I. Overview

A. WHAT IS QUADHOP?

Quadhop is a social networking platform targeted at college students that allows users to stay better connected with the activity of their friends, their campus, and other nearby campuses. **It's better when you do it together.™**

B. WHY QUADHOP?

Quadhop is based on the simple idea that college students have a need to maintain their core social group while exploring fresh social groups and scenes. Quadhop aims to connect students better to their friends, their home campus, and other campuses to enrich their social variety and experiences.

C. SOCIAL NETWORKING

Social networking utilities have become a ubiquitous part of our lives with hundreds of millions of users globally. They allow us to rapidly communicate and interact to enhance our personal and professional relationships. Social networks have greatly increased the kind, volume, speed, and durability of information we store online.

D. HOW IS QUADHOP DIFFERENT FROM EXISTING SOCIAL NETWORKS?

Existing social networks are successful at creating rich virtual communities that facilitate discussion, narrative, and information sharing. However, most existing social networks are lacking linkages between virtual communities and real communities. Quadhop links virtual communities to real communities by focusing all content on real social activities and interaction.

D. OUR AUDIENCE

According to the U.S. Census Bureau's most recent data, there are over 13.2 million full-time students and an additional 5.4 million part-time students enrolled in college.[1] This population of approximately 18.6 million college students is our target market for Quadhop. This market has a large budget for discretionary spending– nearly 40% of their total spending– and is therefore very attractive to businesses.[2] In 2010 alone, college students spent around $306 million on back-to-school spending alone.[3]

Although the concept for Quadhop was developed specifically with the college audience in mind and has many features directed at this audience, the concept Quadhop has general social appeal and has the potential to be applied to broader markets at a later date.

II. Introduction to key concepts

A. CIRCUIT

A **circuit™** is a network of colleges grouped by metropolitan region. The goal of the circuit is to connect college students with students at other nearby colleges. We believe that connecting separate college communities will provide social value to students looking to access new social scenes and economic value to businesses looking to access college markets.

B. LOOP

The **loop™** is a user's selection of the most important people in their social life. Users are limited to a finite loop size in order to enforce economic decisions about who users wants in their loops. For example, users loops could be capped at 25 people, 50 people, etc. The goal of the loop is to track a user's core social circles and provide a user the most relevant content to a user. Although the loop obviously imparts a relationship between the owner and members of a loop, the loop is primarily a statement of the owner's relationship preferences.

Mutuality of loop and privacy The loop relationship need not be mutual. When a users adds someone to their loop, the person that has been added is notified and given the option to reciprocate the action. Because the loop is of finite size, users are not likely to add people they do not know well to their loop. In the rare situation that this occurs, a user can forcibly remove themself from someone's loop by blocking that user.

Fluidity of loop In reality, a person's circle of friends is fluid. Maintaining relationships requires interaction and closeness. For this reason, a feature of the loop is that it is fluid. If a user has not interacted in some way with a member of their loop in the past month, the user is asked where he/she would like to remove the member from their active loop. Loop history is tracked to help users organize and understand how their loop changes over time. Loop and loop history can be viewed on a user's profile page.

Loop privilege In general, most of a user's activity and content on Quadhop should be considered public within a user's school. However, the amount, kind, and prominence of information shared depend on explicit loop relationships and proximity to other users. In addition, users may intend some content exclusively for the members of their loop. Membership in a loop grants users access to the privileged information of the loop's owner.

C. TAB

The **tab** feature is a p2p tool for the exchange of funds. Whether it is reimbursing another user, paying for an item/service from another user, or lending money to another user, the tab feature allows users to use their credit/debit card to pay and receive funds from users. Users can post a tab to another user for an amount owed. The message sent to another user will contain a short memo and the amount owed with a pay terminal. Once a user receives a posted tab, they can pay the tab, or if they do not feel a tab is accurate, they can decline the tab. To prevent individuals for spamming for money, users will be flagged if their pending tabs are declined by three different users. Flagged users will be suspended from the feature for a period of time.

D. HOPS

The **Hops™** is a circuit-wide newsfeed found on a user's homepage. Quadhop's platform is designed to track, spread, and filter activity. Users share activity and their plans by time, activity, and location. This information is posted to the Hops and is aggregated with other posts. Activity on the Hops is hierarchically organized by loop, proximity to loop, school, and circuit. A filter along the side of the activity feed narrows the 'feed' according to a users search requirements (e.g. event, time, activity, person, campus, personal message etc.)

E. SMART TAG INPUT

Free form text input is easier to use and allows for more interesting content than field-based input. However, interpreting the meaning of free form text is difficult because it requires complex language analysis systems. To solve this problem we've developed a smart tag input system which allows for both free form responses and user-assisted tagging to help define the meaning of messages. As the user types, Quadhop suggests a list of tags related to each word they are typing. For example, if the user starts typing "Atlanta airport," Quadhop suggests the tag "Hartsfield-Jackson Atlanta International Airport." Or if the user types 3pm, the system understands that as a time and tags the post with that time.

III. Functionality

A. STUDENT USER FUNCTIONALITY MAP

Quadhop allows student users to:

Share activity and plans
- Share current activity
- Share plans / planed activity
- Create, manage, and promote public or private events
- View aggregated activity for campus and circuit
- View individual activity of relevant people (especially people in loop)
- View events and activity on other campuses

Transact socially and easily with other users
- Request money owed for offline transactions (i.e. the tab)
- Settle money owed for offline transactions (i.e. the tab)

Transact socially and easily with businesses
- Access and buy special Quadhop exclusive deals
- Purchase tickets for events
- Participate in business promotions or events

Use the site easily and on-the-go
- Use personal computer to interact with the website
- Use mobile devices to interact with the website
- Use mobile devices to make transactions

B. BUSINESS USER FUNCTIONALITY MAP

Quadhop allows business users to:
- Hold and promote special events and promotions
    - Events
    - Hopper Deal

C. CONTENT INPUT
Users share their plans and activities through an main input area. This input area contains the following elements:

Smart tag text input
Users input a text description about their plans or activities. As the users types, the system interprets what the user is inputting and suggests and converts plain text input into tags. The "who," "what," "when," and "where" (the 4Ws) of the post are tagged in order to allow Quadhop to understand, organize, and aggregate the information.

Attachments
Posts may contain one or several attachments in the form of photos, video, events, and eventually items for sale. For example, a user can attach an event to a post which allows the user to input location information, set a specific time and date, or assign a guest list for a private event. An event attachments is automatically created if the system interprets that the post contains a future event.

Audience settings
By default, posts (or potions of posts) are set to broadcast to all users in the circuit. However, users can restrict posts to only be available only to their school, loop, or even specified individuals.

D. CONTENT DISPLAY
Content is organized chronologically on a timeline. For example, an activity or event could be listed as happening now, happening tonight, happening tomorrow, happening this weekend, etc. Because a user's post is not just a simple text input, but is also tagged with the 4Ws, certain aspects of a post can be separated form the entire post and aggregated. Aggregated information is generally displayed circuit-wide whereas individual post-level detail is only displayed loop-wide. This method ensures that users are able to see what's going on in their circuit and on campus on a macro level, but also is able to see what their close friends are up to on a micro level. Although most content is shared circuit-wide by default, details of each post are disclosed and displayed on a need-to-know basis.

IV. Business model and revenue generation

A. OVERVIEW
In building Quadhop, our initial concern is making the site addictive, and easy and fun to use. However, Quadhop is designed with potential revenue streams integrated to prepare for growth.

B. SOURCES OF REVENUE
- Cost-per-action (CPA) advertising
  - Deals & sponsored events
- Transaction fees
  - Consumer-to-consumer (i.e. the tab or direct buy/sell marketplace)
  - Business-to-consumer (i.e. event tickets)

C. CPA ADVERTISING – A WIN-WIN SCENARIO
Websites like Google and Facebook enable businesses the possibility to reach new customers through advertising. However, Google and Facebook do not have methods of tracking conversion; they rely on pay-per-click (PPC) advertising methods. Although PPC campaigns can be very successful, they can be risky, and tracking results can be time consuming. By facilitating the transaction, Quadhop can track conversion and provide businesses with CPA advertising. This means that businesses only pay us when they make a sale. We receive a commission on the sale, and they keep the profit. Because there is no fee unless they make a sale, there is no risk on their end.

Quadhop's offers CPA advertisements in the form of deals. These deals are specifically targeted at college students. By incorporating social aspects to these deals, we can give businesses more flexibility in the way they market to new customers. The following are some examples of different formats of deals available to businesses:

Hopper deals
Many businesses located on college campuses have a steady stream of customers but still wish to grow their customer base. The Hopper deal is aimed at providing businesses a method to attract students from other nearby campuses. The hopper deal

allows businesses to market special deals to students of other nearby campuses. This brings in new business from outside campuses, and through word-of-mouth, boosts popularity at the home campus. This type of deal is especially aimed at nightlife.

Dueling deals
Companies compete head-to-head to offer Quadhop users the best deal. Quadhop users vote on the deal they would like to receive. The deal that receives the most votes during the voting period is declared the winning deal and is activated for those users voting for it. The losing deal is not activated and those users who voted for it are out of luck. There is a possibility of offering a "consolation prize" (a lesser deal) to those users who voted for the losing deal in order to provide greater value to the company of the losing deal. Dueling deals would likely be limited to a maximum of one deal per day per circuit.

V. Privacy considerations

A. OVERVIEW
Privacy is an important issue to online users. It is an issue that sites like Facebook have been strongly rebuked for both by users and by privacy experts. We take the privacy of our users seriously because we feel a strong consideration for our user's privacy is essentially to a great experience on Quadhop

B. THE INFORMATION WE COLLECT

Demographic & contact
- Full name
- Age
- Gender
- Email address (.edu required)
- Mobile phone number
- Anticipated graduation

Payment
- Credit card number
- CVV/CVV2 code (collected but not stored to comply with Federal law)
- Billing address (including name, city, state, and zip code)
- Billing preferences (e.g. billing information storage, etc.)

User-generated content (student user)
- User photo/icon
- Loop preferences
- Activity, posts, messages, and comments
    - Text
    - Photos
    - Video
    - Events

C. DEFAULT PRIVACY SETTINGS

Although most content is shared circuit-wide by default, details of each post are disclosed and displayed on a need-to-know basis. In general, individual-level content is only displayed on a loop-wide basis, and aggregate-level content is displayed on a circuit-wide basis. Aggregate-level activity may be further broken down onto an individual-level basis, however, certain aspects of a post may be hidden for privacy considerations. For example, users' names from other schools may be abbreviated to first name and last initial only.

D. PRIVACY OPTIONS

Blocking
A user may manually block their activity and information from specific users. Blocking a user will also forcibly remove yourself from their loop if they have added you to their loop.

VI. Sources

[1] http://www.census.gov/population/www/socdemo/school.html

[2] http://www.odassoc.com/resources/docs/student_spending_behavior.pdf

[3] http://www.brandweek.com/bw/content_display/news-and-features/direct/e3ifb9f290da772a7b45d6fb416e579e877