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BRIGHT ACADEMY

EMPOWERING YOUTH FOR A BRIGHT FUTURE

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AGENDA

- + Vision
- + Team
- + Problem Statement
- + Solution Features
- + Market Potential
- + Business Model & Go-to-Market Strategy





"aid aspiring students in making the best possible decision for their higher education journey and the future."



TEAM



Antara Saha
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Co-Founder/Developer
Previously Employed as Senior Data
Engineer at Fiserv



Joe Holleran

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Co-Founder/Developer
Field Audit Specialist at The
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Shreya Bedi
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Co-Founder/Developer
Previously Senior Software Engineer
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Co-Founder/Developer
Previous Data Analyst at Joyy



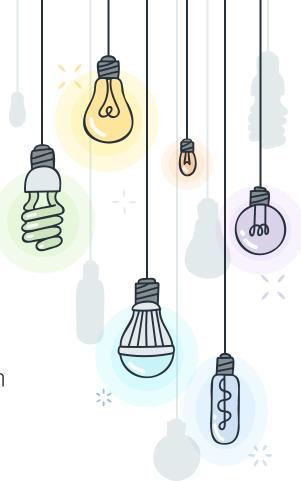
- → No single source exists on comprehensive information on colleges
- + Aspiring students spend thousands of \$\$ on counselors to just put the facts together
- -- Many end up making sub-optimal choices due to lack of data





A python application capable of addressing all needs concerning finding the right college.

- Comprehensive source of college information
- Quickly narrow down your search to relevant choices
- + Perform apples-to-apples comparison across colleges on variety of dimensions
- Users requesting for a college information if not available



US MARKET POTENTIAL



3,500,000+

High School Graduates Every Year

1,200,000+

Students completing Bachelor's degree every year



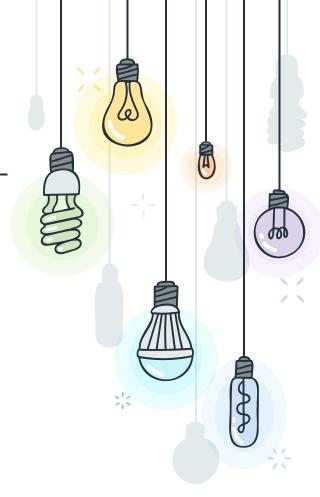


BUSINESS MODEL



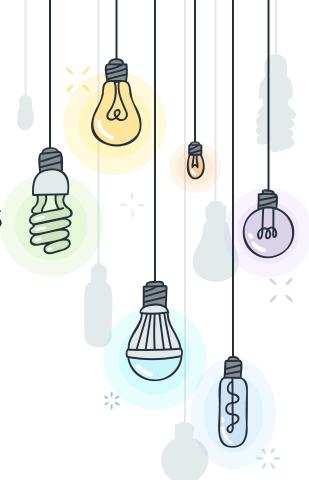
>: VALUE PROPOSITION

- + Addresses an important and growing unmet need
- + Provides a 360-degree view of a College
- + Enable aspiring students make an informed decision
- + Ease of use
- + Free of charge



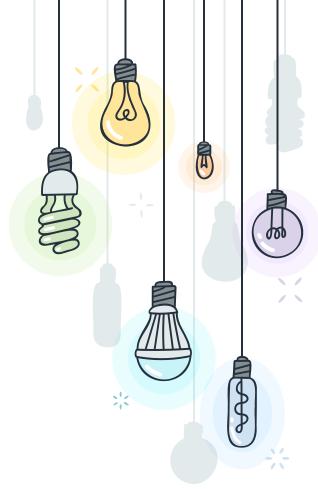
CUSTOMER SEGMENTS

- + Age group 16 35
- + Senior year students, Final year Bachelors or Masters students
- Working professionals looking for part time courses



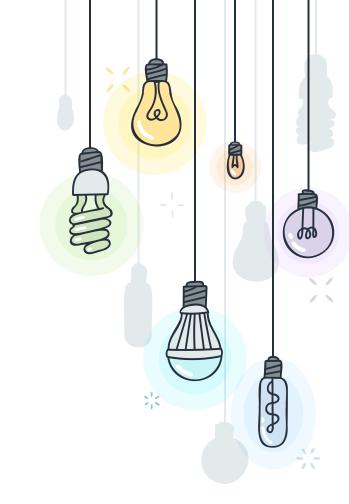
>: PROMOTION CHANNELS

- + Word of the mouth in our community, followed by through satisfied customers
- + Facebook advertisements
- + School / University grounds
- + Social media channels



COMPETITION

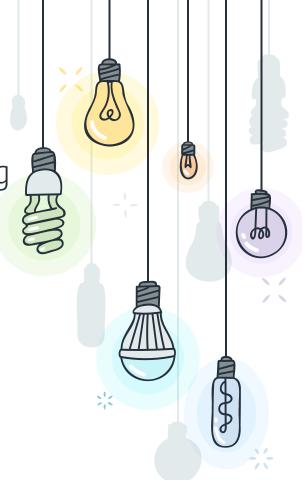
- + US news
- + niche.com
- + The Princeton Review
- + Forbes.com
- + College Consensus





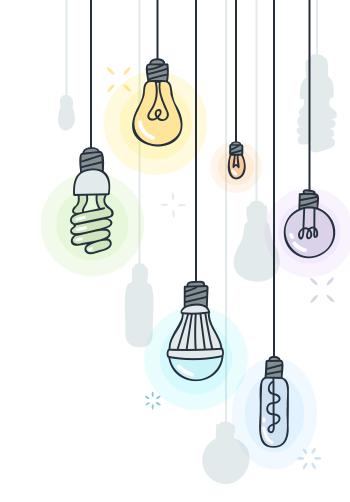
This will be a not-for-profit service. Operating costs will be covered through following mechanisms

- + User donations
- + Ad revenues
- + Funding



>:< PERFORMANCE METRICS

- + Active users vs. Target
- User growth YoY
- User Satisfaction Score
- + User Traffic



>:< PREVIEW OF OUR APPLICATION

SECTION-D2, PROJECT GROUP : 5

BRIGHT ACADEMY- Empowering Youth For A Bright Future

MODULE 1: REFRESH DATA

MODULE 2: SEARCH BASED ON USER PROFILE MODULE 3: SEARCH BASED ON COLLEGE NAME

MODULE 4: COMPARE TWO COLLEGES FOR DETAILED COMPARISON

Enter '0' to exit.

Please Enter Module ID to begin with:

