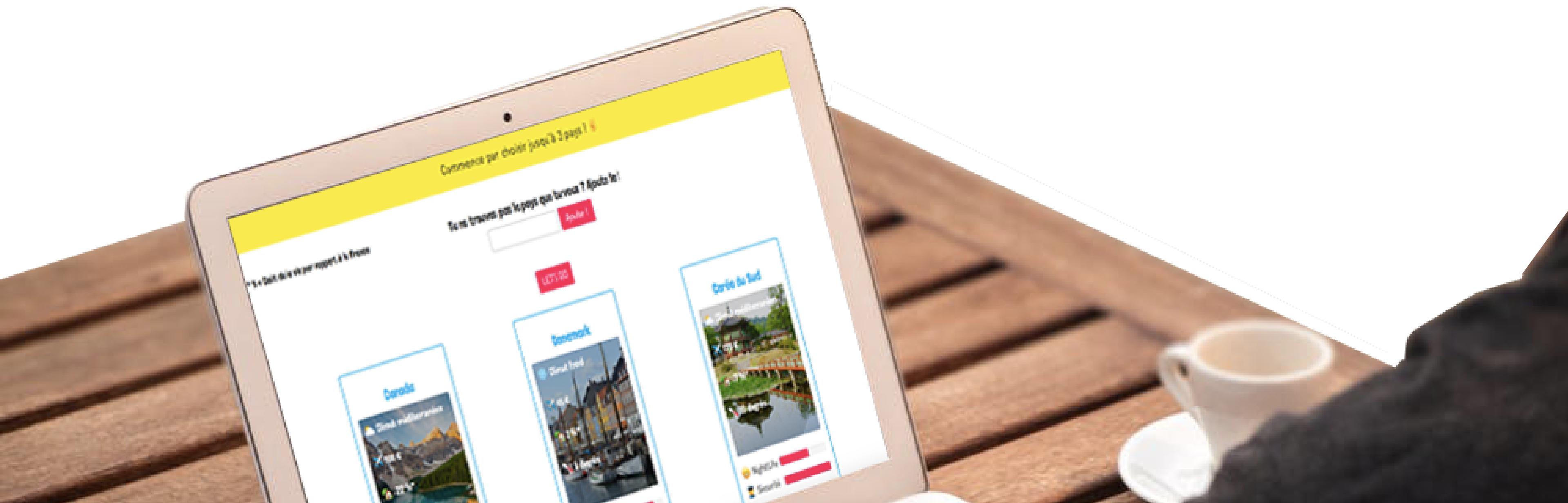


# DO IT ABROAD

## AWAKENING STUDENTS' DREAMS AND TURNING THEM INTO REALITY



**80% of students want to go  
study abroad but only 2% do**

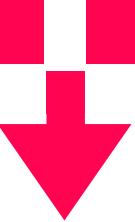
# WHY ?

- Difficulty to find the right information
- Nobody here to help
- Complicated application processes
- Prejudices & myth (fear of English language, studying abroad known to be expensive)



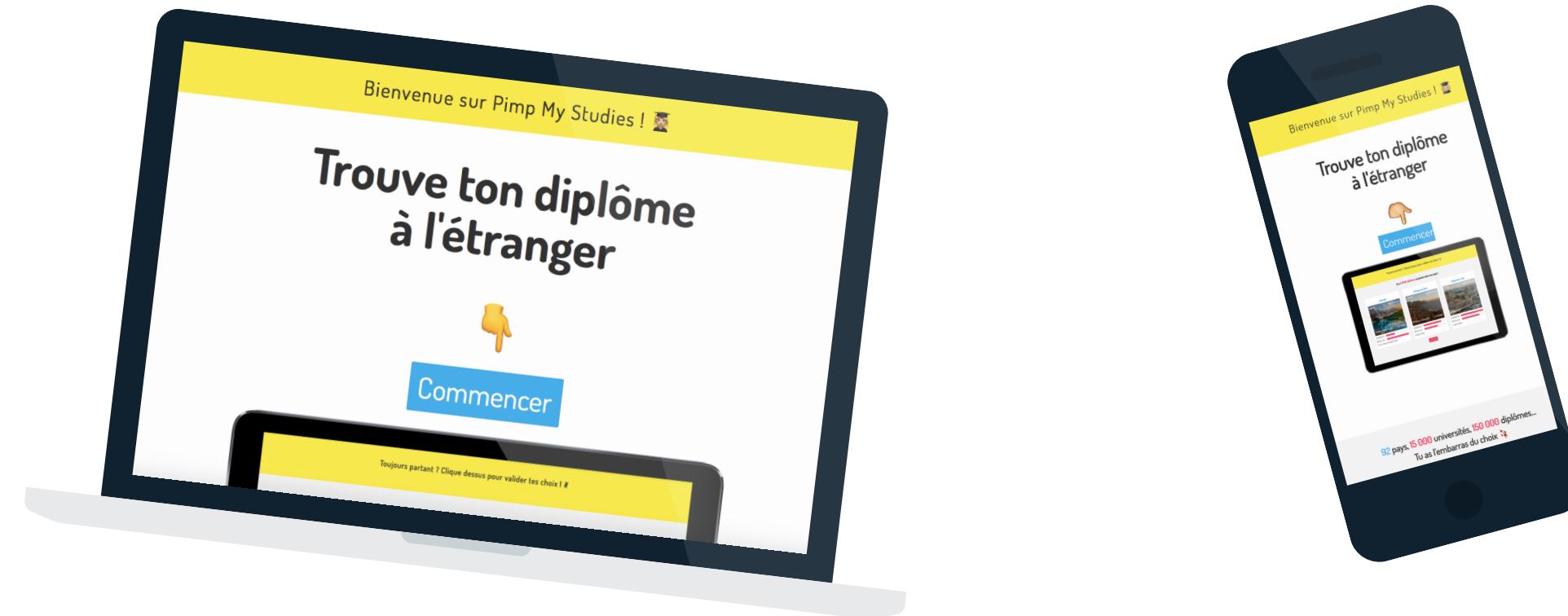
# THE PROMISE

Any student can find the right degree **no matter his academic background, his level of english and his budget.**



Our **mission** is to enable anyone to discover the world because it is the ultimate way to foster social mobility.

# SOLUTION



an **AI recommendation engine** that takes a student's wishes for their international academic adventure and finds **matches** from over **150k diplomas** at 15k universities in 92 countries, making the international application process a piece of cake

Bienvenue sur Pimp My Studies ! 🎓

## Trouve ton diplôme à l'étranger



Commence par choisir jusqu'à 3 pays ! 🌎

\* % = Coût de la vie par rapport à la France

Tu ne trouves pas le pays que tu veux ? Ajoute le !

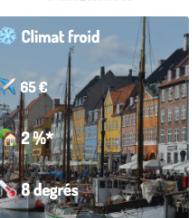
Ajouter !

LET'S GO

Canada



Danemark



Corée du Sud



Financial Management and Services, Bachelor



Sélectionner  
Gratuit

Ville: Århus  
Université: Business Academy Aarhus  
3 ans et 6 mois

Logistic Management, Academy Profession



Sélectionner  
Gratuit

Ville: Vejle  
Université: Lillebælt Academy University of Applied Sciences  
2 ans

Logistic Management, Academy Profession



Sélectionner  
Gratuit

Ville: Køge  
Université: Zealand Institute of Business & Technology  
2 ans

Management Technology, Academy Profession



Sélectionner  
Gratuit

Ville: Esbjerg  
Université: Business Academy South West  
2 ans

NightLife



Sécurité



Sport Management, B.A.



Perdu ? Pas de soucis, les mentors de Do It Abroad s'occupent de tout !

Help Me !

Sélectionner  
Gratuit

Sports Management, Associate Degree



Sélectionner  
Gratuit

Purchasing Management, B.A.



Sélectionner  
Gratuit

Enterprise Leadership, Bachelor



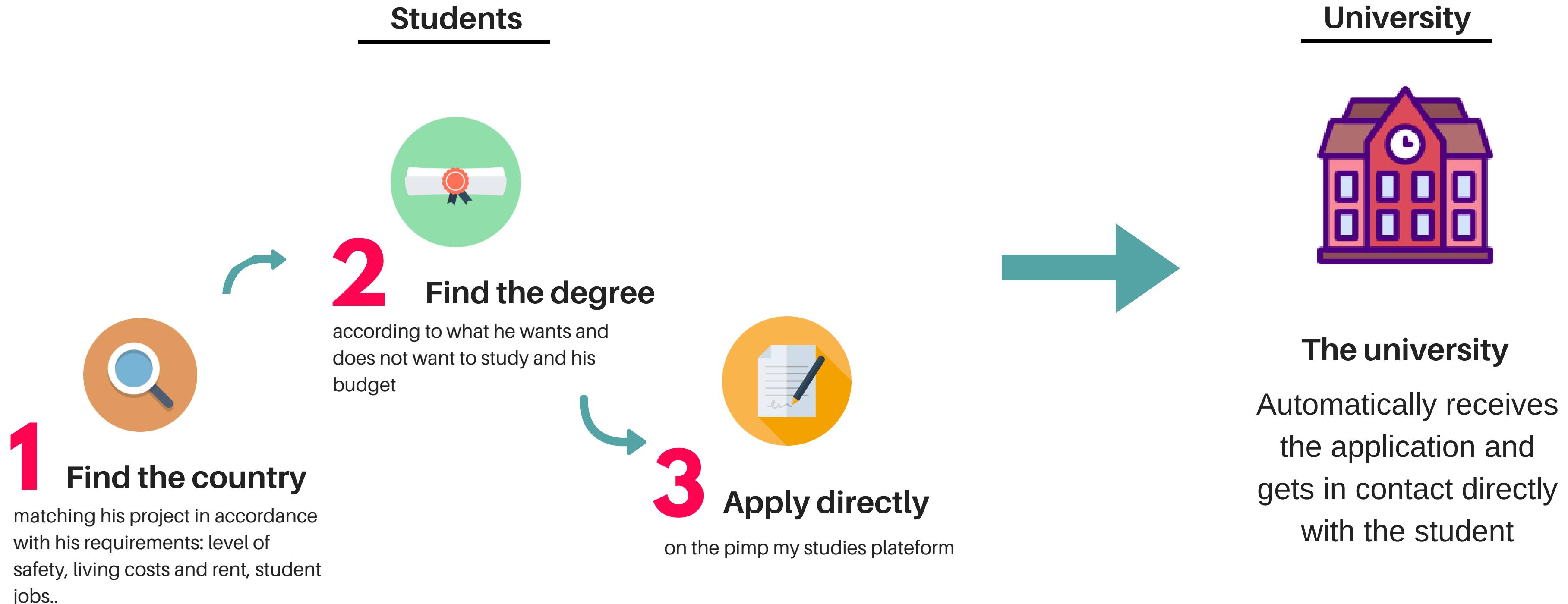
Sélectionner  
Gratuit

# 92 countries

# 15 000 universities

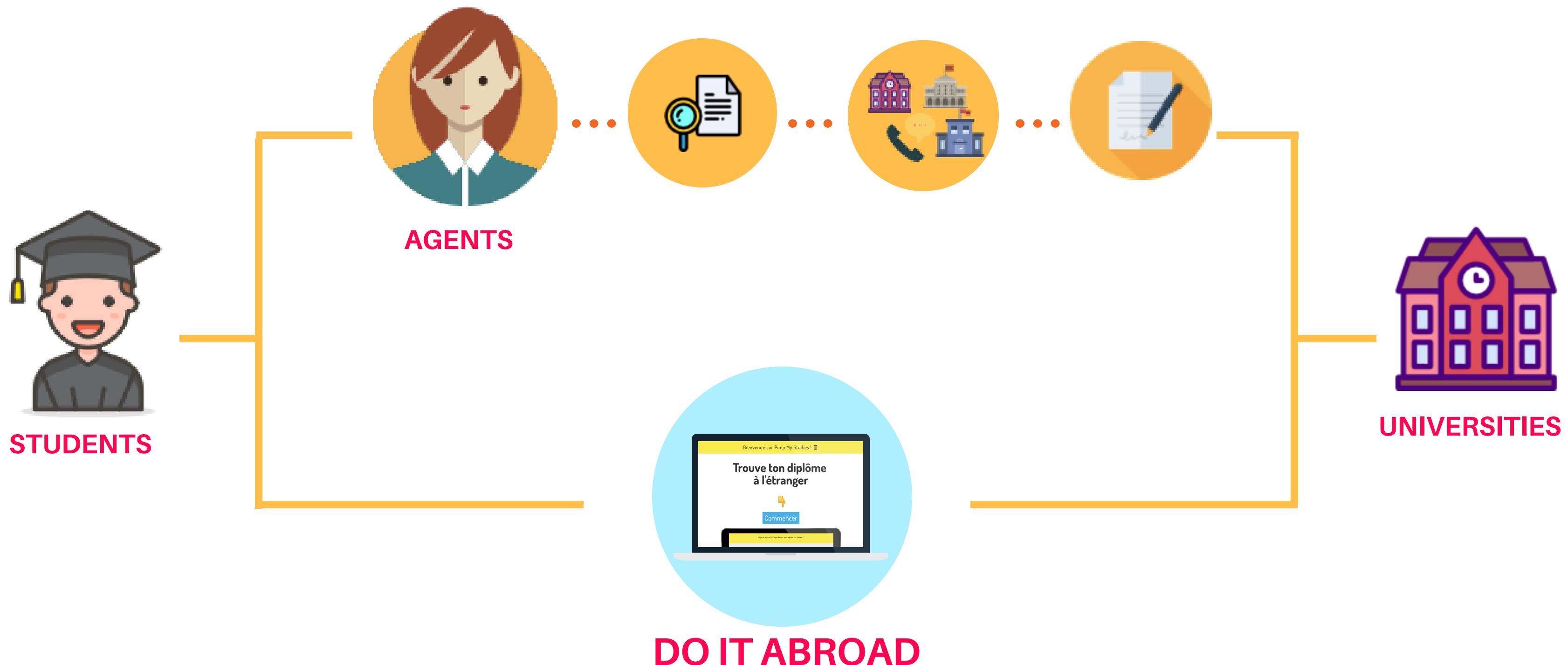
# 150 000 degrees

# HOW DOES IT WORK?



# INNOVATION

Transforming international student recruitment



# BETTER, FASTER & BIGGER

## For STUDENTS

	AGENTS	DO IT ABROAD
STUDENT'S CHOICES	LIMITED NUMBER OF UNIVERSITIES	15,000 UNIVERSITIES IN 92 COUNTRIES
SEARCH PROCESS	PHYSICAL PRESENCE AND PAPER-BASED	AI SEARCH ENGINE DATA-DRIVEN
APPLICATION PROCESS	LONG AND MANUALLY-HANDED PROCESS	EASY, SMOOTH AND TRACKED
ACADEMIC ADVISING	AGENTS: COMMISSION-DRIVEN	MENTORS

## For UNIVERSITIES

AGENTS	DO IT ABROAD
NUMBER OF STUDENTS SENT	1 ON 1 PROCESS + PHYSICAL PRESENCE = LIMITED
APPLICATION PROCESS	LONG AND DIFFICULT TO GET ALL THE DOCUMENTS
QUALITY OF APPLICANTS	LACK OF RELIANCE IN DOCUMENTS QUALITY AND TRUST ISSUES
MARKETING STRATEGY	/
MENTORING	AGENTS
APPLICATION REVIEW	LONG AND PAINFUL
ACCURACY OF APPLICANTS	NOT ACCURATE

# REVENUE MODEL (1)

## B2C : Freemium model

### FREE

Students are completely autonomous to find their degree and apply on their own

### PREMIUM

Premium Students are mentored all along the process

600€ to 960€ per student

Either way Do It Abroad gets the commission

# REVENUE MODEL (2)

## B2B: l'université

### COMMISSION BASED

Every time a student is accepted into a university, we receive between 10% to 30% of the first year tuition fees.

**Commissions are between 600€ and 7000€ per student**

### PREMIUM

Access to the **plateform premium**:

- **Customised** university profile
- **Highlighting** of the degree (put first)

**Accès premium entre 300€ and 1000€ par mois par université**

# NUMBERS

**12 Months**

**75 000 € of sales revenue**

**150 students mentored**

**+500 partner universities**

# MARKET SIZE

**Number of students worldwide**

**200 million**  
enrolled in higher  
education

**5 million**  
enrolled in higher  
education abroad

**Agent commission market**

In 2018

**3.74 billion €**

**More than double in 2024**

**+ 10% growth per year**

# TEAM



**Marie Blaise**

**CEO**

Bachelor of Finance (Australia)  
Master in Innovation (ESADE)  
Finance & tech (LE WAGON)



**Adeline Heurtel**

**Chief Mentor Officer**

Bachelor of Law and Languages  
Globe trotter  
Expertise internationale



**Perrine Dupisson**

**Chief Commercial Officer**

Master in HR Management (IAE)  
Ex-cofondatrice de Diyloc



**Quentin Chemin**  
**Chief Technology Officer**

Bachelor of IT (EPITECH)  
Ex-cofondateur de Spark



**Baptiste Jaouen**  
**Marketing Manager**

Bachelor in Web-Marketing



**NOW**

**Raising 500,000€ before the end  
of July 2018**

**Pour**

- **Become the leader** of the French market by the end of 2018
- **Open the European Market** in January of 2019 : Germany, Spain, Italy, Denmark and Portugal