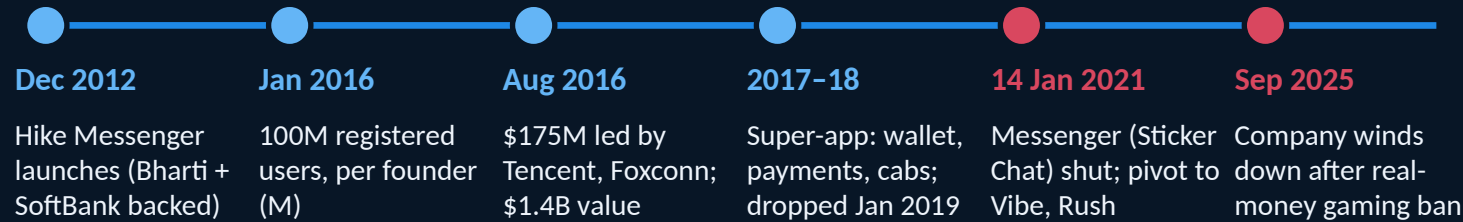


Don't build another messenger. Fix campus coordination.

Recommendation (hypothetical relaunch): build a campus club and event layer that works alongside WhatsApp: one place to discover clubs, see events, RSVP and get only the changes that matter. Chat stays where students already are. Pilot on one campus for 90 days first.

Independent educational analysis—not affiliated with Hike

WHAT HAPPENED (FACTS)



REGISTERED ≠ ACTIVE

35M

users, Aug 2014 (reported)

100M

registered, Jan 2016 (M)

500M+

WhatsApp monthly users in India (Jul 2024)

VERIFIED CONTEXT

Hike Messenger closed Jan 2021; parent later ran Rush (real-money games: 10M+ users, \$500M+ gross revenue over 4 years, M).

Sep 2025: whole company wound down. Apps now listed as "Hike" have unverified links to it.

No active-user or retention data for the messenger was ever published.

BEFORE ANY PRODUCT WORK



Brand rights (or a new name)



No reuse of old accounts/data



12+ months of funding



Small team + campus partner

Students don't need a new chat app; clubs need less chaos

4 BEHAVIOURAL SEGMENTS (H: TO VALIDATE)



Club organisers (pilot core)
Run 3–10 WhatsApp groups, forms, posters each term · Repeat info; low turnout; handover pain



New students / freshers
Want to find clubs and events in first weeks · Don't know which groups exist



Busy members
In 5+ clubs; skim notifications · Miss changes; mute everything



Student-affairs office
Approves events; needs records · No single view of activity

Research plan (Q1): 15 organisers, 20 students, 3 student-affairs staff, 6 former Hike users on 2 campuses; diary of 1 club event. Ask: "How did you coordinate your latest event? Where did it break?" Also compare 2 other niches (hostels, local sports).

WHAT EXISTS TODAY (VERIFIED WHERE STATED)

Tool	Strength for clubs
WhatsApp	500M+ India users; Communities; events with RSVP in groups (Aug 2024)
Telegram	Large groups, channels; less common on many campuses (H)
Snapchat	Friends and stories; not built for club admin (H)
Discord	Servers, roles, events; niche on Indian campuses (H)
Forms, posters, portals	Sign-ups and approvals; disconnected from chat

Switching cost (F/I): everyone is already on WhatsApp. Replacing chat is a losing fight.

Unmet need (H): cross-club discovery, one campus calendar, change alerts, organiser handover.

Why exist alongside WhatsApp: WhatsApp events work inside one group you already joined. The gap is before (which clubs exist?) and across groups (what's on this week, what changed?). We link to WhatsApp for chat. Features are re-checked in a Q1 audit.

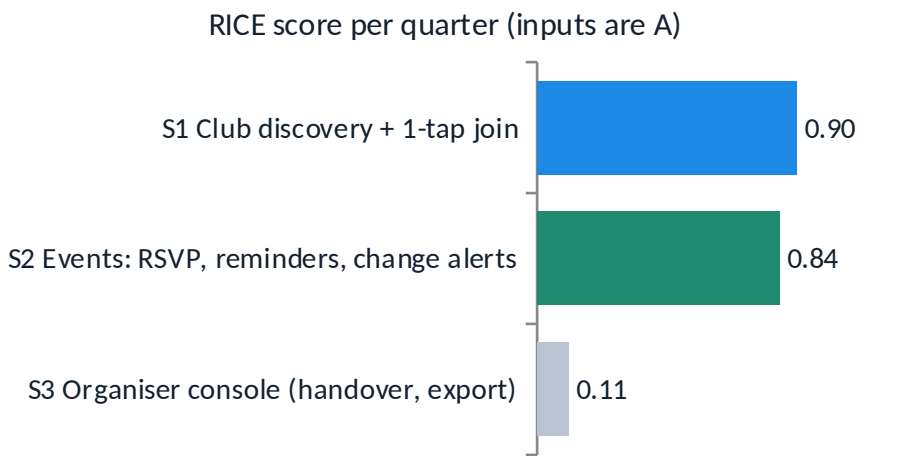
Hike competed head-on with WhatsApp; this time, complement it

Hike's struggle	Documented / plausible	Conf.
Contacts were on WhatsApp (network effect)	Plausible; 500M+ on WhatsApp (F)	High
Registered users ≠ active users	Only registered counts published (F)	High
Super-app complexity, then rollback	Documented: dropped Jan 2019 (F)	Med
No clear monetisation; pivots to games	Documented pivots (F); costs not public	Med

Problem statement (H): Campus club organisers currently repeat event details across many WhatsApp groups, forms and posters, because there's no shared place for club discovery, events and changes, resulting in missed updates, low turnout and organiser burnout.

Direction (scored /35, A)	Score	Verdict
A. Broad consumer messenger	11	Reject: repeats 2016
B. Standalone campus club app with chat	21	Too much to switch
C. Coordination layer alongside WhatsApp	27	Choose

MVP excludes: 1:1 chat, stickers, payments, games, contact-book import, public feeds.

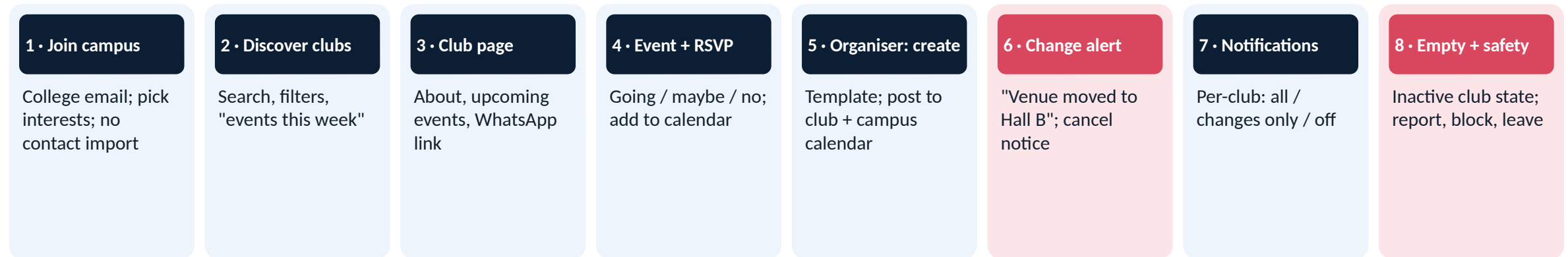


	Reach	Impact	Conf.	Effort
S1	3.0	2	60%	4
S2	3.0	2	70%	5
S3	0.15	3	70%	3

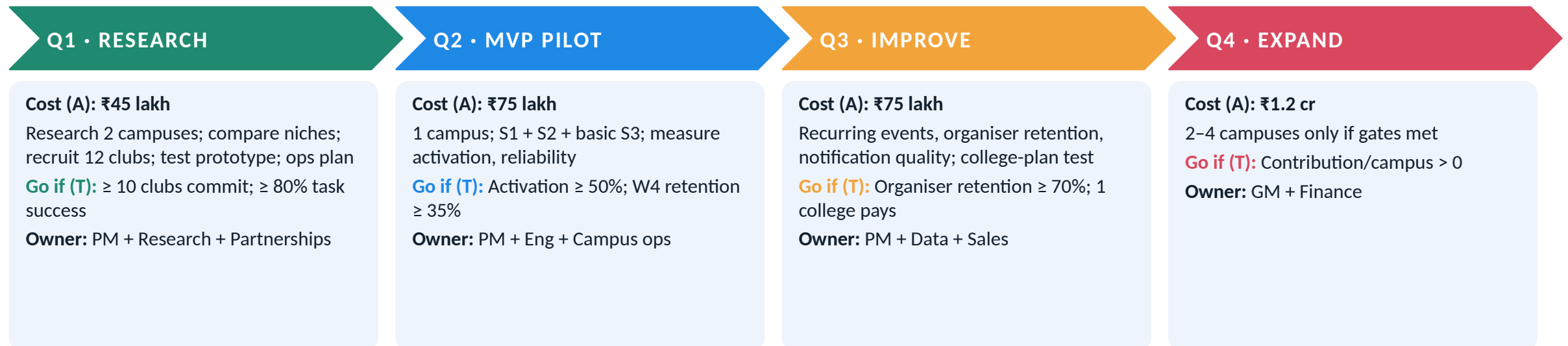
Reach = '000 students (S3: organisers) per quarter on the pilot campus • Impact 0.25–3 • Effort = person-months.

S3 scores low but stays in a minimal form: organisers decide adoption. RICE alone misses that.

8 clickable screens, one campus, four gated quarters



Cold start: recruit 12 founding clubs on one campus; launch at freshers' orientation and the clubs' first meetings; organisers invite their own members by link. Useful with even one club (its events + reminders). **Prototype content is illustrative;** no real messaging, identities or payments.



Success = events that happen, not messages sent

Per campus per month (₹ lakh, A)	Cons.	Base	Opt.
Infra + support + moderation	-0.35	-0.25	-0.18
Campus ops + acquisition	-0.65	-0.50	-0.35
College plan (payer: student affairs)	0	0.33	0.67
Sponsor listings (labelled)	0	0	0.20
Contribution per campus	-1.00	-0.42	+0.34
Campuses to cover ₹25 L/month central cost	never	never	~74

Metric (denominator)	Pilot target (T)
Activation: joined club + RSVP in 7 days (sign-ups)	≥ 50%
Active groups: ≥ 1 event/update + 5 RSVPs/week (clubs)	≥ 60%
Week-4 retention: users · groups	≥ 35% · ≥ 70%
Attended ÷ 'going' RSVPs (check-in)	≥ 60%
Notification opt-outs · delivery success	≤ 10% · ≥ 99%

Evidence to invest further: clubs keep posting after week 4, RSVP turns into attendance, and a college pays.

User ≠ buyer ≠ payer: students use it free; organisers choose it; the college (or sponsors) pays. Only the optimistic case works, so Q3 must prove a college will pay.
Downloads, messages and time spent are not success.

Risk	Mitigation
Clubs stay on WhatsApp only	Link out; value without moving chat
Notification overload	Changes-only default; weekly digest
Privacy / harassment	College email; no contact import; report + block
Colleges won't pay	Stop or pivot at Q3 gate

DECISION REQUIRED
Approve ₹45 lakh for a 90-day Q1 on 2 campuses, after brand rights (or a new name) and funding are confirmed. Go/no-go on day 90. Full plan ≈ ₹3.15 cr (A).