



**myunilife**

*by:*

*Roberto Russo & Flaviano Testa*

# The Idea

MyUniLife is the University Advisor (with its mobile app) that will help the academic people in their university lives (f.e. to find an accommodation, to pass an exam, participate in events).

The platform is built to help students navigate through university life, have productive learning experiences and an entertaining university environment.

# Problem



Pio

12 de julio de 2015

Ciao, qualcuno può darmi consigli su come trovare casa a zaragoza?

Me gusta Comentar



1



Tiago

10 de enero de 2016

Se alquila piso centrico con muy buenas comunicaciones, a 5 minutos de la plaza mayor, universidades y hospitales. Contiene 4 habitaciones, salón amplio y luminoso, 2 baños totalmente reformados. En el precio incluye comunidad con portero y sus servicios y calefacción central.

150m2 - 4 Hab - 2 Baños

Amueblado, Piso, Exterior, 7a planta

Área Metropolitana Salamanca - Salamanca 750€



Derya

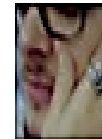
22 de enero

Hello everybody, who needs a room for second semester? Please text me..

Me gusta Comentar



1



Antonio

9 de mayo a las 14:28

Qualcuno sa darmi informazioni sull'esame di Microeconomia con il prof Senatore? Ci sono domande ricorrenti? Avete delle prove d'esame passate?

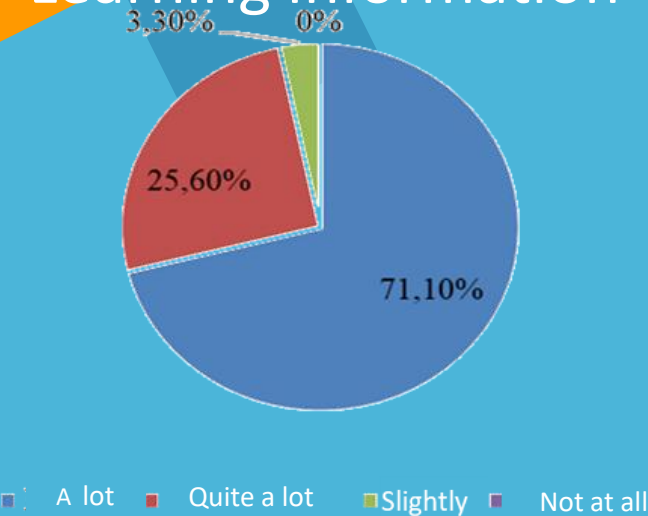
Grazie mille

# Solution

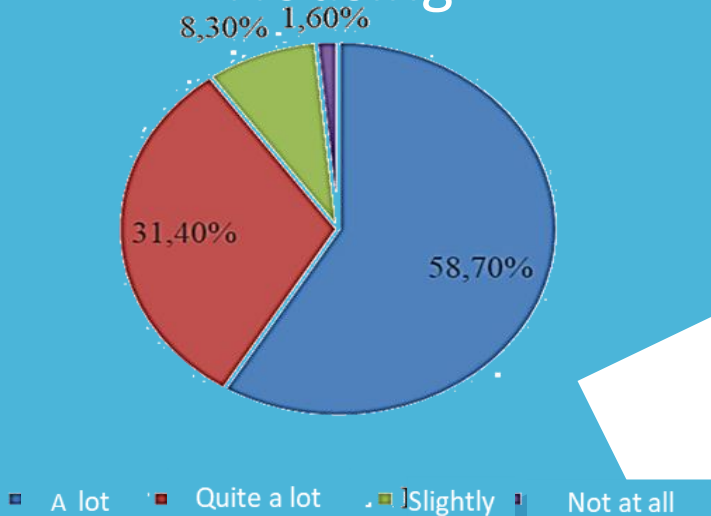
- **UNIVERSITY ADVISOR:** support for the student for the university choices and during their University Career (Erasmus, Internship) through a rating system, reviews, pictures and tips about the University and faculties from all over the world;
- publication and consultation of housing announcements that meet the needs of the students through a review system of previous users;
- offer of educational material and notes useful for passing exams.

# Market Analysis\*

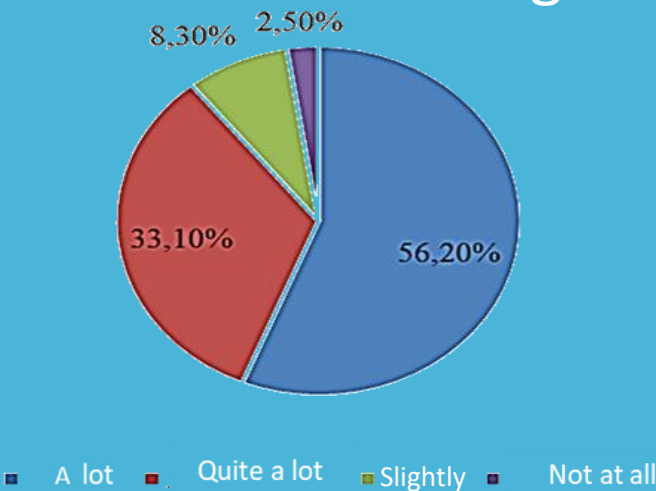
## Learning Information



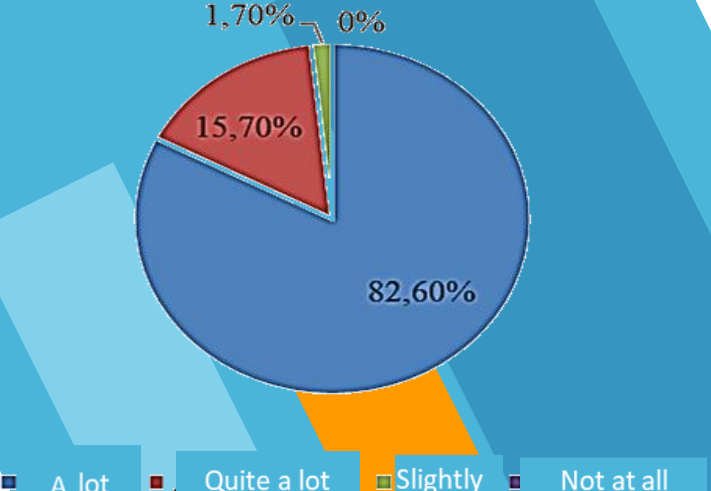
## Housing



## Event Advertising



## International Mobility



# SWAT and Competiton Analysis

| Strengths  | Weaknesses  |
|--|---|
| Innovative Company<br>Low Investment Costs;<br>Low Environmental Impact;<br>Immediacy and ease of use of the platform. | Notoriety of the platform;  |
| Opportunities  | Threats   |
| User feedback;<br>Expansion in the Italian market.   | Highly competitive market;<br>Probable end of the Erasmus + program |

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StuDocu.com

erasmusu

# Economic Plan\*

| YEAR                          | 1                  | 2                  | 3                  |
|-------------------------------|--------------------|--------------------|--------------------|
| Freemium Students             | 1800               | 2700               | 3600               |
| Freemium Revenues             | € 21.384,00        | € 32.076,00        | € 42.768,00        |
| Housing Announcments          | 40                 | 60                 | 70                 |
| <b>Announcement Price</b>     | € 1,00             | € 1,00             | € 1,00             |
| Announcment Days              | 180                | 200                | 220                |
| Announcment Revenues          | € 7.200,00         | € 12.000,00        | € 15.400,00        |
| <b>TOTAL REVENUES</b>         | <b>€ 28.584,00</b> | <b>€ 44.076,00</b> | <b>€ 58.168,00</b> |
| HR Cost                       | € 0,00             | € 0,00             | € 0,00             |
| Development web site          | € 15.000,00        | € 10.000,00        | € 5.000,00         |
| Advertising and marketing     | € 10.000,00        | € 7.000,00         | € 5.000,00         |
| <b>VARIABLE COSTS</b>         | <b>€ 25.000,00</b> | <b>€ 17.000,00</b> | <b>€ 10.000,00</b> |
| <b>Gross Operating Margin</b> | <b>€ 3.584,00</b>  | <b>€ 27.076,00</b> | <b>€ 48.168,00</b> |
| Company Foundation            | € 1.819,87         | € 637,47           | € 637,47           |
| Trademark registration        | € 136,00           | € 0,00             | € 0,00             |
| Equipment                     | € 1.300,00         | € 0,00             | € 0,00             |
| Rents                         | € 3.600,00         | € 3.600,00         | € 3.600,00         |
| Consumables                   | € 65,00            | € 65,00            | € 65,00            |
| Utilities bills               | € 1.770,00         | € 1.770,00         | € 1.770,00         |
| Consulting                    | € 2.818,20         | € 2.818,20         | € 2.818,20         |
| <b>FIXED COSTS</b>            | <b>€ 11.509,07</b> | <b>€ 3.455,67</b>  | <b>€ 3.455,67</b>  |
| <b>GROSS PROFIT (LOSS)</b>    | <b>-€ 7.925,07</b> | <b>€ 23.620,33</b> | <b>€ 44.712,33</b> |
| IRES taxes                    | € 0,00             | € 5.688,88         | € 10.730,96        |
| IRAP taxes                    | € 178,12           | € 1.345,68         | € 2.393,95         |
| <b>NET PROFIT (LOSS)</b>      | <b>-€ 8.103,19</b> | <b>€ 16.585,77</b> | <b>€ 31.587,42</b> |

\*sample: 1 Italian University

# TEAM



**ROBERTO RUSSO**  
**CEO & Founder**

26 Years old, Personal Banker, master's degree in Consulting and Business Management at University of Salerno. Erasmus in Salamanca, startupper, traveler.



**FLAVIANO TESTA**  
**CFO & Founder**

25 Years old, graduated in Economics and Finance. Erasmus Traineeship at the InterAnalysis Ltd (UK). Now working at EY S.p.A. Italy



*Thanks for your attention*



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