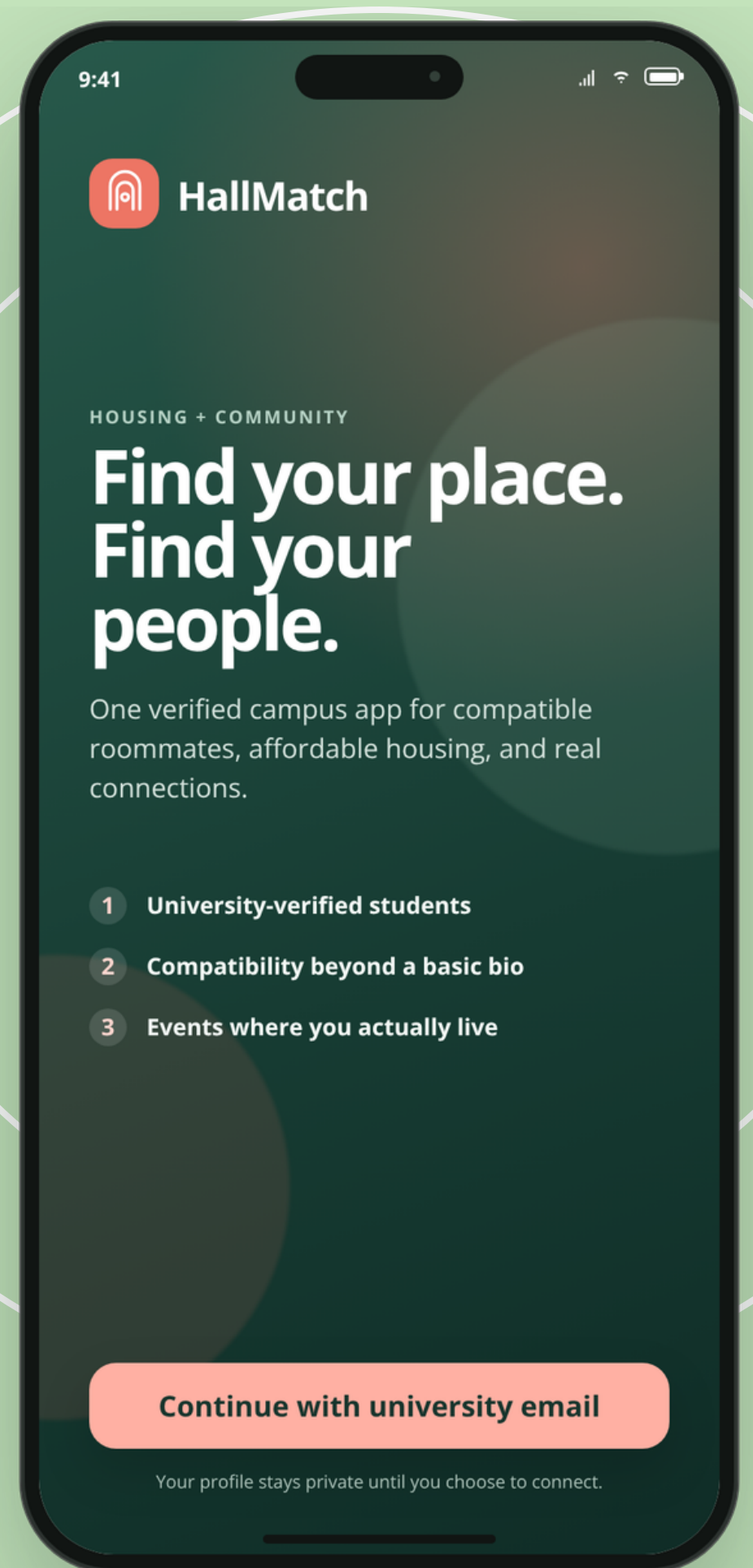




HallMatch

Find your people. Find your place.

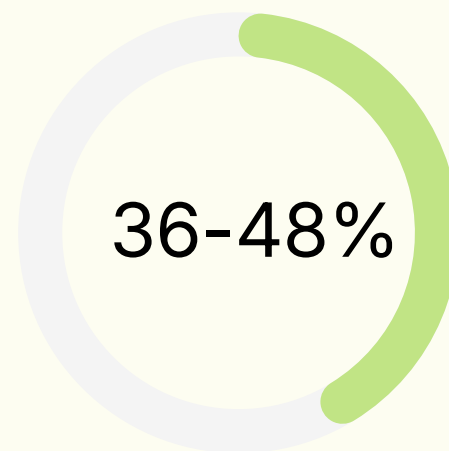
A campus housing & connection app that turns where students live into where they belong, bundled directly into tuition and housing fees.

Elizabeth Adams · Sofia Pabon · Ashlyn Davis · Rhiannon Claw

Two problems. One root cause.

Where students live shapes whether they belong, and right now, housing and community are both breaking down at once.

Housing Insecurity



of students at two- and four-year institutions face housing insecurity, with a significant share experiencing outright homelessness.

Social Disconnection

Surrounded by peers. Still alone.

Many residence-hall students feel lonely despite the crowd around them, especially international, first-generation, and low-income students facing language, cultural, and resource barriers.

Today's solutions, such as group chats and generic apps, are fragmented and unsafe, resulting in poor matches that harm mental health, disrupt academics, and force stressful mid-semester moves.

Introducing HallMatch



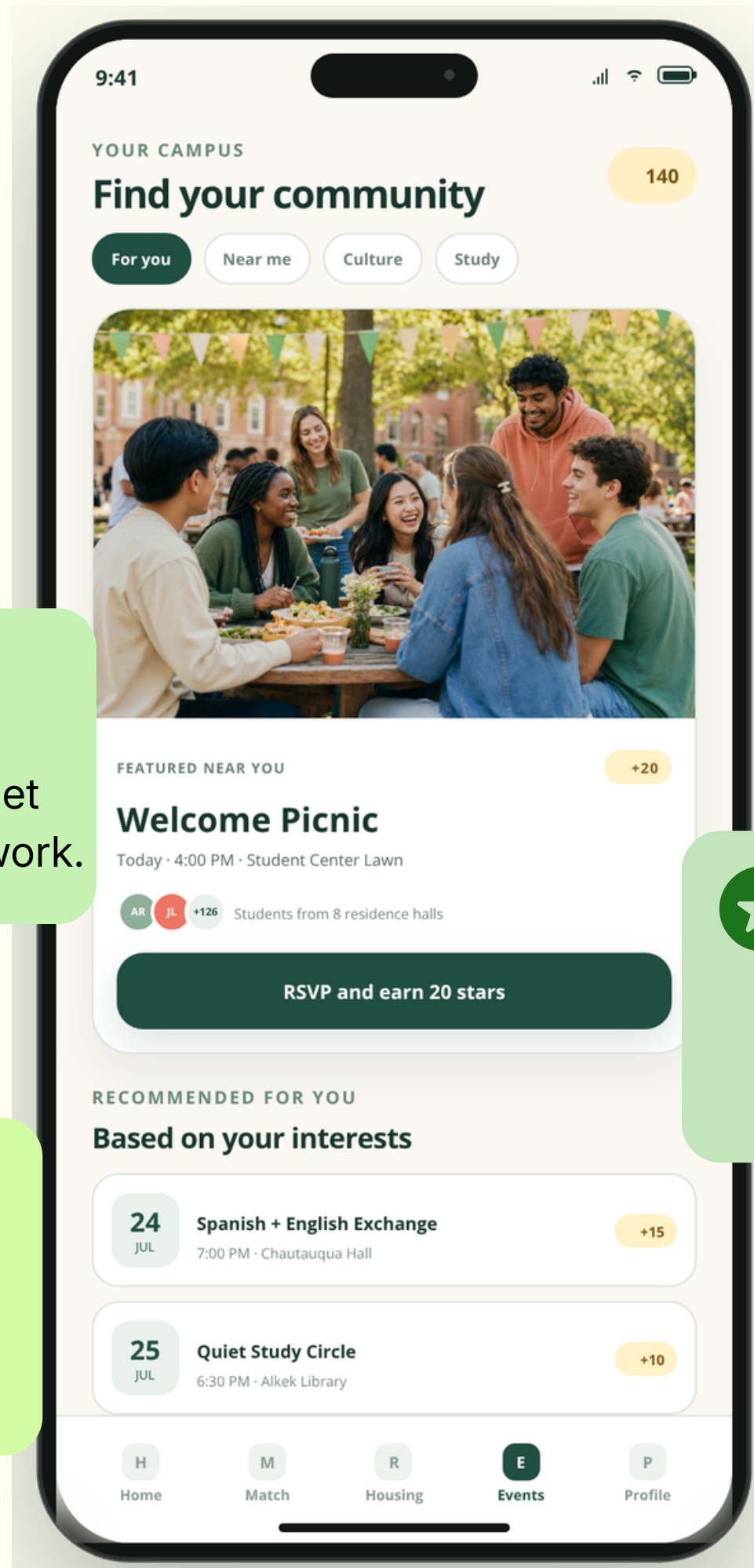
Detailed Profiles

Background, interests, habits, and budget are the real factors that make a match work.



Community Events Calendar

Discover and host hall & campus events, surfaced by relevance and popularity.



Swipe-Style Matching

Pairs students with roommates & housing by cost, distance to campus, and shared interests.



Gamified Connection

Students earn stars for attending, hosting, and building real relationships.

Who we serve

PRIMARY USERS



First- & second-year residents

Forming first friendships, new to local housing, and highly dependent on university systems.



First-gen, low-income & international students

Face outsized financial stress, cultural barriers, and thinner social networks.



Upper-division students moving off-campus

Need safe, affordable housing and compatible roommates while staying connected.



WHO PAYS

Universities & Housing Providers

Stable housing and a strong sense of belonging are linked to better grades, retention, and graduation rates, giving institutions a direct incentive to buy in as a B2B, tuition-bundled platform.

THE GAP WE FILL

Housing-management systems, roommate apps, and residence-life tools already prove demand, but each addresses either logistics or community, never both within one campus-specific platform.

Tuition & Housing Fee Integration



Per-Student Institutional Fee

HallMatch is bundled directly into existing campus technology/housing fees at \$12–\$15 per residential student per semester.



Cost Efficiency

Offsets expensive third-party resident software while reducing annual student turnover costs. For example: re-matching mid-year room transfers costs universities ~\$2,500 per incident).



Low Student Burden, High Institutional Scale

For a mid-sized university with 15,000 students on campus, this yields ~\$360,000–\$450,000 in annual recurring revenue per partner institution.



Covering Costs

We cover our costs through an annual B2B SaaS licensing fee that universities pay us per student, which is funded directly out of their existing campus technology and housing budgets. This allows the platform to be fully covered for students at zero out-of-pocket cost to them.



DIVERSITY & GLOBAL IMPLICATIONS

Retention & Mental Health Defense

Loneliness and roommate conflict account for nearly 15% of first-year dropouts. By solving social isolation at the residence hall level, HallMatch helps universities protect \$1M+ in retained tuition per campus annually.

Inclusive Onboarding: Provides international, out-of-state, and transfer students an immediate social anchor before even stepping foot on campus.

Scalability Across Global Higher Ed:

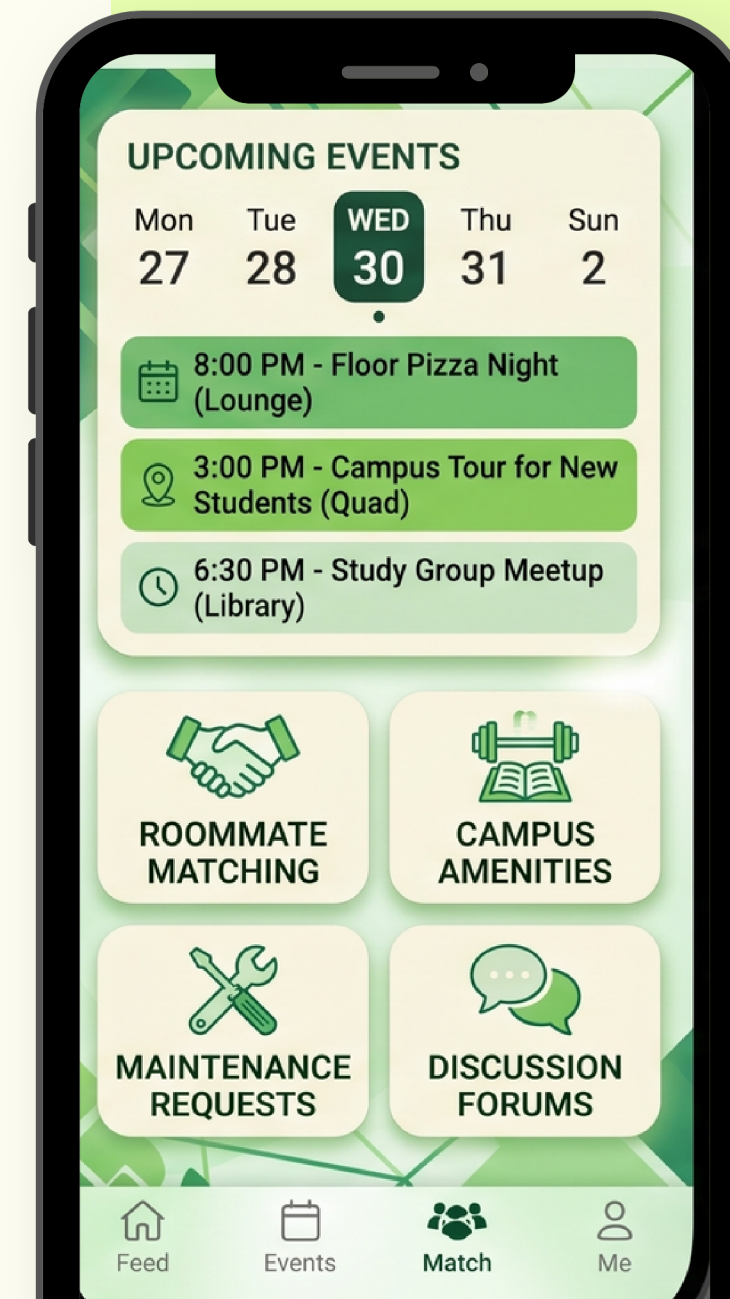
University housing shortages and student mental health crises are not unique to the U.S. Higher education systems in the UK, Canada, and Australia rely heavily on bundled student fees for campus amenities.

Long-Term Platform Potential establishes a replicable framework to expand from university-owned dorms into global private student housing providers

WITH HALLMATCH

One simple app puts every student on equal footing, giving them the same opportunity to find a great roommate, build a real community, and feel a sense of belonging.

HallMatch



What already exists

Bunky

Uses a mutual-like system in which both students must like each other before a chat can begin.



MeetYourClass

Adds class group chats and a campus feed, helping incoming freshmen connect with their year as well as potential roommates.



CoHabby

Calculates detailed compatibility scores from 40+ questions on lifestyle, habits, noise, cleanliness, and more before you can message anyone.



RoomSurf

Focused more on housing listings and charge users to use the platform.



HallMatch's edge: no competitor combines matching + housing + events + guaranteed adoption through tuition bundling.

Ways we can solve the problem

Build & Own Our Platform

Create and own a platform that combines student profiles, swipe-like matching, housing discovery, and a smart events calendar, all in one place.

- Develop professionally with a dedicated team.
- Secure data-sharing agreements and integrate with university systems (Housing + SIS).
- Verify students, manage housing assignments, and ensure a seamless experience.
- Launch during orientation and promote as part of campus life.

Partner & License an Existing Platform

Leverage an existing platform with strong matching features and enhance it with what's missing.

- Add housing integration, campus events, and university-specific features.
- Partner or license to reduce build time and development costs.
- Connect with campus housing systems for verification and assignments.
- Deliver one unified experience: matching, housing, and events.

Getting students to tap in

CORE APPROACH

Treat the app as an essential campus utility rather than a top-down administrative tool, focusing on peer-driven community participation and high-traffic physical integration



Peer-Driven Ambassadors

Partner with diverse student leaders like RAs, student government, and club presidents to run "App Takeover" kits on their own social channels, building resume-worthy status and trusted success stories.



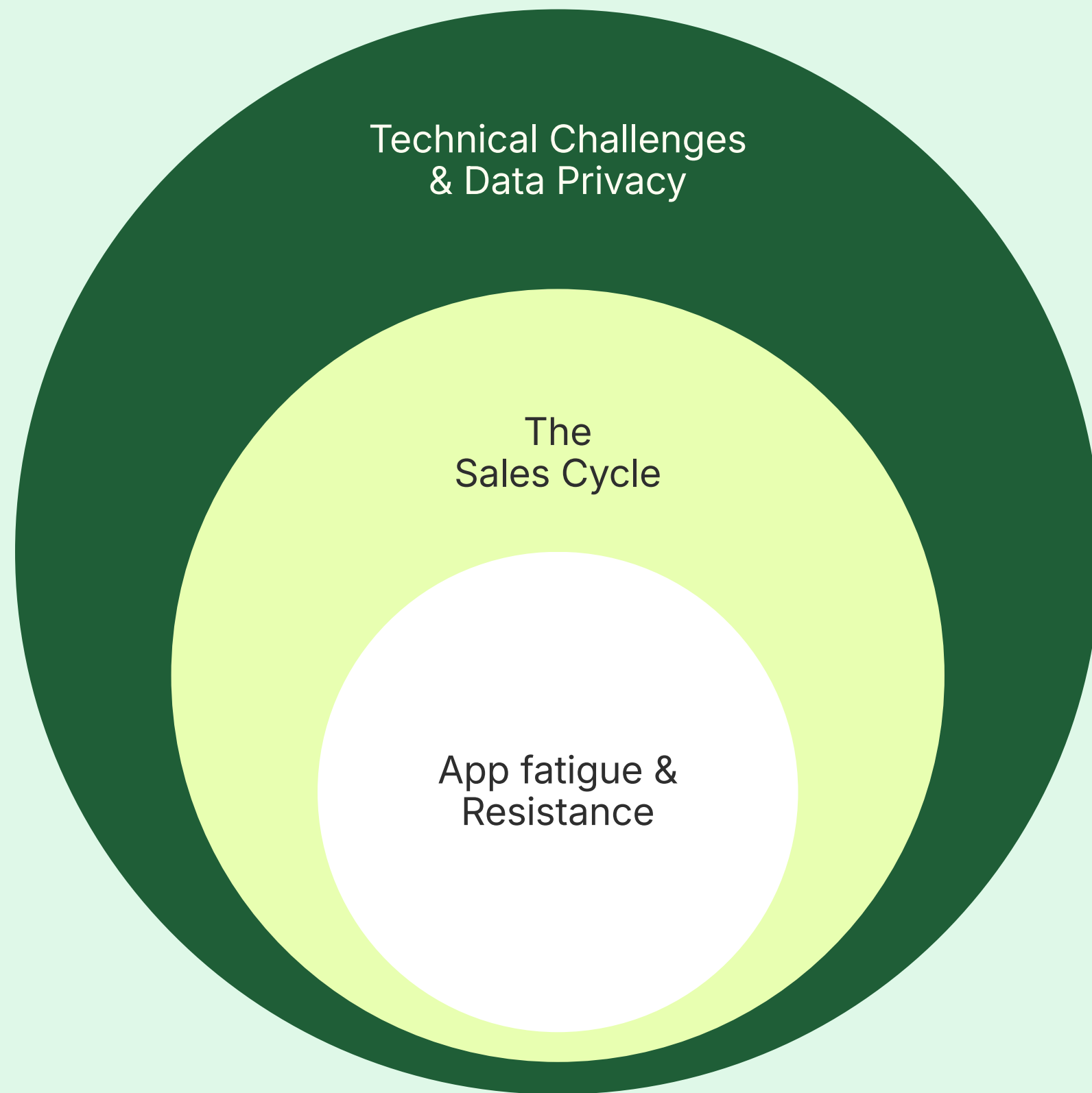
Gamified Challenges & Leaderboards

Launch TikTok and Instagram challenges with custom hashtags where students earn in-app points by completing profiles, joining groups, or RSVPing to events while tracking progress on a leaderboard



Moments-Based & Guerrilla Marketing

Align short vertical videos and push notifications with the academic calendar, and place QR codes with direct app store links in high-traffic areas like residence hall restrooms, laundry rooms, and dining hall napkin dispensers.



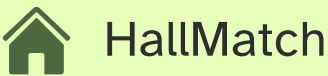
What could get in the way

Navigating Human, Technical, and Sales Barriers

Overcoming student app fatigue requires peer-driven advocacy rather than top-down mandates. Simultaneously, technical stability with university housing systems and strict data privacy are critical to maintaining trust. Finally, long B2B sales cycles require clearly proving retention and housing demand insights to university administrators.

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Partner with us to pilot HallMatch at your university this year.



Every student
deserves a home
and a community.

