

Stud.

Swipe, Study, Succeed.



Overview



**Tired of unproductive study sessions
or struggling to find the right people
to study with?**

Stud. is here to help.

Our Value: Stud. delivers personalized, AI-driven matchmaking,
connects students within their institutions, and provides
comprehensive academic resources.



Mission Statement

“Stud. seeks to foster meaningful academic collaboration in a world of limited in-person interaction, empowering students to succeed through personalized, AI-driven study connections.”

We want to:

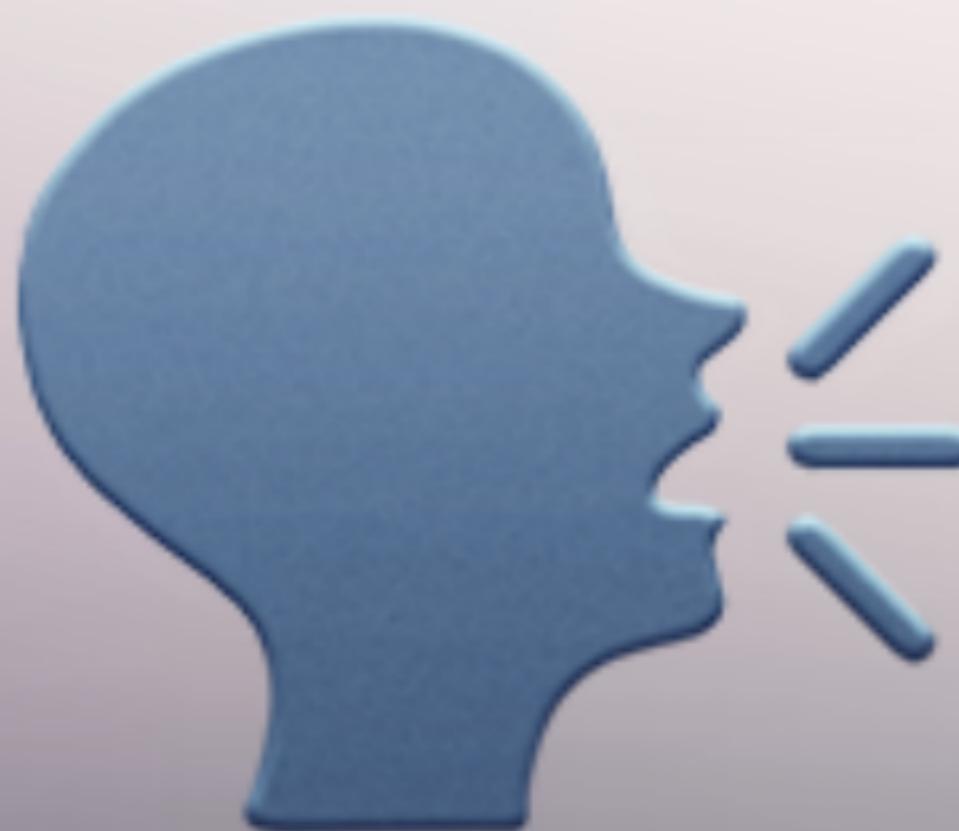
- Make learning more fun 
- Create meaningful connections 
- Boost academic progress 

The User Base: University Students

- Currently over 18 million university students in the US
 - 250,000 in Boston, MA
- Future Market: Global university students (254 million people)

“I took a course outside of my major once and thought it was really hard to talk to people. Most of them were different majors than me and already knew each other or had more things in common.”

- Sophomore Student at BU



Our Opportunity



Group learning boosts success by 15%
(National Education Association).



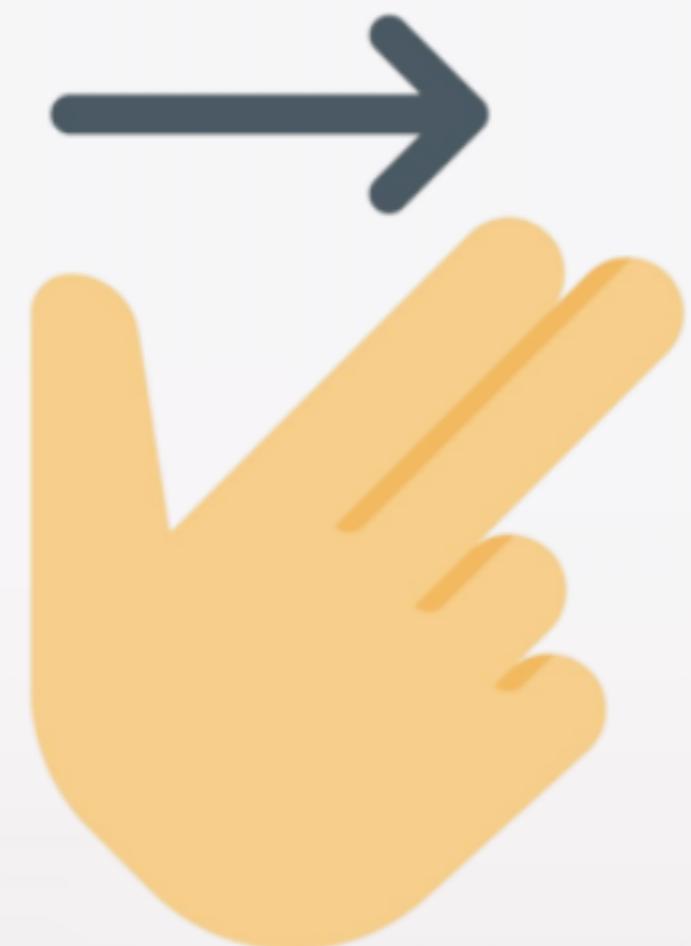
**85% of students struggle to connect with
like-minded peers (Pearson).**

Introducing...

create a
custom profile



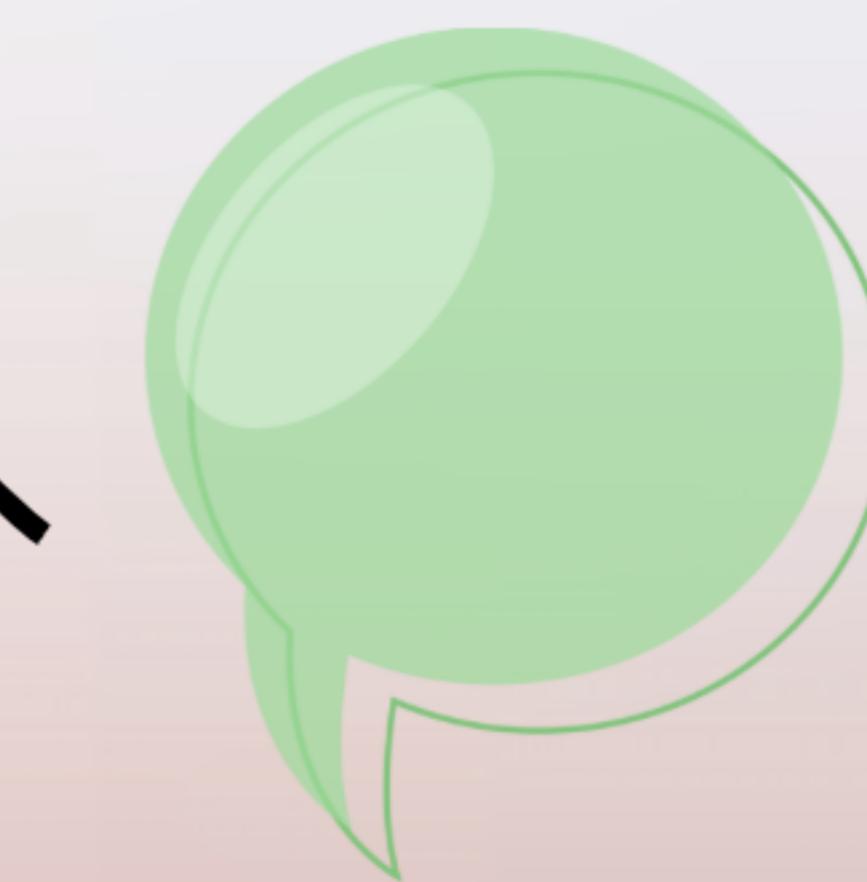
discover
other users
with a
swipe



match with
the perfect
study buddy



find
qualified
tutors



join course
group
chats and
access
material



enjoy
personalized
lessons



Why Stud?



Cutting Edge Software



Freemium Structure

User Based Platform



Industry and Competition

- Possible Competitors:
 - Tandem, StudyStream, MoocLab
- Our Advantages:
 - Diversity of subjects
 - Personalized, one-on-one connections
 - Collaboration localized to user's institutions



Sales and Marketing

- Target Market: University students
- Market Strategy:
 - Social media presence, influencer partnerships
 - Referral incentives, email marketing
- Channels of Distribution:
 - Apple App Store, Google Play Store



Partnerships and Other Collaborations

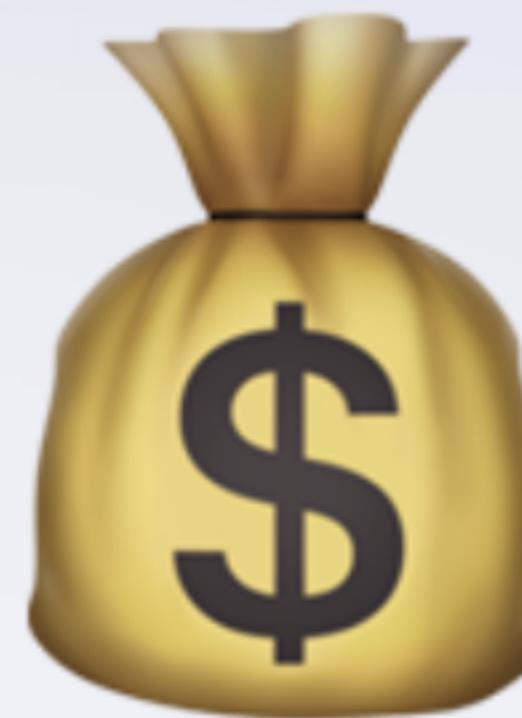
- **Production:** AI and data analytics firms to improve matching algorithm
- **Funding:** Venture capitals such as Sequoia Capital, Owl Ventures
- **Distribution:** App stores
- **Marketing:** Social media apps such as TikTok, Instagram, and X
- **How? Networking!**



How Will We Make Money

- Revenue

- Subscription - 5% of users @ \$5/month
- Advertisement - # basic users x \$0.5/month



- Costs

- Server Fees - \$1000/month + \$0.05 cents/ user
- Distribution Channel Fees - \$99/Year Fee \$15% Revenue Fee
- Ambassador Costs - \$1000/month until natural growth is achieved
- Break even @ 22 months



Use of Funds and Exit Strategy



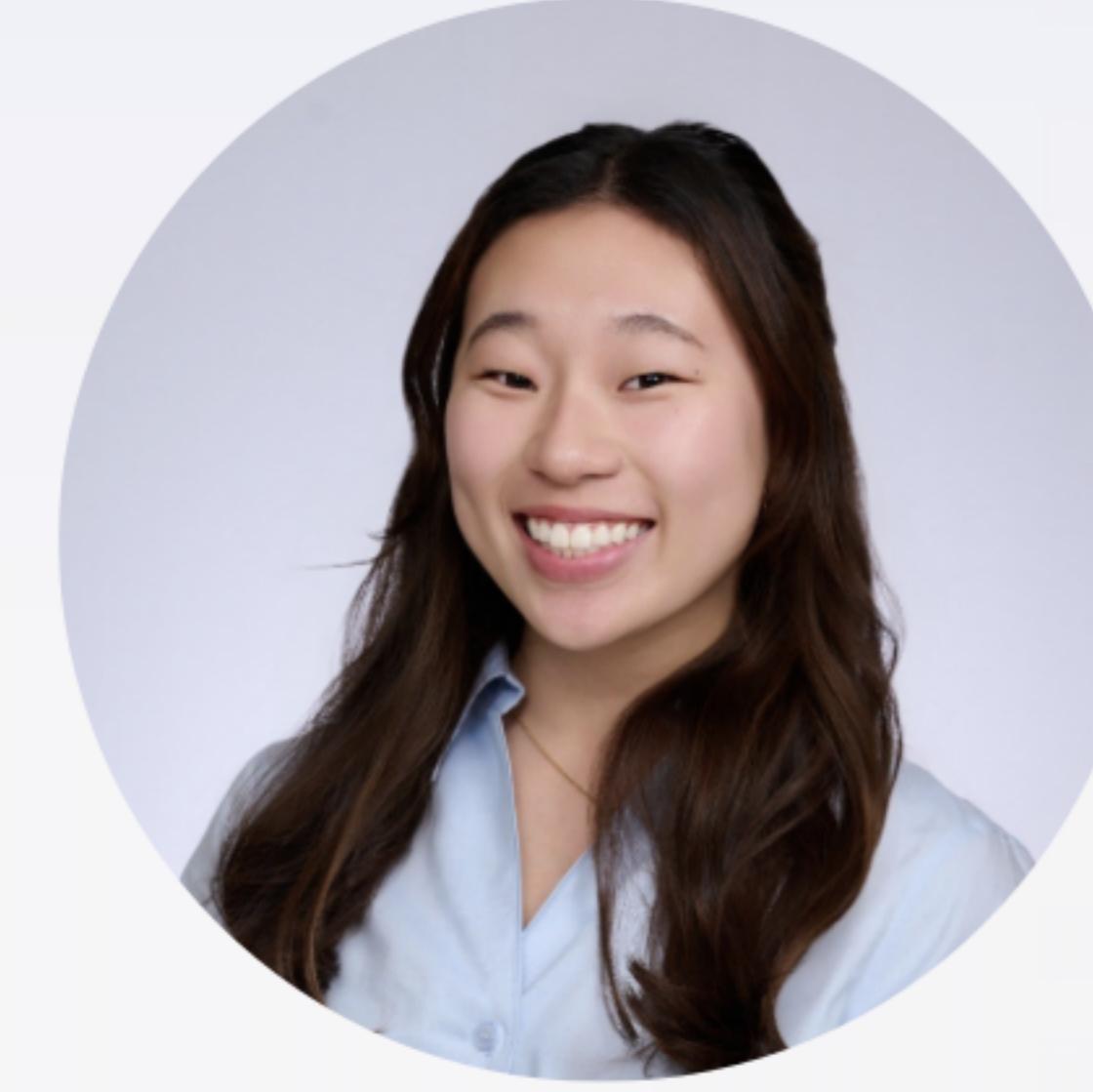
- Looking for **\$600,000** in seed funding
- Used to pay initial launch-related fees, distribution fees, ambassador program, and employee wages
- **Innovate@BU** - New Venture Competition (\$72,000 in prizes)
- **Venture Capitalists** - Sequoia Capital, Owl Ventures
- **Acquisition** - Pearson, Chegg, Brainly, 2U Inc.
- **IPO**
- Examples - LinkedIn, OpenStudy. CoursEra.



Meet The Team



Adam Yanai
CEO



Hannah Song
COO



Nicolas Martinez
CFO



Sanya Saurabh
CTO

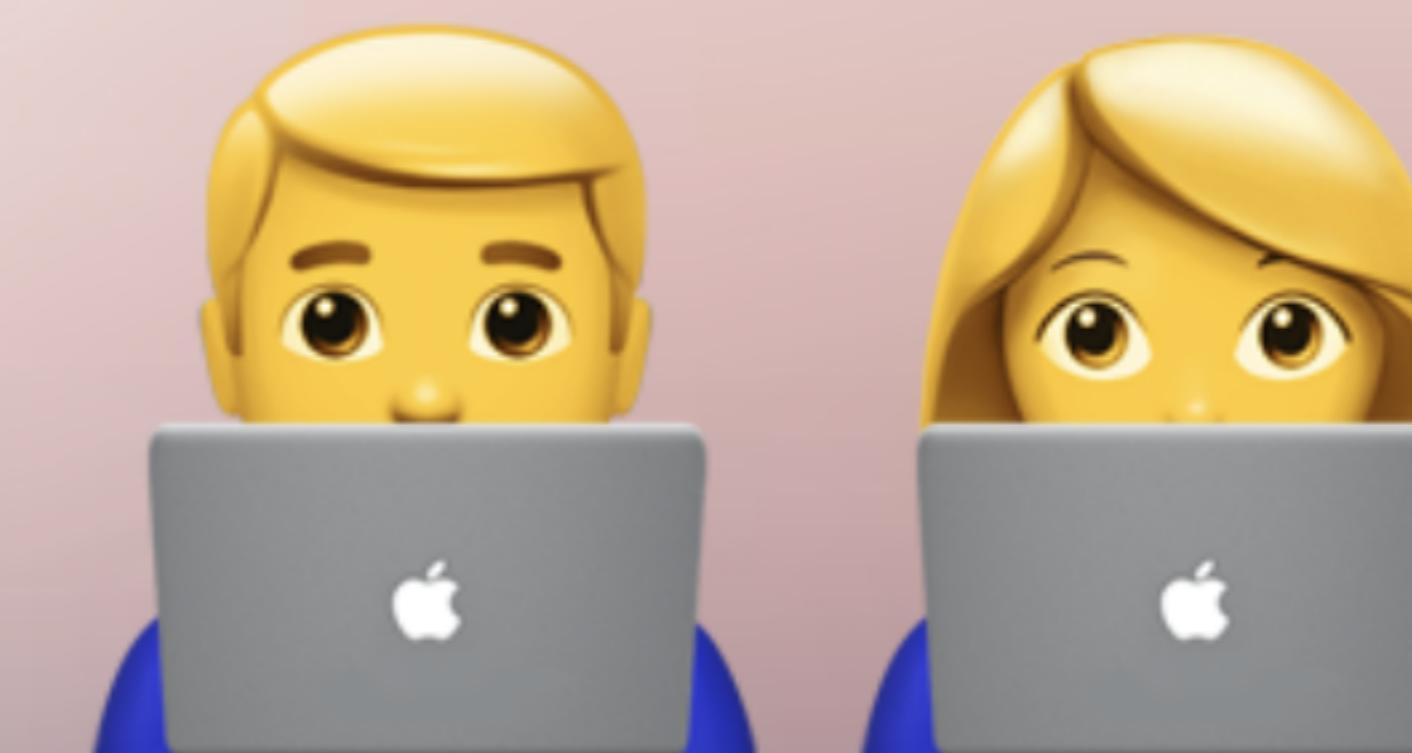


Victor Caldeira
CMO

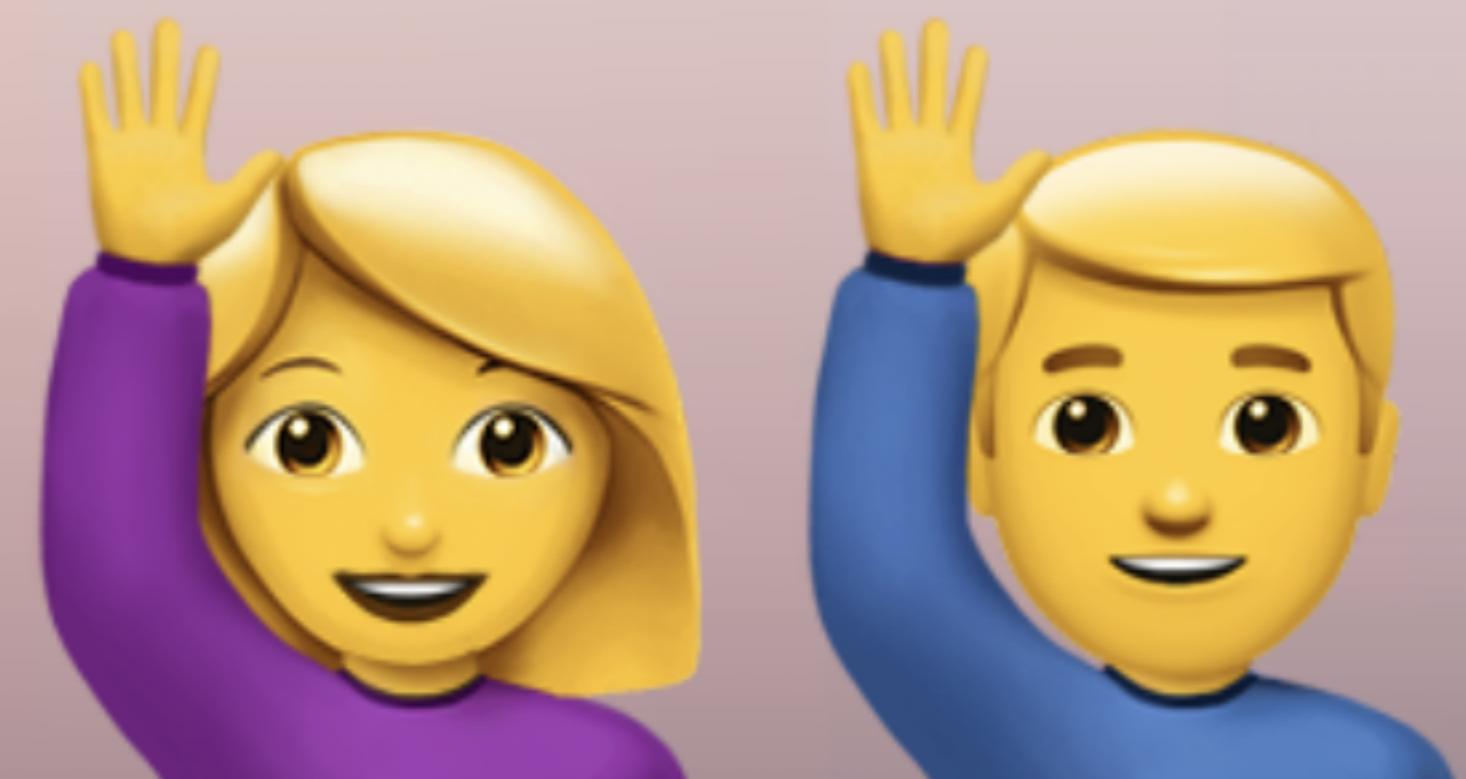


Abhijit Sarid
Advisor

Key Hires:



Software Developers



Student Ambassadors

Milestones & Future Steps



Ideation
Q3 2024

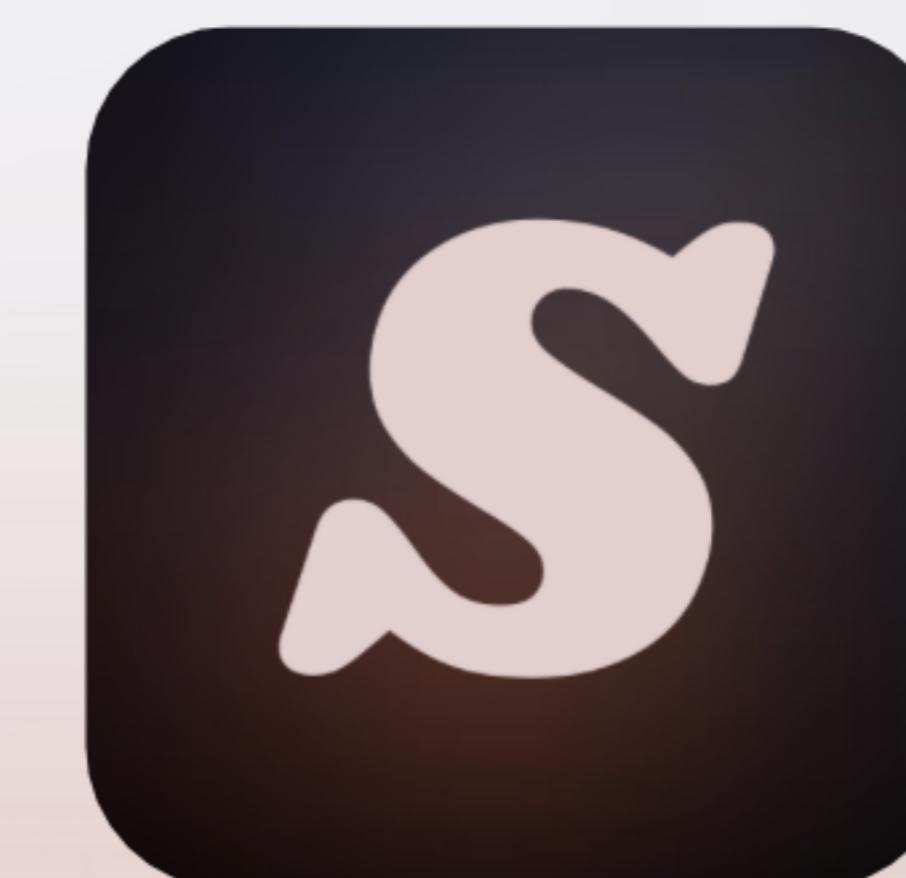
We Are
Here



Planning
Q4 2024



Simple App
Q1 2025



Working App +
Marketing Plan
Q2 + Q3 2025

Launch
End of Q3 2025

Start of School → Downloads
Ambassadors → Easy Marketing
Initial Focus: Network



Investments
Q1 + Q2 2025



Let's Stud.

1. The Value

Connecting students to students and resources.



2. Against The Rest

Focus on becoming a platform, not a service.

3. Unfair Advantages

Market access, user trust, and freemium structure.

4. Users & Structure

250M university students.
Freemium builds sustainable revenue and optimizes growth.

QuestionS?

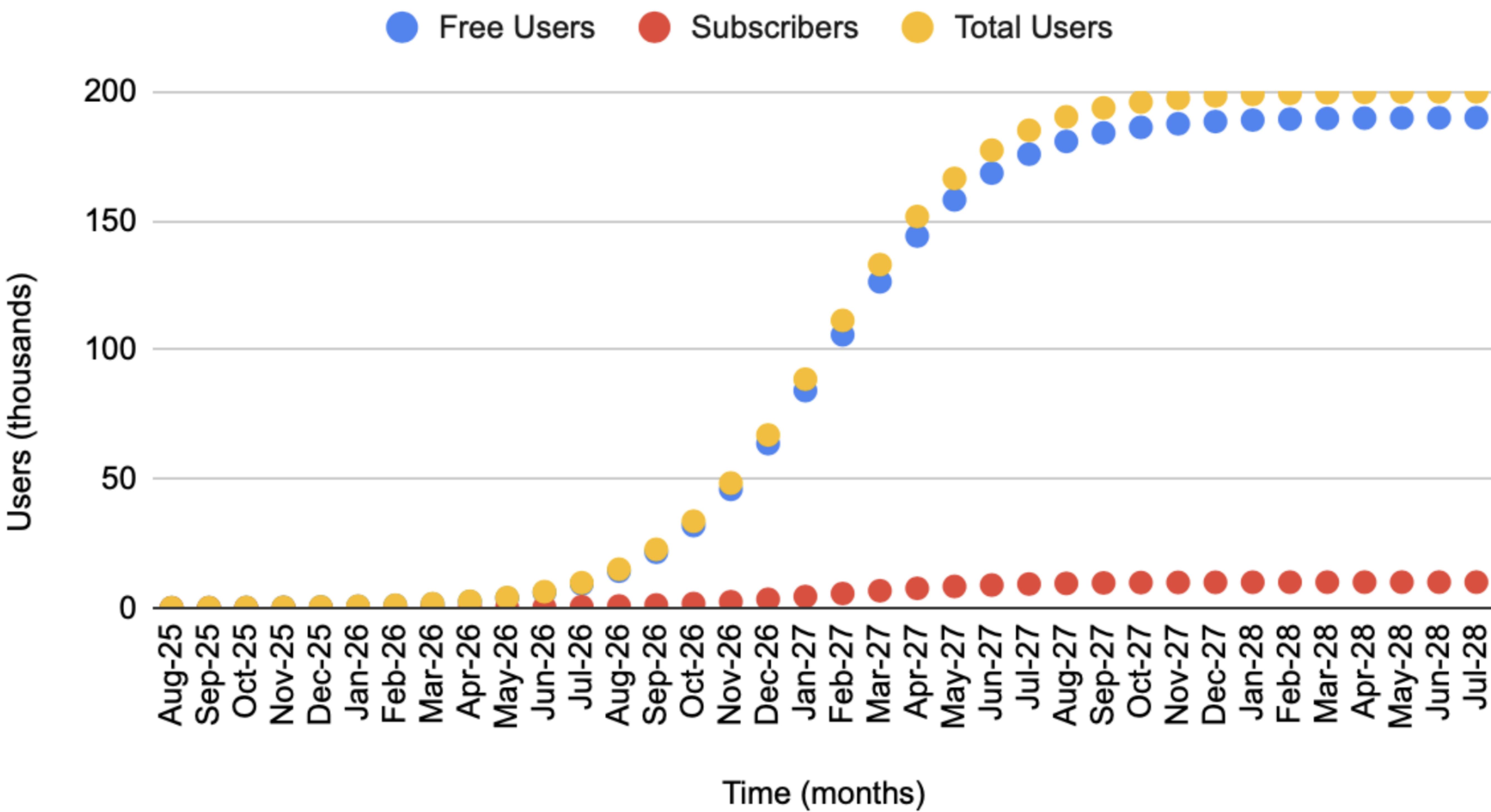


Thank You

Victor, Hannah, Sanya, Nick & Adam

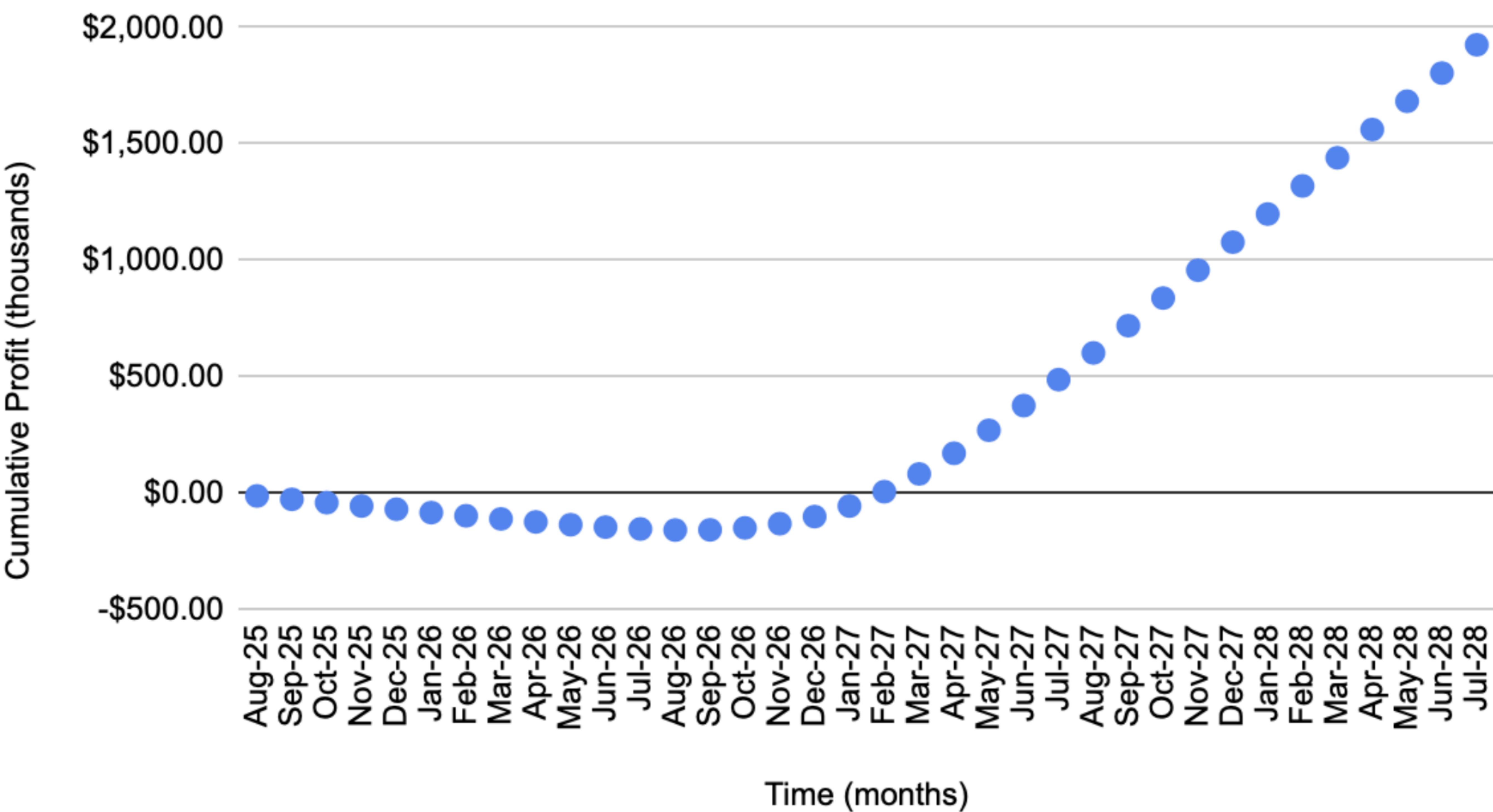
Q&A: Users

Free Users, Subscribers and Total Users



Q&A: Profits

Net Profit(\$) vs. Months



Q&A: User Base

What U.S. Counties Have the Highest Percentage of Young Adults in College?

