

# RATECUT

*LET'S PRIORITIZE EDUCATION OVER LOANS*

**CHALLENGE:  
PRODUCT EDUCATION**

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# PROBLEM

- Demanding student loans limit students from pursuing higher education.
- An average \$40,000 of a bachelor degree Federal Student Loan
- Average Payback Time : 20 years



## SOLUTION

Provisioning merit-based scholarships to deserving candidates in the form of a Student Loan Interest Rate Cut.

### IMPLEMENTATION PROCESS:

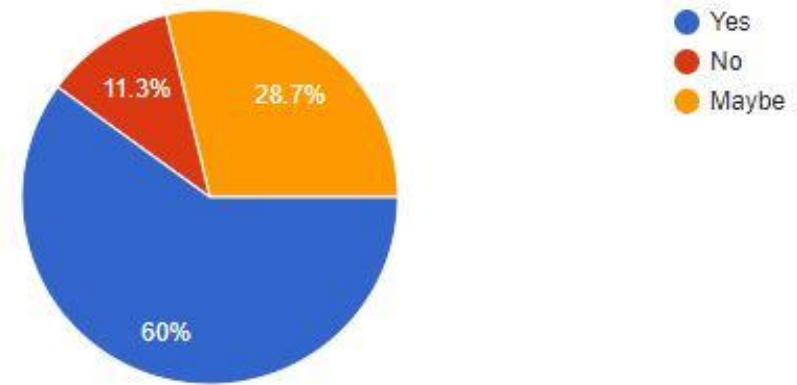
1. Student writes the competitive exam conducted by us.
2. Merits are evaluated.
3. Scholarships are provided as reduction in Interest Rates.

# SURVEY ANALYSIS

80 - RESPONSES

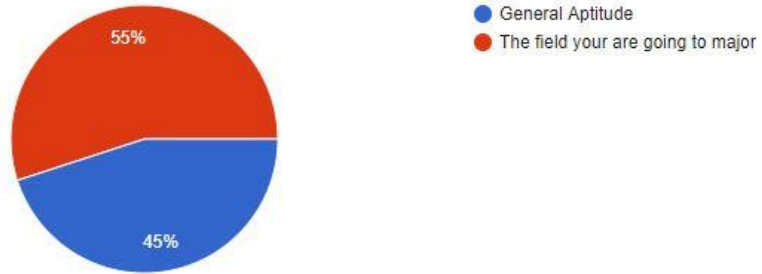
Are you willing to give exam annually to obtain yearly benefits (variable interest rates)

80 responses



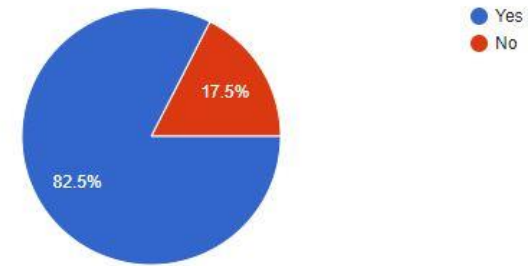
Do you want to give the exam based on a

80 responses



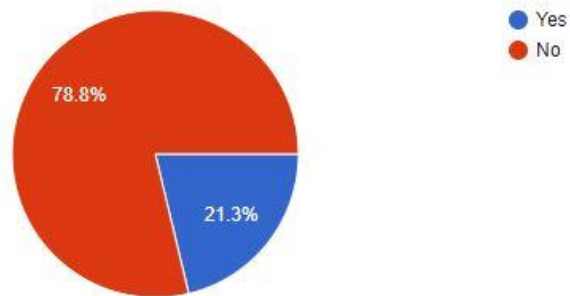
Will you be willing to write an exam to reduce the Rate of Interest (ROI) on your student loan?

80 responses



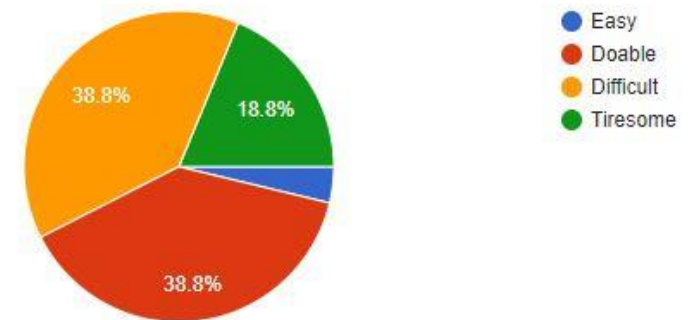
Are you satisfied with the current interest rate offered on student loans by financial institutions?

80 responses

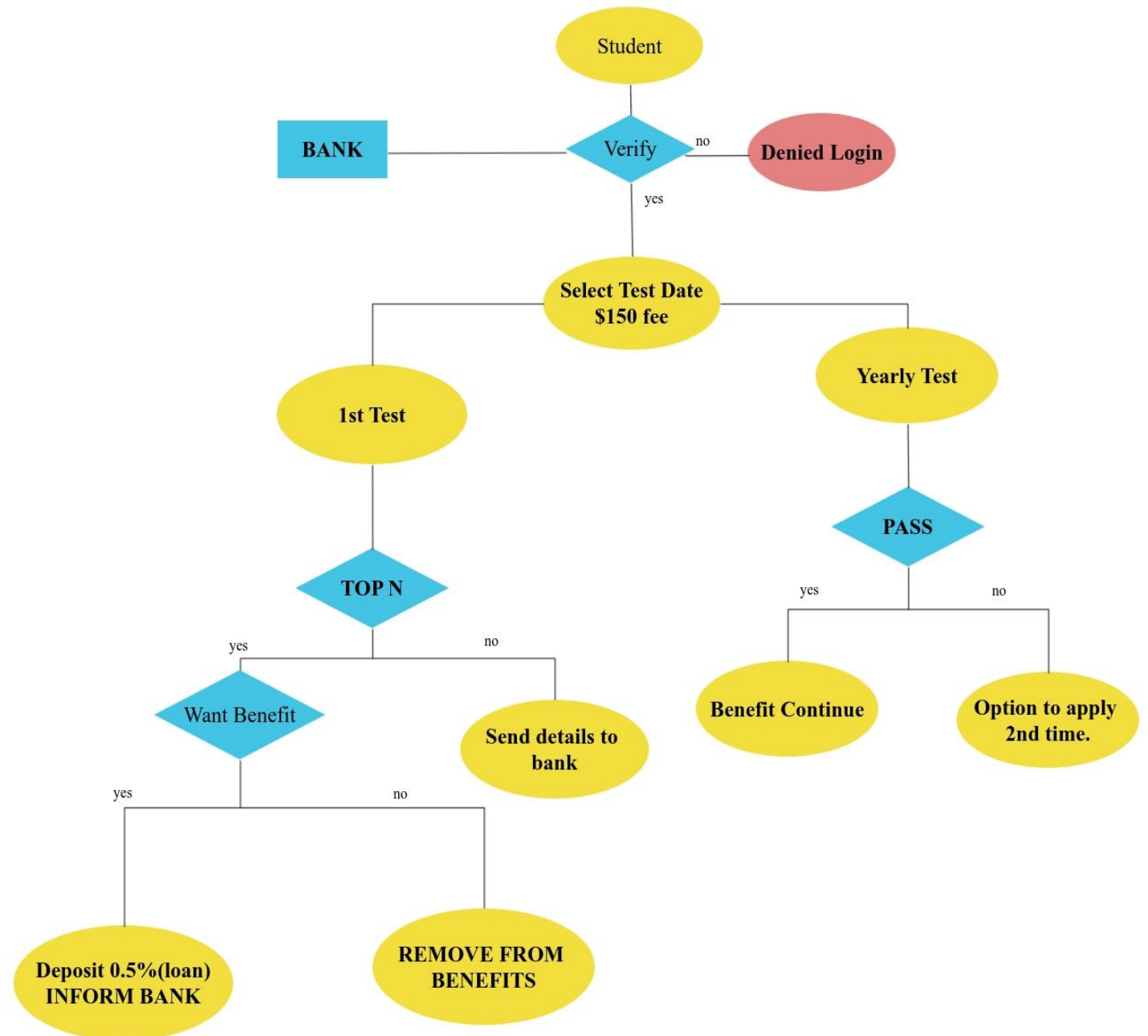


How difficult do you find the process of obtaining a student loan?

80 responses



# WORK FLOW



# BUSINESS MODEL

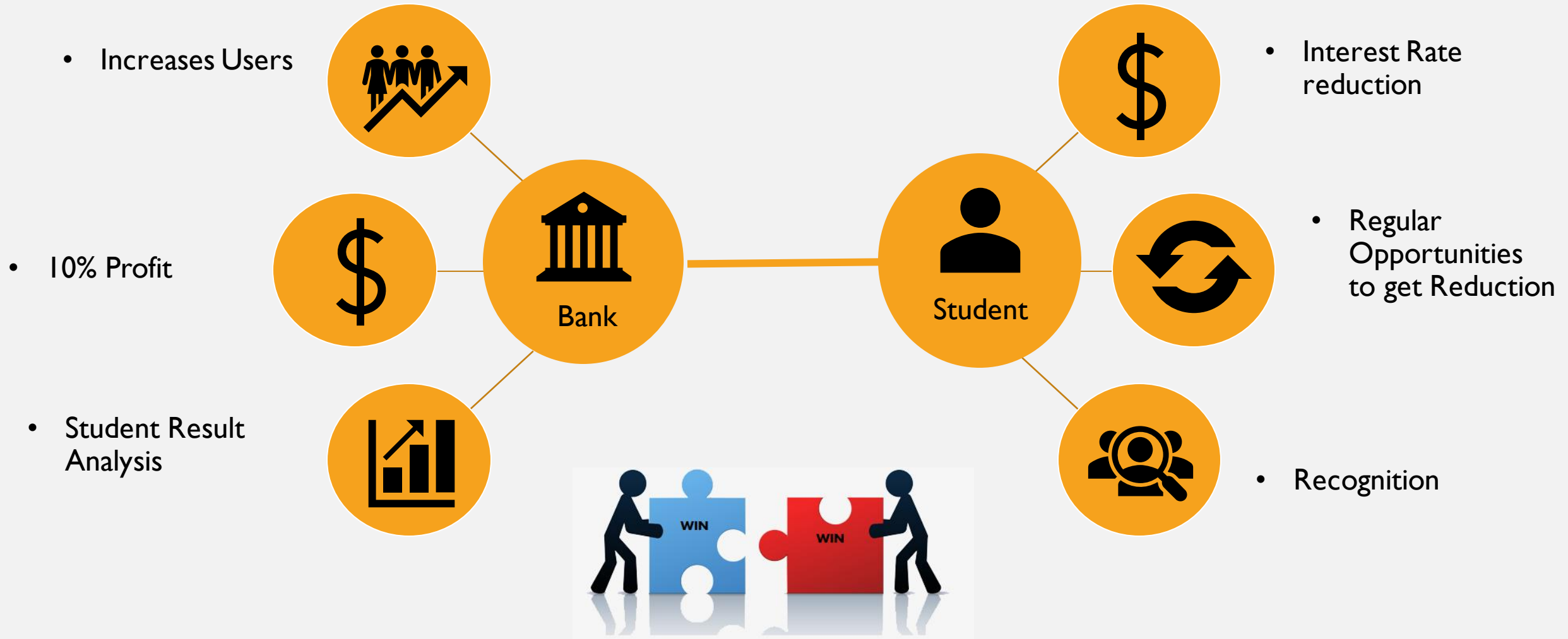


UNFAIR ADVANTAGE

**First mover advantage**



# UNIQUE VALUE PROPOSITION



## COST STRUCTURE

- Exam Fees: **\$150**
- Candidate Base: **500** will total to **75,000** cost per exam
- Exam will be conducted twice a month
- Existing Interest Rate : **3.8 %**
- Merit Based Interest Rate Reduction.

Rank	Interest Reduction
1st	1 %
2nd	0.8 %
3rd	0.7 %
4th	0.6 %
5th	0.5 %

With these numbers a merit holder \$3000-\$6000 a year with only \$400 exam fees investment.

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graph LR; A[ADVERTISEMENTS] --> B[CONDUCTING TESTS]; B --> C[BUSINESS PATNERSHIP]; C --> D[REVENUE STREAM];
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**ADVERTISEMENTS**

**CONDUCTING  
TESTS**

**BUSINESS  
PATNERSHIP**

**REVENUE STREAM**

## CUSTOMER SEGMENTS



Students having education loan  
from TD bank



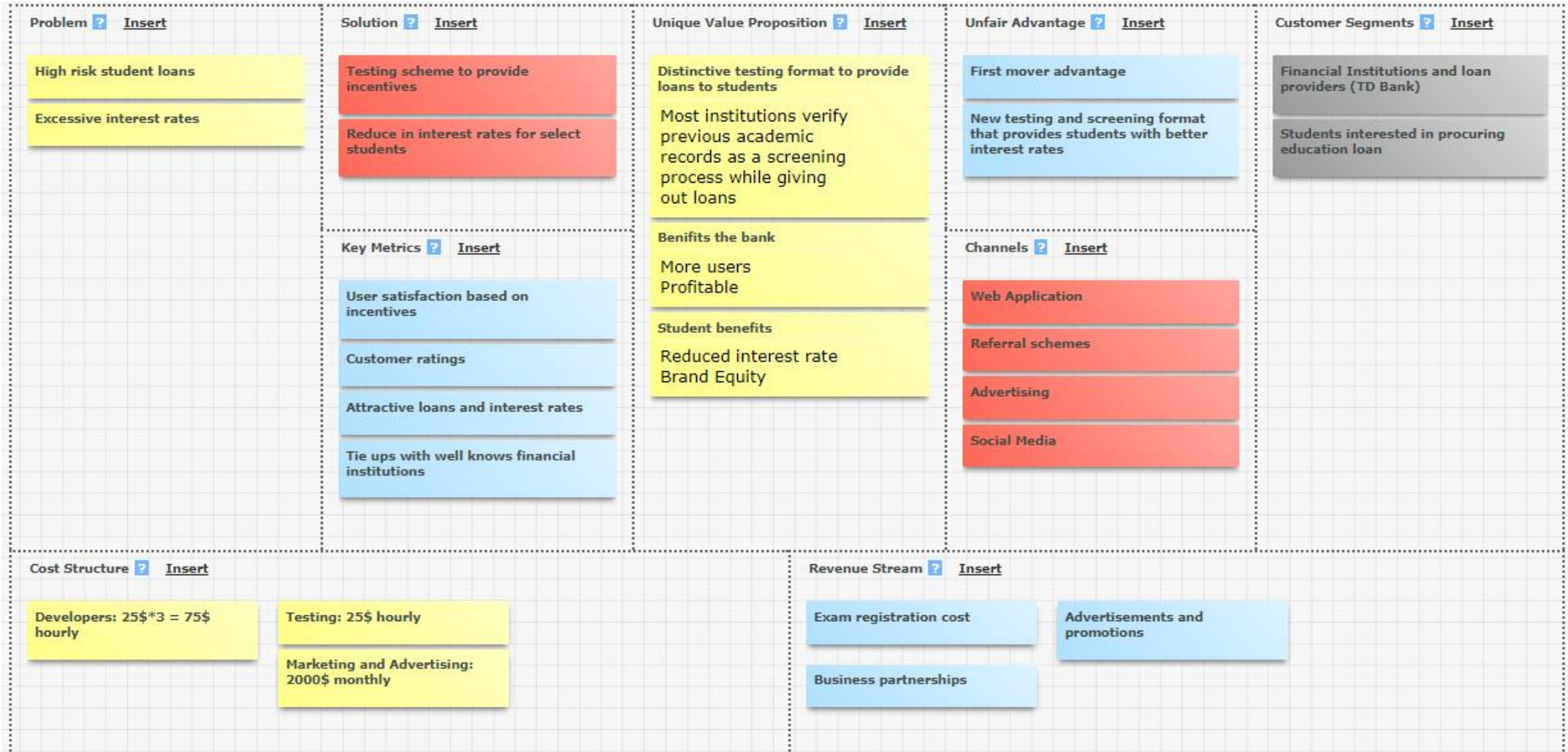
TD bank



Business Partners (Restaurant,  
Theatres, etc.)

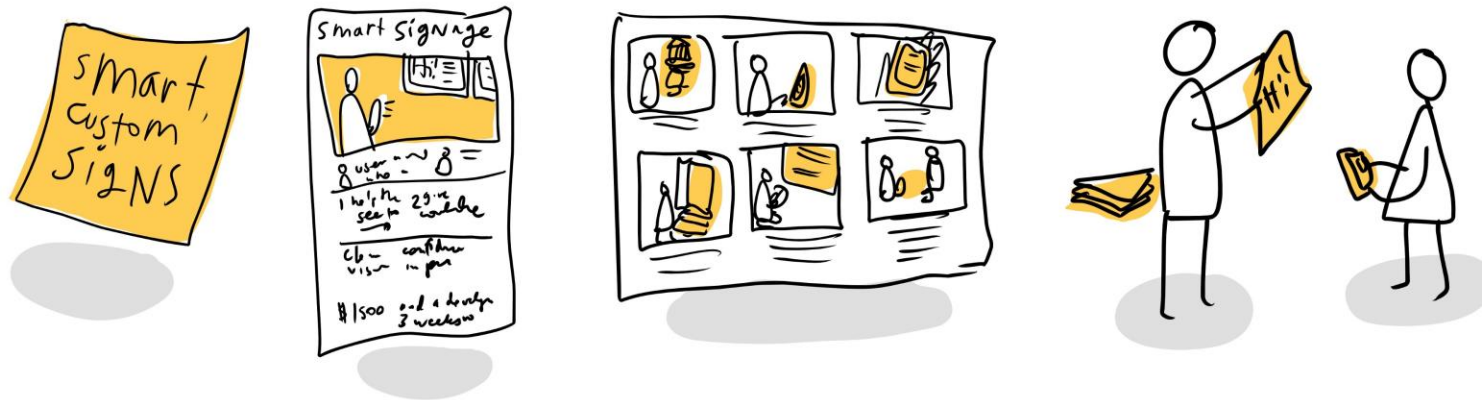
## 5 YEARS PLAN.

- Increasing the customer base with adequate marketing.
- Improve testing techniques
- Partner with at least ten banks



# PROTOTYPE

## Journey through Prototypes







# Want to lower your Interest Rate?

Go for a Test

- 
- 
- 
-



**THANK YOU**