



# pave

Providing limitless study and career opportunities

## The Problem

# Student face various challenges when making study abroad choices



### Finding the right program fit is hard

Many students believe they didn't receive appropriate guidance when selecting a higher institution or finding the right program



### Completing multiple applications is rigorous

Partner universities say a high percentage of applications are unprocessable



### Securing an admission is challenging

Over 700,000 high school graduates / year competing for few spots



### Rising agent fraud

Students reported \$10M+ in annual loss in 2021

## The Solution

Pave is an online platform that connects learners to schools.



### Access to a large pool of programs

Through partnerships with over 350+ universities across 16 countries.



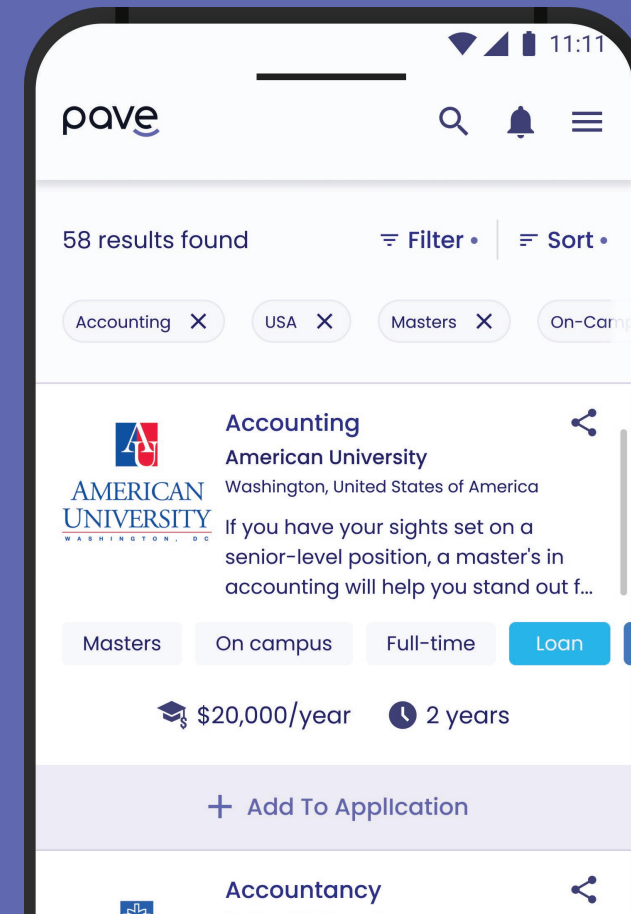
### Counselling and support

We provide an end-to-end student lifecycle support that ensures students have the best career outcomes.



### 99% successful placements

Almost guaranteed admission offers on applications placed through our platform.



## The Solution

# Access to Financial aid on a safe and trusted platform



### International study loans

Through strategic financial partners offering combined \$2m in loans.



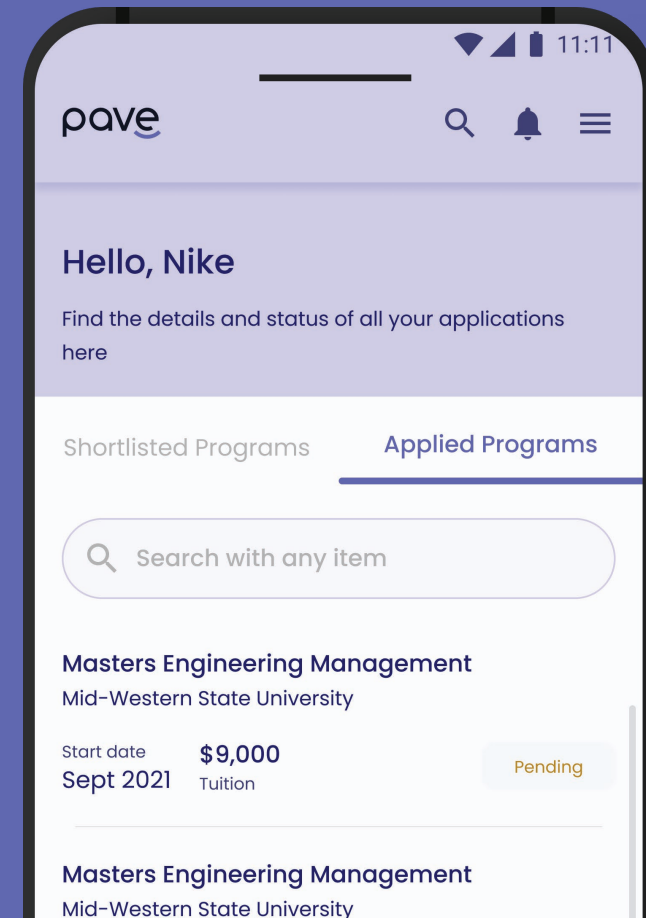
### Scholarship opportunities

We regularly curate scholarship offers from our partner universities.



### Additional services

Visa processing, travel support, accommodation etc.



## The Competition

Similar companies have been very successful, but there's still a huge gap – and we are taking a novel approach to fill it

	pave	ApplyBoard	Craydel	Adventus.io	Agents	Self
Business Model	B2B / B2C	B2B / B2C	B2C	B2B	B2C	–
Market Split	●	●	●	●	●	●
Scalability	●	●	●	●	●	–
Audience Size	●	●	●	●	●	–
Offering	End-to-end support	Application only	Application only	Application only	Traditional approach	–

## The Traction

We have generated 88k in Revenue since launch and we have secured 92 admissions so far. With a pipeline of 220+ applications pending.

**Launched**

Launch 20th Dec 2021

**6,000+**

Users

**92 Admissions**

Processed Till Date

**220+ Admissions**

Currently in View

**\$88k+**

in Revenue

## Business Model

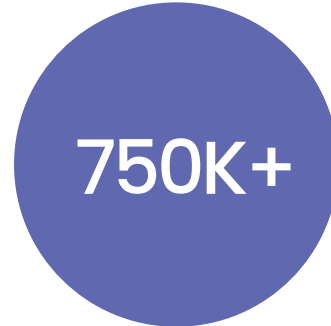
- Our Bulk revenue is made from commissions from our partner universities which is **15-25%** of annual tuition fees
- We charge a **\$100** platform fee for the **first 3 applications**
- In-Country marketing for partner Universities that want to market locally, we charge a marketing subscription fee of **\$3,500 to \$12,000** and make **15%** off their subscription plan
- Extended services (Visa services, Accommodation, Career services, etc)

## The Opportunity

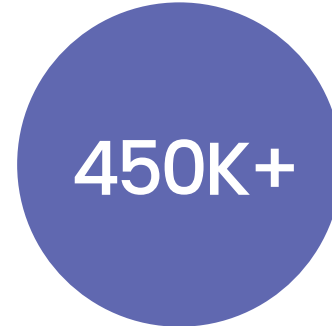
At 100 placements per year, we're only 0.01% of the immediate addressable market



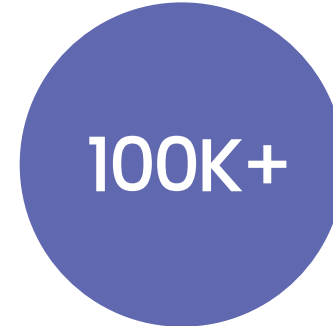
Global enrolments



African enrolments



Sub-Saharan enrolments



Nigerian enrolments

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\$196B International Education Market set to reach \$433B by 2030

\* Nigerians spent **\$378.77** million on foreign education **between January and May 2022**, The PUNCH reports.



## Customer Acquisition Strategy

We have developed a sustainable funnel to acquire users and a technology and product focused strategy to scale.



Consistent CPA on  
Social Media Marketing



Events

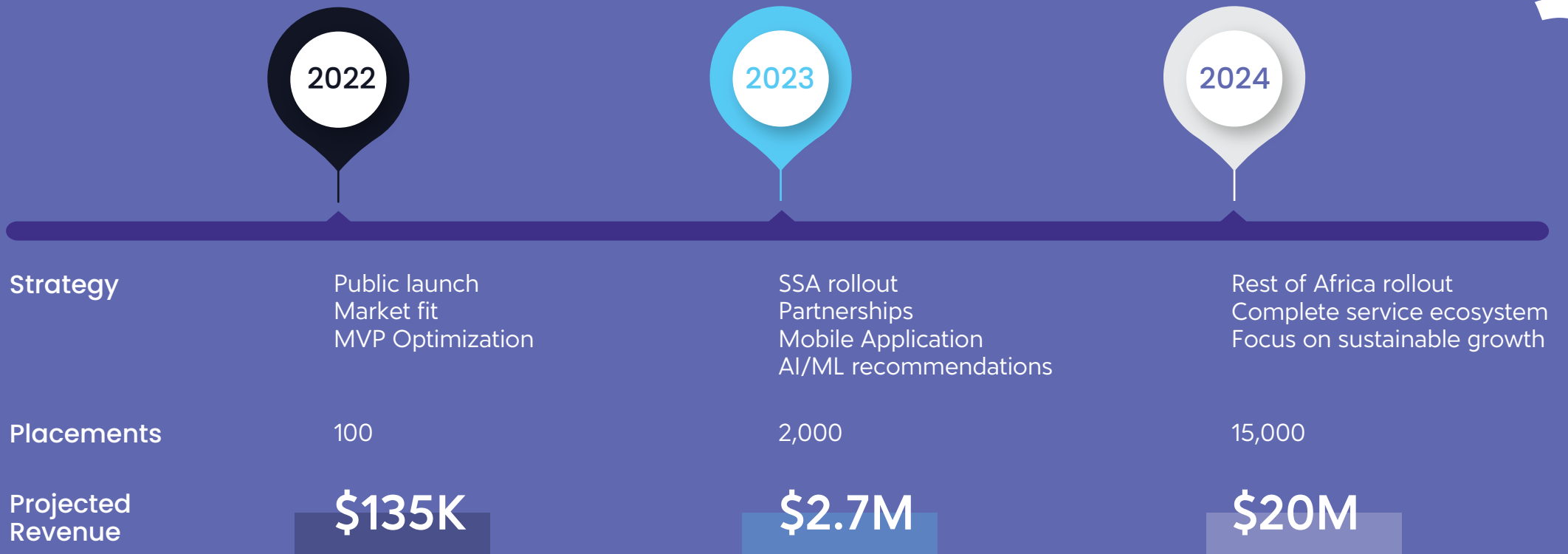


School Partnerships  
And Agents



Word of mouth

## The Roadmap



## Our Ask

With **\$600,000** in funding, we plan to aggressively acquire market share, employ talent and scale our Product Offerings



## The Team

30+ years of combined experience in the education and technology sector



Olanrewaju  
**Ogundipe**

Chief Executive Officer



Olamiji  
**Omosanya**

Head of Growth & Strategy



Oluwasoji  
**Sanyaolu**

Chief Technology Officer & Product Lead



Sandra  
**Ikegwu**

Design Lead



Be a part of our mission to transform  
access to education for Africans

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