

# **-Uniq- Executive Summary**

Mobile Application Suite  
January, 2014

## **Uniq**

All of us who went through the painful college application process can remember just how hard it was to select the right programs from thousands of choices and making sure each one of the applications was submitted on time. Is it really necessary to go through so much anxiety and effort? At Uniq, we are creating the next generation mobile college application guide specifically made for high school students. The app can save an enormous amount of time by delivering the exact information that students are looking for with just a few taps.

## **Problem/Opportunity**

Traditional search engines often fail to provide the answers to the most important questions that students are asking. You simply cannot ask Google to compare seemingly identical programs and tell you which one is more suitable. None of the existing websites or mobile apps today provide personalized information that can help students plan ahead. Thousands of students could have made better career decisions if they were better informed about their programs. It's time for change.

## **Solution/Product**

Uniq is a mobile app suite for iOS and Android that brings the college researching and application process into one unified app. It allows high school students to explore and compare schools and programs within seconds, view personalized program information, and to find information instantly with smart search. There simply isn't a product on the market today that can provide this level of elegance in both usability and user interface. With Uniq, students can significantly improve the quality of their college research while using less time than traditional methods.

## **Target Market**

Users: High school students who are planning to attend colleges or universities

Customers: Universities or colleges that want to advertise their brand, school, program or etc, as well as high school students on the paid service that gives a more personalized experience and guidance.

## **Contact**

Si Te Feng  
Co-founder  
fengsite@hotmail.com

## **Company**

Founded: Dec, 2013  
Industry: Mobile Software  
Development Stage:  
Startup

## **Use of Proceeds**

80%	Product Development
15%	Marketing
5%	Operations

## **Revenue Streams**

- 1) Premium user - yearly subscription
- 2) Advertising for colleges/universities
  1. Cost per click
  2. Cost per view
  3. Sponsored Reputation per view - show rankings or appraisals for a school or program
  4. Analytics - yearly subscription, provide the data analytics for their school or programs on Uniq

These will be targeted and effective advertisements that merge into the overall tone of the app and will be displayed based on the student's specified interest.

## **Cost**

Dedicated Hosting service for the website and database, Appstore and Google Play store accounts, Product designers and Data analytics

## **Key Activities/ Resources**

Product Development, Market Analysis, Marketing, Sales

## **Partners**

Universities and Colleges, High School District School Boards, Government (eInfo)


## **Marketing/Sales**





















- Contact school boards directly to advertise to students about Uniq.
- Build partnerships with universities to obtain accurate information.
- Have Sales Representatives speak to the universities to describe our advertising and analytic options.
- Standard advertising through Social Media, Google Ad-Sense, and Apple In-app advertising.

## **Competition**

 Support

 Lack Functionality

 Doesn't Support

Features	Uniq	Other Mobile Guides Combined	eINFO	Search Engines
Deadline Alerts				
Program Ratings				
Offline Access				
Personalized Information				
Instant Answer Search				

## **Distribution Channel**

Using Social Media, direct contact with district school boards to distribute information about our app and advertising through universities

## **Implementation Roadmap**

We are planning to release a beta by the end of May 2014, and complete the first version by the end of August 2014. In the following few months, we will conduct vigorous market assessment and change Uniq accordingly. We will execute intensive marketing strategies to greatly increase our user base for when we release in August.

## **Financial Analysis**

Once the iOS version is released on the App Store, users will have the option to purchase a premium subscription, which will provide a more personal experience and in-depth guide of the application process. Our team will then begin to invite colleges and universities to purchase one of our advertising options. Money will be spent on hosting and other tools to build Uniq on all platforms. Funding is sufficient until we need to scale our team and servers.

## **Team**



Christopher Luc - Co-founder - UWaterloo Mechatronics Eng. '17

I've a drive to create and build new things that will impact the world. I believe in a personalized experience in everything. I've experience in building a variety of Android apps and websites.



Si Te Feng - Co-founder - UWaterloo Mechatronics Eng. '17

I have a great passion in creating user friendly and elegant mobile apps. I have experience in coding mobile games and working as an iOS developer in tech start-ups for my internship.



Andrei Lee - Web developer - UWaterloo Mechatronics Eng. '17

I'm really excited to be working as the main website developer at Uniq. Among other things, I've done data mining using Java for an open-source licensing company.

Richard Lee – App Icon Designer – George Brown College, Graphics Design

Jack Yang - Server developer - UWaterloo Computer Science '17

Wesley Fisher - Android developer - UWaterloo Mechatronics Eng. '17