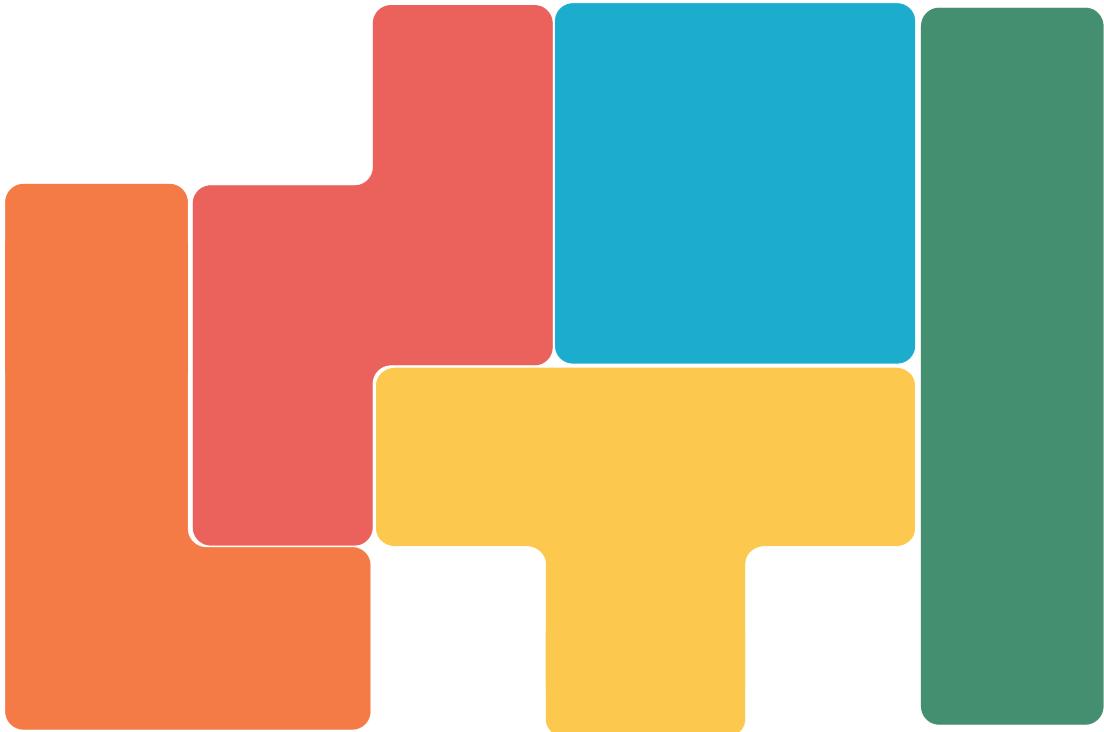


GradRight

Right education at right cost.

GradRight maximizes Return on Higher Education by using an intelligent, data science powered platform that provides end-to-end services from selection to financing



The Problem

Globally, students are unable to maximize their **Return on Higher Education (RoH)**.

Students and parents

- Confused with scattered information
- Irrational decisions driven by biases, peers
- Untimely & sub-optimal financial planning
- Poor leverage for good loan terms
- No one place for both - scholarships and loans

Counselors

- Expensive
- Limited, generic information
- Motivated by commissions from colleges and not what is right for the students

Universities/Colleges

- Rare to find internationally experienced experts advising students on campus
- Students collectively go to the same set of universities abroad every year, limiting the brand reach of the college
- No alumni collaboration across colleges.

RoH is different from Return on Investment (**RoI**)

RoH is the sum of (academic, social and financial) outcomes for one rupee spent by the student

(A student may prefer research outcomes and not placements – meaning he prefers academic outcomes to financial outcomes)

Impact.

Vision

Enable every student to pursue her passion without unnecessary financial burden

Deliver educational & financial decisions to 10 lac students by 2025

Replace pervasive & unethical commission-driven counseling

Enable efficiency and organization of services in higher education

Lower the student costs with a mix of commercial and philanthropic funds

Our Solution

Tech-driven, network-powered, end-to-end service platform

Select

Data science driven platform to help students find & finalize their high return programs

- Free version available
- Induces statistical robustness into their decisions

Connect

Uber-like model to connect students with relatable alumni of shortlisted universities

- Expands social circle of graduates
- Non-existing resource on the internet

Fund

Generate funding options (loans + scholarships) even before applying to a program

- Assist students bargain better deals as a group
- Timing of this step helps students select different programs

Apply

Uber-like model for writing experts to review & strategize SOPs & applications of students

- Democratizes quality writing services
- Create flexibility in choosing expert and the extent of assistance

Highlights

Free platform

Data-driven rational decisions

Advice from alumni of universities abroad

No commissions taken from any university

Free financial assistance

Access to '**The Right Scholarship'** worth INR 10 lacs

Team



Aman Singh
Co-Founder

Founding Project Director, Ashoka University
Field Engineer, Schlumberger Oilfield Services
MBA, ISB Hyderabad; BTech, IIT Delhi, 2000



Sasidhar Sista
Co-Founder

Director Outreach & Admissions, Ashoka University
Fulbright Scholar, M.S.Ed Higher Education, UPenn
Young India Fellow; BE, BITS Pilani, 2009



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Member, Board of Advisors

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Former MD, Barclays (Cards), UK
SCRA, Indian Railways; PGDM, IIM Calcutta



Mahesh Nallapati
Co-Founder

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Operations & Finance, PGD Management, IIM
Lucknow; BPharm, BITS Pilani, 2009



Ashirvad Singh
Head, Engineering

Lead Architect & Consultant for multiple
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MTech, BE. BITS Pilani



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Business Development
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PGDM, IIM Trichy
BTech. NIT Rourkela



Lovish Rawal
Research Manager

BTech CSE. BML Munjal University



Krishna Deepu
Full Stack Developer

Developer, Startups
BTech. JNT University



Studio Carbon
Design partner

Led and executed by Alumni of
National Institute of Design, Ahmedabad.

Setting right the **Process** of choosing, applying & financing

Current
Student Journey

GRE

70% of students misspend INR 15,000 worth free score reports

Select

Significant 'rank' bias, limited by social circle

Apply

Majority looking out for alumni's help but have limited access

Fund

High interest rates & rejections become unavoidable

GradRight
Student Journey

Select

Identify high return programs using data science

Fund

Get commitment & visibility of funding even before applying

Connect

Connect with alumni of any destination university

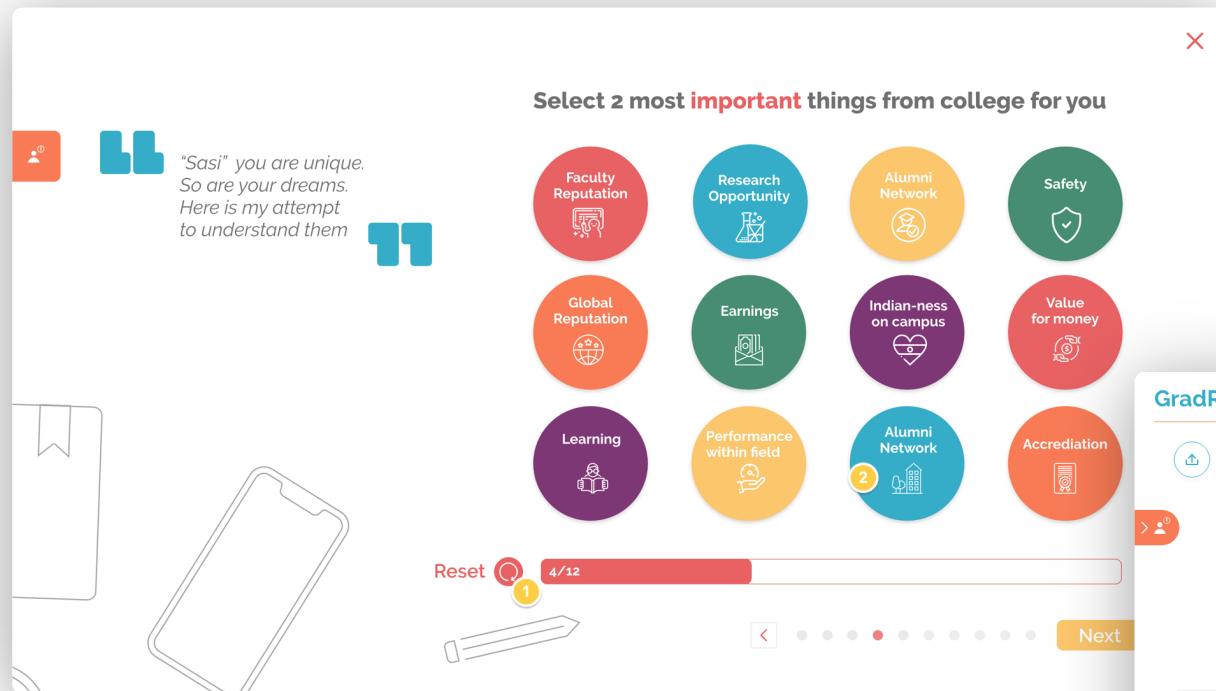
GRE

Generate shortlist for each future scenario saving time and money

Apply

Alumni experts to help with writing SOPs & applications

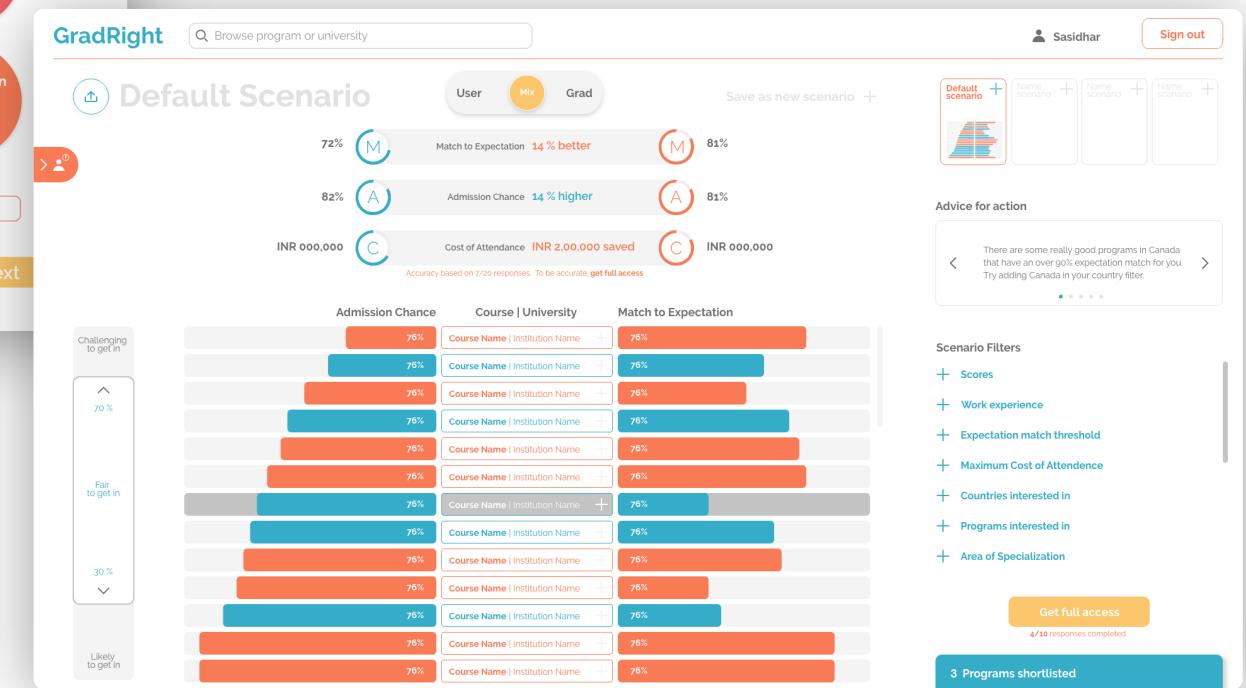
Self-service, gamified dashboard



99% of customers find programs with better

MAC scores:

1. better **Match** to their expectations (**M**)
2. better chance of **Admission** (**A**)
3. lower **Cost** of attendance (**C**)



Customers and Testimonials



Kaivalya Rawal, BITS Pilani

"The report was very helpful to me, not just in suggesting universities, but also in helping me evaluate what my own personal preferences are and what I really want from my MS"

GRE: 336/340

Utkarsh Goyal, BML Munjal University

"The best part is that we find universities that we think are out of our reach. We can see how even minor changes to budget, scores or work experience affects our options."

GRE: 313/340

Sopam Dasgupta, P.E.S.I.T

"The data-driven approach of HANSA (GradRight) really helped me in not just saving time but also focusing on what is important and not get distracted by the noise"

GRE: 320/340

Benefits for Colleges

Free
platform

Rational, unbiased
partner

Statistically sound
data framework

Expands alumni network
to new universities &
geographies

Scholarship of
INR 10 lacs
for its students

Active involvement
of its own alumni

Thank you

“..simple algorithms matched or outplayed humans and their “complex” decision making criteria, essentially every time.”

— Daniel Kahneman
2002 Nobel Memorial Prize Winner in Economic Sciences

