Business Case

Problem Statement:

Navigating the college and scholarship application landscape is often overwhelming and fragmented for students. With thousands of institutions and funding options, students struggle to find accurate, relevant, and timely information — leading to missed opportunities, disorganized application efforts, and lower admission success rates.

Proposed Solution:

EduBridge offers a centralized, intelligent platform that integrates college discovery, scholarship matching, document handling, and task tracking into a single, user-friendly interface. By using machine learning algorithms to generate personalized recommendations and automating administrative planning tasks, it simplifies the entire application journey for students.

Benefits:

Streamlines and personalizes the college application process

Provides easy access to global scholarships based on real-time eligibility

Reduces time spent on administrative work and increases application completion rates

Increases transparency and visibility for students, parents, and advisors

Equips educational consultants and institutions with tools for outreach and data insight

Market Opportunity:

With over 3 million students in Pakistan graduating from intermediate and undergraduate programs annually, and thousands more seeking international education each year, there is a substantial and growing demand for digital platforms that offer centralized college planning solutions. The global ed-tech market is also expanding rapidly, providing potential for international scaling.

Revenue Potential (Post-MVP):

Subscription Model: Basic free access with premium planning and analytics features

B2B Licensing: Offer white-labeled versions to schools, consultants, and ed-tech partners

Commission-based referrals: Partner with universities and scholarship portals for affiliate incentives

Cost Estimate (MVP Phase):

Development: $4,000 (team wages, testing tools)

Hosting and Infrastructure: $500

UI/UX Design and Prototyping: $600

Marketing & Pilot Testing: $900

Total Estimated MVP Budget: ~$6,000

ROI Justification:

With 5,000 student users in year one and a 20% conversion to paid subscriptions at $2/month, annual revenue could reach ~$24,000. Additional institutional licensing and referral commissions could enhance returns within the first 18 months of launch.

Conclusion:

EduBridge addresses a real and growing need in the academic planning space. It reduces friction in the college application process,

creates value for multiple stakeholders, and presents scalable revenue models — making it a strong candidate for incubation, investment, and long-term sustainability.