



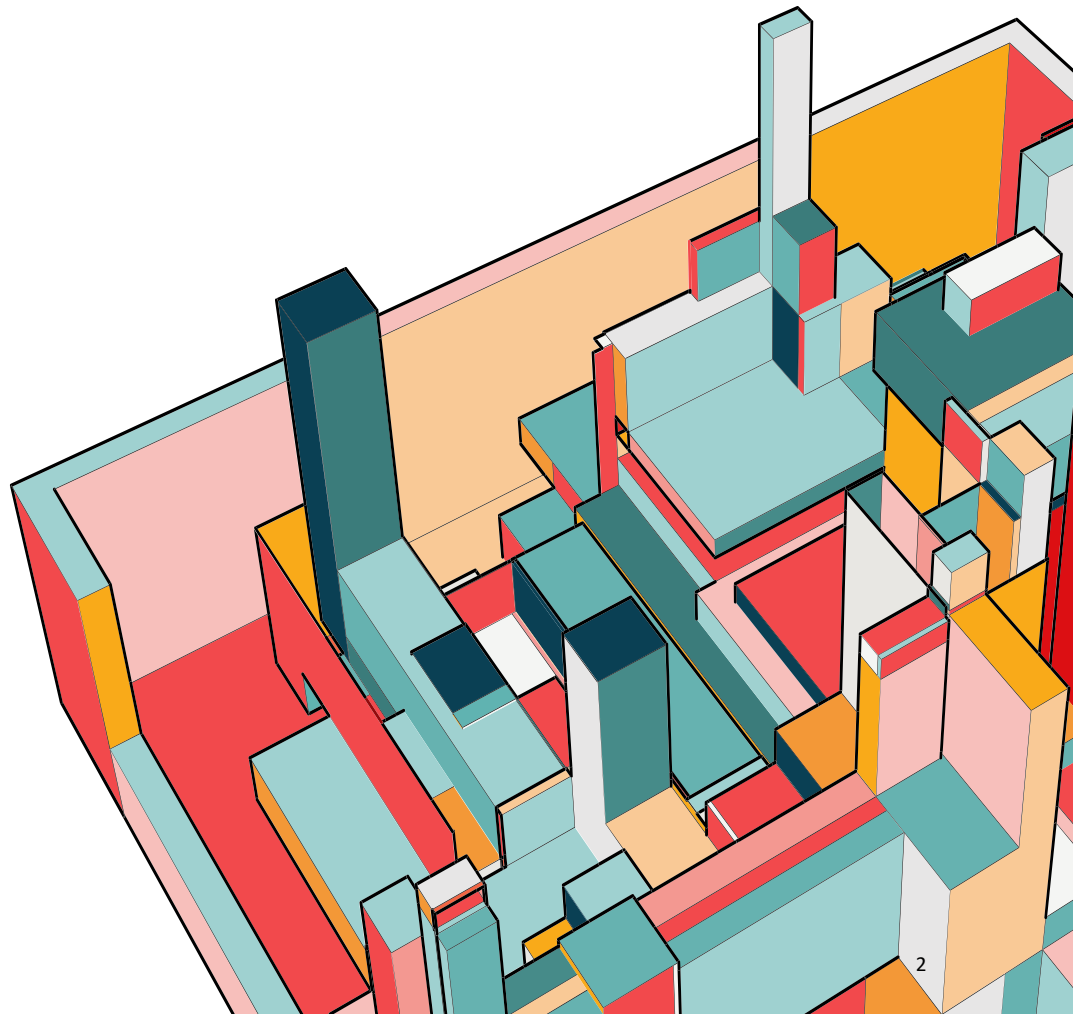
UniLearn Pro

Revolutionizing the Learning Experience

Introduction

UniLearn Pro is a comprehensive learning platform tailored specifically for university students.

It utilizes AI and university partnerships to provide customized planning, studying, and career-building tools.



About Us

MISSION

Empower students to own their academic journey through integrated solutions that understand their needs, adapt to their goals, and unlock their strengths

VISION

To spark a revolution in learning where students thrive and reach their highest potential through perfectly personalized academic experiences

CORE VALUES

Personalization ⇨ Collaboration ⇨ Innovation ⇨ Excellence

Business Concept

AI-driven personalized learning



Semester Synergy Planner

Beautifully crafted schedule that outlines exam dates, assignment deadlines, and study sessions, all generated automatically based on the course selections.



CourseBuddy

Generates customized summaries, notes, and flashcards for each section of the course materials.

Adapts to preferences, adjusting the learning materials to match skill level and language proficiency.



TextCentral

Centralized resource for all textbooks, ensuring easy access to the resources needed.



Learning Pathways

Personalized learning pathways, recommending supplementary materials and certifications tailored to the student's goals



Job Search Strategies/Resources

Equips with resources for the student's future career, from a centralized job board to streamlined application processes.

Strategy

STRATEGIC FOCUS AREAS

Utilizing AI and analytics to provide personalized learning

Offering students comprehensive academic planning and support

Developing strong university partnerships

Enhancing career outcomes for students



TARGET AUDIENCE

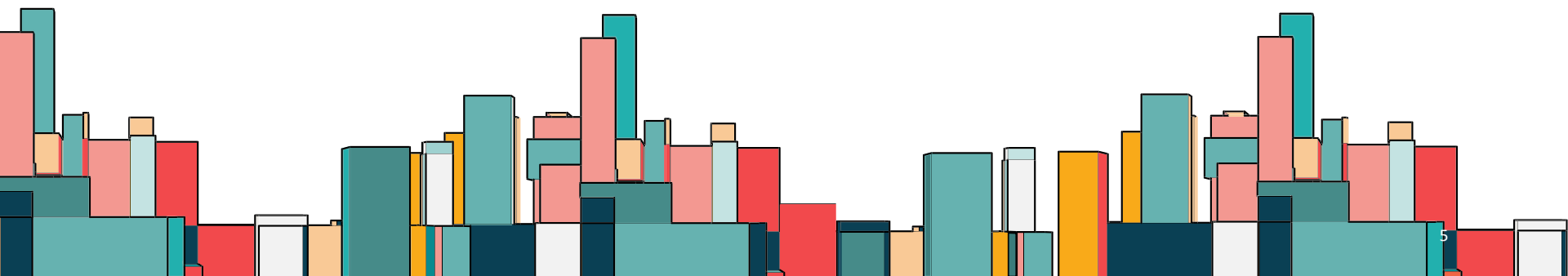
Primary: University students seeking an enhanced academic experience

Secondary: Universities looking to improve student success rates



USP

An all-in-one academic solution for university students.



The Problem, Market Opportunity, Unmet Need

Market Gap: Inefficiencies in Traditional Education

Fragmented Systems: Disjointed tools hinder a cohesive learning experience.

Lack of Personalization: One-size-fits-all approaches overlook diverse learning needs.

Time Management Challenges: Students struggle without streamlined scheduling tools.

Market Opportunity

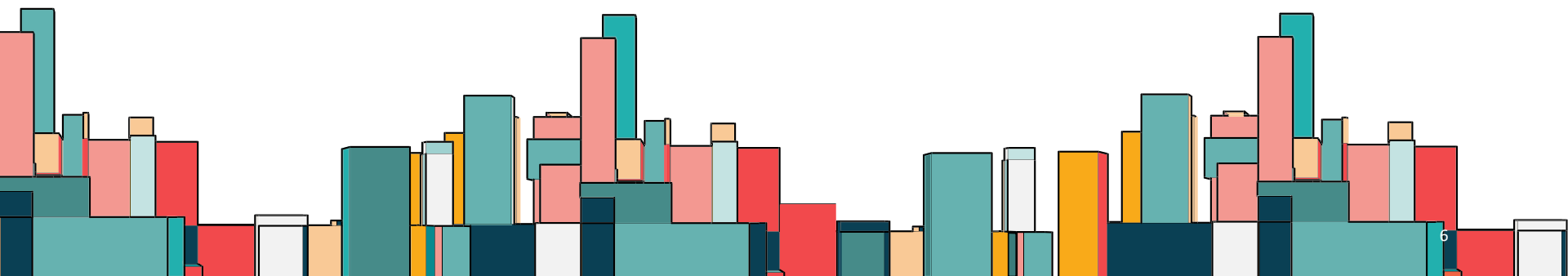
UniLearn Pro capitalizes on the growing demand for personalized education technology, addressing challenges in higher education with its comprehensive features.

Unmet Need: Personalized and Adaptive Learning Solutions

Tailored Learning Experiences: UniLearn Pro uses AI for personalized content delivery.

Automated Semester Planning: Provides a clear semester roadmap and automated scheduling.

Adaptive Learning Materials: AI-driven Course Buddy customizes summaries, notes, and flashcards.



The Solution and Unique Value Proposition

UniLearn Pro addresses the unmet need in the edtech sector by providing a comprehensive platform.

Distinctive Features

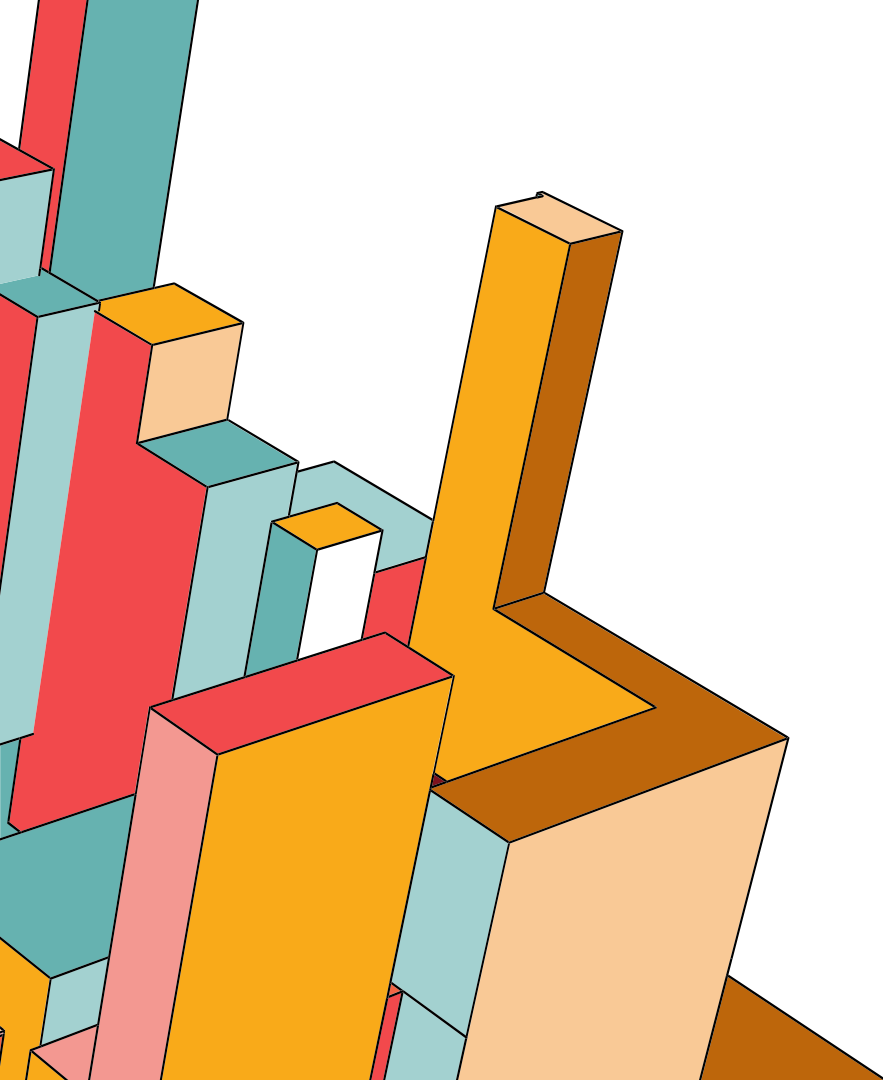
Features like Semester Synergy Planner, CourseBuddy, and TextCentral alleviate challenges in time management and resource accessibility, offering a holistic solution.

Unique Value Proposition

The USP lies in UniLearn Pro's unparalleled depth and breadth of features, distinguishing it from other learning apps by seamlessly integrating academic support, personalized learning, and career development within one platform.

Strong Foundation

AI-driven personalization, centralized resources, and university partnerships.



INDUSTRY OVERVIEW & MARKET ANALYSIS

TARGET MARKET: UNIVERSITY STUDENTS

University students of all majors in the United States.

MARKET SIZE

The total addressable market (TAM) is approximately 19 million students.

DEMOGRAPHIC

Age group of 18-25 (Gen Z)

PSYCHOGRAPHIC

Ambitious students seeking personalized learning experiences

COMPETITIVE ANALYSIS

KNEWTON



- Adaptive learning company
- Platform to personalize educational content
- Develop courseware for higher education concentrated in the fields of science, technology, engineering, and mathematics

CHEGG



Students can buy, rent, and sell used books on its online marketplace. Users of Chegg's website can also obtain free online tutoring.



WHAT SETS UNILEARN PRO APART?

UniLearn Pro has all these features in one platform, which does not exist in the current market:

- ✓ Personalized learning (CourseBuddy)
- ✓ Textbooks
- ✓ Semester planner
- ✓ Learning pathways
- ✓ Job search help

Tie up directly with universities to offer holistic, personalized learning.

Available for every possible major field of study.

Overall, UniLearn Pro is a comprehensive platform with unparalleled features that our competitors lack.

BUSINESS MODEL



Subscription-Based Revenue Model

UniLearn Pro adopts a subscription-based revenue model, charging university students a fee per semester based on what tier they choose.

Students subscribe to UniLearn Pro to benefit from features such as the Semester Synergy Planner, CourseBuddy, TextCentral, Learning Pathways, and Job Search Strategies/Resources. Access to each of these will vary based on the tier.



Tier 1: Basic (\$50/semester)

Access to CourseBuddy – AI Powered
Personalized Learning
Semester Synergy Planner



Tier 2: Advanced (\$100/semester)

Access to CourseBuddy – AI Powered
Personalized Learning
Semester Synergy Planner
TextCentral
Learning Pathways
Job Search Strategies/Resources

MARKETING PLAN



SOCIAL MEDIA

- Partner with student influencers and educational content creators.
- Create dedicated social media channels (Instagram, YouTube etc) to promote among Gen Z.



ONLINE ADVERTISING

- Targeted online advertising on platforms frequented by university students.
- Blog posts, infographics, and videos highlighting the features of UniLearn Pro for publicity.



PILOT PROGRAMS

- Initiate pilot programs with select universities to demonstrate the effectiveness of UniLearn Pro within real academic environments.

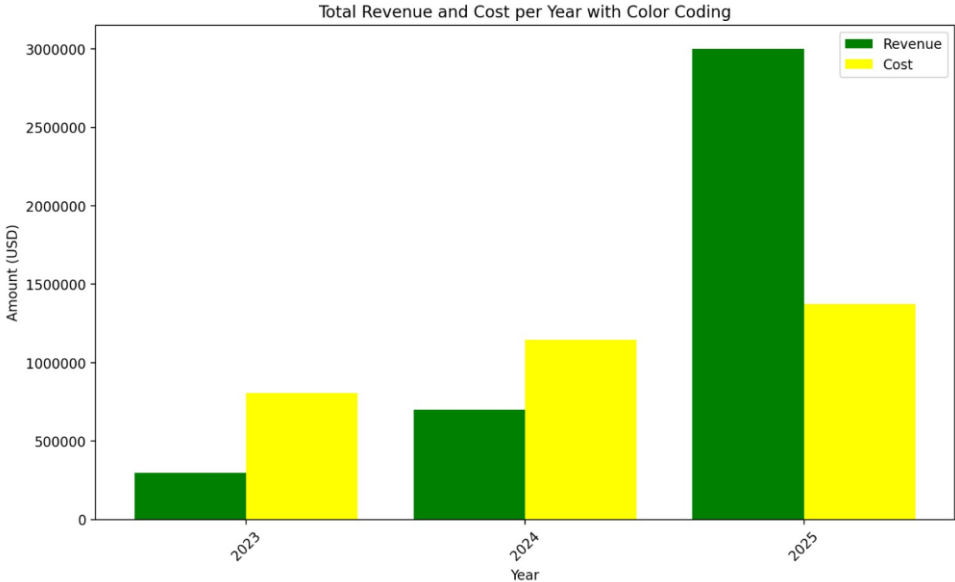


LOYALTY/REFERRAL PROGRAMS

- Referral program where existing users can earn bonuses or premium features by referring their peers.
- Offer loyalty incentives for long-term subscribers, such as discounted renewal rates or exclusive access to new features.

Financial Projections

Year	Revenue Generation			
	Number of Students	Basic Tier	Advanced Tier	Total Revenue
2023	5,000	4,000	1,000	300000
2024	10,000	6,000	4,000	700000
2025	50,000	40,000	10,000	3000000



Cost Breakdown							
Year	Development			Marketing		Maintenance	Total Cost
	Software Development	Testing	Deployment	Online Marketing	Offline Marketing		
2023	250,000	160,000	120,000	150,000	50,000	75,000	805,000
2024	300,000	250,000	320,000	200,000	50,000	25,000	1,145,000
2025	400,000	300,000	340,000	250,000	60,000	25,000	1,375,000

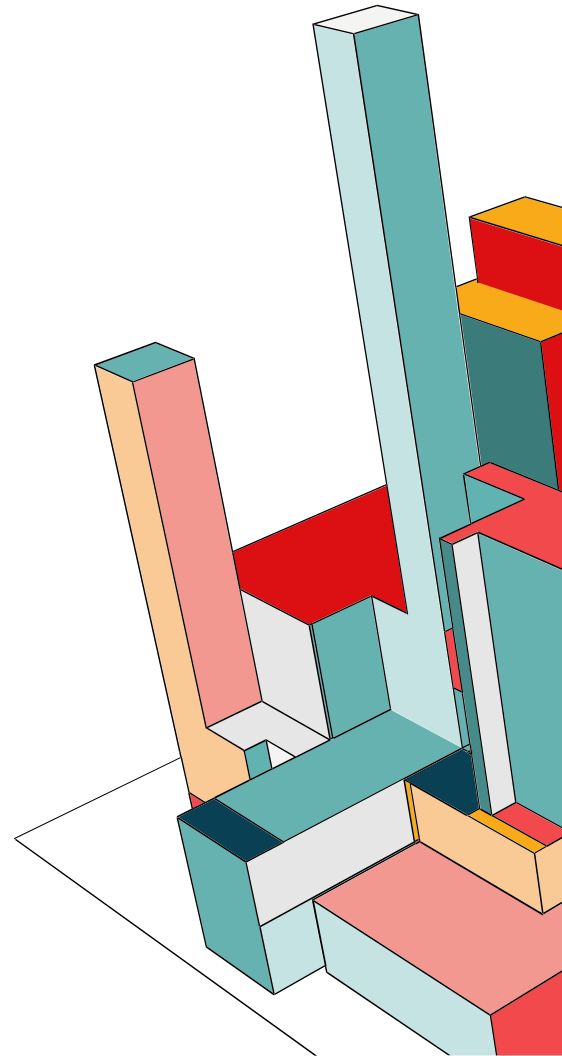
Funding Plan

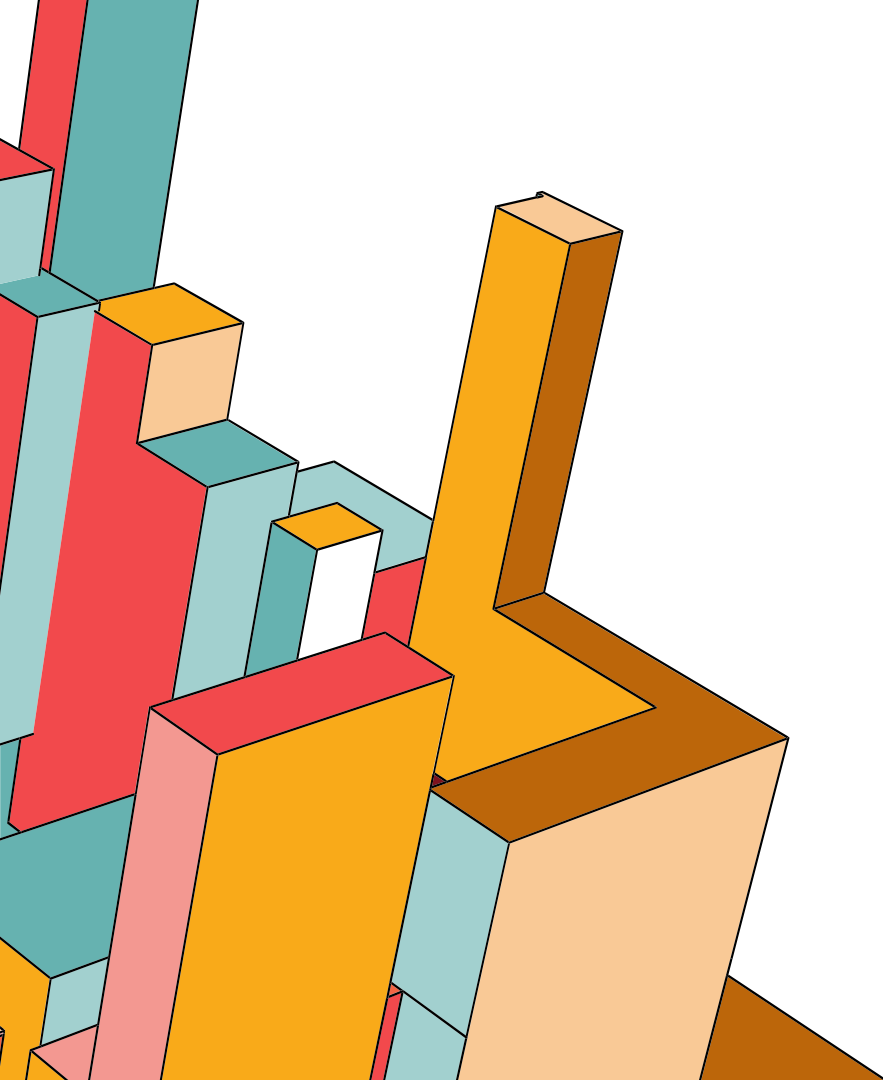
Projected Returns: What Investors Can Expect

Revenue Streams: UniLearn Pro generates revenue through subscription fees, which serves as a steady source of income.

Projected Returns: Our financial projections indicate a clear path to profitability. Investors can anticipate substantial returns as we capture a significant share of the growing education technology market.

Exit Strategies: Potential exit strategies include acquisition opportunities or strategic partnerships, providing flexibility for investors seeking a profitable exit.





Sources of Funds:

Equity Funding: Open to equity funding partnerships, offering investors an ownership stake in UniLearn Pro.

Venture Capital: Exploring partnerships with venture capital firms to secure strategic investment for accelerated growth.

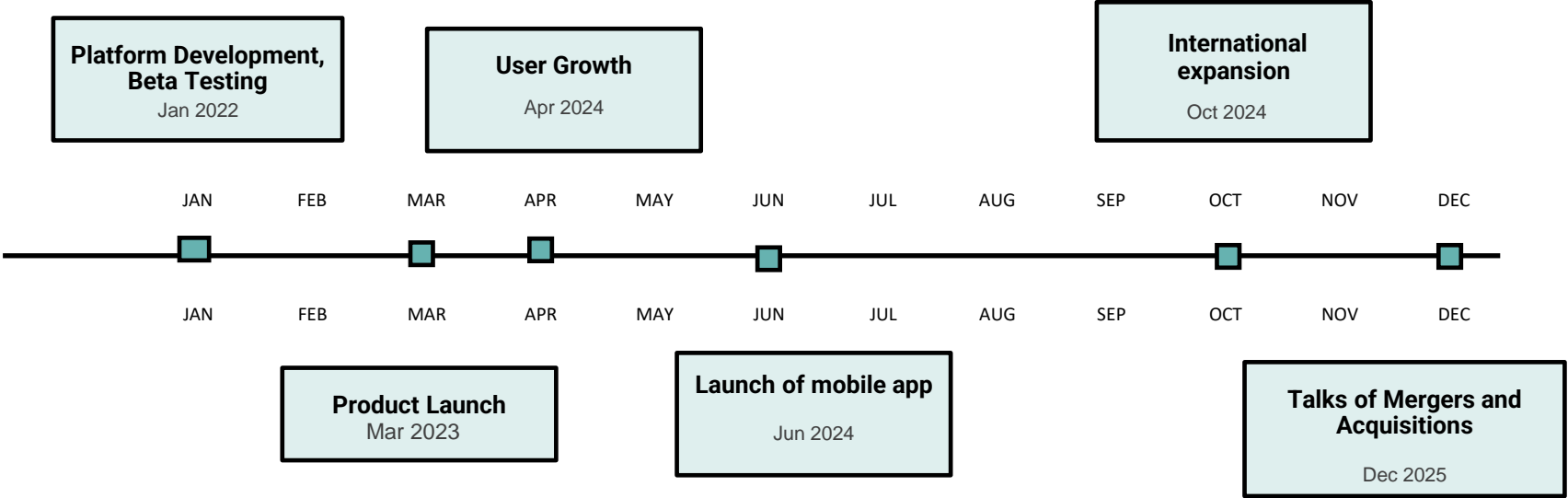
Uses of Funds:

Product Development: Allocate funds for ongoing product development, ensuring UniLearn Pro remains at the forefront of innovation.

Marketing and User Acquisition: Invest in strategic marketing campaigns to enhance brand visibility and drive user acquisition.

Technology Infrastructure: Strengthen technology infrastructure to support scalability and provide a seamless learning experience.

Milestone Timeline



Marketing Budget

\$600K

**Online
Advertising**

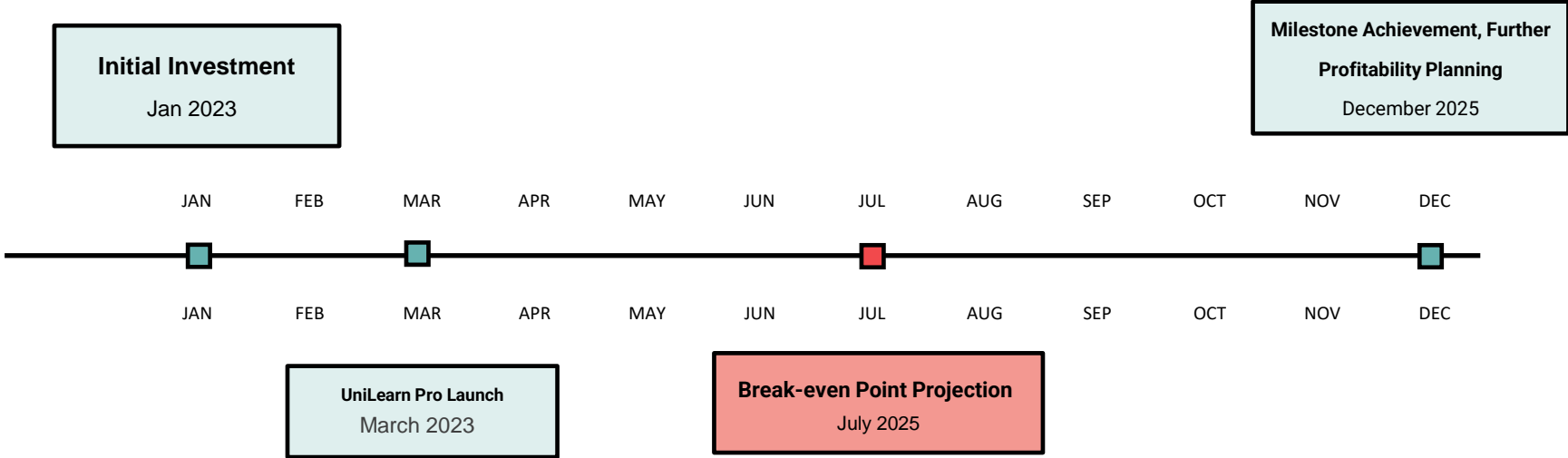
Influencers
Social media
Google Ads

\$160K

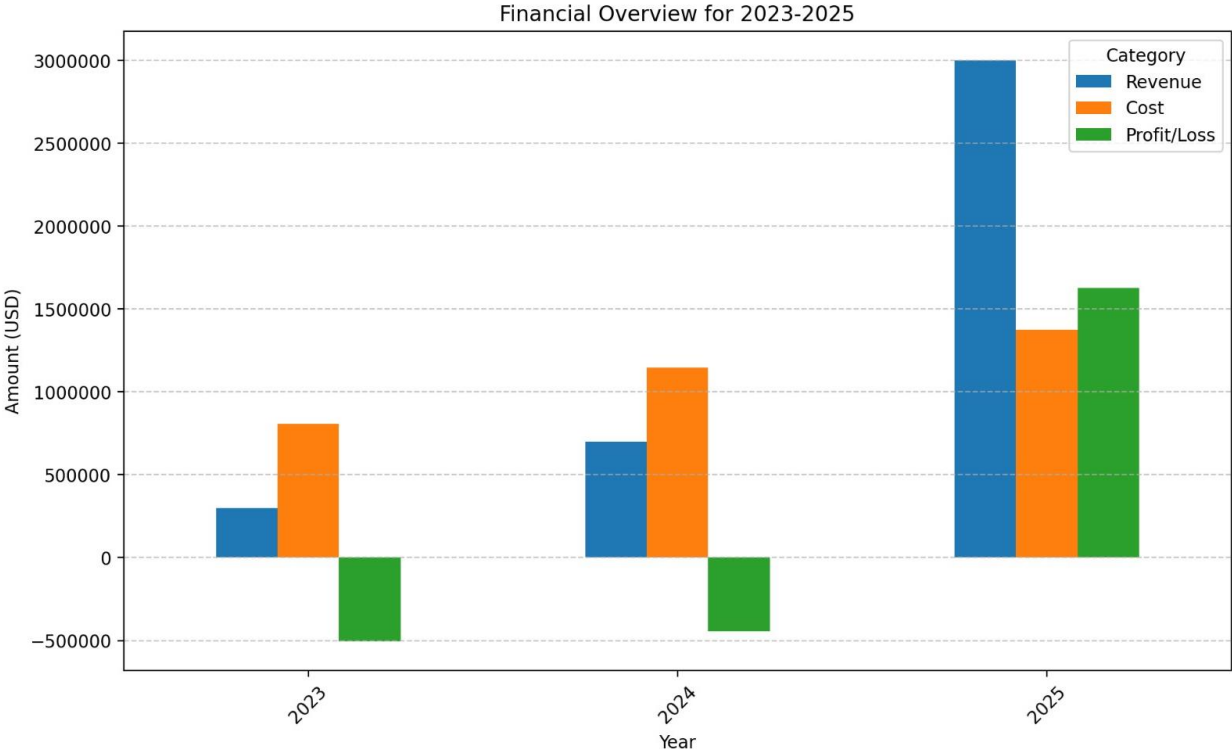
**Offline
Advertising**

Print media
Events and Sponsorships
Broadcast media

Break Even Analysis



Break Even Analysis



Year	2023	2024	2025
Revenue	300000	700000	3000000
Cost	805000	1145000	1375000
Profit/Loss	-505000	-445000	1625000

Critical Risk Factors and Mitigation

- **Competitive Threats**

- Seek strategic partnerships rather than compete head-on with tech titans
- Integrate tightly with university systems to achieve competitive stickiness

- **Technology Scaling**

- Architect platform from ground up to support rapid expansion
- Invest heavily in core data science and engineering teams

- **User Traction**

- Tap into university networks/resources for initial promotional access
- Offer freemium model and financial aid incentives to drive adoption

- **Business Model**

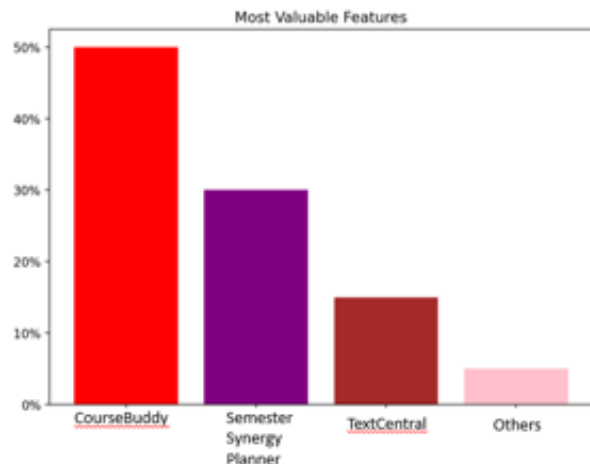
- Provide free offering with premium features to identify willingness to pay
- Align pricing models to documented student outcomes and ROI



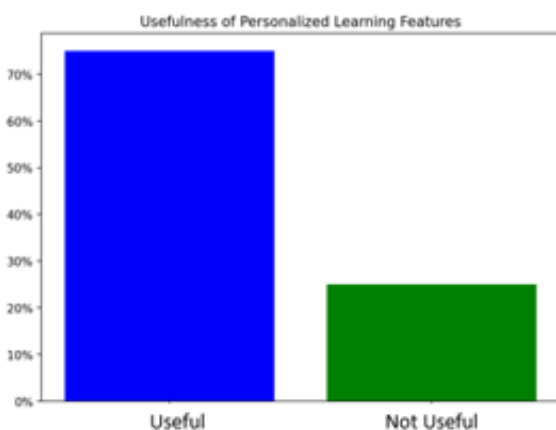
Appendix

Survey

We surveyed a group of 86 university students to get an idea about what they think about UniLearn Pro.



50% of the respondents thought the most valuable feature is CourseBuddy.



76% of the respondents thought that the personalized learning features in UniLearn Pro are useful.



70% of the respondents would recommend UniLearn Pro to their peers.

Appendix

Industry Research

<https://www.holoniq.com/notes/global-education-technology-market-size/><https://www.ibisworld.com/united-states/market-research-reports/edtech-industry/Profiles of Major>
<https://www.coursera.org/><https://www.udacity.com/>Higher Education News
<https://www.insidehighered.com/><https://www.universitybusiness.com/>Education Technology
<https://edsurge.com/><https://www.edtechdigest.com/>
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