BUSINESS PLAN

A better student experience

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1. Introduction

1.1 What is LinqOp?

LinqOp is a simple, easy to use and powerful online and mobile platform. The purpose for **LinqOp** is to create 'A better Student Experience' in the **personal**, **educational**, **social** and **financial** aspects. LinqOp assists students at tackling problems/inconveniences in their daily lives while connecting them to the right people, finding opportunities, fostering student engagement in the community both on and off campus.

The main goal of **LinqOp** is to optimize the daily life of students. The tools and features of the platform are simple and intuitive from taking quick notes which the app automatically organize for the courses and being able to access notes taken by other students in the class or any publicly made available notes. The platform also allows the student to quickly connect with other students and access resources available to them within the school, another school or off campus. The platform facilitate **peer to peer** activities wherein the student can search for items made available for sale, to share or for free by other students and eventually the wider community.

1.2 Problem Situation

Students especially at college or university are commonly and increasingly being faced with difficulties and inconveniences in their daily lives. Supporting this claim is the results obtained from a survey being conducted by the LinqOp team on students attending Higher Education in various European countries. Further support of this claim of students being faced with difficulties and inconveniences in their daily lives is a publication[1] from Indiana University, Purdue University and Fort Wayne in the United States. Many of these difficulties and inconveniences do take a lot of time and effort to resolve while keeping up with the advancement in technology. These include and are not limited to:

1. Disorganization since the time it takes to set up a structure for time management, schedule and reminders daily can be quite stressful over time if not properly maintained (**Personal/Educational**)
2. The trouble the student goes through to connect with the right person (**Social**) or resources both on and off campus (**Social/Educational/Financial**)
3. Difficulty for students to 1) sometimes find the right study materials 2) connect with other students of other disciplines to help with projects 2) Get or give insight from their respective field of knowledge 3) Find Internships/Jobs possibilities (**Social/Educational**)
4. Failure to network based on common interests, hobbies, preferences or activities (Social)
5. The majority of students are in constant need in finding ways to make money and save money (**Personal**)

2. Innovation

2.1 Originality

1. The encompassment of the <u>four aspects</u> of a student's life with the aim to create the right balance of features and tools made available on the platform. These aspects are the **personal**, **social**, **educational**, and **financial** which are supported by current results obtained from the survey conducted. Refer to the Market Analysis section 4.1 in **Chapter 4** for further explanation on the demand and section 7.1 in the Appendix showing the mobile interface design of LinqOp showing the application of the four aspects.

2. At the <u>core</u> of the experience of the platform is the two technologies – **QR Code** scanning and Near Field Communication (**NFC)** for secure, simple, fast interactions and easy capture, exchange or transfer of information by the students. Refer to section 7.2 in the appendix for in-depth explanation of the application of the two technologies. The major social media networks are not taking full advantage of these two presently capable technologies.

3. Filling the gaps in communication left by traditional social media in student to student interactions, student to instructor interactions and student interactions with people in the community, organisations, large companies and SME's.

2.2 Impact & (Social) Sustainability

Per a 2015 study[2] by Pew Research Center, social media is now an integral part of the lives of teens and college students. The pace of advancement in technology is continuously changing the physical environment and daily lives of students as well as immensely influence the educational system. With many online apps and tools, the internet is now one, if not the main source of information for students to learn from others and online courses as well as to communicate, collaborate and exchange. The expectation is even higher for students to meet all deadlines and having no excuses.

2.2.1 Current generation
LinqOp is the assistance for current students at higher education to be more effective and efficient in their daily lives. Helping students to have a great impact and/or reach within the local, regional and global student community.

The number of international students coming from the developing economies to pursue their higher education in developed economies is increasing tremendously[3]. These students need to quickly adapt to very new physical environment and social systems. With the vision to reach in the developing countries, LinqOp aims to ensure a smooth transition for these students. Therefore, contribute to their performance and growth.

2.2.2 Future generation
94% of teens in the developed economies such as the EU and US go online daily reports the Pew Research study[2] on teens. As this generation moves on to their higher education, they will bring their technology and mobile usage habits and expectations with them in a way that colleges will need to be ready for[4]. LinqOp will work closely with the producers of technology such as educational institutions, Google, Microsoft and others. Thus, to fulfil the vision of LinqOp by maintaining the transition for the next generation of students in higher education students while adapting to the continuously advancing technologies.

3. Startup

3.1 Entrepreneurial Credibility

LinqOp is a web-based internet platform therefore it can be accessed online on a computer and mobile on a smartphone or tablet. Being an internet based service as well as a digital product makes LinqOp very rapidly scalable for a big enough target market (higher education students) locally, regionally and globally. The founding team consists of Riginson Antoine at the moment who is currently studying Industrial Engineering & Management at the Fontys University of Applied Sciences.

The mission of LinqOp is to facilitate students with the tools to plan, connect, collaborate and share more efficiently and to be more effective with their time, effort and expense.

The vision for LinqOp in 5 years is to be the leading intuitive online and mobile platform that students use in their daily lives to get the most out of their time, competences and resources by making easier scheduling, networking, collaboration and exchange among students both on and off campus.
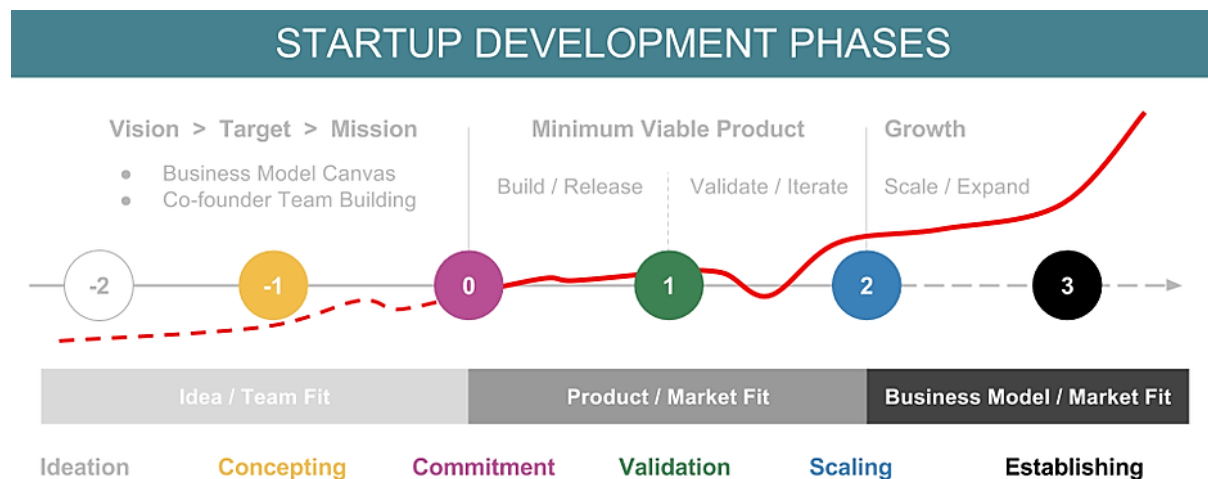

Figure 1. Showing an infographic of startup development phases

The development of LinqOp is now at the 'Commitment' phase as demonstrated on the infographic in figure 1 above. At this phase, the members of the founding team are committed to the project and are balanced in terms of responsibility to achieve the Minimum Viable Product of the platform. Legal documents are being drafted such as shareholder agreement between the founders. Also, working on SMART development plan with milestones for what is needed for the development and growth of the platform for at least 5 years. This plan defines the capital, skills and resources needed to achieve the milestones as well as considering the possible risks involved in the process.

A **PESTLE** analysis was done for the different geographical regions such as the EU and US to look at the Political, Economic, Social, Technological, Legal and Environmental factors that could affect the development progress and adaptation of the platform in each respective region.

Political – Currently, there is ongoing instability in the EU region with Brexit and populous anti-EU movements as well as political instability. There are current changes being done to legislation which have global influences.

Economic – LinqOp as an online and mobile platform will add value to the European economy and jobs in the many sectors that will support the development and its operations. Some sectors may be

disrupted by the development of LinqOp which can be looked positively. This stimulates innovation in the respective sectors.

Social – LinqOp aims to have an excellent Corporate Social Responsibility standing. By filling in the gaps in communication left by traditional social media, LinqOp is more than just a network of students who connect. LinqOp is a community of students who care and contribute to each individual performance and growth. LinqOp is a solution to daily life stresses of students in Higher Education collectively. Thus, LinqOp has a positive effect on the stress level of students in the two economic regions. LinqOp aims to have students' programmes such as Entrepreneurship Awards and collaborate with educational institutions to foster the growth and innovation by the current and future generation.

Technological – LinqOp aims to work closely with technology producers and universities as it's adapting to both the physical environment's advancement in infrastructure and virtual environment's advancement in human to technology interface in developed economies such as the EU and the US.

Legal – LinqOp aims to promote transparency to it operations by adhering to the taxation policies, employment laws and industry regulations in the respective countries to be able to serve the market to best of ability.

Environmental – LinqOp aims to promote environmental conservation by collaborating with organizations and enterprises who share the same vision.

3.2 Team Quality

Academic research proves that a team of three is more like to succeed and gain investments especially if one of the co-founders is female.[5] LinqOp is a tech Startup company and the three co-founders will have the following roles – Managing director (CEO), Operations manager (COO) and Chief Technical Officer (CTO). Every founding member is so important and ultimately has a tremendous impact on the company's growth. Thus, the team share a unified vision and every member solid and master in their field as well as resourceful.[6] The founding team communicates constantly and being brutally honest about the Key Performance Indicators (KPI) for the development and growth of the platform. As showing in figure 2 below, at the core of LinqOp is a supportive and collaborative mentality for who is Responsible 60%+, Accountable 40%+, Consulted 20%+ and Informed 10% (RACI).

Responsibilities:

CEO – Riginson

- **Strategy** (Vision/Planning/Goal setting) 60%
- **Structure and organisation** (70%)
- **KPI** (20%)
- **Platform design** (50%)
- **Marketing** (40%)
- **Human resources** (40%)
- **Finance** – management accounting, financial accounting, fundraising (70%)
- **Legal** – Founders agreements, regulations, tax, risk management (80%)
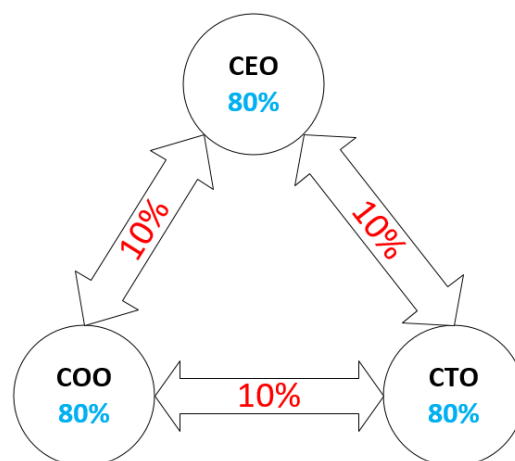- **User Interface (UI), User experience (UX)** (10%)

Figure 2. A balanced tech startup founding team

COO – ?
- **Strategy** (Planning/Goal setting) (20%)
- **Structure and organisation** (20%)
- **KPI** (80%)
- **Platform design** (25%)
- **Marketing** (60%)
- **Human resources** (60%)
- **Finance** – fundraising (30%)
- **Legal** (10%)
- **User Interface (UI), User experience (UX)** (10%)

CTO – ?
- **Strategy** (Planning/Goal setting) (20%)
- **Structure and organisation** (10%)
- **Platform design** (25%)
- **Legal** (10%)
- **User Interface (UI), User experience (UX)** (80%)
- **Full stack developer** Front-end/Back-end (80%)

The CEO role is fulfilled by Riginson Antoine, an inspiring Industrial Engineering Manager with a minor in Entrepreneurship. Riginson Antoine has gain various skills such as market research, market analysis, marketing strategy, project management, conflict management, risk analysis, legal procedures, capital budgeting, management accounting, financial accounting, improving processes, implementation of industrial designs and techniques as well as management consulting. The focus is very external as shown on figure 3 below.

The COO role is fulfilled by also an inspiring Industrial Engineering Manager with a minor in Operational Excellence (OPEX). This individual also shares the various skills such as market research, market analysis, marketing strategy, project management, conflict management, risk analysis, legal procedures, capital budgeting, management accounting, financial accounting, improving processes, implementation of industrial designs and techniques as well as management consulting. This is to create the balance with more internal focus as shown in figure 3 below.

The CTO role is to be fulfilled by an individual who have had experience with platform development both online and mobile (Android & iOS) and can develop the Minimum Viable Product. Refer to section 7.5 in the appendix for information on duration to build an app. The CTO must be someone who shares the similar long-term vision as the team, team player, collaborative, self-motivated, with great character and attitude towards helping others.

Currently, collaboration is being with the department of ICT at the Fontys University of Applied Sciences for students to develop the Minimum Viable Product of the platform as part of their grade for the duration of a period or semester.
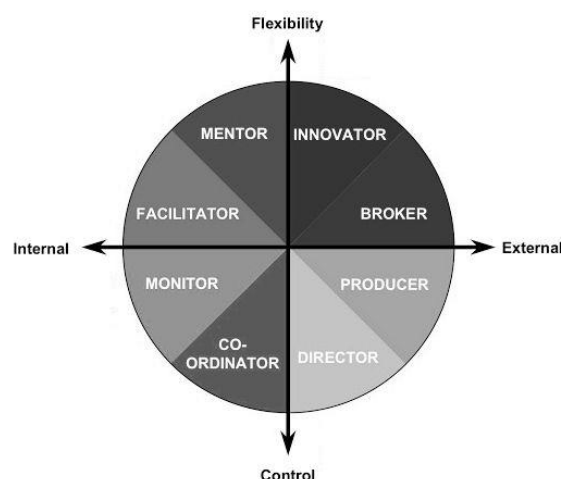

Figure 3. Showing managerial leadership roles (Quinn model)

Figure 4. Showing a simplified representation for the focus of LinqOp

LinqOp creates a better student experience. To achieve this, LinqOp converges 3 types of networks. These are **social** network, **learning** network and accessibility-based or peer to peer (**P2P**) network within the student community. Refer to section 7.3 in the Appendix for infographics on the three types of networks. LinqOp is designed and build from the perspective of the student to provide them with the features/tools to:

1. Have better and intuitive planning & scheduling (**Personal/Social**)
2. Easily take and share notes/study materials with classmates. Browse archived semester of publicly made available shared notes and study materials. (**Educational/Social**)
3. Collaborate quicker and easier in group projects; (**Educational/Social**)
4. Connect easily with other students from any department, student organisations and communities on campus or other schools in any school year that they are in; (**Educational/Social**)
5. Find resources available for them by their respective schools or other schools and off campus by individuals in the local community, student programmes, organisations, large companies and SME's. (**Educational/Financial**)
6. Provide ways to make and save money from their peer to peer interactions within the student community and interactions with external parties such individuals in the local community, student programmes, student deals from large companies and SME's. (**Financial**)

LinqOp is a multi-sided platform which allows same side network effects and cross-side effects. Refer to section 7.4 for a Business Model Canvas of LinqOp. The value propositions are:

1. Same side effects – LinqOp provides students with the features and tools as outlined in the six points above.
2. Cross side effects – LinqOp provides the features and tools for schools, individuals in the local community, student programmes, organisations, large companies and SME's to interact with the student market to provide them with resources and information as outlined in points five and six above.

4. Market

4.1 Market Analysis

In the table below, the **aspects** are the characteristics to be considered for the sort of activities that the users are conducting and the features/tools made available on the following platforms. These aspects are:

- **personal** (**P**) & **social** (**S**) – Planning, scheduling, notes, study groups, events, student community…
- **educational** (**E**) – Notes, study materials, academic resources, internships, tutors, counsellors, online courses, majors and careers…
- **financial** (**F**) – scholarships, jobs, peer to peer activities, deals…

Colour **green** indicates that the respective platform has this aspect very focused, the tools/features are optimized and those kinds of activities are being conducted heavily by the users; **yellow** indicates that this aspect is not a focused or optimized characteristic of the respective platform. On certain platforms shown such as Blend[6], Facebook[7], WhatsApp[8] or StudiVZ[9], the users are improvising on the features/tools provided by the platform for educational purposes. Lastly **blank** indicates such aspect is non-existent or users are not conducting those sorts of activities.

With exceptions of Facebook and WhatsApp, the platforms in the table are targeting and sharing the same high school and/or *university/college students* market in their respective economies and globally. The aspect that all the following platforms share is **educational** (**E**). However, certain features/tools and approach are respectively different to each platform. Though some platforms may have similar aspects, they do not necessarily provide the same solution. The '**Type**' defines the core solution of the respective platform.

	Country Founded in	Name	Type	Users	Aspects P / S	E	F
1	NL	eFact	Study materials/notes	125.000+	yellow	green	
2	NL	StudyPortals	Study/Course choice	N/A		green	yellow
3	Denmark	Graduateland	Internships/Jobs	500.000+		green	yellow
4	North Cyprus	Student Circle Network	Social network	N/A	green	green	
5	EU	iAgora	Internships/Jobs	N/A		green	yellow
6	UK	Unii	P2P/Social network	100.000+	green	yellow	green
7	Italy	Docsity	Social learning	600.000+	green	green	
8	US	Unigo	Scholarships		yellow	green	green
9	US	StudyBlue	Social learning	10.000.000+	green	green	
10	US	Zimride	Rideshare (**P2P**)	350.000+		yellow	green
11	US	Blend	Social network	300.000+	green	yellow	
12	US	ClusterFlunk	Social network	52.000+	green	yellow	
13	Germany	StudiVZ	Social network	15.000.000+	green	yellow	
14	US	Lynda	education/training	N/A	yellow	green	
15	US	LinkedIn	Professional network	467.000.000+	green	green	green
16	US	Facebook	Social network	1.790.000.000+	green	yellow	
17	US	WhatsApp	Instant messaging	1.000.000.000+	green	yellow	
18	NL	**LinqOp**	Social/Learning/ P2P	N/A	green	green	green

There are many more online portals, tools and platforms available that serve in only one particular aspect of student's life. The list of existing portals and platforms was compiled to show portals and platforms that have <u>two or more</u> of the four aspects: **personal**, **social**, **educational** and **financial**. These portals and platforms on the list have had a level of success in the student market because of the features and tools that they provide.

Considerably noted are the platforms on the list that are very focused on <u>two or more</u> of the four aspects: **personal**, **social**, **educational** and **financial** such as Student Circle Network[10], Unii[11], Docsity[12], Unigo[13], StudyBlue[14], ClusterFlunk[15] and LinkedIn[16]. These platforms have adapted well enough such as Unii, a student-only social network that has signed up 100.000+ users in six months in the U.K; Also, they have built a large user base such as StudyBlue[11]. Overall, not all these portals and platforms are not direct competitors to **LinqOp**. The only platform at the moment with some substantial success and that has some similarity to **LinqOp** is **Unii** based in the U.K. because it converges <u>2 networks</u> together which are the **social** and **P2P** networks**.**

The *new entrant* platform ClusterFlunk that also converges <u>2 networks</u> (**Social** & **Educational**) and which has only gained a 52.000+ user base has reported 65% of users claimed to have increased their grades because of their use of the site. **Facebook**, who also owns WhatsApp together was included on the list because of the massive success as platforms that contribute to the daily lives of their users. Facebook is the most popular social network platform that is in its maturity and has already scale to have global reach. Nevertheless, there has been headlines and supported by a 2014 publication[16] on Time.com from an interview with the CFO of Facebook confirming that there is a decrease in the daily users on that platform. The publication headlined more than 11 Million Young people have Fled Facebook since 2014 and that majority of young people are college-aged users. This indicates that there is a gap that is not being fulfilled and is opportunity that will be taken by more innovative solutions as provided by **LinqOp** for college-aged users.

It can be deducted from this analysis that the US market is very tough to enter. Therefore, building momentum and large user base in the other developed economies such as the EU, UK, Australian and Canadian will make LinqOp more likely to succeed in US market.

4.2 Customers

The customers are students in higher education. Refer to section 7.6 in the Appendix for a more elaborated summary of the characteristics of the customers. Primarily with version 1 of the platform to target the EU, UK, US, Canadian and Australian markets. There are about 19.6+ million students in the EU, 20+ million students in the US, 2.27+ million in the UK, 1.9+ million in Canada and 1.3+ million in Australia who are currently enrolled in their higher education. The LinqOp team conducted a survey to confirm a level of demand by the student population on the <u>four aspects</u>. This survey was to find out to what extent are the students in higher education or university satisfied with their <u>access</u> to **assistance** and **resources** (on and off campus) made available to them? And how <u>important</u> are **time**, **effort** and **expense** for students in higher education or university? Overall, it can be deducted that the aspects are from important to very important and from average to satisfied with current methods but overall not very satisfied. Refer to section 7.8 in the Appendix for the summary of the survey. That similarity in the type of customers (students) and their shared commonality in their daily lives promotes the growth of the interactions on the platform.

4.3 Scalability

LinqOp is an online and mobile service platform which makes it very expandable to every user with internet access on their PC and/or Smartphone and tablet in their respective markets.

5. Finance

5.1 Revenue model

Figure 5. Showing the revenue model for LinqOp
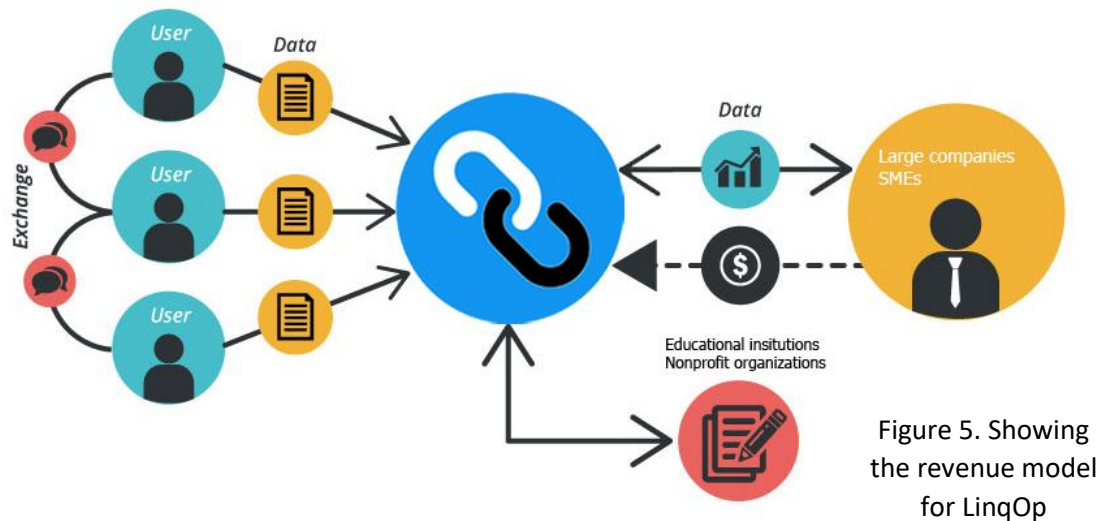
Give it away to students for free.

Companies who seek to reach the student market by:

1. Features/Tools (Schools/Organizations) – Contribution/Subscription
2. Adverts (Schools/Organizations/Companies/SMEs) – Subscription/Fee

Adverts such as internships, project search, student deals and more student related postings.

5.2 Cost structure

The aim is to generate € 1 per user that contributes to the overall revenue. The plan is by December 2019 to acquire ¼ (50+ million) of the overall market of students who attending higher education (183+ million). Thus generating at least € 0.50 per user contribution to the revenue by December 2019. 50 – 100% of the €1+ per user contribution to the revenue by December 2020 and further.
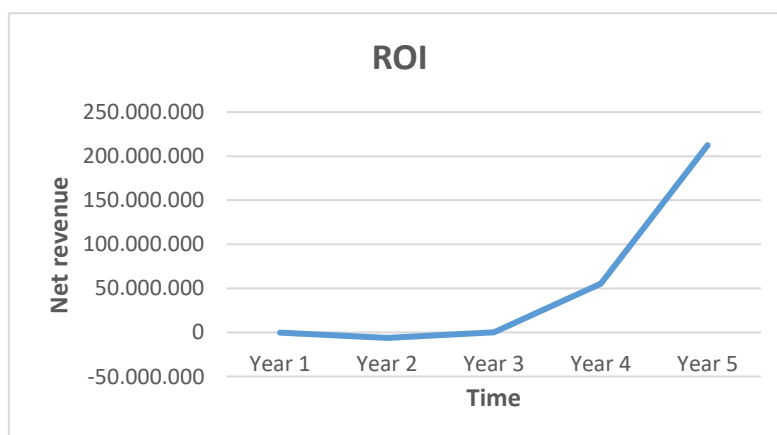
Operating costs – 30%
- Direct development costs such as developers' salaries and data center costs
Marketing costs – 20%
Product development costs – 20%
- R&D costs

Total costs = 70% of revenue
Profit = 20 – 30% of revenue

Graph 1. Showing the ROI of LinqOp

5.3 Financing

The timeline below outlines the milestones set for LinqOp in terms of the acquisition of users in certain markets. The cost of development and operation of the platform is directly proportional to the number users.

Figure 6. Show timeline of development with milestones
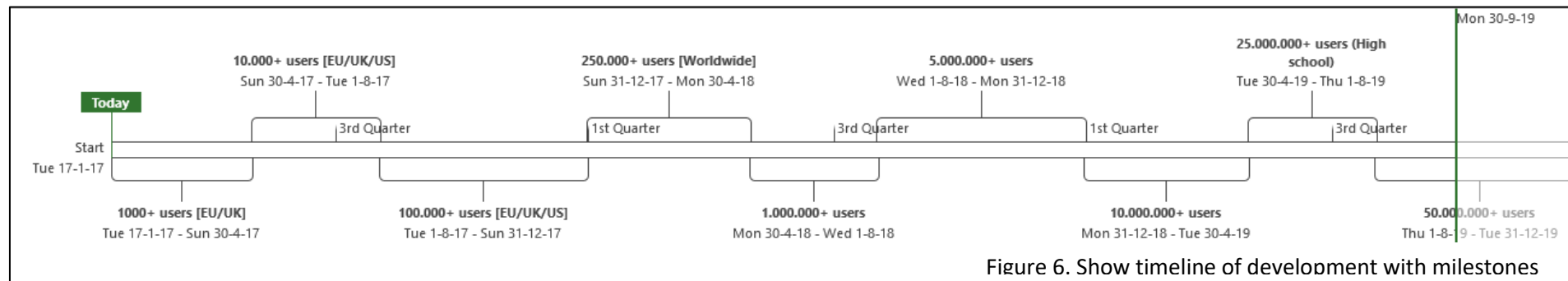
The table below shows a 5-year forecast for the financing of development and operation of the platform. The predictions are based on the realistic assumptions supported by a publication 'how much cost build world's hottest startups' from the founder of audience.io, a transatlantic company designed to help New York and London based technology startups grow internationally. We expect LinqOp to grow 2X every year and more.

Capital Budgeting – LinqOp development & operation									
2017 (Year 1)	**Working capital needed (€)**	**2018 (Year 2)**	**Working capital needed (€)**	**2019 (Year 3)**	**Working capital needed (€)**	**2020 (Year 4)**	**Working capital needed (€)**	**2021 (Year 5)**	**Working capital needed (€)**
Q1	5.000+	Q1	200.000+	Q1	10.000.000	Q1	50.000.000	Q1	100.000.000
Q2	50.000+	Q2	1.000.000+	Q2	25.000.000	Q2	75.00.000	Q2	125.000.000
Q3 + Q4	100.000+	Q3 + Q4	5.000.000	Q3 + Q4	50.000.000	Q3 + Q4	100.000.000	Q3 + Q4	200.000.000
Total (Year)	155.000		6.200.000		85.000.000		222.000.000		425.000.000

5.3.1 Sources of Finance

2017 (**Q1**) - Personal Finance
2017 (**Q2**) – From investments and/or Awards and Prizes such as Philips Innovation Award (€50.000), Microsoft Imagine Cup (€ 100.000), Fontys Think Bigger Prize (€ 1.000), Brains Awards (€ 5.000), and many more.
2017 (**Q3**) and further will be from investments.

6. Conclusion

LinqOp aims to be working closely with producers of technology such as Google, and others to be able to adapt and provide the best solutions by the platform and interactions with others on the platform. With the advancement in technology, the broader vision of LinqOp is to be the leading intuitive online and mobile platform which assists students on their pursuit to have better and greater performance and growth both in the physical environment and virtual environment in their higher education.

LinqOp promotes more than just networking for students. LinqOp promotes student community building. Networks connect but communities care.
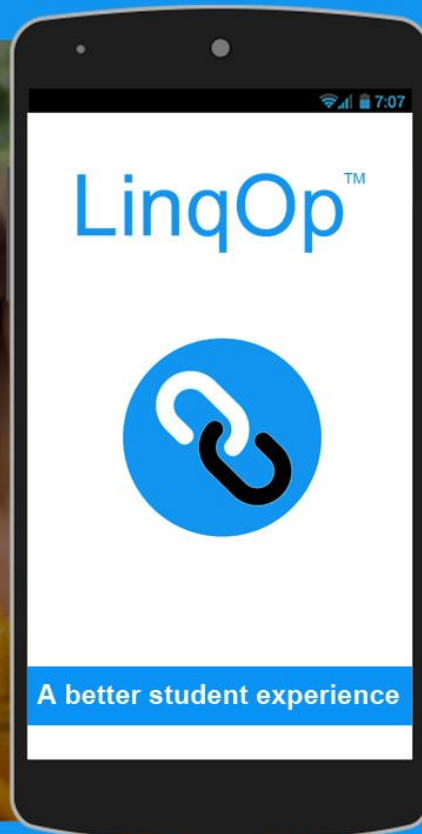
Flyer is available as a standalone file for larger viewing
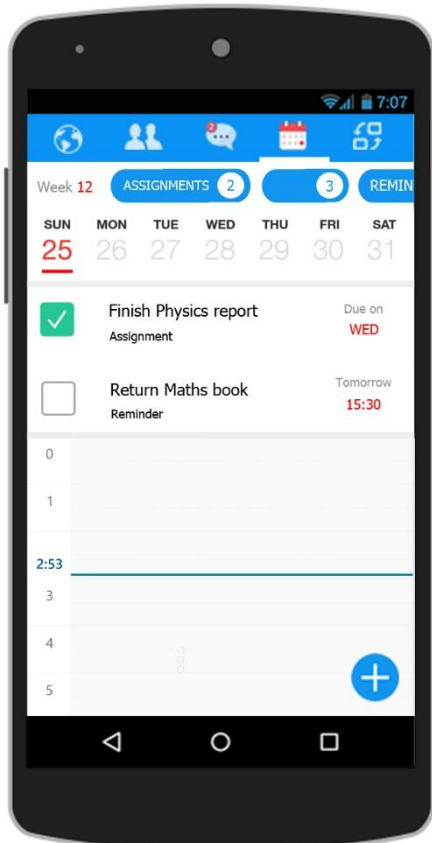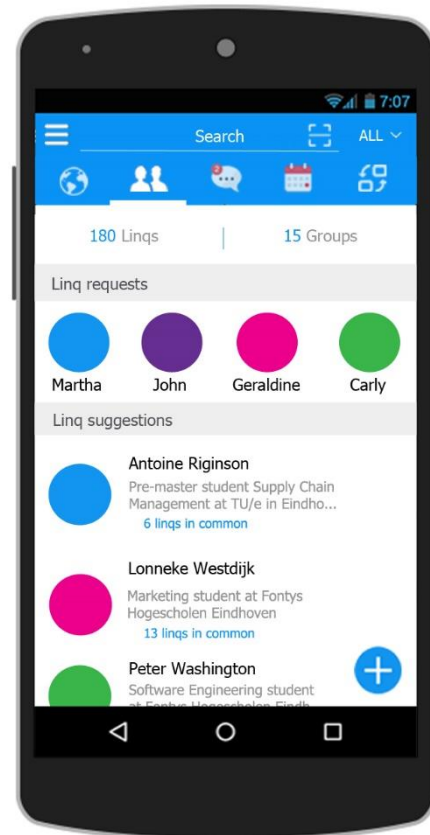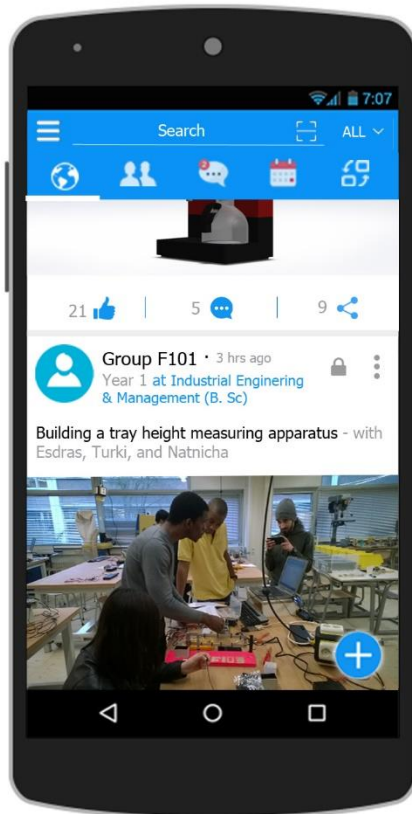
7. Appendix

7.1 Mock-ups of the interface of LinqOp on a mobile device (App)
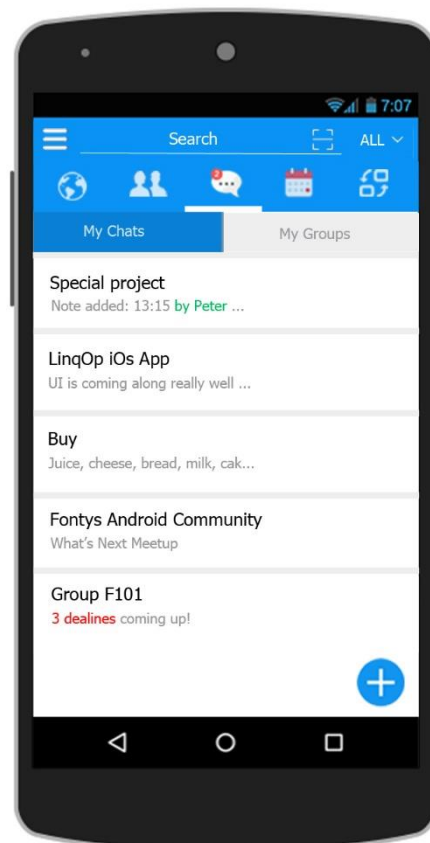
7.2 QR Code and NFC Technologies

7.2.1 QR Code

The following are direct extract from the document published by Denso, the inventor of the QR Code.

The QR (Quick Response) Code is a two-dimensional (2-D) matrix code. The QR Code is used in fields as diverse as manufacturing and mobile marketing.

Typical applications include:

• Manufacturing - Product traceability, Process control, Order and time tracking, Inventory and equipment management
• Warehousing and logistics - Item tracking
• Retailing - Point-of-purchase product identification, Sales management Inventory control
• Healthcare - Medical records management, Patient identification, Medication tracking, Equipment and device tracking
• Life sciences - Specimen tracking
• Transportation - Fleet management, Ticketing and boarding passes
• Office automation - Document management
• Marketing and advertising - Mobile marketing, Electronic tickets, coupons, payments and loyalty programs

7.2.2 NFC

With reference to

Techradar.com, **Near-field communication** (**NFC**) is a set of communication protocols that enable two electronic devices, one of which is usually a portable device such as a smartphone, to establish communication by bringing them within 4 cm (1.57 in) of each other.

7.3 Three types of Networks

Social

Learning

Communication Tools

Learning Communities

Information Data & Resources

Knowledge-building Tools

Expertise & Authoritative Sources

Online Tutoring & Guided Courses

Peers With Common Interests

P2P

Sharing / Giving
Lending
Selling

Asset

Recommendation

Owner

Seeker

Access to Market

Access to Market

Offer

Request

Money from Lending
Selling

Free for sharing / giving
Fee to borrow
Pay to buy

7.4 Business Model Canvas - LinqOp

Key Partners

Universities
Tools/features/resources

Content Partners
Data/resources

Businesses
Marketers and Advertisers

Key Activities

Platform Development

Services

Platform Promotion

Key Resources

Platform & Tech infrastructure
Software developers

Capital
Investors

Value Proposition

Proposition 1
- Personalized & Social experiences - Find & Exchange information - Making & Saving money through Peer to peer activities

Proposition 2
Engagement, Reach, Social Context, Relevance

Customer Relationships

Same-side network effects

Cross-side network effects

Channels

Segment 1
- School departments - Student organizations - Websites - Mobile Apps

Segment 2
Student Ads / Promotion / Deals

Customer Segments

Segment 1
College students (18+)

Segment 2
Marketers and Advertisers

Cost Structure

Platform Development / Management
Data center costs R&D

General and Administrative
Operating and Marketing costs

Revenue Streams

Free (students) / subscription (schools)

Ads Revenue
Advertisement space

7.6 Customer [Persona]

The customers are students in higher education.

Occupation:

- Student

Facts & Demographics

- Presently in higher education
- 18+ years old

Behaviours:

- Lives with other people in house or dorm
- Has no housecleaner
- Needs a part time job/internship
- Part of a project group
- Has to find other students to collaboration on projects
- Gets overwhelmed when forgets reminders and deadlines for courses
- Usually remind other or be reminded by classmates about assignments by word of mouth and hopes everyone remembers
- Has a pile of unused books from last school year which is no longer used and can be sold but is a hassle to do
- Has items to sell/share/give

Needs & Goals

- A way to automate task distribution, reminders and scheduling
- Wants satisfactory academic progress from shared notes and tutoring
- Wants a more intuitive and specialized group chat class and for project groups
- Wanting to easily find, connect and collaborate with other students
- Create more time for personal and social without worried about forgetting deadlines
- Sell these books and items to other students and get some cash in hand
- Find student programmes, events and resources
- Deals and free stuffs available for students

7.7 References

Websites:

1. Common Problems for Students. (n.d.). Retrieved January 15, 2017, from https://www.ipfw.edu/offices/family-outreach/for-parents-from-sap/commonproblemsforstudents.html
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12. http://www.docsity.com/en/

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15. https://clusterflunk.com/

16. http://business.time.com/2014/01/15/more-than-11-million-young-people-have-fled-facebook-since-2011/

Figures:

17. *Figure 1* - Startup Development Phases, from http://www.startupcommons.org
18. *Figure 3* - https://titusngdotcom.files.wordpress.com/2014/02/cvf.png
19. *Figure 5* - https://digit.hbs.org/wp-content/uploads/sites/2/2015/10/Story_patientslikeme.jpg

7.8 Survey (Questionnaire)

This questionnaire was find out to what extent are the students in higher education or university satisfied with their access to assistance and resources made available to them? And how important are time, effort and expense for students in higher education or university?

Summary [21-1-2017]: 91 responses

The responses were analyzed using SPSS (a statistics program by making crosstabs to measure **satisfaction** vs. **importance** of certain activities from the **personal**, **social**, **educational** and **financial**. Some responses are stand-alone.

1. **In which European country are you presently attending higher education or university?**
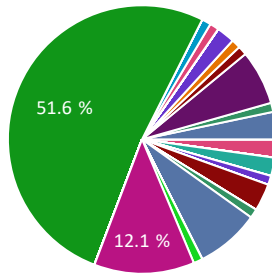
Country	Count	%	Country	Count	%
Albania	0	0%	Latvia	0	0%
Andorra	0	0%	Liechtenstein	0	0%
Armenia	0	0%	Lithuania	0	0%
Austria	0	0%	Luxembourg	0	0%
Azerbaijan	0	0%	Macedonia	0	0%
Belarus	0	0%	Malta	0	0%
Belgium	2	2.2%	Moldova	0	0%
Bosnia and Herzegovina	0	0%	Monaco	0	0%
Bulgaria	0	0%	Montenegro	0	0%
Croatia	0	0%	Netherlands	47	51.6%
Cyprus	0	0%	Norway	0	0%
Czech Republic	2	2.2%	Poland	1	1.1%
Denmark	0	0%	Portugal	1	1.1%
Estonia	1	1.1%	Romania	0	0%
Finland	0	0%	Russia	0	0%
France	3	3.3%	San Marino	0	0%
Georgia	0	0%	Serbia	0	0%
Germany	1	1.1%	Slovakia	0	0%
Greece	7	7.7%	Slovenia	0	0%
Hungary	0	0%	Spain	2	2.2%
Iceland	0	0%	Sweden	1	1.1%
Ireland	1	1.1%	Switzerland	1	1.1%
Italy	11	12.1%	Turkey	6	6.6%
Kazakhstan	0	0%	Ukraine	1	1.1%
Kosovo	0	0%	United Kingdom (UK)	3	3.3%

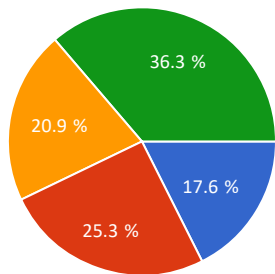**2. What type of higher education are you in?**
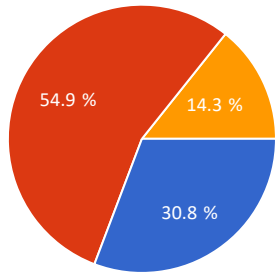
Research University	28	30.8%
University of Applied Sciences	50	54.9%
College	13	14.3%

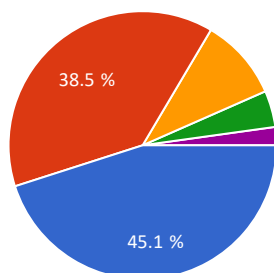**3. What level of study are you currently doing?**
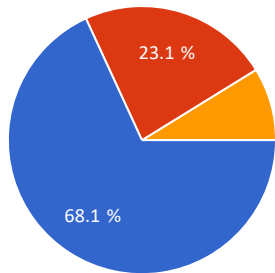
68.1%
23.1%
8.8%

4. Which year are you at that level of study?

|		
Year 1	16	17.6%
Year 2	23	25.3%
Year 3	19	20.9%
Year 4	33	36.3%

5. How important would you say it is to use a planning and scheduling tool to manage school deadlines and personal life?

Really important	41	45.1%
Important	35	38.5%
Slightly important	9	9.9%
Neither important, nor slightly important	4	4.4%
Not important	2	2.2%

**6. How satisfied are you with the way that you are managing your weekly planning and schedule?**
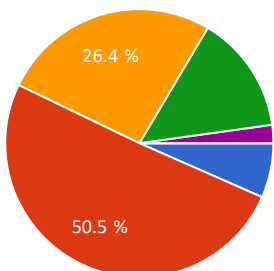
Very satisfied	6	6.6%
Satisfied	46	50.5%
Neither satisfied, nor unsatisfied	24	26.4%
Unsatisfied	13	14.3%
Very unsatisfied	2	2.2%
Not applicable for me. I do not plan	0	0%

|			How satisfied are you with the way that you are managing your weekly planning and schedule?					
			very satisfied	satisfied	neither satisfied, nor unsatisfied	unsatisfied	very unsatisfied	Total
How important would you say it is to use a planning and scheduling tool to manage school deadlines and personal life?	really important	Count	3	23	10	4	1	41
		%	7,3%	56,1%	24,4%	9,8%	2,4%	100,0%
	important	Count	2	18	8	7	0	35
		%	5,7%	51,4%	22,9%	20,0%	0,0%	100,0%
	neither important, nor slightly important	Count	0	2	2	0	1	5
		%	0,0%	40,0%	40,0%	0,0%	20,0%	100,0%
	slightly important	Count	1	1	4	2	1	9
		%	11,1%	11,1%	44,4%	22,2%	11,1%	100,0%
	not important	Count	0	2	0	0	0	2
		%	0,0%	100,0%	0,0%	0,0%	0,0%	100,0%
Total		Count	6	46	24	13	3	92
		%	6,5%	50,0%	26,1%	14,1%	3,3%	100,0%

23

7. **Have you ever looked for help from the tutor system at your school? (Tutor system is a system where you can get help from other students in certain subjects that you are having difficulty with).**
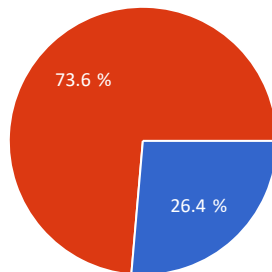
Yes	24	26.4%
No	67	73.6%

8. **If yes, how satisfied are you with the help you got from using the tutor system?**
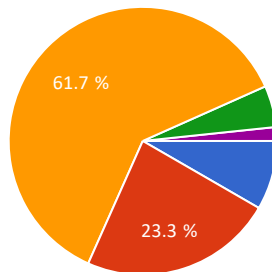
Very satisfied	5	8.3%
Satisfied	14	23.3%
Neither satisfied, nor unsatisfied	37	61.7%
Unsatisfied	3	5%
Very unsatisfied	1	1.7%

|			If yes, how satisfied are you with the help you got from using the tutor system?					
			very satisfied	satisfied	neither satisfied, nor unsatisfied	unsatisfied	very unsatisfied	Total
Have you ever looked for help from the tutor system at your school? (Tutor system is a system where you can get help from other students in certain subjects that you are having difficulty with).	no	Count						
		%						
	yes	Count	5	12	5	1	1	24
		%	20,8%	50,0%	20,8%	4,2%	4,2%	100,0%
Total		Count	5	14	37	3	1	60
		%	8,3%	23,3%	61,7%	5,0%	1,7%	100,0%

24

9. Would you recommend the tutor system to someone else?
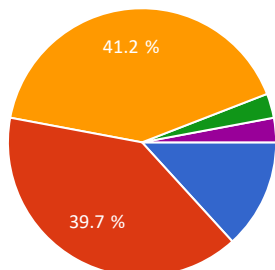
Highly likely	9	13.2%
Likely	27	39.7%
Neither likely, nor unlikely	28	41.2%
Unlikely	2	2.9%
Highly unlikely	2	2.9%

			Would you recommend the tutor system to someone else?					Total
			highly likely	likely	neither likely, nor unlikely	unlikely	highly unlikely	
If yes, how satisfied are you with the help you got from using the tutor system?	very satisfied	Count	3	2	0	0	0	5
		%	60,0%	40,0%	0,0%	0,0%	0,0%	100,0%
	satisfied	Count	3	10	1	0	0	14
		%	21,4%	71,4%	7,1%	0,0%	0,0%	100,0%
	neither satisfied, nor unsatisfied	Count	1	9	25	1	1	37
		%	2,7%	24,3%	67,6%	2,7%	2,7%	100,0%
	unsatisfied	Count	0	1	1	1	0	3
		%	0,0%	33,3%	33,3%	33,3%	0,0%	100,0%
	very unsatisfied	Count	0	0	0	0	1	1
		%	0,0%	0,0%	0,0%	0,0%	100,0%	100,0%
Total		Count	7	22	27	2	2	60
		%	11,7%	36,7%	45,0%	3,3%	3,3%	100,0%

10. If no, would you make use of the tutor system if you need help?
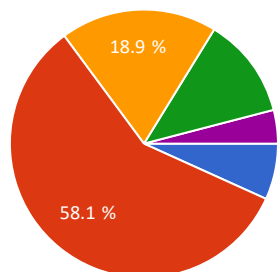
		Highly likely	5	6.8%
		Likely	43	58.1%
	Neither likely, nor unlikely		14	18.9%
		Unlikely	9	12.2%
		Highly unlikely	3	4.1%

			If no, would you make use of the tutor system if you need help?					Total
			highly likely	likely	neither likely, nor unlikely	unlikely	highly unlikely	
Have you ever looked for help from the tutor system at your school? (Tutor system is a system where you can get help from other students in certain subjects that you are having difficulty with).	no	Count	2	33	11	8	3	57
		%	3,5%	57,9%	19,3%	14,0%	5,3%	100,0%
	yes	Count	■	■	■	■	■	■
		%	■	■	■	■	■	■
Total		Count	5	44	14	9	3	75
		%	6,7%	58,7%	18,7%	12,0%	4,0%	100,0%

11. How often do you seek information from other students in other departments or collaborate with students from other departments at your school or other schools? (For information or projects)
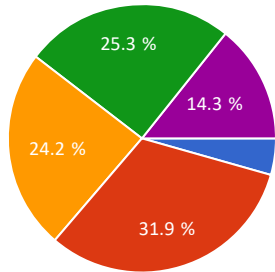

Almost always	4	4.4%
Often	29	31.9%
Sometimes	22	24.2%
Seldom	23	25.3%
Never	13	14.3%

12. **How easy was is it for you to find the students you were looking for in the other departments?**
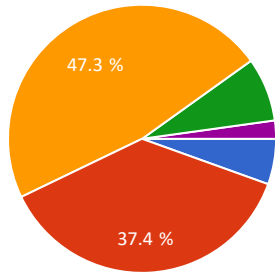
|		
Very easy	5	5.5%
Easy	34	37.4%
Neither easy, nor hard	43	47.3%
Hard	7	7.7%
Very hard	2	2.2%

13. It is important for me to easily find the right student that I am looking for in other departments or schools. Indicate whether you agree or disagree with this statement.
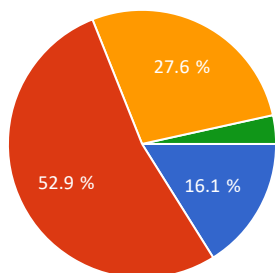
Strongly agree	14	16.1%
Agree	46	52.9%
Neither agree, nor disagree	24	27.6%
Disagree	3	3.4%
Strongly disagree	0	0%

			How easy was is it for you to find the students you were looking for in the other departments?					
			very easy	easy	neither easy, nor hard	hard	very hard	Total
It is important for me to easily find the right student that I am looking for in other departments or schools. Indicate whether you agree or disagree with this statement.	strongly agree	Count	2	4	7	1	1	15
		%	13,3%	26,7%	46,7%	6,7%	6,7%	100,0%
	agree	Count	2	22	17	4	1	46
		%	4,3%	47,8%	37,0%	8,7%	2,2%	100,0%
	neither agree, nor disagree	Count	0	6	17	1	0	24
		%	0,0%	25,0%	70,8%	4,2%	0,0%	100,0%
	disagree	Count	0	2	0	1	0	3
		%	0,0%	66,7%	0,0%	33,3%	0,0%	100,0%
Total		Count	4	34	41	7	2	88
		%	4,5%	38,6%	46,6%	8,0%	2,3%	100,0%

14. I am well informed about student events and can easily find information about the events that are taking place at my school. Indicate whether you agree or disagree with this statement.
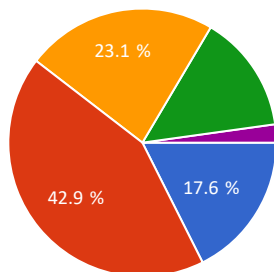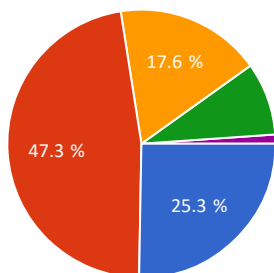
Strongly agree	16	17.6%
Agree	39	42.9%
Neither agree, nor disagree	21	23.1%
Disagree	13	14.3%
Strong disagree	2	2.2%

15. How important is it for you to be informed about school events that you could be interested in?
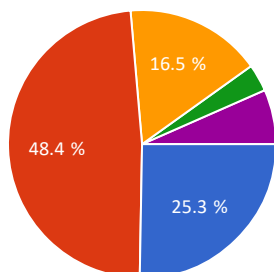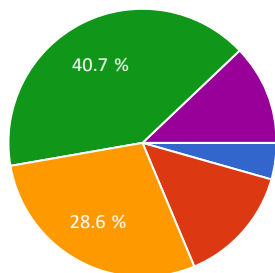
Very important	23	25.3%
Important	44	48.4%
Neither important, nor slightly important	15	16.5%
Slightly important	3	3.3%
Not important	6	6.6%

16. It is important for me to meet up with other students with the same interests as me. Indicate whether you agree or disagree with this statement.

Strongly agree	23	25.3%
Agree	43	47.3%
Neither agree, nor disagree	16	17.6%
Disagree	8	8.8%
Strongly disagree	1	1.1%

17. How easy is it for you to find an internship/company assignment that meets your interest?

Very easy	**4**	4.4%
Easy	**13**	14.3%
Neither easy, nor hard	**26**	28.6%
Hard	**37**	40.7%
Very hard	**11**	12.1%

18. How important is it for you to find an internship/ company assignment that meets your interest?
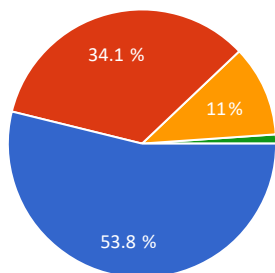
Very important	49	53.8%
Important	31	34.1%
Neither important, nor slightly important	10	11%
Slightly important	1	1.1%
Not important	0	0%

			How easy is it for you to find an internship/ company assignment that meets your interest?					
			very easy	easy	neither easy, nor hard	hard	very hard	Total
How important is it for you to find an internship/ company assignment that meets your interest?	really important	Count	4	5	10	22	9	50
		%	8,0%	10,0%	20,0%	44,0%	18,0%	100,0%
	important	Count	0	7	9	13	2	31
		%	0,0%	22,6%	29,0%	41,9%	6,5%	100,0%
	neither important, nor slighty important	Count	0	1	7	1	1	10
		%	0,0%	10,0%	70,0%	10,0%	10,0%	100,0%
	slightly important	Count	0	0	0	1	0	1
		%	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%
Total		Count	4	13	26	37	12	92
		%	4,3%	14,1%	28,3%	40,2%	13,0%	100,0%

19. **I want to be able to find help from my fellow students when I am changing apartments/ room/ studio. Indicate whether you agree or disagree with this statement.**
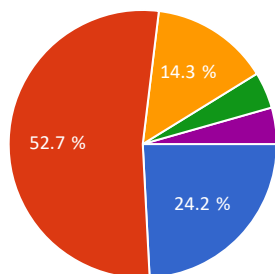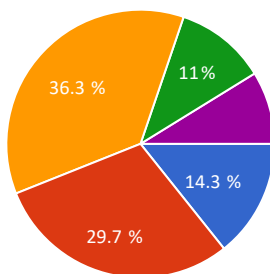

Strongly agree	22	24.2%
Agree	48	52.7%
Neither agree, nor disagree	13	14.3%
Disagree	4	4.4%
Strongly disagree	4	4.4%

20. How easy is it for you to find students to sell your used books?
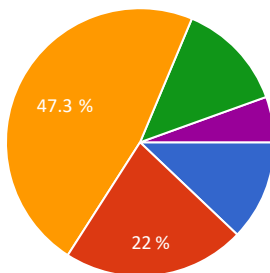
Very easy	11	12.1%
Easy	20	22%
Neither easy, nor hard	43	47.3%
Hard	12	13.2%
Very hard	5	5.5%

21. How important is it for you to find fellow students to buy your books?

Very important	13	14.3%
Important	27	29.7%
Neither important, nor slightly important	33	36.3%
Slight important	10	11%
Not important	8	8.8%

			How important is it for you to find fellow students to buy your books?					Total
			really important	important	neither important, nor slightly important	slightly important	not important	
How easy is it for you to find students to sell your used books?	very easy	Count	5	3	3	0	1	12
		%	41,7%	25,0%	25,0%	0,0%	8,3%	100,0%
	easy	Count	2	11	5	1	1	20
		%	10,0%	55,0%	25,0%	5,0%	5,0%	100,0%
	neither easy, nor hard	Count	2	8	20	8	5	43
		%	4,7%	18,6%	46,5%	18,6%	11,6%	100,0%
	hard	Count	4	4	2	1	1	12
		%	33,3%	33,3%	16,7%	8,3%	8,3%	100,0%
	very hard	Count	1	1	3	0	0	5
		%	20,0%	20,0%	60,0%	0,0%	0,0%	100,0%
Total		Count	14	27	33	10	8	92
		%	15,2%	29,3%	35,9%	10,9%	8,7%	100,0%

22. How easy is it for you to find students selling items (e.g. bed, desk)?
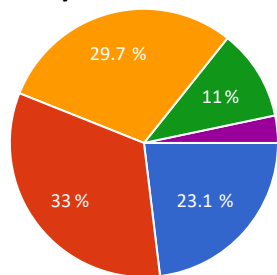
Very easy	21	23.1%
Easy	30	33%
Neither easy, nor hard	27	29.7%
Hard	10	11%
Very hard	3	3.3%

23. How important is it for you to find students to sell your items to? (e.g. bed, desk)
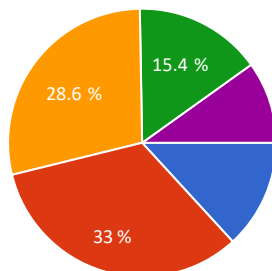
Really important	12	13.2%
Important	30	33%
Neither important, not slightly important	26	28.6%
Slightly important	14	15.4%
Not important	9	9.9%

			How important is it for you to find students to sell your items to? (e.g. bed, desk)					Total
			really important	important	neither important, nor slightly important	slightly important	not important	
How easy is it for you to find students selling items (e.g. bed, desk)?	very easy	Count	7	6	4	2	2	21
		%	33,3%	28,6%	19,0%	9,5%	9,5%	100,0%
	easy	Count	3	12	9	4	2	30
		%	10,0%	40,0%	30,0%	13,3%	6,7%	100,0%
	neither easy, nor hard	Count	1	9	8	5	4	27
		%	3,7%	33,3%	29,6%	18,5%	14,8%	100,0%
	hard	Count	1	3	4	2	0	10
		%	10,0%	30,0%	40,0%	20,0%	0,0%	100,0%
	very hard	Count	1	0	1	1	1	4
		%	25,0%	0,0%	25,0%	25,0%	25,0%	100,0%
Total		Count	13	30	26	14	9	92
		%	14,1%	32,6%	28,3%	15,2%	9,8%	100,0%

24. Do you have a part time job while going to school?
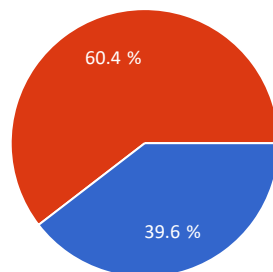
Yes	36	39.6%
No	55	60.4%

25. How important is it for you to have a job while going to school?
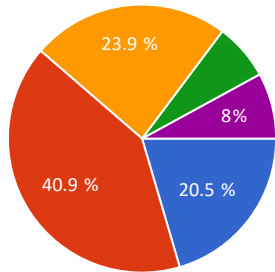
Really important	18	20.5%
Important	36	40.9%
Neither important, nor slightly important	21	23.9%
Slightly important	6	6.8%
Not important	7	8%

26. **Would you ever hire a fellow student to do a particular work for you?**
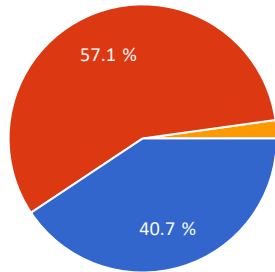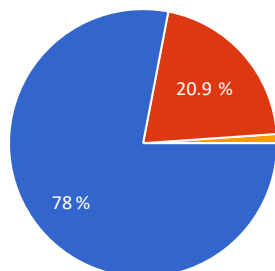

Yes	37	40.7%
No	52	57.1%
Other, explain your answer:	2	2.2%

27. Would you be more inclined to buy used books from other students?
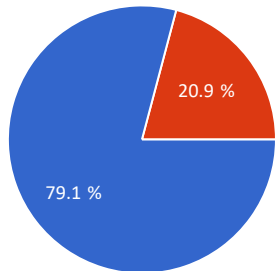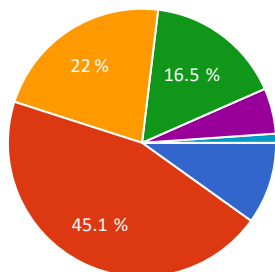

Yes	72	79.1%
No	19	20.9%
Other, explain your answer:	0	0%

**28. Would you be more inclined to buy second-hand items from other students?**

Yes	71	78%
No	19	20.9%
Other, explain your answer:	1	1.1%

29. How satisfied with your spending, saving and budgeting skills?

Very satisfied	9	9.9%
Satisfied	41	45.1%
Neither satisfied, nor unsatisfied	20	22%
Unsatisfied	15	16.5%
Very unsatisfied	5	5.5%
Not applicable for me. I do not plan.	1	1.1%

30. Rate the importance of using a budgeting tool to manage your earnings and expenses.
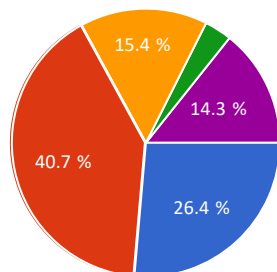
Really important	24	26.4%
Important	37	40.7%
Neither important, not slightly important	14	15.4%
Slightly important	3	3.3%
Not important	13	14.3%

			Rate the importance of using a budgeting tool to manage your earnings and expenses.					
			really important	important	neither important, nor slightly important	slightly important	not important	Total
How satisfied with your spending, saving and budgeting skills?	very satisfied	Count	4	3	0	0	2	9
		%	44,4%	33,3%	0,0%	0,0%	22,2%	100,0%
	satisfied	Count	8	16	9	0	8	41
		%	19,5%	39,0%	22,0%	0,0%	19,5%	100,0%
	neither satisfied, nor unsatisfied	Count	6	7	4	2	1	20
		%	30,0%	35,0%	20,0%	10,0%	5,0%	100,0%
	unsatisfied	Count	4	8	1	1	2	16
		%	25,0%	50,0%	6,3%	6,3%	12,5%	100,0%
	very unsatisfied	Count	2	2	0	0	0	4
		%	50,0%	50,0%	0,0%	0,0%	0,0%	100,0%
Total		Count	24	36	14	3	13	90
		%	26,7%	40,0%	15,6%	3,3%	14,4%	100,0%

31. Thank you for your participation in this survey

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