# EDUEURI)

Your Education, Your Choice



## PROBLEM

- High Cost of Tuition fees.
- Limited Access to Student Loans
- Students and families struggle, many are forced to drop out, take high-interest informal loans, or give up on their dreams due to financial constraints.

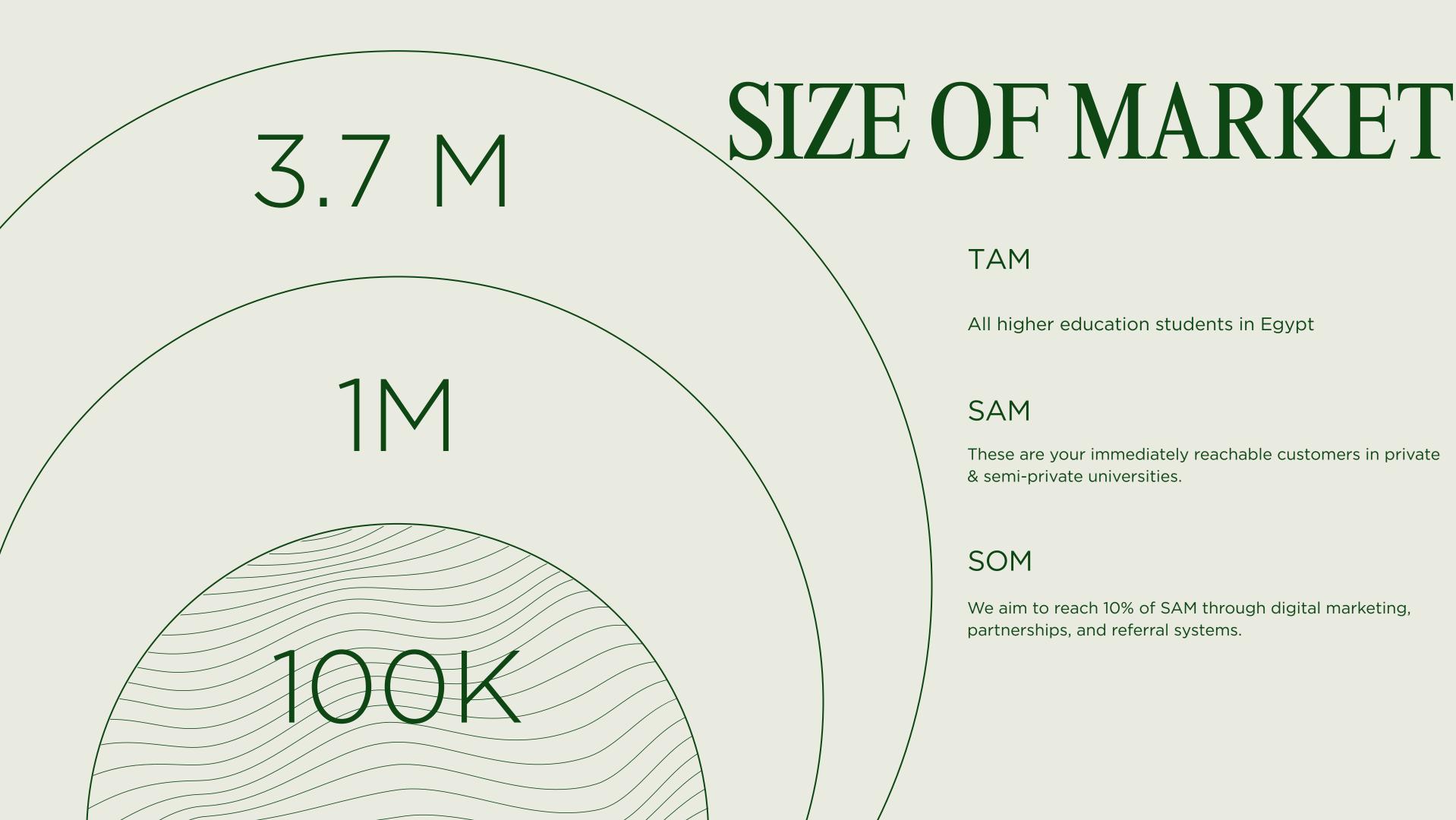
#### SOLUTION

Compare education loans from banks & fintechs Understand repayment plans, interest rates, and terms

Apply directly through our mobile-friendly app Partner with schools to enable financing at enrollment Scan me to test the app



Apply for the best-fit student loan in minutes, without confusion.



#### REVENUE STREAMS

1%-3% per approved loan

**Commission from Banks & Fintechs** 

one-time application fee

**Student Service Fee** 

Referral fees for promoting financing options

**University & School Partnerships** 

Featured placement on the platform for loan providers

**Premium Listing for Lenders** 

### COST-SIDE

Tech development & platform hosting

Marketing to students, families, and schools

Operations

### COMPETITORS

	EduFund	Banque Misr	valU (EFG Hermes)	EdAid
Eligibility	Flexible screening & matching (salary or freelance OK)	Requires salary transfer; limited to clients	Partners with schools only	A simple check using the information you provide us about your financial history, credit score, and residency status
Loan Amount	Up to EGP 1M from partner offers	EGP 300K max (200K if not client)	Depends on school partnership	Interest-free payment plans for students
Interest Rate	Negotiated rates via platform, often better than direct	9.7% (clients) / 10.5% (non-clients)	~50% less than market rate	zero interest and no fees
Speed	Application + matching in 48–72 hrs	Slow, paperwork-heavy	Fast approval with partner schools	Payments are processed on the first business day of the month,
Flexibility	Compares multiple offers from banks & fintechs	Fixed offers only	Only works with partnered schools	UK Students

#### MARKETINGSTRATEGY

EduGate

Join Egypt's top university fair to reach thousands of students and parents actively seeking funding options. **School Visits** 

Present the app in schools to build early trust and awareness before university.

Traverse

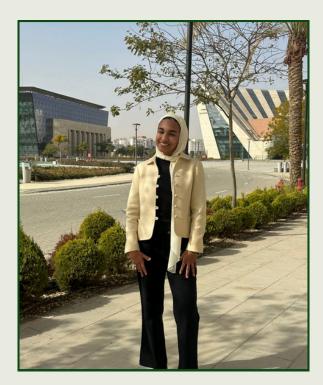
Set up an interactive booth with live demos, quick loan checks, and giveaways Social Media Platforms

Target students through engaging content and ads on Instagram, Facebook, Tik Tok, and more

### MEETTHETEAM



Mira Micheal *CEO* 



Zeina Shalaan *COO* 



Basmala Yasser *CMO* 



Amr Azazy
CFO



Yassine Elsheikh *CTO* 

# Thank you.