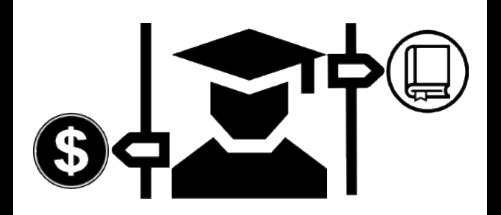
RATECUT

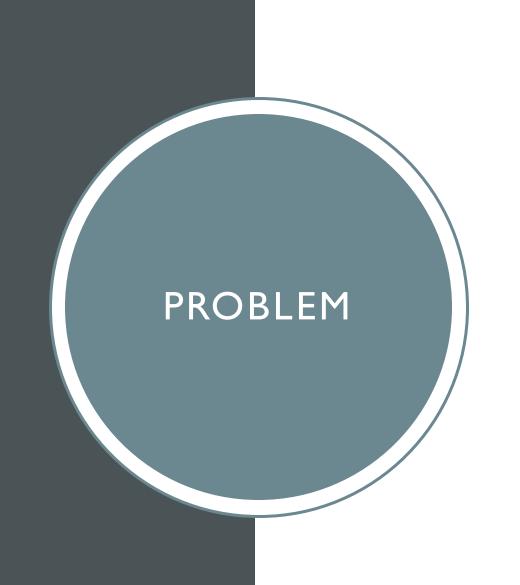
LET'S PRIORITIZE EDUCATION OVER LOANS

CHALLENGE: PRODUCT EDUCATION

PREPARED BY:

HARDIK DUDHREJIA RUTIKA PATEL RISHABH DHAWAN SNEHA KOTHA RISHABH BANDARI





- 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



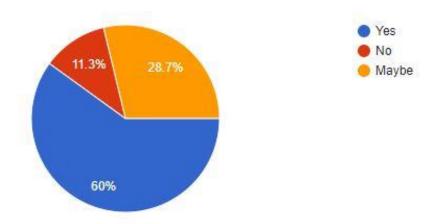
Provisioning merit-based scholarships to deserving candidates in the form of a Student Loan Interest Rate Cut.

IMPLEMENTATION PROCESS:

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

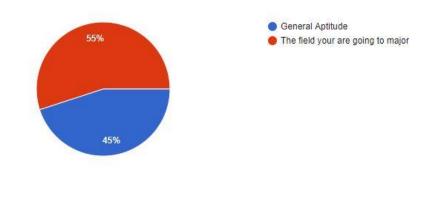
SURVEY ANALYSIS 80 - RESPONSES

Are you wiling to give exam annually to obtain yearly benefits (variable interest rates) 80 responses



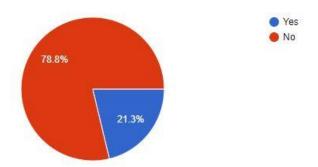
Do you want to give the exam based on a

80 responses

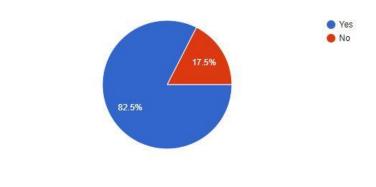


Are you satisfied with the current interest rate offered on student loans by financial institutions?

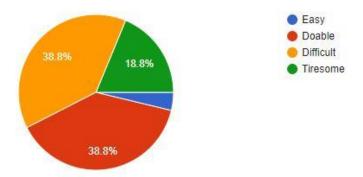
80 responses



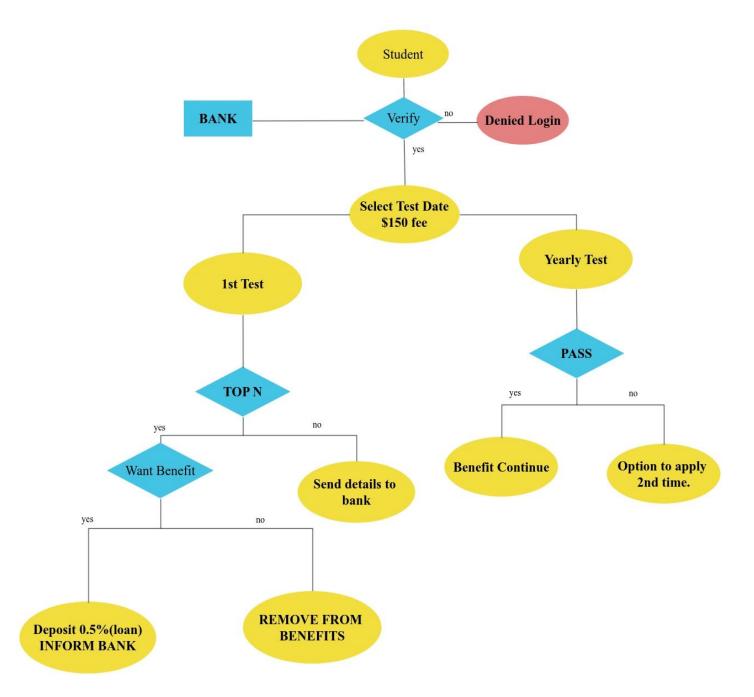
Will you be willing to write an exam to reduce the Rate of Interest (ROI) on your student loan? 80 responses



How difficult do you find the process of obtaining a student loan? 80 responses



WORK FLOW



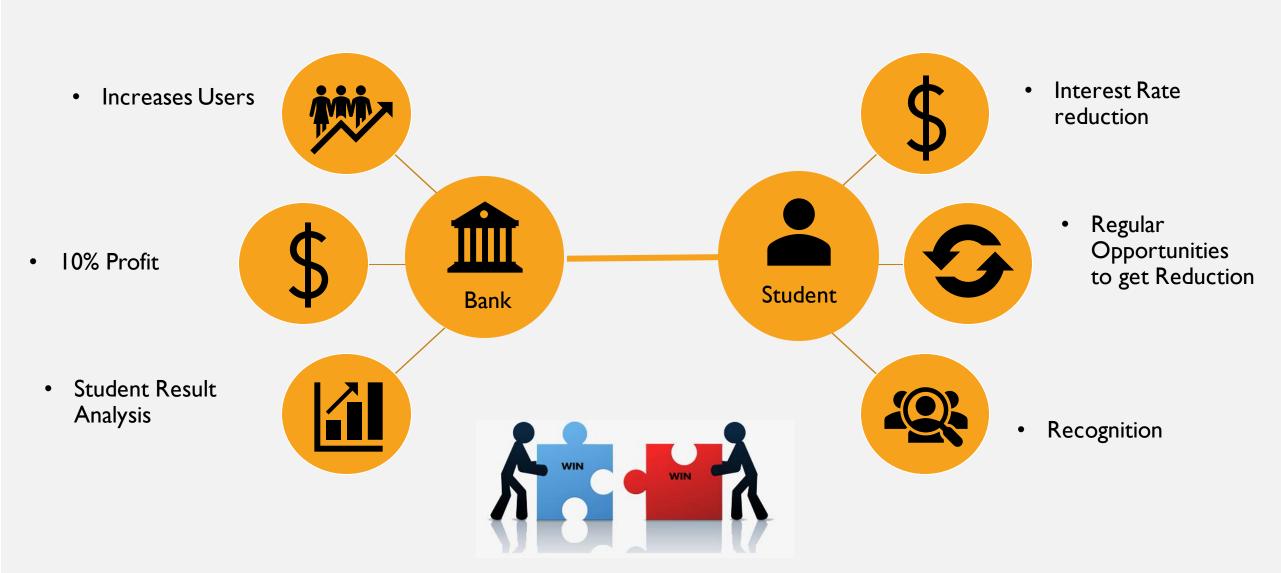
BUSINESS MODEL



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
lst	I %
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.

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

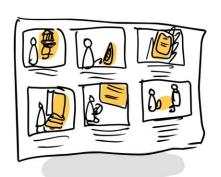
Problem Insert	Solution Insert	Unique Value Proposition Insert	Unfair Advantage 🔽 <u>Insert</u>	Customer Segments 🔃 <u>Insert</u>
High risk student loans Excessive interest rates	Testing scheme to provide incentives Reduce in interest rates for select students	Distinctive testing format to provide loans to students Most institutions verify previous academic records as a screening process while giving out loans	First mover advantage New testing and screening format that provides students with better interest rates	Financial Institutions and loan providers (TD Bank) Students interested in procuring education loan
	Key Metrics 🛂 <u>Insert</u>	More users	Channels 🔽 <u>Insert</u>	
	User satisfaction based on incentives	Profitable Student benefits	Web Application	
	Customer ratings	Reduced interest rate Brand Equity	Referral schemes Advertising	
	Attractive loans and interest rates Tie ups with well knows financial institutions		Social Media	
Cost Structure 2 Insert		Revenue Stream 🛂		
Developers: 25\$*3 = 75\$ hourly	Testing: 25\$ hourly	Exam registration	cost Advertisements and promotions	
	Marketing and Advertising: 2000\$ monthly	Business partnersl	hips	

PROTOTYPE

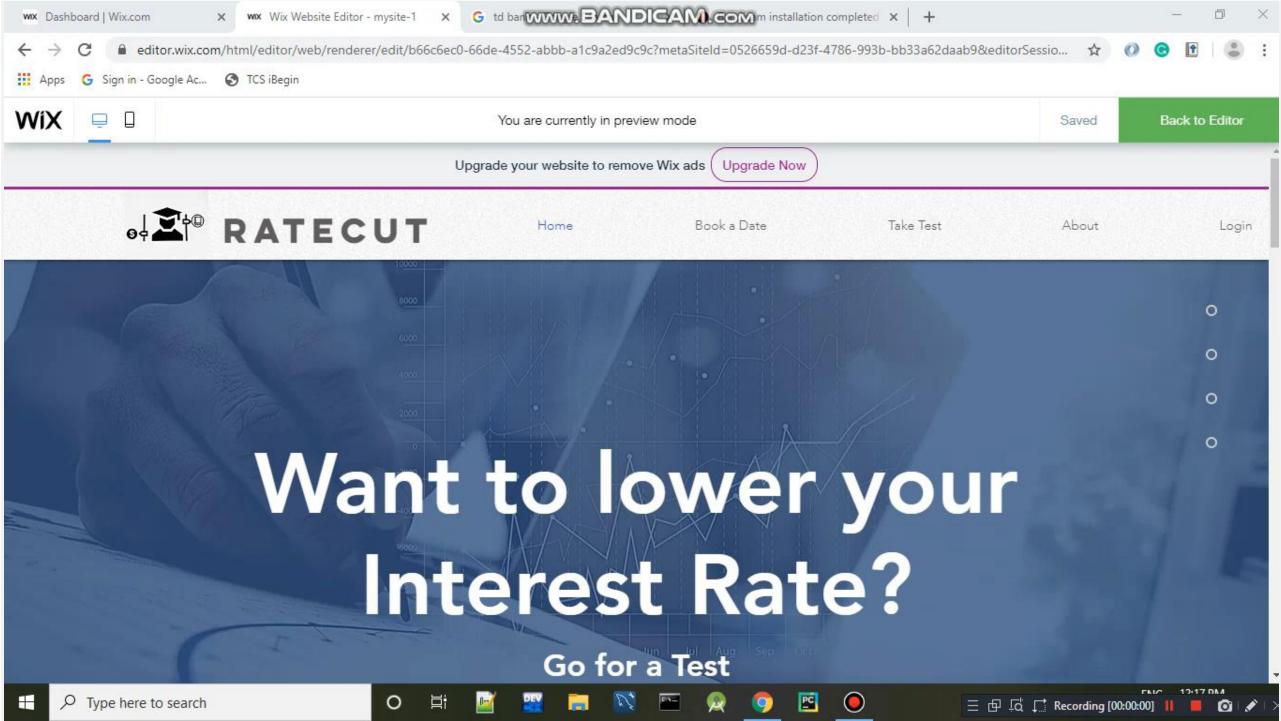
Journey through Prototypes











THANKYOU