

The following article ran in The Springfield Republican and on MassLive.com on February 11, 2009.

CampusLIVE Internet Company Focuses On All Aspects of Campus Life

CampusLIVE is a company that had its start in the Southwest dorms at UMass Amherst, and is now located in the Amherst town center. COO Boris Revsin, CEO Jared Stenquist, and CFO Jeff Cassidy '07 started the company out of the desire to fill a void that existed on campus: one place where students could find everything they needed on a daily basis. Revsin gives full credit to Stenquist: "Without Jared, none of us would be working at CampusLIVE," he says.



Boris Revsin

The website originally had a few "quicklinks" to university online portals, and also had links to the most popular local restaurants, allowing students to find food when they wanted to. It was a huge hit throughout campus, and they thought, "Hey, this could make one heck of a business." They then added three additional students to the team: a sales manager, a director of marketing, and a director of business development. CampusLIVE staff is comprised entirely of current and former UMass Amherst students, and incorporates an "intern team".

The team used focus groups to find out exactly what would need to be included on a sample homepage to entice students to use it each day. Then, the team reached-out to prospective clients like the UMass Amherst Alumni Association. "They really were the first to understand the market power we had at the UMass Amherst campus," says Revsin. Another group of first clients were the local restaurants in town: the site's CampusLIVE Food Finder allows students to check-out restaurant menus, delivery options and coupons for their favorite eateries. Revsin says, "Restaurant owners love that it helps to promote their business, and students love the extra savings."

Because CampusLIVE started as a hobby, the initial goals for the company revolved only around making tools useful to the students. "We didn't really know what revenue paths might even exist for us," says Revsin. Today, CampusLIVE is "The Homepage for College Students," providing single-click access to the most widely-used college resources – and not just at UMass Amherst. From university email, athletics, news and Facebook links, to local restaurants and entertainment, the campus-specific homepages serve as the one-stop-shop for college students at over 60 schools. The site gets approximately 1,000,000 hits each month, and the founders and their company were covered in BusinessWeek this past fall as the third "Best Young Entrepreneurs of 2008."

Revsin says their strategy has always been to pay strict attention to the target market they serve: college students. "While the Googles and Facebooks of the world may serve anyone and everyone they can, CampusLIVE directly serves college students." "We see CampusLIVE as the student platform of the future for ALL colleges and universities in the entire country," he continues. "No one in the company will stop until this is achieved."

Prepared by the UMass Amherst Alumni Association