



EasyPath



MEET THE TEAM



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Simplifying University Applications for High School Students

What is it?

An all-in-one app that simplifies post-secondary planning for high school students by tracking application deadlines, scholarships, and providing reliable information and reminders—empowering students with confidence and control over their future

Purpose:

- Reduces stress for students and parents to stay organized
- Centralizes deadlines and cross-provincial scholarships
- Empowers users to make informed decisions with reliable info



Target Market: High School Students in Grade 11 & 12 and their Parents (BC)

Trying to:

- Research and choose the right post-secondary programs.
- Track application deadlines
- Prepare and organize documents
- Apply for scholarships

Pains:

- Overwhelmed by the complexity of application processes.
- Missing critical deadlines due to disorganization.
- Difficulty finding reliable, centralized information about universities and scholarships.
- Lack of tools for managing tasks and staying on track.

Gains Created:

- Simplified, stress-free application process for students.
- Clear guidance and timely reminders to stay organized and meet deadlines.
- Centralized platform for easy access to resources and information.
- Increased confidence in completing applications and maximizing opportunities for success.



The Value of Time

“Time is what we want most, but what we use worst”

-William Penn



Success is Built on Systems

“You do not rise to the level of your goals. You fall to the level of your systems”

-James Clear



What EasyPath Offers

*Everyone has goals, but
not everyone has a
system to achieve them
on time*

Streamlines Post-Secondary Applications

Saves Time

Reduces Stress

Increases Success

Empowers Decision-Making



DemO



Monetization Strategy

Subscription:

- Pricing tiers: \$13.99 CAD/month or \$39.99 CAD/year (just \$3.33/month).
- Value-driven pricing: Affordable compared to other tools (e.g., Microsoft 365, Duolingo Plus).

Advertising:

- Targeted ad placements: Partnerships with universities and colleges; 223 in Canada
- Revenue potential: Capture a share of institutional marketing budgets at 10%, with potential early revenue of \$440,000 from 22 institutions.

Branding Shift



EducationPlannerBC



GrantMe



myBlueprint



EasyPath

- growth
- prosperity
- peace



Dramatic Differences

All in one platform

- Intensive scholarship list
- In depth program information
- Application reminders
- Eligibility check list
- Cloud storage



User Insights

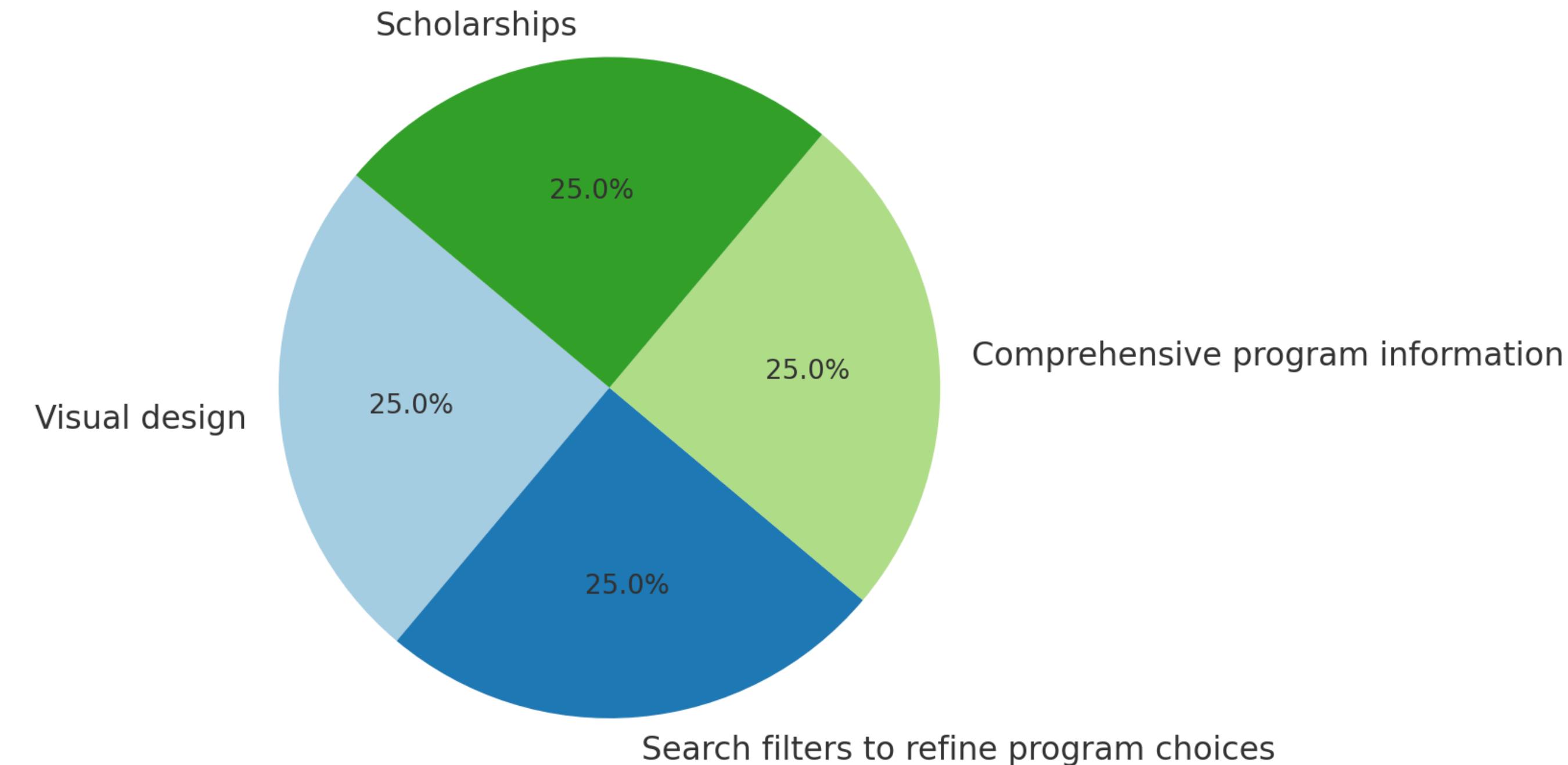


Informal Communication

Focus Groups

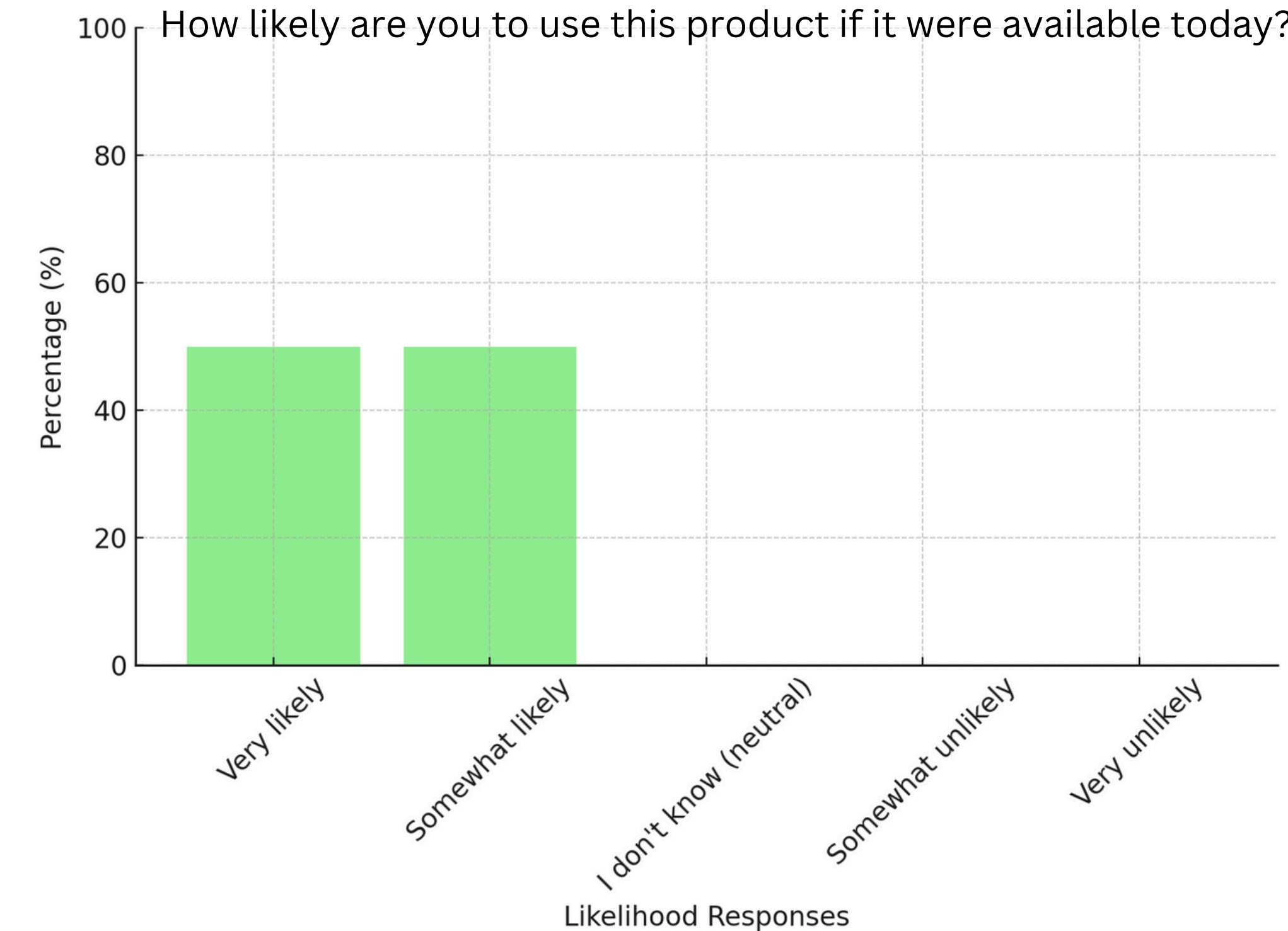


Key Features Users Value



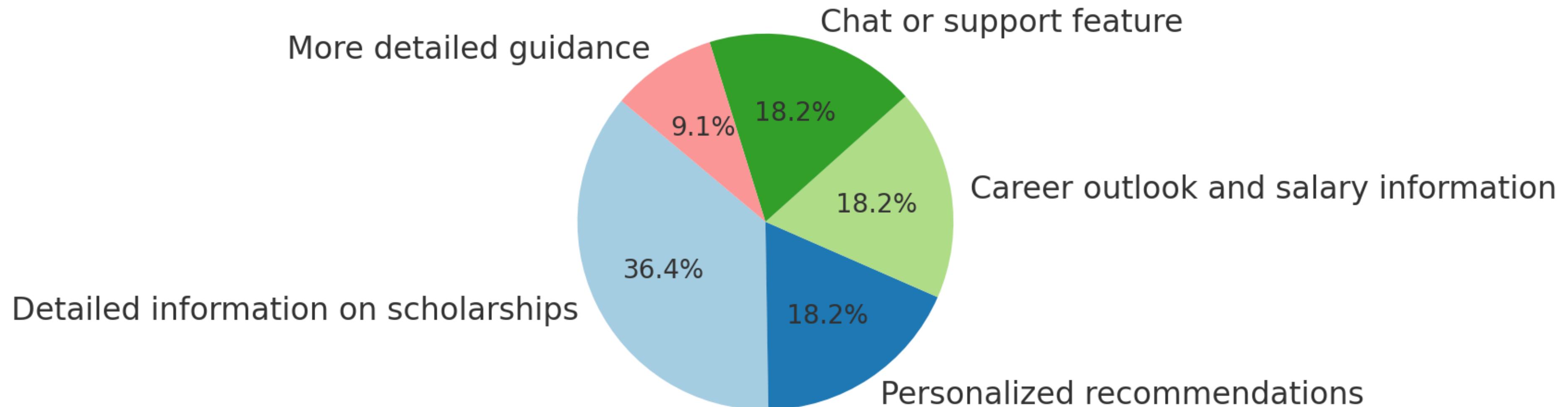


User Sentiment





User-Requested Features





Future Milestones

Acquiring Users

Testing

Data Acquisition



Reflection



EasyPath

Simplifying today,
inspiring tomorrow.



Plan Your Post-Secondary Path

Reduce the stress of post-secondary planning with an all in one tool

Search programs, track deadlines, and manage scholarship opportunities to make informed decisions about your academic future

[Get Started](#)

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