**Velocity Fund 5K Pitch**

November 3, 2014

Uniq- College Info Reimagined

Good evening ladies and gentlemen,

I’m Jake, the co-founder of Uniq. Tonight I would like to show you the product we’ve been building for the past year.

Let’s look at the problem first. **X** High school students are spending lots of time doing college search and trying hard to decide which program is the best choice. A part of the problem is that information for colleges and programs are scattered all over the web, and students have to spend hours trying to navigate through distracting websites to find the stuff they’re looking for.

There’s gotta be a better way. **X**

Last year, we’ve come up with the idea of a smart personal assistant called Uniq. It’s an app for iOS and Android that makes college information easier than ever to find. **X** Uniq is built to improve the quality of college research for high school students, while actually reducing the amount of time spent on it. It’s smart, personal, and hands down the fastest way to view college and program information on any platform.

The number 1 feature is Smart Search. **X** Simply talk and ask anything related to a college, and the app will not only answer your question, but also bring up any relevant charts and graphs. It’s just like your old friend Siri, but miles ahead when it comes to college information. Ladies and gentlemen, this is the future of college research. We envision that it’ll become such a useful tool for thousands of students just like us.

Uniq also allows you to explore the contents directly. **X** We think the users will absolutely love it. Students will enjoy scrolling through the programs so much that they won’t realize they’re actually doing program research! The secret for this amazing experience is hard work. **X** The design has gone through at least 5 major revisions since last year. And from day one, the user interface is meticulously designed with usability as the top priority.

Behind these minimalistic user interface is our solid database and custom server side logic. **X** We started a partnership here at University of Waterloo and currently have access to all programs and courses information. This ensures that the information is accurate and up to date. We’ve also started building web crawlers that can automatically retrieve information from the web to enhance our data. The amount of data is constantly growing as we work hard to bring more content from all 60 colleges and universities in Ontario.

**X** To become an even better smart assistant, Uniq has many more features. Just to name a few, there is: personal suggestions, deadline push notifications, save for Offline access, track application progress, view and submit ratings for every program, and side-by-side program comparison.

We are very optimistic about the number of potential users. **X** There are 1.68 million students that currently enroll in a Canadian university, **X** and our previous survey has shown that 91% would consider using Uniq. The reception was phenomenal; in just 3 days, our survey got over 150 responses.

**X** Uniq also has lots of potential revenue streams, the main one being providing data analytics for colleges. We believe this is a huge market for us since colleges in the US have spent 570.5 million on advertising alone last year, but a lot of that money is targeted on the wrong audience. What if Colleges and Universities start taking advantage of our in-depth analytics such as user location and program popularity? This would provide immense value to them.

**X** And of course, every startup needs a stellar team to succeed. Our team consists of software and mechatronics engineering students here at Waterloo and alumni from George brown college with real industry experience. All of us have worked at tech start-ups before such as pivotal labs and pebble technology, so we know exactly what is behind the scenes that generates customer satisfaction.

**X** The prospect of saving time for other students has been able to motivate me to work on this idea day and night. And it only made me appreciate the value of Uniq even more. It’s crucial for us to get further funding to finish building Uniq version 2.0 that has smart search fully integrated, and help thousands of people make better career decisions.

Please checkout our website and email us if you have any questions.

Thank you.