**Velocity Fund 5K Pitch**

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Uniq- College Info Reimagined

Hello everyone,

I’m Jake, the co-founder of Uniq. **X** Nowadays, High school students are spending lots of time doing research for colleges applications 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 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 a mobile assistant for iOS and Android that makes college information easier than ever to find. **X** Uniq is built to improve the quality of college research, while actually reducing the amount of time spent on it.

The number 1 feature is Smart Search. **X** The idea is that you 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 Siri in some ways, but when it comes to college info, it’s miles ahead. **X**  I love this quote by Jony Ive that technology is at its best, when it simply disappears. And with Smart Search, Uniq is definitely delivering on that promise. We believe this is the future of college research, and we envision that it’ll become a very useful tool for thousands of students.

Uniq also allows you to explore the contents directly. **X**  We think the users will absolutely love it, because from day one, our goal was to make students enjoy so much that they won’t realize they’re actually doing research. **X** The design has gone through at least 5 major revisions since last year, and we’re constantly striving to make it even more seemless **X**  along with many other features.

We are very optimistic about the number of potential users. There are 1.68 million students that currently enrolled in a Canadian university, and **X** our previous survey has shown that 91% would consider having an assistant.

Uniq also has lots of potential revenue streams, the main one being providing data analytics for colleges, because from our user base, we know precisely which are the most popular programs. **X** Last year, colleges in the US have spent a whopping 570 million on advertising. But a lot of that money is targeted on the wrong audience. What if colleges start taking advantage of our in-depth analytics?

**X** And of course, every startup needs a stellar team to succeed. Our team consists of Waterloo engineering students and George Brown alumni with real industry experience, and we know what’s behind the scenes that gives customer satisfaction.

**X** The prospect of saving time for other students motivated 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 more funding to finish building Uniq with Smart Search. And together, let’s help the students make better career decisions.

**X** Thank You.