



UNIFIDE

A FinTech Society Startup

Smarter Access, Greener Future – Digital
Student ID Cards at St Andrews.



TABLE OF CONTENTS

. .

01

PROBLEM VS SOLUTION

Describe the topic here

. .

. .

. .

02

PRODUCT

Describe the topic here

. .

. .

. .

03

MARKETING AND COMPETITION

Describe the topic here

. .

. .

. .

04

BUSINESS MODEL

Describe the topic here

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. .

. .

. . . .

. . . .



U N I F I D E

01 ABOUT US

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ABOUT THE STARTUP

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UNIFIDE

Founded by St Andrews
Fintech Society in 2024

Student-led innovation
addressing real campus
pain points

First **mobile ID solution**
designed specifically for
UK universities

Targeting initial
deployment at University
of St Andrews

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COSTLY



- Replacement costs & administrative burden

INEFFICIENT



- Security (unauthorised access)
- Lockouts & staffing costs

UNSUSTAINABLE



- Environmental waste

PROBLEM

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Physical ID cards are a pain.

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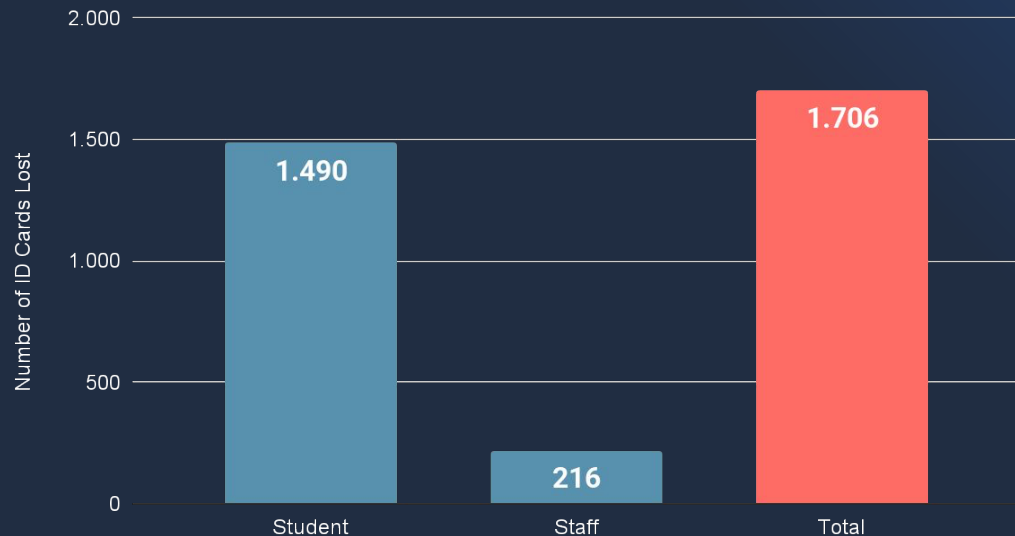
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ID Cards Lost & Replaced

Number of ID Cards Lost in 2024



1,490

Student ID cards lost in 2024

216

Staff ID cards lost in 2024

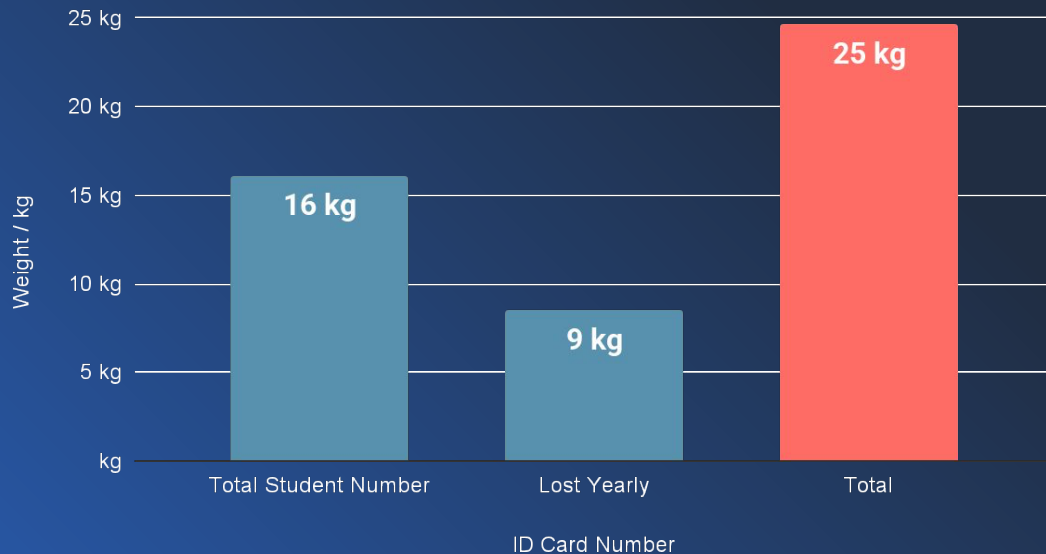
1,706

Lost cards in total



ID Card Statistics

Amount of Plastic Wasted on ID Cards



3,225

New students / year

1,706

ID cards lost / year

5g

Weight of a single card



“PVC is toxic to health and the environment at every stage of its lifecycle”

Client Earth





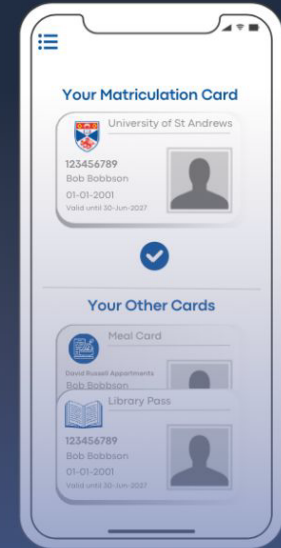
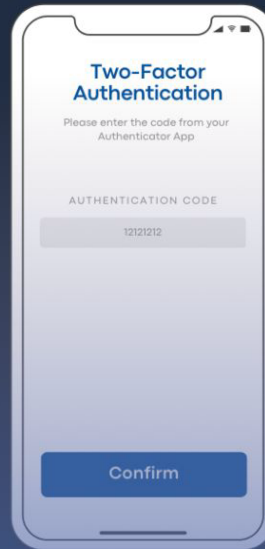
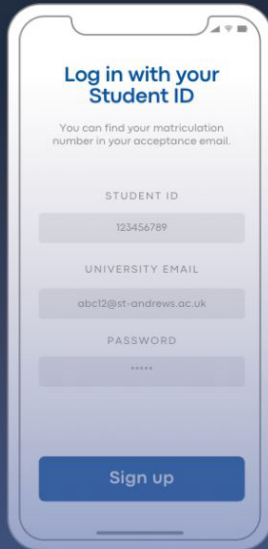
≈ £10,000

Spent per **year** on ID Cards

*Assuming the cost of £1.90 per card (no VAT),
excluding printing costs.*

SOLUTION

- **Secure login** with your student credentials
- Enhanced protection with **two-factor authentication**
- **Digital wallet** for university cards





Benefits to Students



Convenient

Never lose your ID again,
and have it on you at all
times.



Cheap

No more lockout and
card replacement fees.



Secure

2FA and encryption
prevent identity theft.



THE COMPETITION - TRANSACT CAMPUS

THEM

- US-focused, not optimised for UK universities
- No current plans to expand to UK market
- Likely to have premium international pricing if UK expansion happened

TRANSACT 

US

- Designed specifically for UK university infrastructure
- Student-led with firsthand understanding of pain points
- Significantly lower total cost of ownership for UK institutions

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Business Model

Small (<10k)

£50,000

Medium (10-30k)

£70,000

Large (>30k)

£85,000

Current Institution Costs

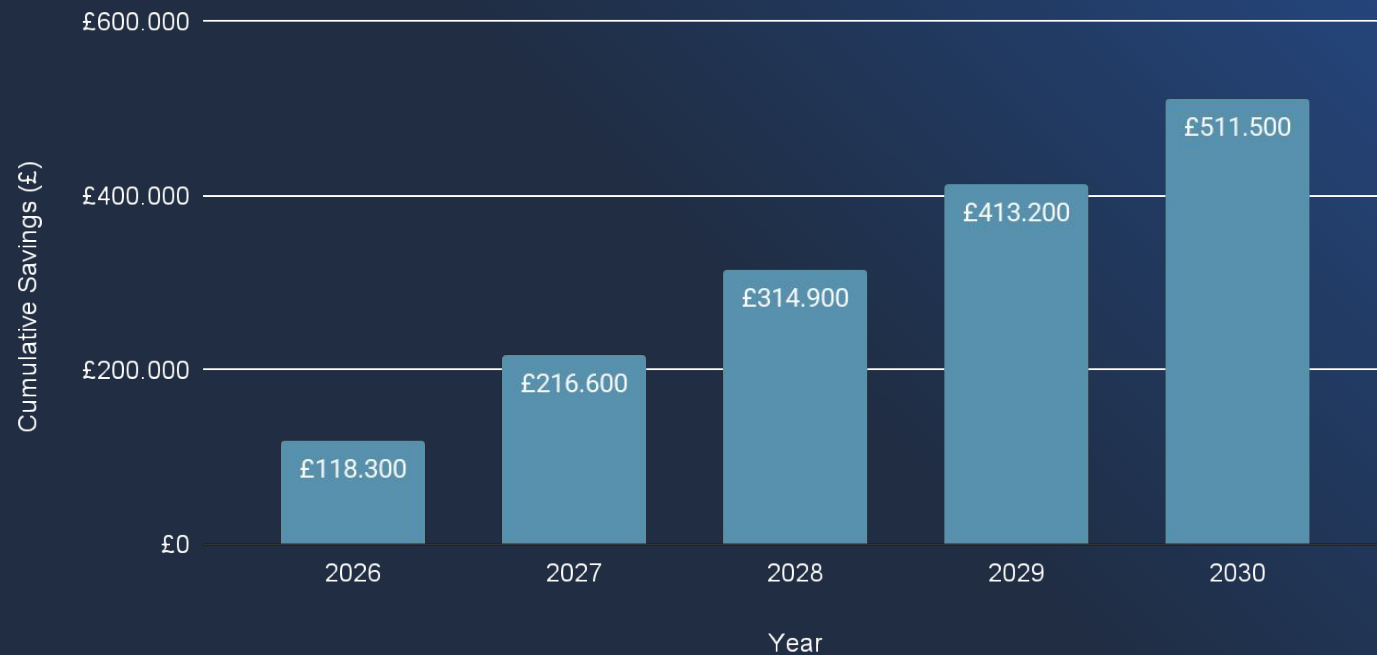
1. Porters :
£200,000 (10 x 20,000)
2. Card replacement profit :
£31,700 (18.6 x 1,706)

Total - £168,300

UniflDe Costs

- Year 1: £50,000 (early adoption discount)
- Years 2+: £70,000 (medium uni)

Cumulative Savings (£) Projection for the Next 5 Years





Implementation Roadmap

Phase 1

Collaborative discussion with relevant university executives to outline specific app functions and implementation.

Phase 3

Comprehensive feedback-based optimisation while working closely with the wider university body catering to specific requirements.

Phase 5

Long-term monitoring and maintenance of systems, while consistently ensuring necessary improvements are made.

Phase 2

- Pilot at University of St Andrews
- Single residence hall implementation
- Controlled student/staff testing group

Phase 4

- Full St Andrews deployment
- All university buildings and services
- Complete student and staff onboarding



THANKS!



Does anyone have any
questions?