UniProj

HACK ATL FALL 2018

Who are we?

Melvin Juwono

Financial Specialist

GT ME '19

Marvin Cangcianno

Full Stack Engineer

GT CS '18
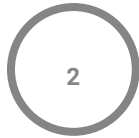
Stephen Arjanto

Business Strategist

GT ECE '19

Kevin Kusuma

Front End Engineer

GT CS '18

1

2

3

4

The Problem

The Solution

The Business

The Risk and Reward

Problem Statement
Customer Story

How it Works

Business Model
Marketing Strategy
Market Size
Competitive Landscape

Go To Market
Financial Forecast (Appx.)
Unit Economics (Appx.)
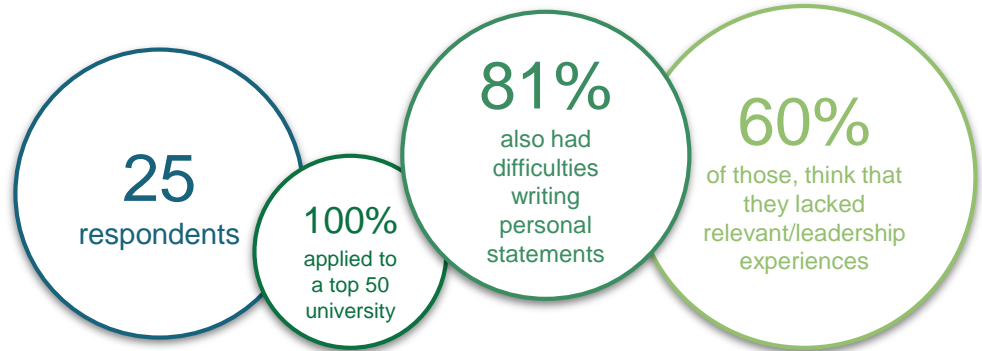
Problem Statement

Grades alone are not enough:

As American universities become more competitive, it becomes harder for students to get accepted based on grades alone.

Coming from an Eastern culture, where grades are prioritized, university applications can sometimes be tough.

Customer Story

"One of the primary difficulties I faced with my college application was in crafting the personal statement; I wish I had more professional experiences to elaborate on when applying for university." - Gerry Oei, alumni from North Seattle Community College

25 respondents

100% applied to a top 50 university

81% also had difficulties writing personal statements

60% of those, think that they lacked relevant/leadership experiences

1	**2**	**3**	**4**
The Problem	**The Solution**	**The Business**	**The Risk and Reward**
Problem Statement Customer Story	How it works	Business Model Marketing Strategy Market Size Competitive Landscape	Go To Market Financial Forecast (Appx.) Unit Economics (Appx.)

1		2		3		4

The Problem   **The Solution**   **The Business**   **The Risk and Reward**

Problem Statement   How it works   Business Model   Go To Market
Customer Story   Marketing Strategy   Financial Forecast (Appx.)
                                         Market Size   Unit Economics (Appx.)
                                         Competitive Landscape

Business Model

Creating a community of young individuals, appealing to Ads

Seeking to fulfill holistic admissions' requirement by gaining relevant / leadership experience

Seeking to improve the success rate of a project by gaining quality help

Marketing Strategy

1

2

Word of mouth:
- Free but effective
- Target high-schools

Digital Marketing:
- Paid with results
- Quickly reach out to a broader audience

Market Size

Students intending to apply to US Universities

Incoming transfer students or Freshmen

5.7 million - Fall 2018¹

Those applying to top 50 Universities
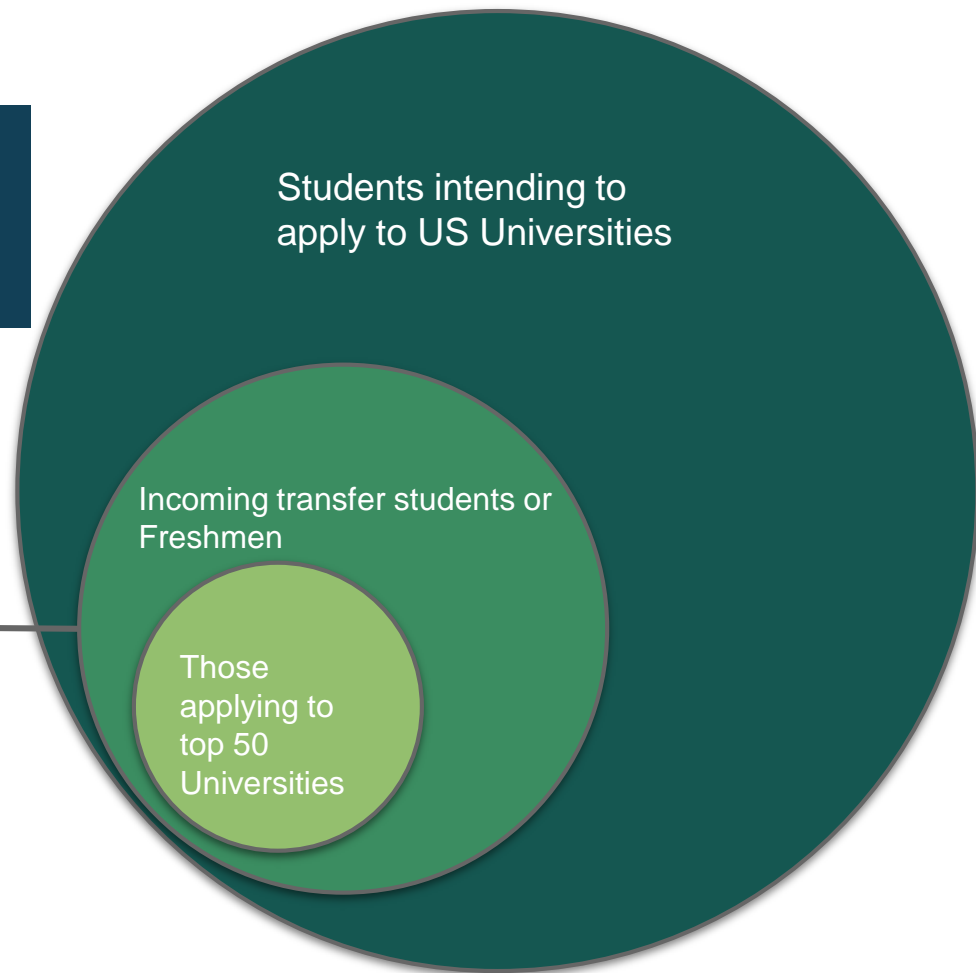
¹Estimate from a fraction of the total enrolled students in American Universities

Competitive Landscape

We are focusing on skill-based matching of freshmen and transfer students.
1. Facilitates Freshmen and transfer students seeking additional experience.
2. Enables students to gain additional help for projects.
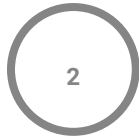
| 1 | | 2 | | 3 | | 4 |

The Problem
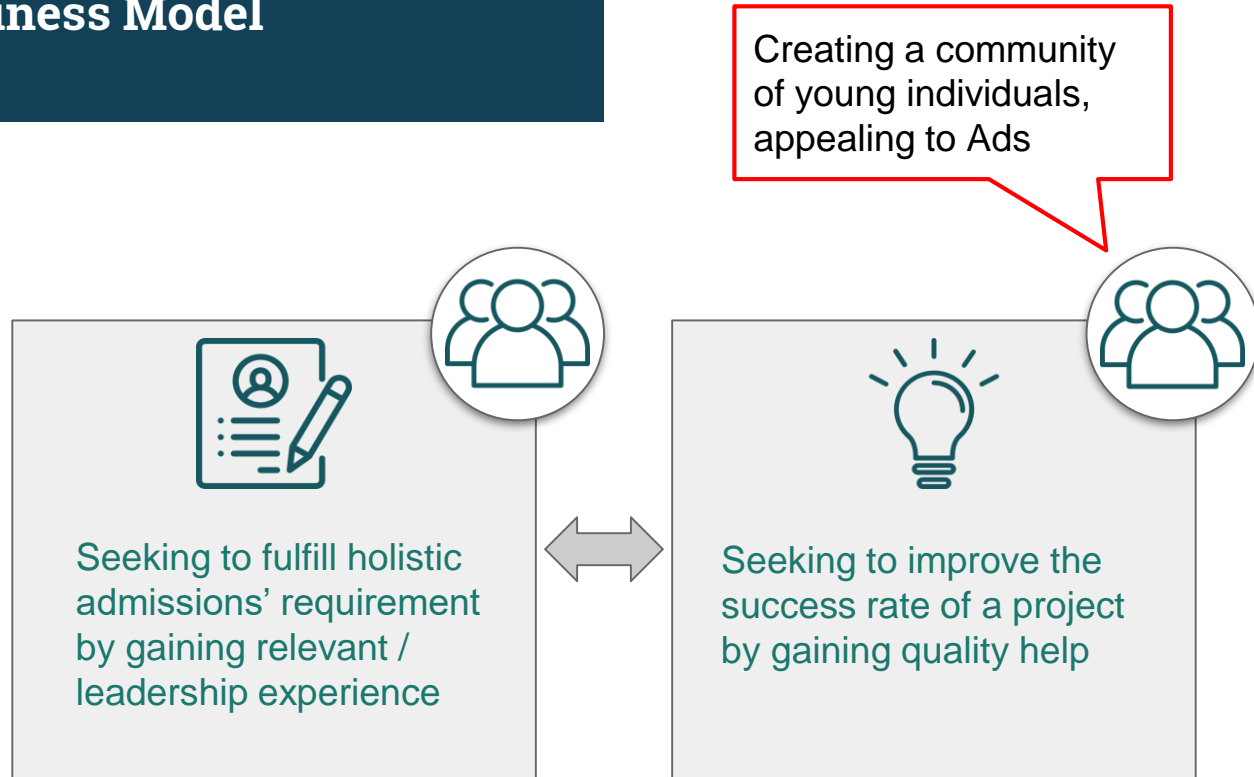
Problem Statement
Customer Story

The Solution

How it works

The Business

Business Model
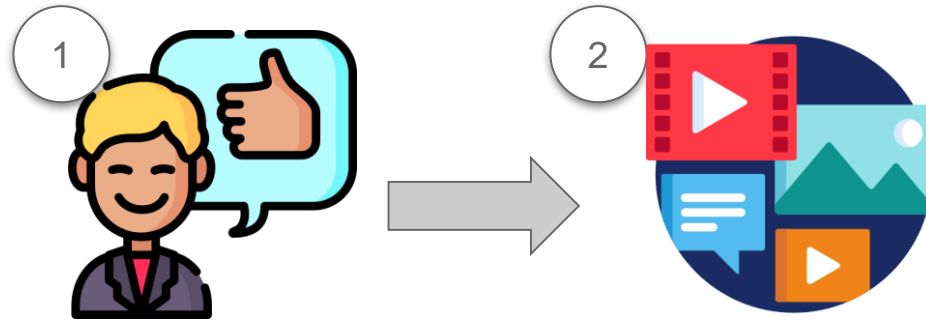Marketing Strategy
Market Size
Competitive Landscape

The Risk and Reward

Go to Market
Financial Forecast (Appx.)
Unit Economics (Appx.)

Go to Market

Free + No Ads

Free + Ads

Free + Ads + Additional Revenues

Subscription service offering:
- Better matchups
- Remove Ads

0-1,000 users

1,000-10,000 users

10,000 - 100,000

SOM: Transfers & Freshmen (Aiming for top 50 universities)

SOM: Transfers/Freshmen & Student-run organizations

SOM: Transfers/Freshmen & Student-run organizations & Startups

Goals:
Increasing users by marketing.
Recruiting projects by searching.
Get customer feedback.

Goals:
Increasing users by marketing.
Increasing projects by marketing.
Developing additional features.

Goals:
Expand into other categories.
Increasing users by marketing.
Increasing projects by marketing.
Developing additional features.

Appendix

Financial Forecast

Based on our assumptions, we would expect a profit after the third year of operation

P&L

	2019F	2020F	2021F	2022F	2023F
			Forecasts		
Revenue	-	365	1,460	3,650	18,250
COGS	-	-	-	-	-
Margin	*0%*	*0%*	*0%*	*0%*	*0%*
Gross Profit	-	365	1,460	3,650	18,250
Margin		*100%*	*100%*	*100%*	*100%*
SG&A		(420)	(1,020)	(1,620)	(2,220)	(2,820)
Google's Fire Base	300	300	300	300	300
Domain	120	120	120	120	120
Digital Marketing	-	600	1,200	1,800	2,400
Margin		*279%*	*111%*	*61%*	*15%*
PBT	(420)	(655)	(160)	1,430	15,430
Tax Expense	-	-	-	(286)	(3,086)
Tax Rate	*0%*	*20%*	*20%*	*20%*	*20%*
Net Income	(420)	(655)	(160)	1,144	12,344

Unit Economics

Parameters		Projection				
		2019F	2020F	2021F	2022F	2023F
User base		1000	4000	10000	50000	100000
SG&A (USD)		420	1020	1620	2220	2820
Revenue (USD)		0	365	1460	3650	18250
Profit (USD)		-420	-655	-160	1430	15430
Cost per unit (USD/User)		0.42	0.255	0.162	0.0444	0.0282
Profit per unit (USD/User)		-0.42	-0.16375	-0.016	0.0286	0.1543

Tax   20%

Cost per unit decreases as primarily fixed costs are involved.