

EDUFUND

Your Education, Your Choice



EDU FUND

Invest in Knowledge, Invest in You

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.**

SIZE OF MARKET

3.7 M

TAM

All higher education students in Egypt

1M

SAM

These are your immediately reachable customers in private & semi-private universities.

100K

SOM

We aim to reach 10% of SAM through digital marketing, partnerships, and referral systems.

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

MARKETING STRATEGY



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, TikTok, and more

MEET THE TEAM



Mira Micheal
CEO



Zeina Shalaan
COO



Basmala Yasser
CMO



Amr Azazy
CFO



Yassine Elsheikh
CTO

Thank you.