

## Offer Hunters – An educational consultancy firm



### Introduction:

Our company is an educational consultancy firm founded in China this March. We provide services for students who want to apply for top universities around the world (Mainly clients are Chinese students but we look for expansion). The main services we provide now are consulting, essay editing and mock-interviews. Tutors are the current students or graduates from those students' target school. As for the student applicants, we didn't want them to face disadvantages because their native languages are not English and help them better prepare for their dream universities. They are really in need for someone who knows better on the application process and had already enrolled that university.

### Team:

I am the founder of our company, current Master of Financial Analysis student at LBS. And another member is my friend who studies for a dual degree on management at HEC-Yale. We recruit our strong tutor team through our network and here's a link. Now we have tutors over 30 from renowned universities like Harvard, Yale, MIT, Oxford, Cambridge as well as LBS. Rhodes scholars also joined us. Here is a list of our tutors.

[https://mp.weixin.qq.com/s/-Z517IsmXUI\\_HSxJXYV-JQ](https://mp.weixin.qq.com/s/-Z517IsmXUI_HSxJXYV-JQ) (On the below, tutors are in English)

This is our official website <http://offerhunters.co.uk>

### Status of business:

The average profits of the firm are about £4,000 a month with served clients of over 200, and it's keeping increasing because the application season is coming. Total revenues are over £20,000. Clients with strong interest and registered on our online WeChat platform are over 900.

Besides this, currently we're trying to build an online platform which allows everyone can register and offer their services at their spare time. We're expanding our services from educational services to also career coaching services. The system is pretty like the Peer Leaders Session for all students.

### Cases on the new platform:

For example, Alex is a new graduate at the Graduate Program of Asset Management of HSBC. He is willing to coach others and share his experience. So he can price his own 30-min/ 1 hour time on our platform. It could be really low if he just wants to help more people and we only give an upper limit. Then, Hanna is interested in getting a summer internship at HSBC on the same division and she is eager to find more about it. Then she can directly book the session on our platform.

Bryce is an experienced consultant working at McKinsey for over 3 years. Lots of people need to practice case studies and need professional coaching. He can offer this session to multiple people

which everyone can book it. Once it reaches the limit of group (e.g. 4 people), he could send the appointment link to the session.

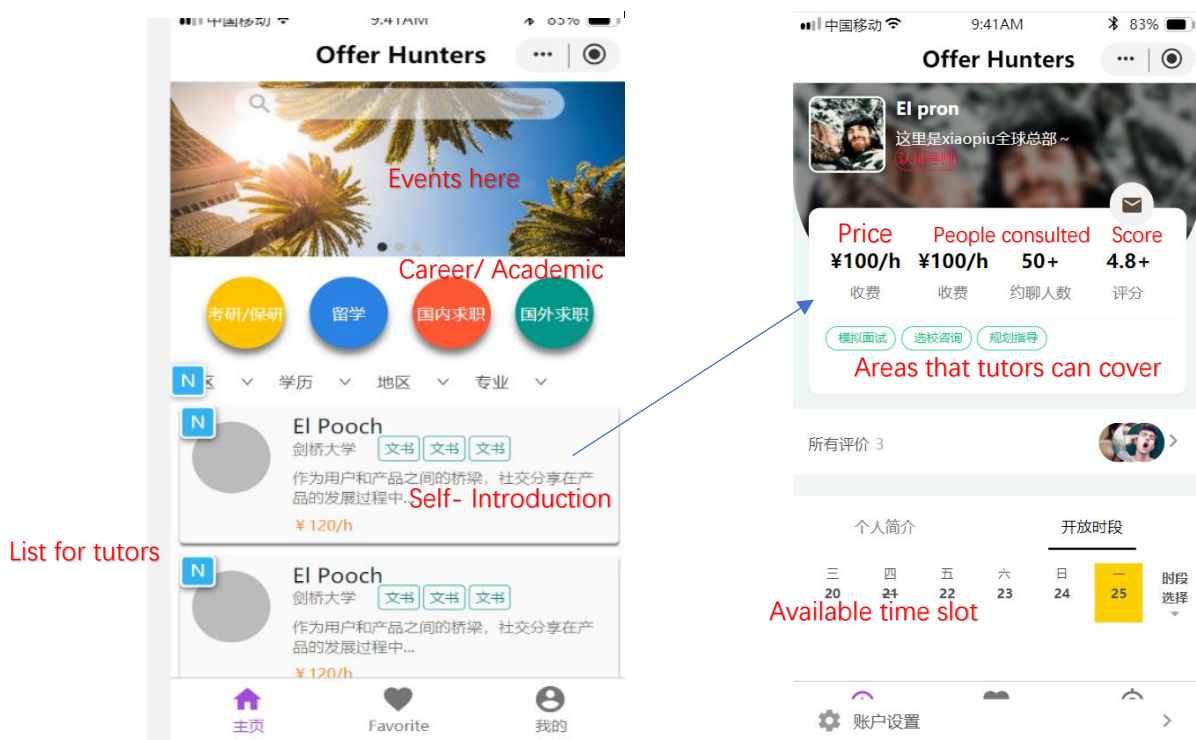
### Why is so special?

The things that makes us so special is that we match the needs and supply perfectly. On the supply side, those people at their degree/ early career stage are willing to help others and earn some extra money. On the need side, students who are going to apply for top universities/ firms need this kind of help extremely. Even current LBS students would be users. What if the 8 peer-leader sessions are not enough, let alone other universities which did not offer the sessions.

Note:

LinkedIn is a platform that students need to reach out by themselves. Sometimes they're too shy or did not know if the people they seek would respond to them. So our platform would bridge this. There are people at their early career offering their help and you can find them. It's like a mutual way. Students need it and tutors are offering it. And I have lots of friends from top IBs and consultancy firms are extremely interested in signing up for this.

**Demos (Sorry some are in Chinese, and it's not polished with our designers yet):**





### Things else that I am seeking and additional help:

I am looking for the investment for this round to help us develop this platform and expand our business. It would be about £35,000 at this stage.

Some advice on growing the business and how to fit it in to the UK market would be perfect. I also need more instructions on getting investments.