

Edly.

CredPal.



Introducing - Edly.

Connecting schools and parents to loans for paying school fees.





Data.

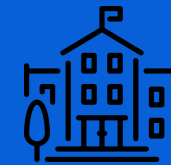
\$4bn
School fees revenue*
(2012)



School numbers



25.6m students
(Primary)



12.5m students
(secondary)



79 private universities
(tertiary)



Average Spend (private)



\$50 per term



\$4170 per year



\$3333 per year

Source: [*http://www.nigerianstat.gov.ng/download/271](http://www.nigerianstat.gov.ng/download/271)

[**https://www.unite4education.org/global-response/public-and-low-cost-private-schools-in-lagos-a-comparative-study/](https://www.unite4education.org/global-response/public-and-low-cost-private-schools-in-lagos-a-comparative-study/)

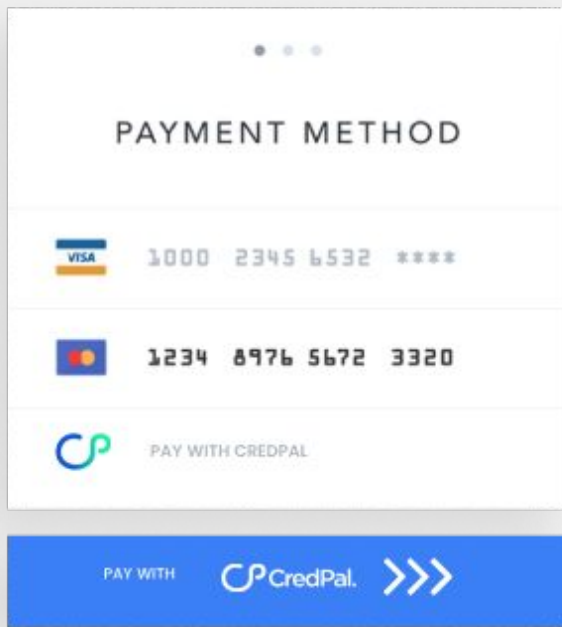
[***https://www.legit.ng/1156167-top-secondary-schools-nigeria-fees.html](https://www.legit.ng/1156167-top-secondary-schools-nigeria-fees.html)

[****https://www.pulse.ng/communities/student/private-tertiary-institutions-20-expensive-universities-in-nigeria-and-their-tuition/w76yvgf](https://www.pulse.ng/communities/student/private-tertiary-institutions-20-expensive-universities-in-nigeria-and-their-tuition/w76yvgf)

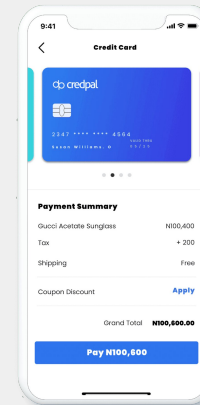
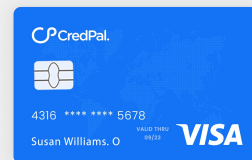


How it works.

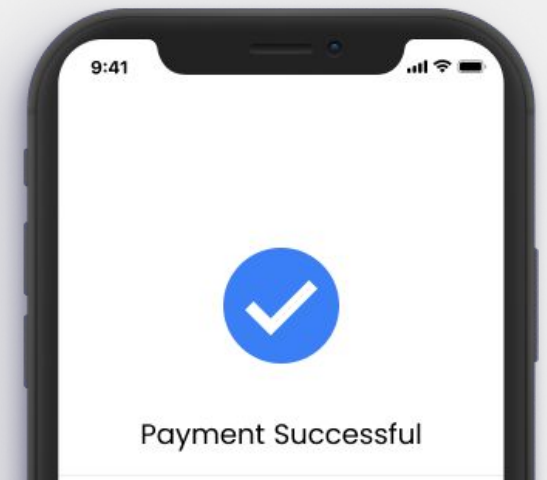
Transport company
integrates API with
payment portal



Eligible parents pay using
Credpal option

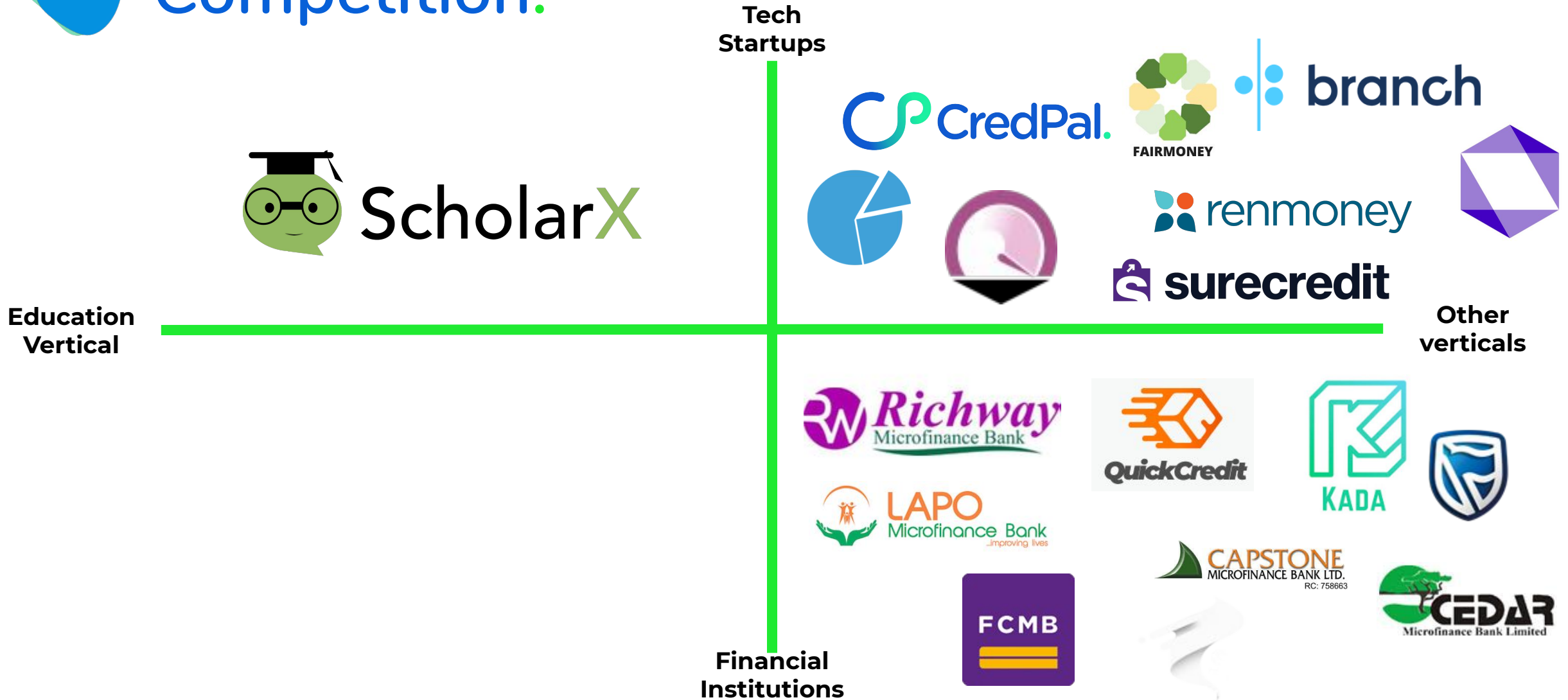


Repayment is made over a
period with agreed
interest rate





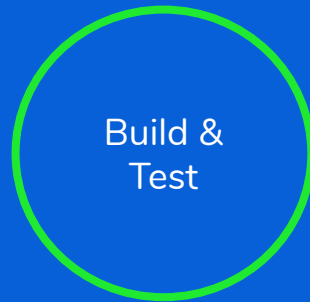
Competition.





Go-to-Market.

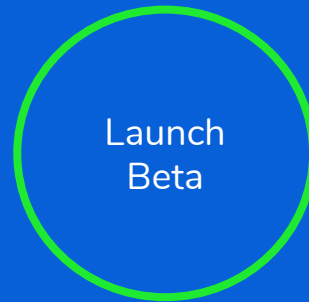
3 months



Build and design internal
api, dashboard and
customer features

Test alpha with few
primary, secondary and
tertiary schools

6 months



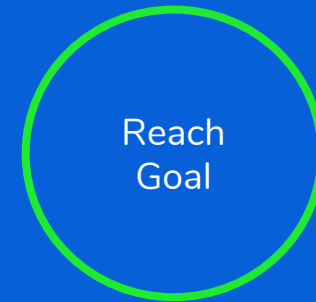
Launch beta with more
schools and incorporate
feedback into system

9 months



Hack school adoption
using schoolscompass,
association of VC's or
Registrars, direct
marketing and referrals

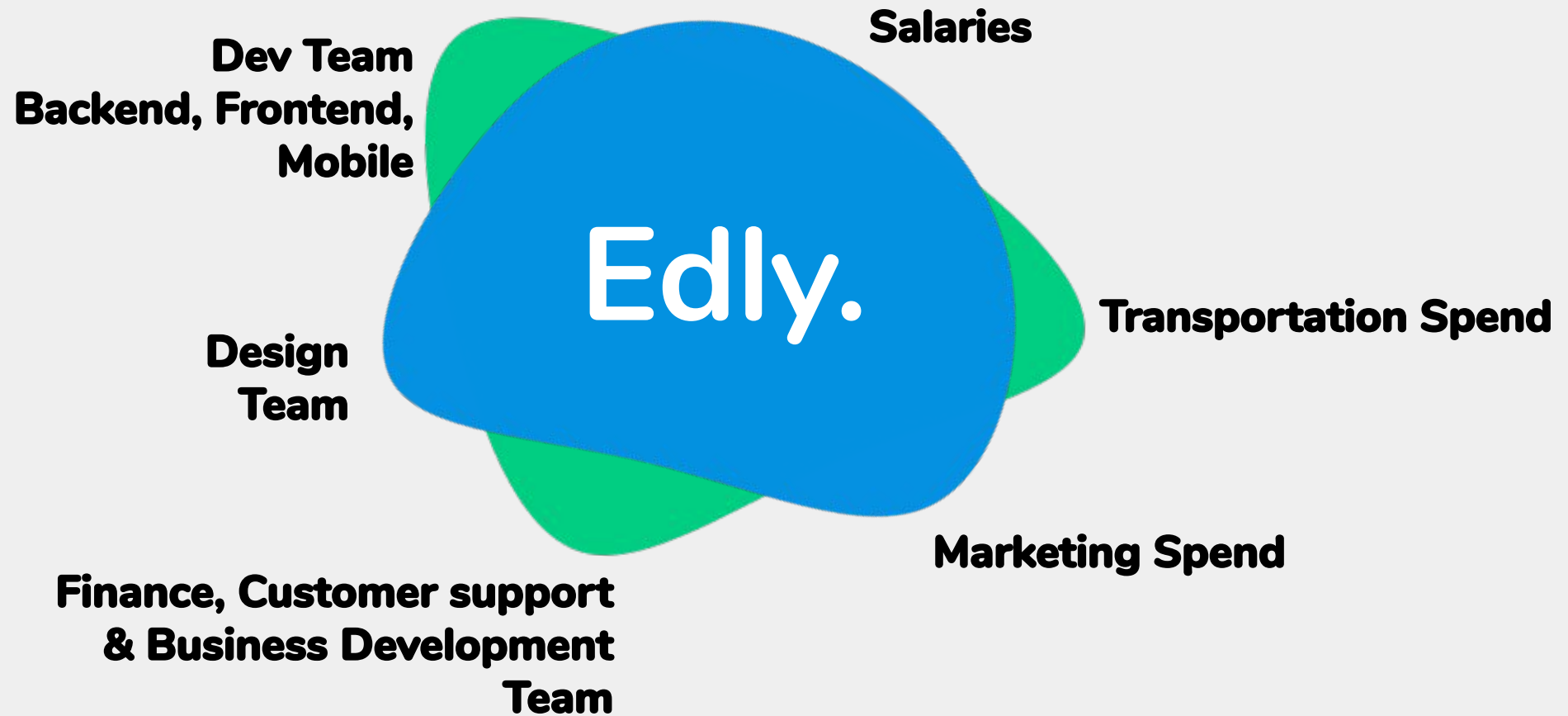
1 year



Reach goal of steady
customer growth month in
month out



Requirements.





My thoughts.

- ❖ The market need for this product is really big (Primary, Secondary & Tertiary)
- ❖ This product could easily be packaged as a social impact initiative attracting grants and impact funding
- ❖ Major constraint here is bureaucracy within the schools
- ❖ My relationship/partnership with Schoolscompass can be a great hack for growth.





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