Refined Product Brief

Product Overview

EduFund is a crowdfunding platform that helps financially struggling secondary school students in Nigerian (public) schools raise funds for school fees and essential learning materials.

The platform ensures that only verified students can create fundraising campaigns, and donors can directly support their education in a transparent and trackable way.

EduFund removes financial barriers to education by working with schools to list students who need financial aid, ensuring funds go directly to the schools, reducing fraud and improving accessibility

Problem Statement

- **Financial Barriers Prevent Thousands of Nigerian Students from Completing Secondary School**

Many secondary school students struggle to pay school fees, leading to dropouts or delays in education. Traditional scholarships are limited and highly competitive, leaving millions without financial aid

- **There Is No Structured, Transparent Way for Individuals to Directly Fund Students' Education**

While crowdfunding platforms exist, most are not tailored for Nigerian students. Many fundraisers lack credibility, making donors skeptical. There is no structured platform where students can be verified and connected to potential funders in a trusted way.

- **Most Students Do Not Have Smartphones or Internet Access to Manage Their Own Fundraising**

Many students in public schools lack smartphones and internet access, making it impossible for them to create or manage their own fundraising campaigns. Existing crowdfunding platforms require direct student involvement, which excludes those who need it most.

Proposed Solution: A Verified Crowdfunding Platform for Nigerian Public School Student

EduFund provides a secure and transparent way for students to fundraise for school fees and educational needs while ensuring donors can verify and trust the students they support.

Key Features for MVP

- **School-Managed Student Fundraising Profile**

How It Works:

- Schools create accounts and submit a list of students in financial need.
- Each student gets a profile under their school with:
- Full Name & Class
- Amount Needed & Purpose (School Fees, Learning Materials, etc.)
- Verification Proof (School ID, Admission Letter, or Official Recommendation)
- A Short Story About Their Need (Optional, to make campaigns compelling for donors)
- Students do not need to have smartphones or internet access—schools handle the process.

Why It Matters:

- Prevents fraud (only schools verify & create profiles).
- Solves smartphone & internet access issues (Students don't need devices).
- Easier government approval (Works within the education structure)

- **Student Fundraising Campaigns (Run by Schools, Visible to Donors**

How It Works:

- Each student profile doubles as a fundraising campaign.
- Campaigns include:
  - Goal Amount & Progress Bar (Shows how much has been raised vs. goal).
  - Verification Badge (Confirms that the student is approved by the school).
  - Short Story (Why they need the funding).

Donors can browse campaigns by school, location, amount needed, or urgency

How Campaigns Will Be Created & Presented

- **Schools Set Up Student Campaigns:** Each student profile is a fundraising campaign created by their school.
- Campaigns will have:
    - Student Name & Class
    - Amount Needed (School Fees, Learning Materials, etc.)
    - Reason for Fundraising (E.g., "I need ₦20,000 to cover my school fees this term.")
    - Verification Badge (Indicates that the student has been verified by the school)
    - Progress Bar (Shows how much has been raised vs. the goal)
    - A Short Story (Optional: Schools can include a brief story about the student's situation to make it more compelling for donors)

Campaigns Are Displayed on the Platform

- Donors can browse schools first, then see a list of active student campaigns.
- A campaign feed will display all ongoing student fundraisers.
- Donors can filter campaigns by school, location, amount needed, or urgency.

Donors Select a Campaign to Support

- Clicking on a campaign opens a detailed view, where donors can:
- Read the student's story.
- See verification proof.
- View how much has been raised so far.
- Choose how much they want to donate.

Donations Are Tracked & Updated in Real-Time

- Each campaign has a progress bar showing the fundraising goal.
- When a student reaches their goal, their campaign is marked as "Fully Funded."
- Funds go directly to the school, ensuring transparency.

Schools Confirm Payment & Close Campaigns

- Once the required amount is received, schools update the status as "Funded."
- Schools can also upload confirmation receipts to show that funds were used properly

Example of a Student Campaign Page

Sarah Ope (SS2, ILS Secondary School)

Goal: ₦35,000 (School Fees)

Location: Lagos , Nigeria

Verified by ILS Secondary School

About SARAH's Campaign:

"SARAH is a dedicated student in SS2 who dreams of becoming a doctor. However, due to financial struggles, she risks being sent home because his school fees for the term remain unpaid. Your support can help him stay in school and continue his education."

Progress: ₦15,000 raised out of ₦35,000

Donate Now (button)

- **Donor Dashboard (Browse, Verify, and Donate Securely**

How It Works:

- Donors can search for students or schools in need.
- They can filter campaigns by amount, urgency, or location.
- Payments are securely processed through Flutterwave or Paystack.

Why It Matters:

- Gives donors full visibility into who they are supporting.
- Ensures that funds are going directly to schools, not individuals

- **Secure Payment Processing & Fund Tracking**

How It Works:

- Funds go directly to the school's official account, not the student's personal account.
- Schools track and distribute funds to cover school fees.
- Donors receive payment receipts and updates to confirm that funds were used properly.

Why It Matters:

- Reduces fraud risks.
- Ensures funds are used for education.

- **Schools Upload Simple Student Progress Update**

How It Works:

Instead of students uploading their own performance, schools provide simple progress reports every term. These updates could include:

- Attendance Rate (e.g., 95% attendance this term)
- Teacher's Comment (e.g., "Ibrahim is making great progress in mathematics")
- General Academic Standing (e.g., "Passed all subjects" or "Needs support in English")

Why It Works:

- Sponsors get updates without overcomplicating the system.
- Schools remain in control, ensuring that only verified progress is shared.
- No need for detailed report cards, just a brief update on the student's effort

Should Parents Be Involved in EduFund?

Yes! Parents should be involved, but to what extent depends on how we structure the platform. Since schools are the main managers, we need to decide:

- Should parents be able to create fundraising requests for their children?
- Should parents have access to track donations & payments?

- Should parents be involved in fund disbursement?

Recommended Role for Parents in EduFund

1. Parents Approve Fundraising Requests (But Schools Manage the Process)
   - Parents should be informed before a fundraising campaign is created for their child.
   - Schools collect a simple approval form from parents before listing students.
2. Parents Can View Their Child's Campaign & Track Progress
   - Parents should be able to log in to track donations.
   - They cannot edit or delete campaigns (only schools can).
3. Parents Are Not Fund Managers (Funds Go to Schools, Not Parents)
   - To prevent fraud, donations go directly to the school.
   - Parents can receive updates when fees are paid, but they cannot withdraw or manage funds directly

Updated Target Users & User Stories

- Primary Users: Public Secondary Schools (Administrators & Teachers)

User Story: "As a school administrator, I want to list students in need so they can receive funding while ensuring only verified students are on the platform."

- Secondary Users: Individual Donors & NGOs

User Story: "As a donor, I want to browse verified students in need so I can donate with confidence."

- Tertiary Users: Parents of Students in Public Schools

User Story: "As a parent, I want to track my child's fundraising progress so I can stay informed about their education funding."

- Students Are Indirect Users (They Benefit, But Schools Manage Their Accounts)

Potential Impact (Tied to UNESCO's Quality Education Indicators & SDG 4)

1. **Inclusive & Equitable Access to Education**

More students from low-income backgrounds will stay in school instead of dropping out due to fees.

2. **Transparent & Scalable Education Funding**

Ensures donations go directly to schools, preventing fraud.

3. **Community-Driven Education Support**

Empowers individuals & NGOs to support education more effectively.

4. **Long-Term Impact**

Increases secondary school completion rates, leading to higher literacy and employment rates

Key Risks & Solution

1. **Risk: Schools Might List Fake Students or Exaggerate Financial Need**

Solution: **Require Government Verification**

- Schools must be registered & approved before they can create fundraising profiles.
- We can partner with local education boards   to verify that:
- The school is legally recognized.
- The listed students are actually enrolled and in need.
- Parents consent too ? Not sure

Alternative: If government verification is too slow, we can start with a pilot program in a few trusted schools first before expanding.

Final Checks Before a School Can List Students

- Must be a registered public school.

- Must have at least one verified contact person (Head Teacher, Principal, or Admin).
- Must submit proof of student enrollment.
- Must show receipts of how funds are used (for transparency)