

Market Size (Opportunity)

- 2.2 million post secondary enrollments every year (Statistics Canada, 2024)
- 53% of post secondary students live on their own (Ipsos, 2023)
- Recurring need for fixes

Customer Archetypes

1. Freshmen in dorms
2. Upper year students in off-campus rentals
3. Residence staff/property managers

Intellectual Property Strategy

Trademark

- Protects brand name, app name, and logo
- Ensures unique identity across campuses

Copyright

- Protects DIY guides, training materials, app UI content, and images

Break Even Point

Total monthly cost: **\$701.67**

Contribution margin: **\$8.50 per job**

Positive monthly profit in **9 months**

Market Launch Strategy

Launch Phase

- Pilot in one university building (McMaster)
- Offer first fix free to early adopters
- Partner with RAs and Residence Life

Marketing Actions

- Posters in high traffic areas (elevators and laundry rooms)
- TikTok & Instagram reels showing simple repairs
- Partnerships with residence move in crew

Poster Link (Also Submitted in Avenue):

https://docs.google.com/drawings/d/1N4gXPm6PHdH2d_-yC79TCLuDv8jbO9SbmYIoTAvKZxM/edit?usp=sharing

References

Ipsos. (2023, September 6). *Nearly half (47%) of Canadian post-secondary students will live at their parent's home while going to school*, <https://www.ipsos.com/en-ca/nearly-half-of-canadian-post-secondary-students-will-live-at-parents-home-while-going-to-school-up-11-points-since-2013> ipsos.com

Statistics Canada. (2024, November 20). *Canadian postsecondary enrolments and graduates*, The Daily. <https://www150.statcan.gc.ca/n1/daily-quotidien/241120/dq241120b-eng.htm>
[Statistics Canada](#)