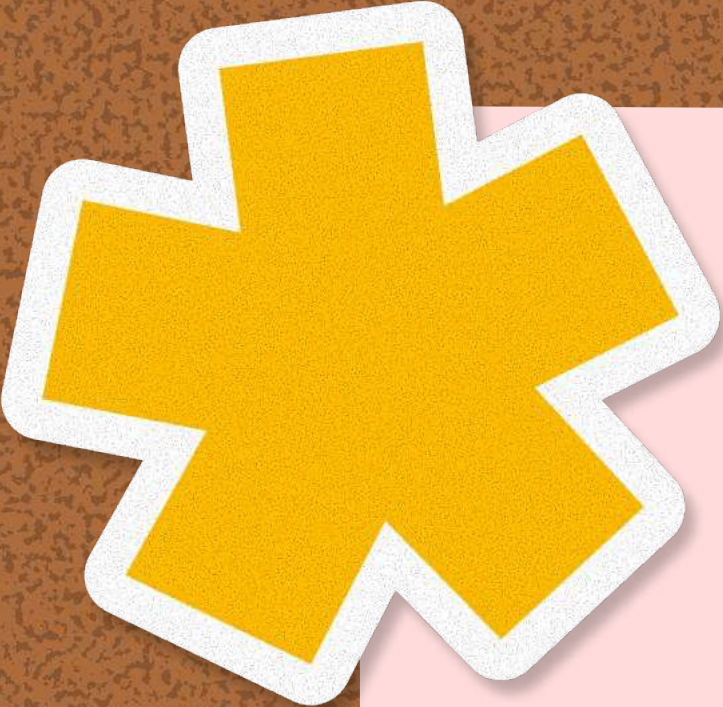
The Campus Connector @queensu_student

'down for anything'

friends-only

 fitness

Surrounded by familiar faces but lacking depth in those relationships, they use Plotd to convert surface-level campus connections into real-world adventures through structured, trust-based sidequests.

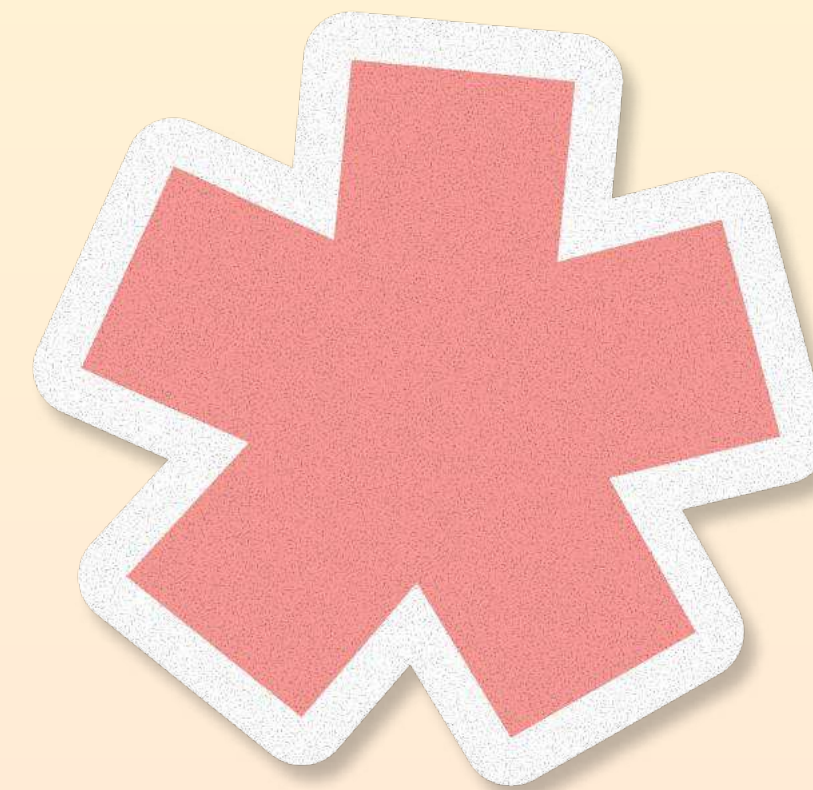
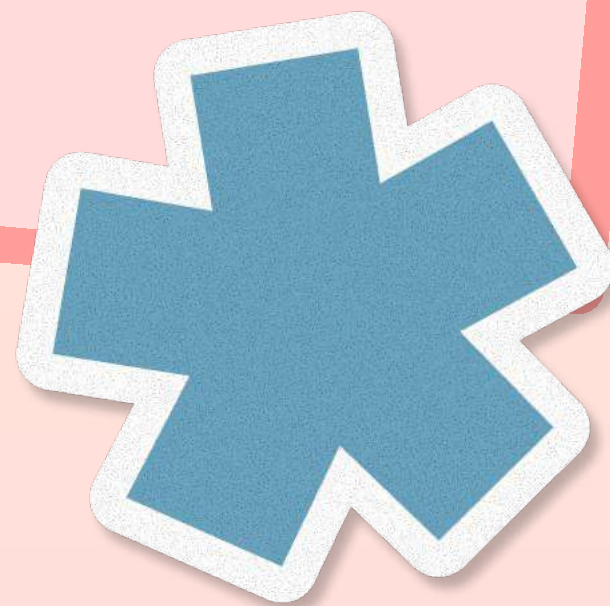


Core Features



Initial Onboarding Survey

A quick preference survey that **personalizes recommendations**





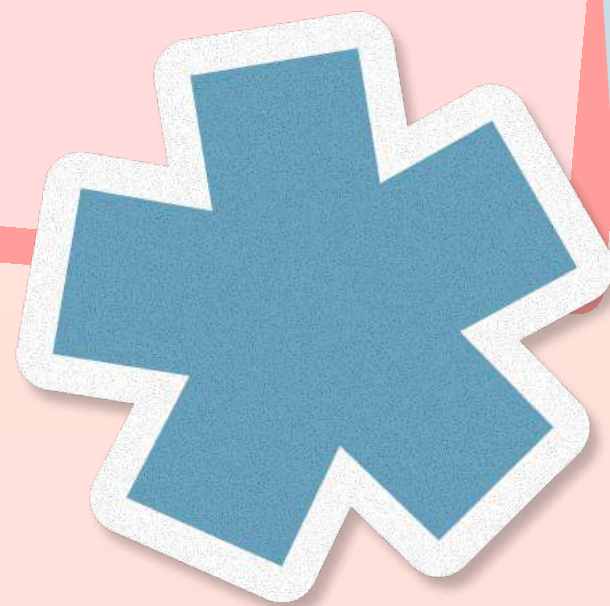
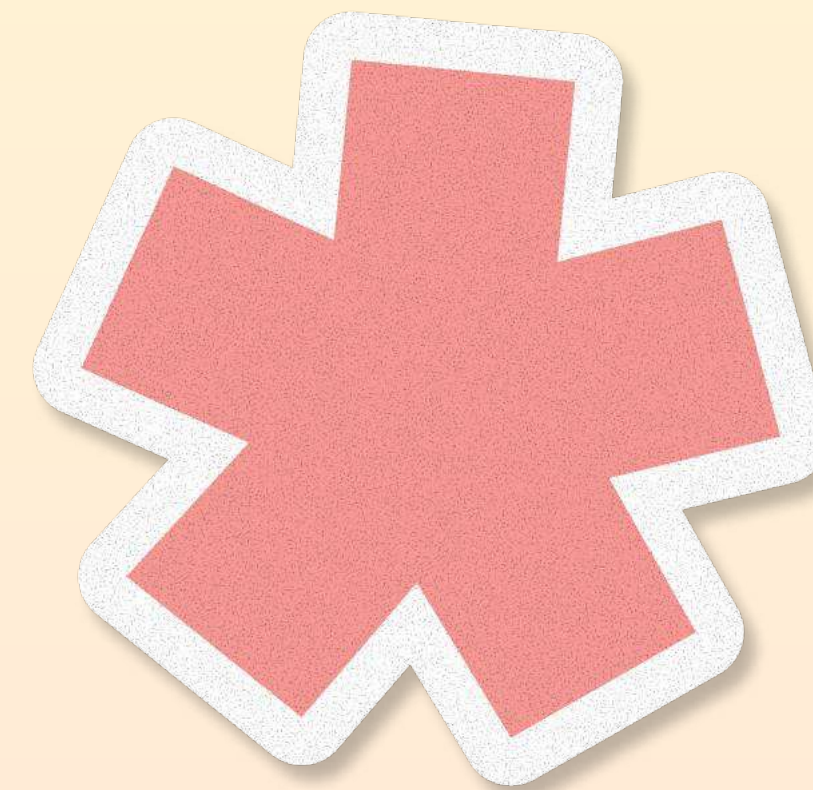
Initial Onboarding Survey

A quick preference survey that **personalizes recommendations**



Private and Public Page for Plans

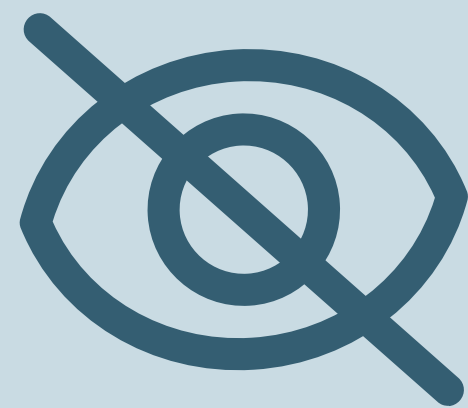
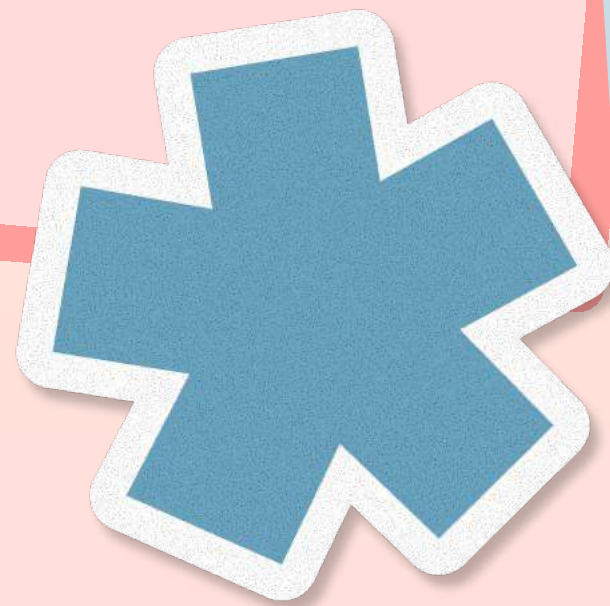
Users can create either **invite-only** or **open plans**





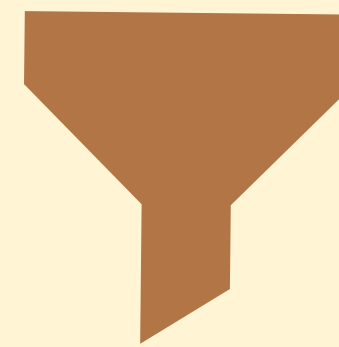
Initial Onboarding Survey

A quick preference survey that **personalizes recommendations**



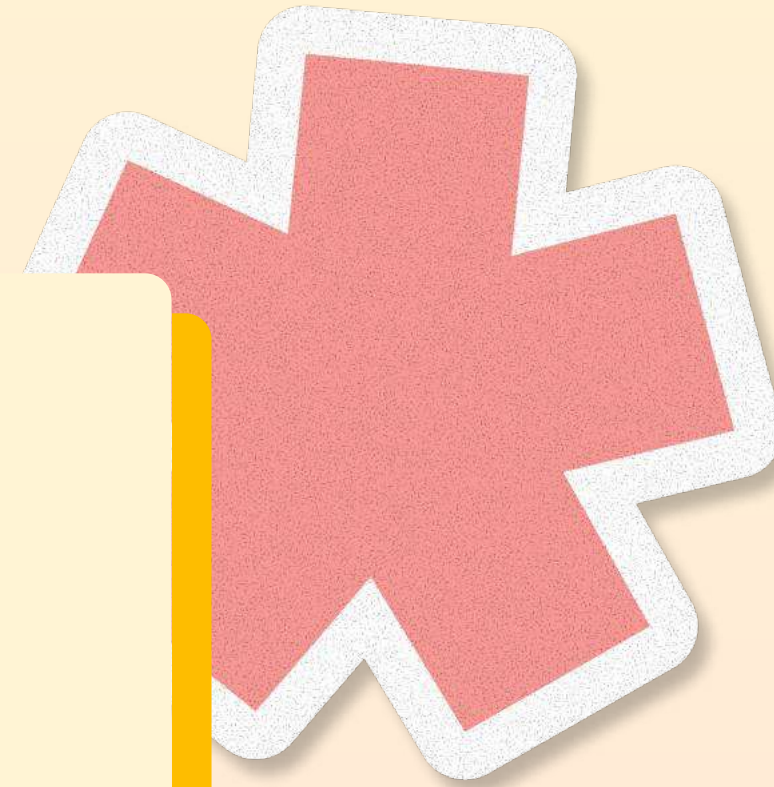
Private and Public Page for Plans

Users can create either **invite-only** or **open plans**



Mutual Visibility Filter

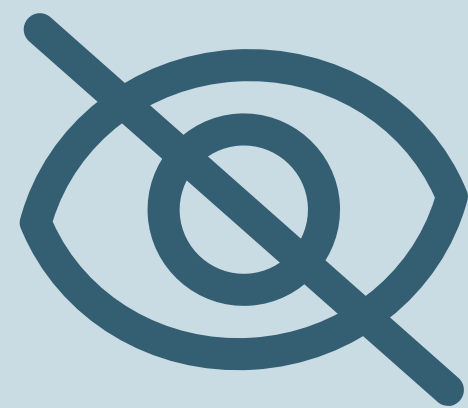
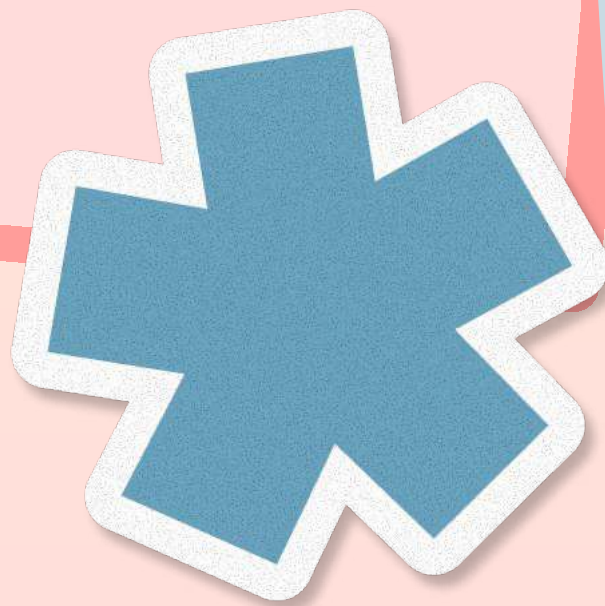
Expand social circles without stranger danger & awkwardness





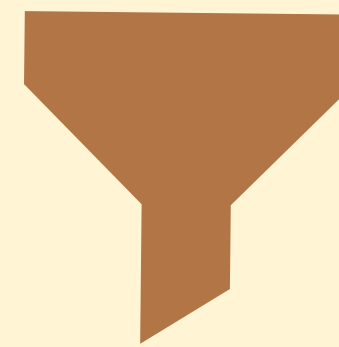
Initial Onboarding Survey

A quick preference survey that **personalizes recommendations**



Private and Public Page for Plans

Users can create either invite-only or open plans



Mutual Visibility Filter

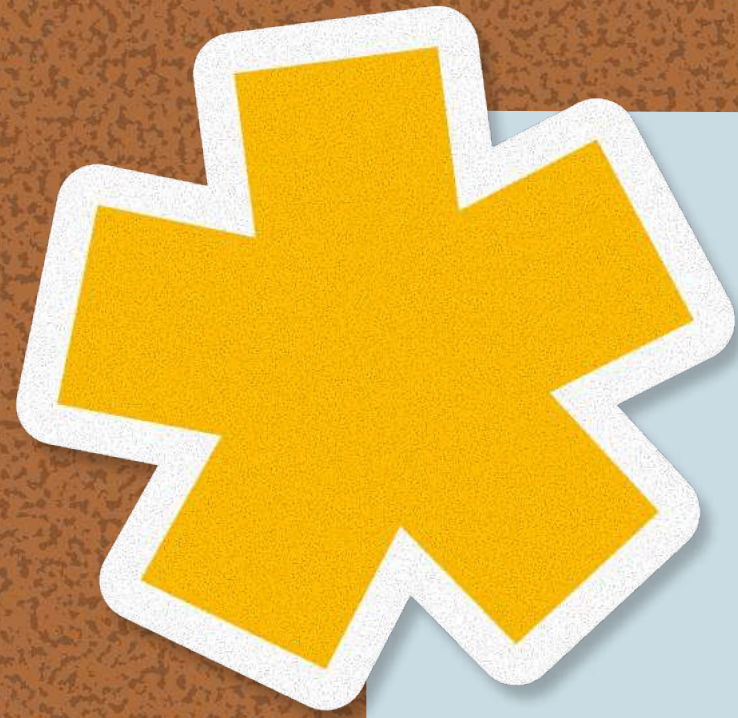
Expand social circles without stranger danger & awkwardness



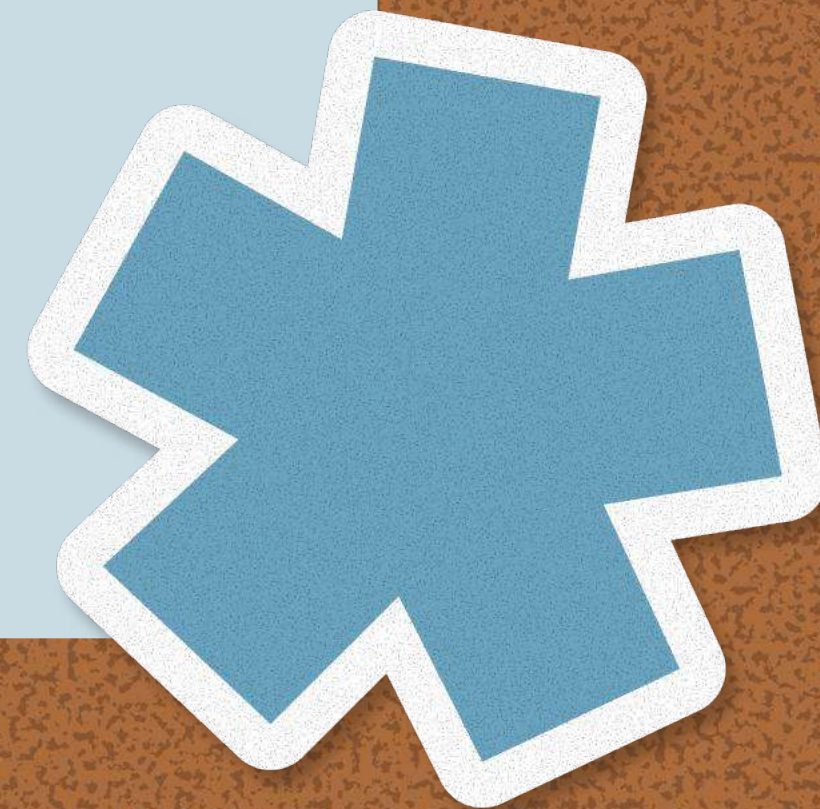
Experience Log

Users can log completed plans with photos and earn XP





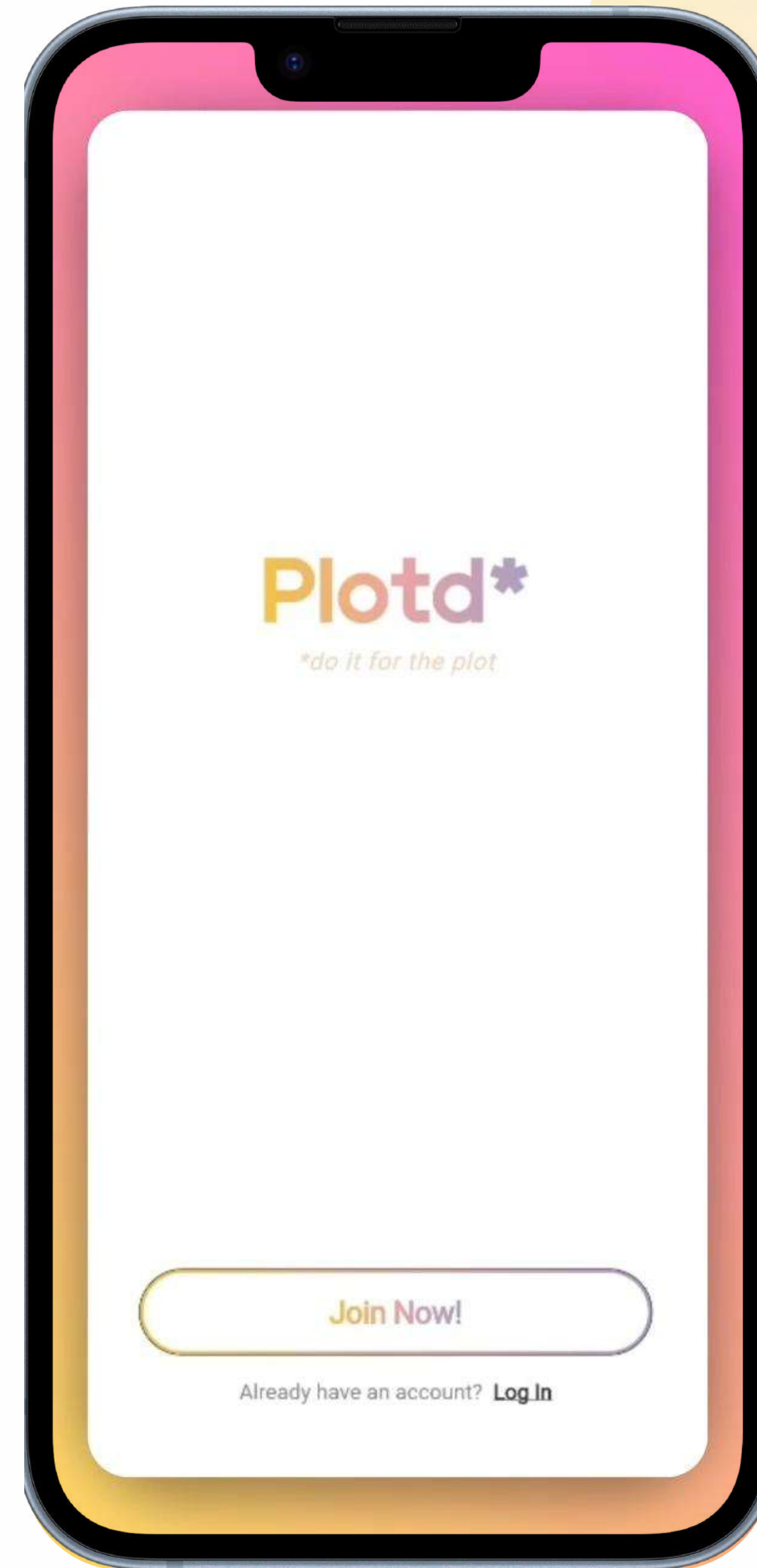
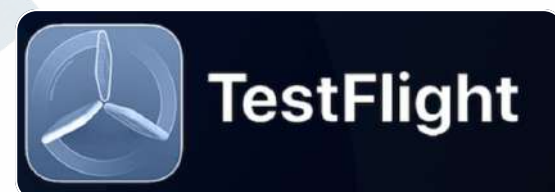
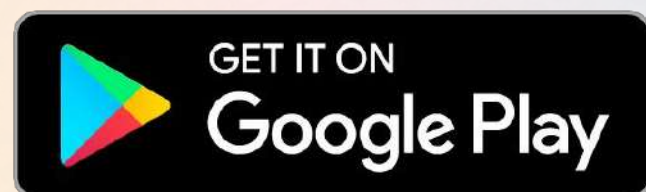
Demo & Tech Stack



Demo

Demo

Demo



Tech Stack

Front-End



Flutter

Front-End



Flutter

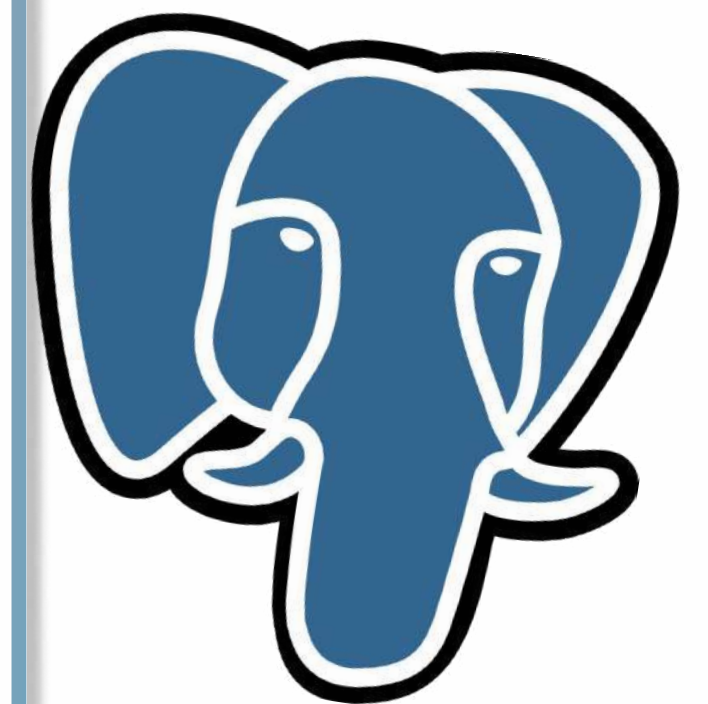
Back-End



Django



Blackblaze



Postgre SQL



Competitor Analysis



**Real-World
Experiences**



**Activity
Discovery**



**Social Planning
Reduction**



**Network
Expansion**



**Social
Accountability**





Real-World Experiences



Activity Discovery



Social Planning Reduction



Network Expansion



Social Accountability





Real-World Experiences



Activity Discovery



Social Planning Reduction



Network Expansion



Social Accountability





Real-World Experiences



Activity Discovery



Social Planning Reduction



Network Expansion



Social Accountability





Real-World Experiences



Activity Discovery



Social Planning Reduction

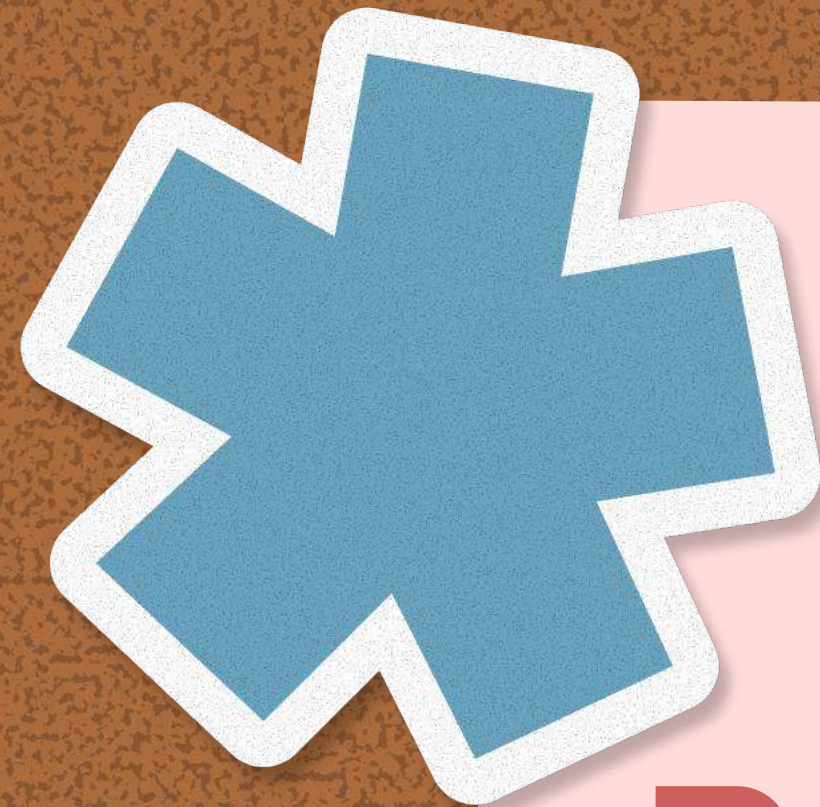


Network Expansion

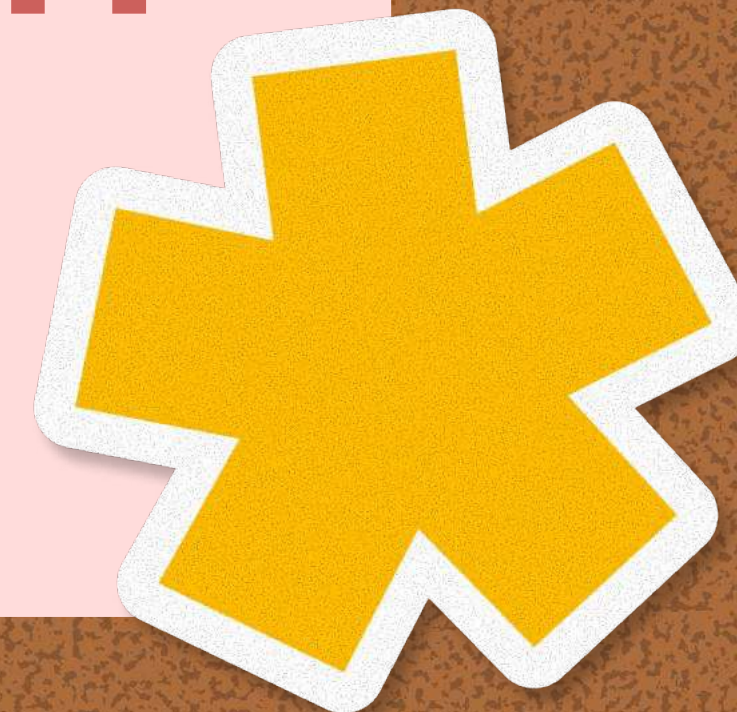


Social Accountability





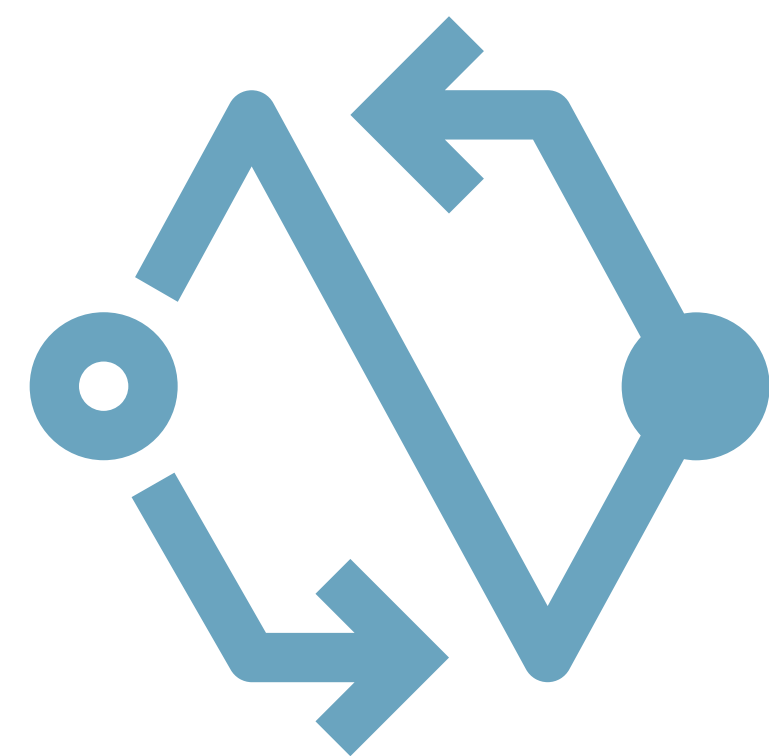
Business Model & Monetization





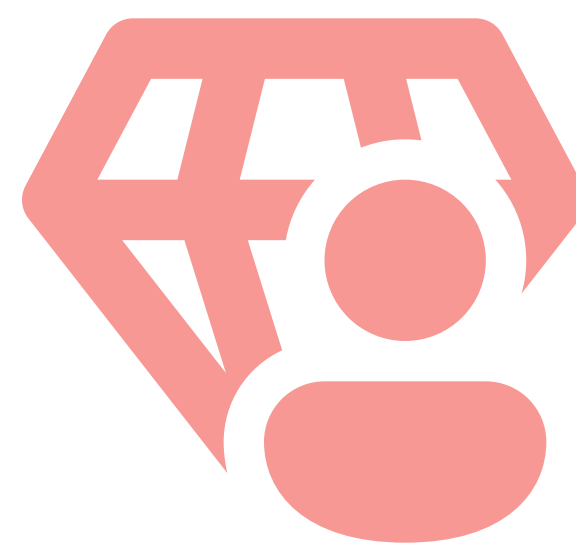
Ads

- Keep app free for users
- **Focus: grow user base**



B2B Licensing

- Businesses as users can host their own sidequests
- Fixed cost charged
- **Business grows traction as we continue expanding**



Premium Plan

- \$3/month or \$30/year
- For dedicated users
- Curated side quests & logistics handling



Go-To Market

Real-World Simulation

Testing Ground
& Marketing



Key Takeaways



**Testing Ground
& Marketing**

Students don't want a
reason or excuse just to
hang out.

The **social/people aspect**
of a sidequest is equally
important as the activity
itself.

**Reaching out and inviting
others** can be a hassle.

Marketing Traction



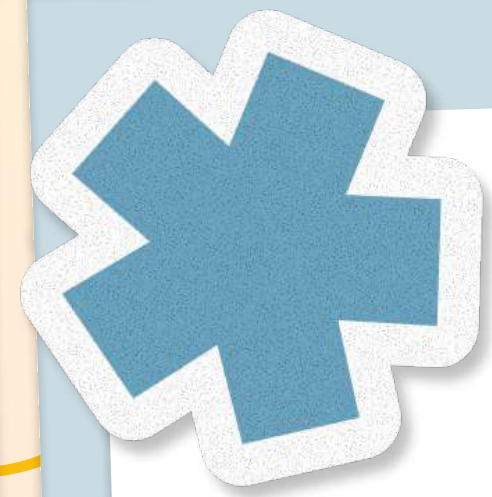
**Testing Ground
& Marketing**

20K+

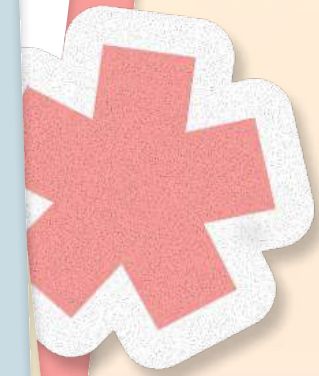
**views on our
Instagram page**
[@plotd.app](#)

150+

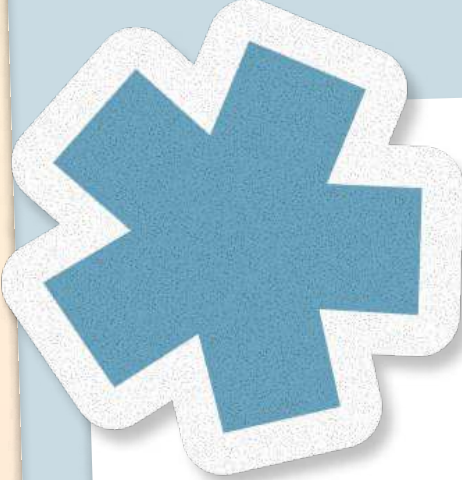
waitlist sign-ups
[plotd.ca](#)



**Campus
Presence**



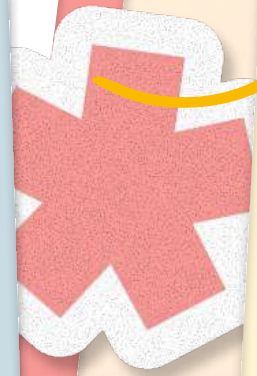
Initial Launch



Campus
Presence



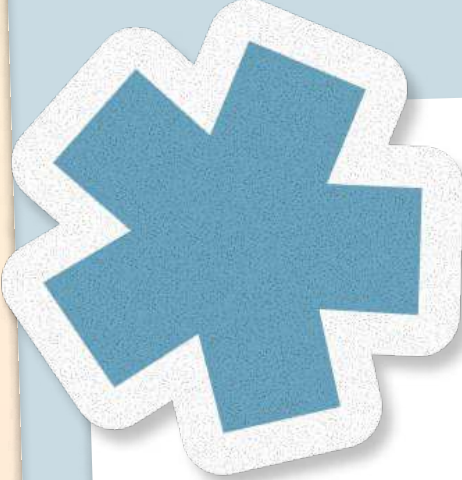
Initial Launch



B2B Onboard
Product
Iteration



Post Launch



**Campus
Presence**

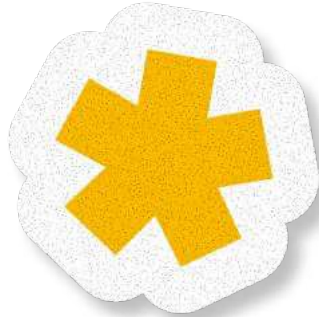


Initial Launch



B2B Onboard

**Product
Iteration**



Post Launch



**Campus
Analysis**

Launch Toolkit

**Campus
Expansion**



Target Market

Plotd*



x4

Total Attainable Market

Higher education students among 19–29 year-olds

240M

Plotd*



x4

Serviceable Attainable Market

North American post-secondary students

20M

Plotd*



x4

Beachhead

Kingston post-secondary students

40K

Plotd*

x4

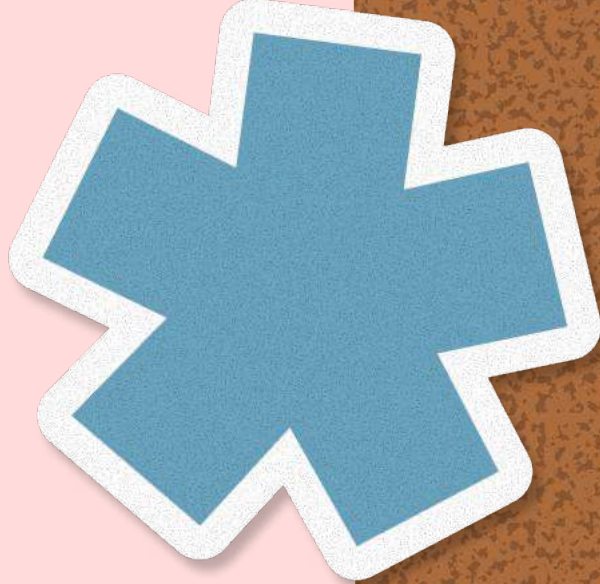
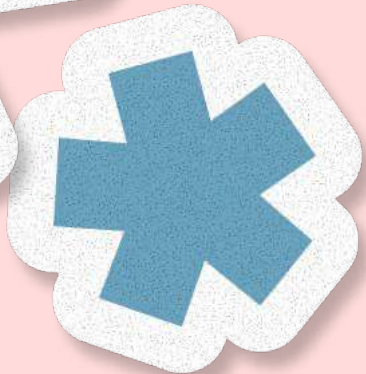
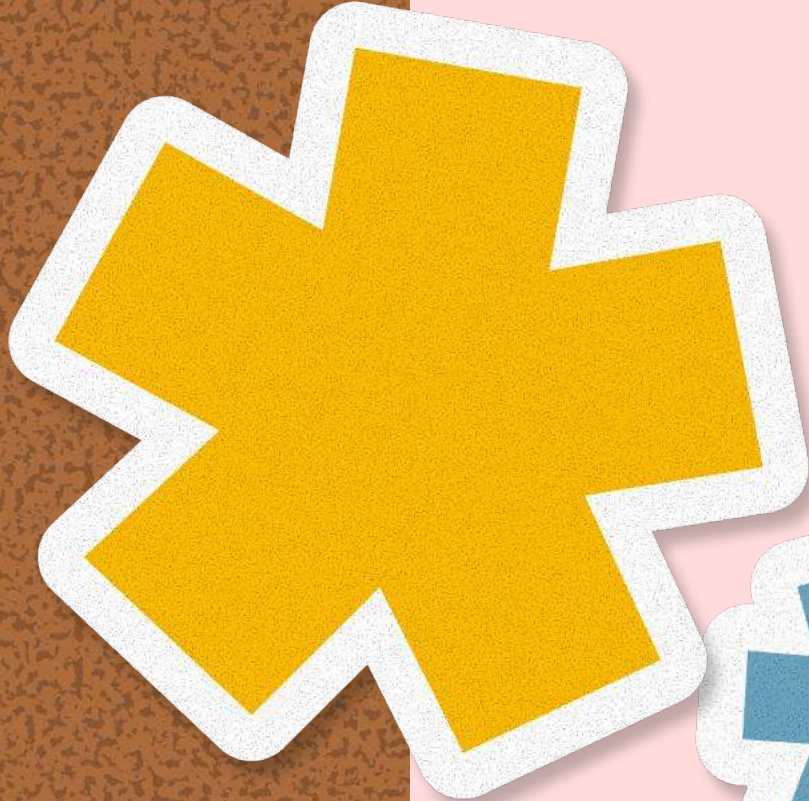
Serviceable Obtainable Market

Kingston post-secondary students

12K



Next
Step



Queen's

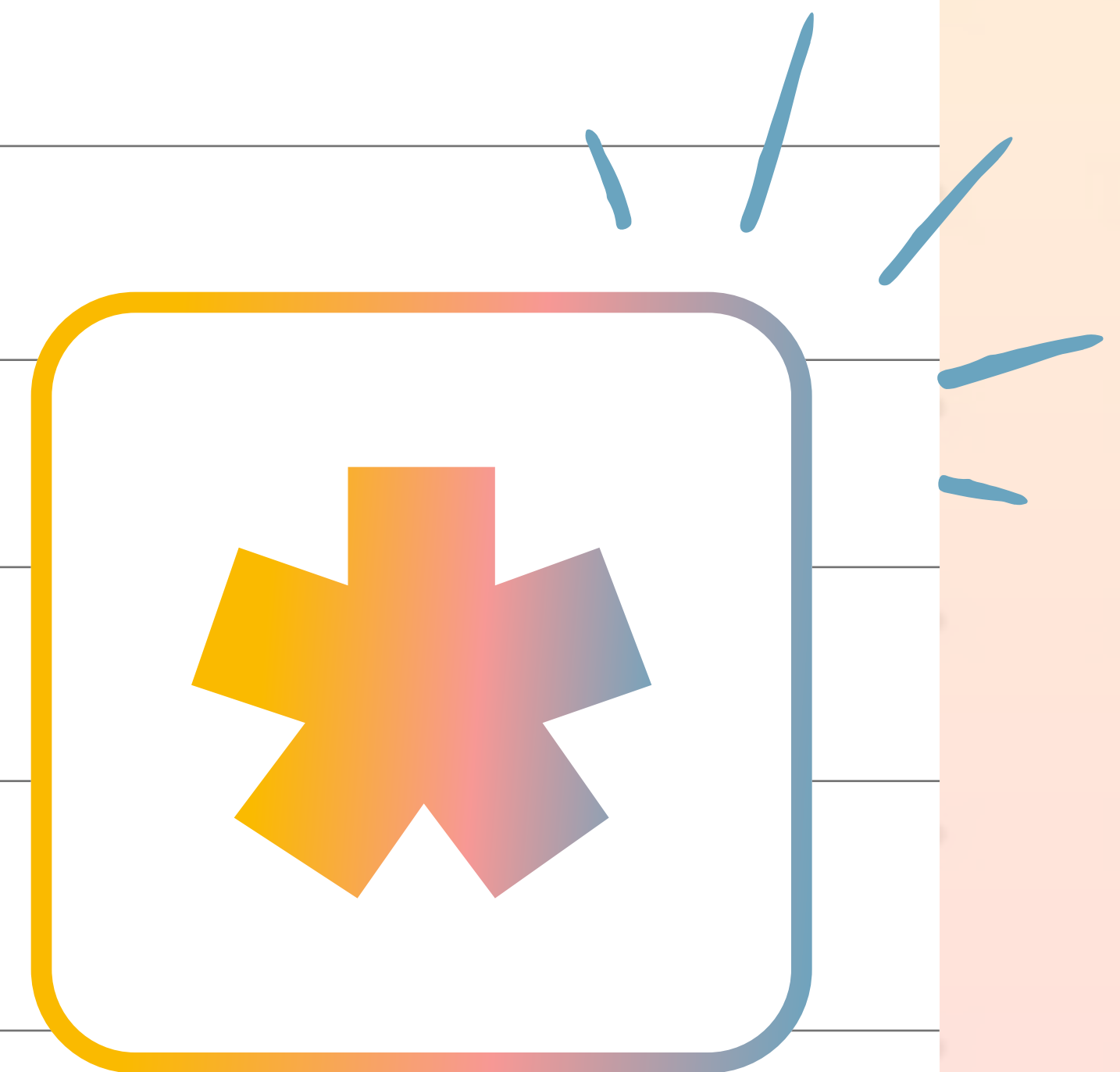


- * Ambassador Program, exchange & orientation office
- * Seed high-visibility sidequests
- * Continue driving tight network saturation to prove repeat activation

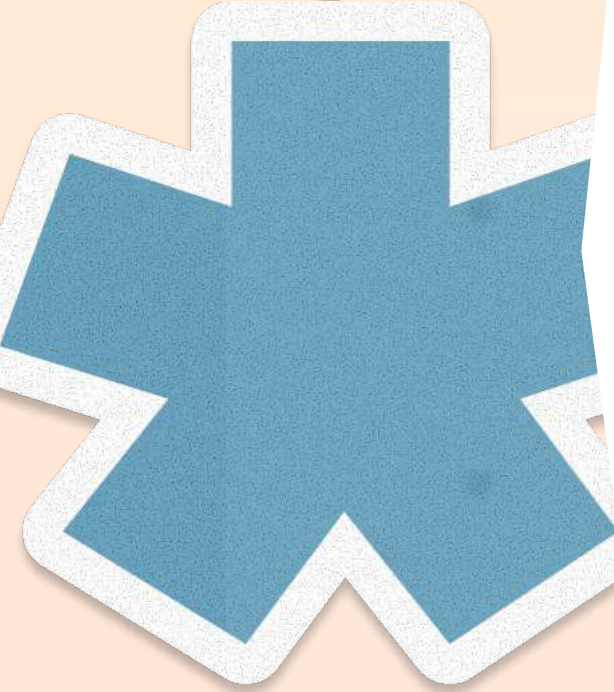


Product

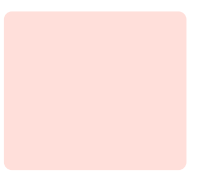
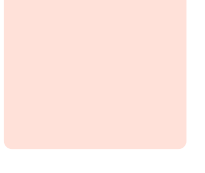
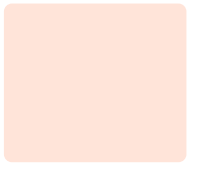
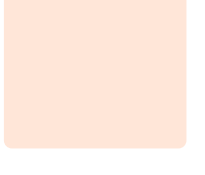
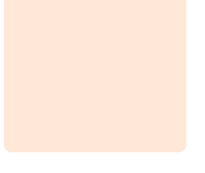
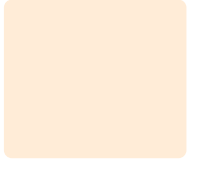
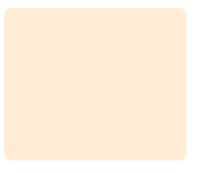
- * Improve logistics
- * Build smarter scheduling
- * Enhance verification system



plotd



Expand



* Young professionals

* Workplaces

* Communities



 **Plotd** 
*do it for the plot





Meet the Team



Erin Zhang
Product Manager



Moon Le
Sr. Business Analyst



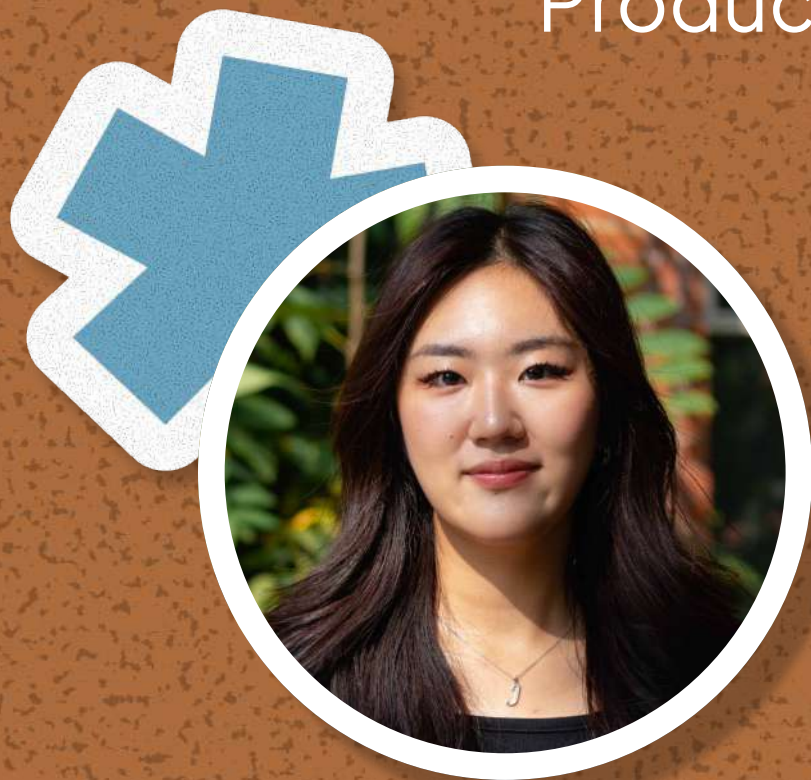
Lukas Cupsa
Business Analyst



Jessica Hoang
Business Analyst



Daniel Yeung
Jr. Business Analyst



Jina Kim
UI/UX



Renee Kim
UI/UX



Sindu Munasinghe
Sr. Developer



Lucas Chow
Developer



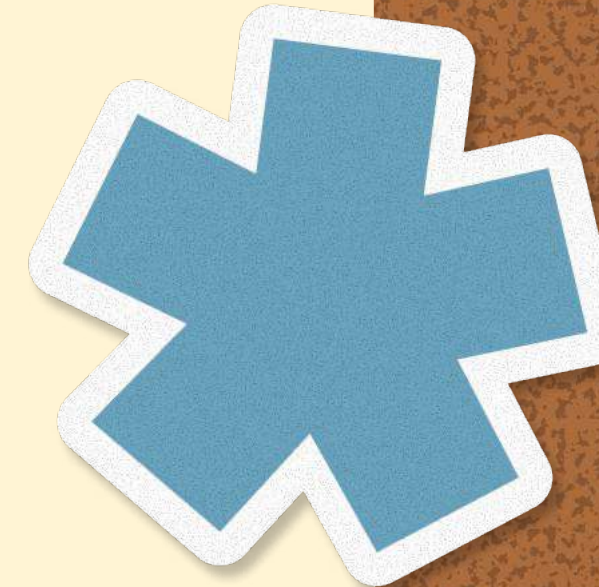
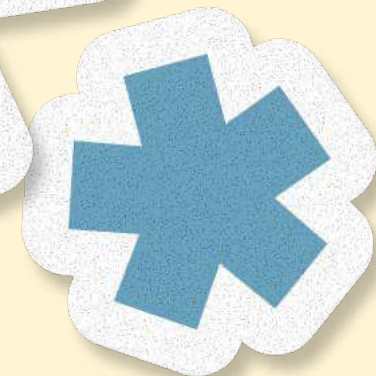
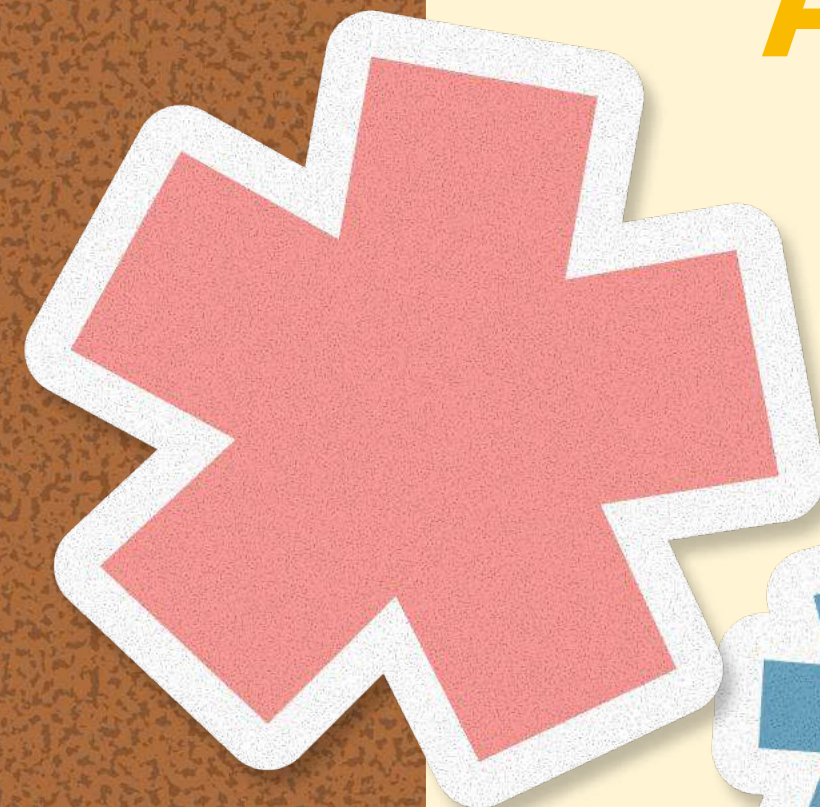
Kabelo Dike
Developer



Isaac Fung
Developer



Ads Revenue Model



AD Revenue Assumptions

Impressions per week per user

7

Penetration Rate

75%

Adoption Rate

10%

Daily Active Rate

70%

Cost per Click GDN (CPC)

0.70%

Cost per Click GDN (CPM

0.80%

AD Revenue (North America)

Potential Users

18M

Adopted Users

1.35M

Daily Active Users/Daily Impressions

0.945M

CTR

0.00662M

CPM Daily

0.01323M

CPC Daily

0.00265M

Daily Revenue

0.01588M

AD Revenue (Queen's)

Potential Users

28500

Adopted Users

2137.5

Daily Active Users/Daily Impressions

1496.25

CTR

10.47

CPM Daily

20.95

CPC Daily

4.19

Daily Revenue

25.137

Free Tier

FREE/month

- ✓ *Group chat features*
- ✓ *View and sign up for public, friends-only, chill, etc...*
- ✓ *Basic XP & sidequest log*
- ✓ *Limited visibility: only mutual of mutuals*

Premium Plan

\$3.00/month or \$30/year

- ✓ *Ads not displayed*
- ✓ *Calendar integration*
- ✓ *XP multipliers (for cosmetic badges)*
- ✓ *Advanced matching filters: interests, availability*



B2B Revenue

Assumptions

Years

Sponsored Challenges

1

5

2

7

3

10

4

12

Total

34

Revenue Per Sponsor Per Year

Revenue

\$30

Revenue Per Sponsor Per Year

Total Revenue

\$1,020

Market Sizing

TAM

Global Students (~240M)

264M higher-ed students worldwide (UNESCO)

Assuming ~90% smartphone penetration among 18–29 year-old

= 240M reachable students globally (UNESCO)

SAM

NA (~20M)

2.2M Canadian postsecondary students (colleges + universities) (Statistics Canada)

19.4M U.S. postsecondary students (Fall 2023) (National Center for Education Statistics)

= ~95% smartphone penetration among 18–29 year-olds

SOM

Kingston Beachhead (~10K – 12K)

Queen's (~34K), SLC Kingston (~2.8K), RMC (~1.5) = 38K students (wikipedia)

Targeting ~30% campus penetration in 18–24 months

= 10 – 12K users in Kingston as our initial wedge



Premium Revenue

Premium Forecast

Years

Number of Subscriptions

1

5

2

7

3

10

4

12

Total

34

Revenue Forecast

Subscriptions

470

Unit Price

\$3

Total Revenue

\$1,410



Themes from Interviews

**“I think it is safe to join if there are privacy settings not disclosed to other students and are students that are on campus, not anywhere else.” ~
International Student**

**“I would trust it only if I can use it with my friends only and only with Queen’s students.”
~
International Student**

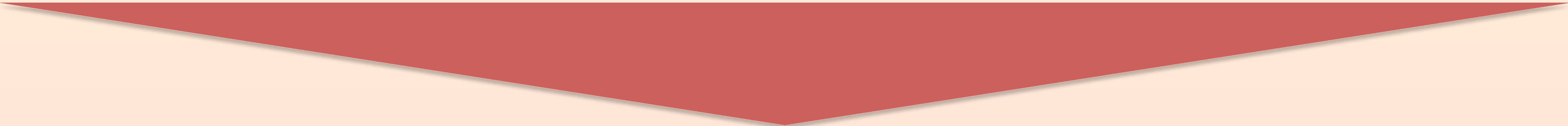
Campus-only side
quests reduces safety
concerns

Moderation and
reporting systems to
maintain trust and
protection on the
platform

Strong privacy
settings

Avoiding late-night
events to ensure
safety of all users

4/5 students said they hesitate to join events posted by people they don't know due to uncertainty and social discomfort



Students express strong preference for events limited to Queen's students, where participants share common identity and level of trust.