



FLIP U



The Game Plan.

Flip University is your personalized app for buying and selling everything you need during your college years. Simplifying campus life, one student at a time. Our verification of student ID numbers guarantees secure transactions, providing an affordable and easy solution for student essentials like furniture, textbooks, game-day gear, appliances and more!

The Field. A common struggle for college students is buying necessities in a convenient and low-budget way. Although resell apps like Facebook Marketplace, Craigslist and E-Bay exist, they often come with long shipping times, unreliable product quality and high prices.

98.5% of UW students said they would use a reselling app to buy and sell items from other UW students.

71% would somewhat or definitely trust resell apps that use buyer/seller protection.

90% who don't trust reselling apps would use an app where they can buy and sell items from other verified UW students.

The MVP.

Current reselling apps lack accessibility for college students. Incoming students often don't have a place to ship everything they need to kickstart their new home. With an app exclusively accessible to students on the same campus, users can deliver within their proximity and during designated move-in periods, eliminating long wait times, scams and high shipping prices.

The Cut Flip U Takes:

- 5% for orders \$99.99 and under
- 3% for orders \$100 and over

Subscription Benefits:

- \$5 monthly fee
- Items placed higher on the feed
- "Verified status" badge on items
- One added delivery buffer day

Ads:

- No popups
- Ads as you're scrolling for other items
- Local shops pay a cost per install of \$1.99

The Next Season.

Flip U is a unique resell platform and has the potential to become a staple for every UW-Madison student. With the success of the platform, we will expand to other universities. Flip U's app design is adaptable to every college campus providing an experience that represents their students. All college students deserve Flip U's services and we are excited for the opportunities it brings.

