



...dare to be different

Brightstone University

Case Study





Brightstone's Mission

To transform Brightstone into a hub of academic excellence, innovation, and societal impact, where students and staff are empowered to lead in creativity, entrepreneurship, and global leadership.



Fragmented **Communication** System

- ◆ Widespread of false information
- ◆ Delay in Information Circulation
- ◆ Limited access to important updates
- ◆ Impersonation of accounts



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THERE ARE SEVERAL FAKE SOCIAL MEDIA ACCOUNTS AND PHONE NUMBERS IN CIRCULATION AS THAT OF

Professor Folasade T. Ogunsola, FAS
Vice-Chancellor, University of Lagos

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Kindly disregard any account claiming to be the Vice-Chancellor of the University of Lagos that:

- asks you to "keep in touch" via any phone number or "WhatsApp channel",
- refers to their vice-chancellorship as "these tedious journey ahead",
- or has several grammatical errors in each sentence.

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Kindly note that:

- the Vice-Chancellor would never seek collaborations via social media
- she would not ask you for personal favours such as laptop donations, gifts etc.
- nor would she share her personal phone number

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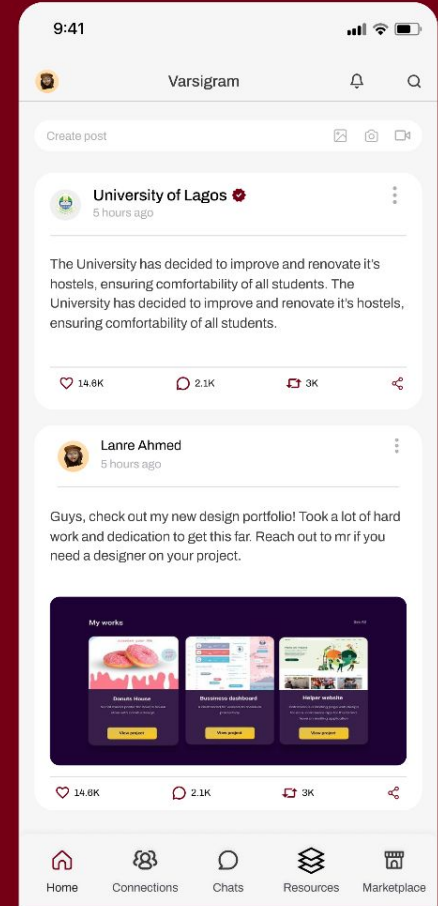
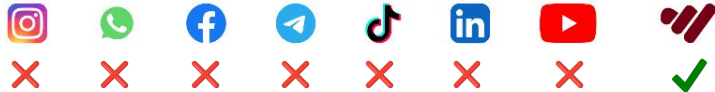
There are several students around the world whose talents remain unnoticed due to lack of a dedicated platform to showcase their work.

...dare to be different

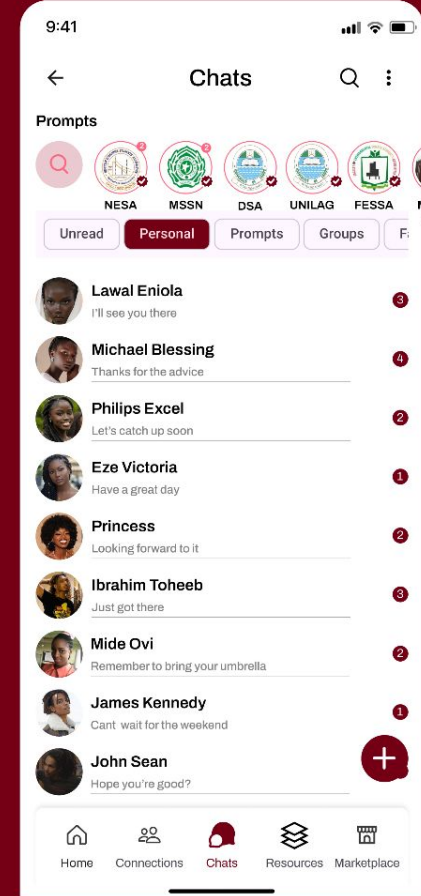
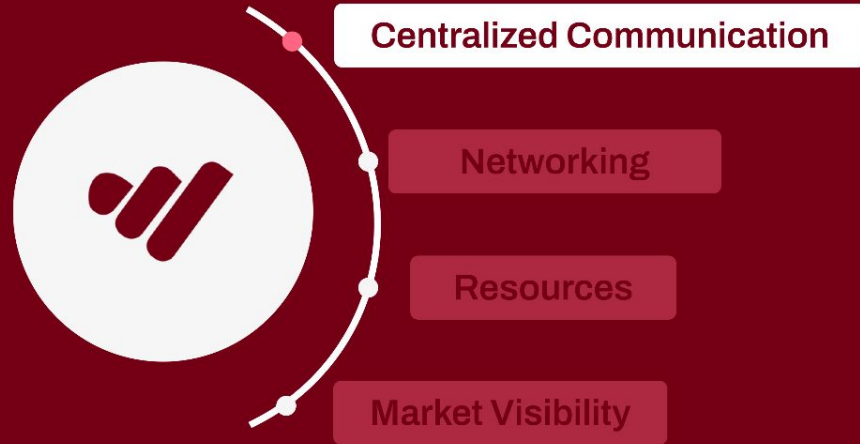
This is where Varsigram steps in....

A **social media platform** targeted towards tertiary institutions globally.

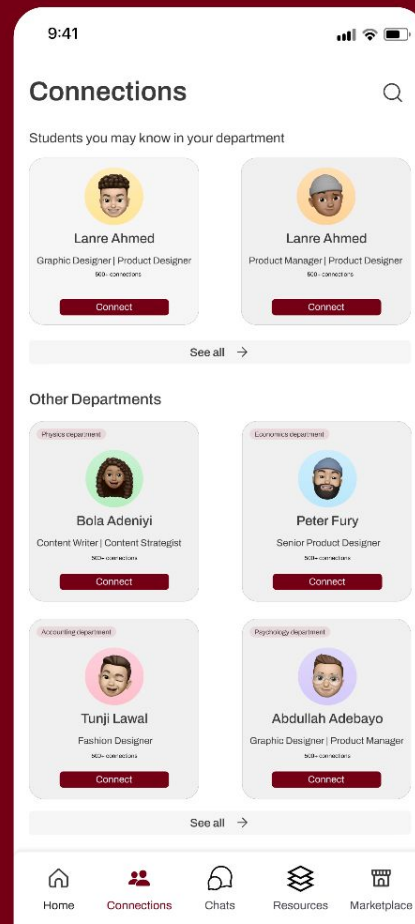
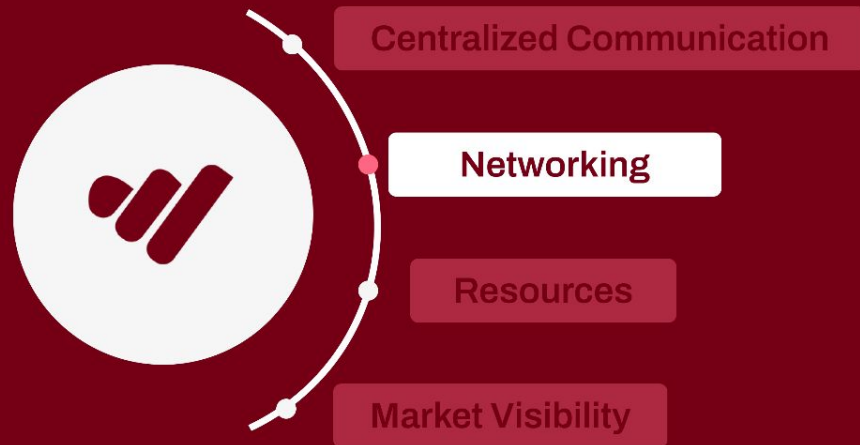
All institutions embracing Varsigram to **unlock** exceptional values which initially seemed unattainable.



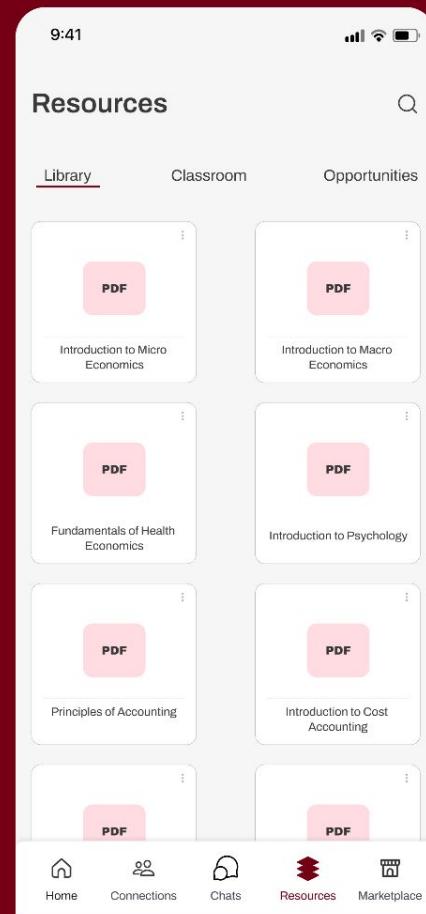
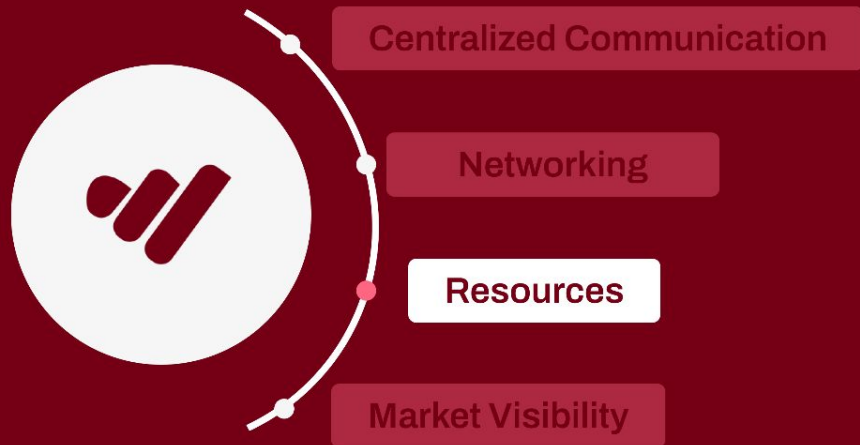
Unique Value Propositions - Key Features



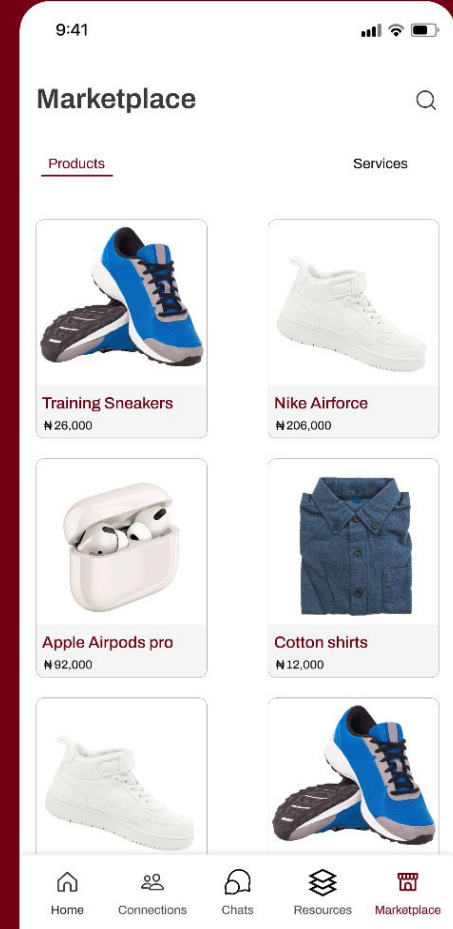
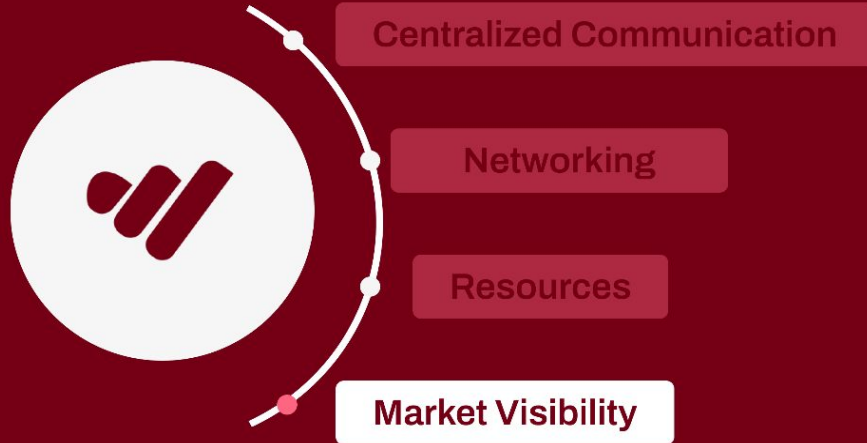
Unique Value Propositions - Key Features



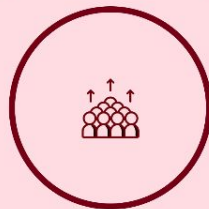
Unique Value Propositions - Key Features



Unique Value Propositions - Key Features



Market **Opportunity** Analysis



Increasing student population



Untapped academic needs

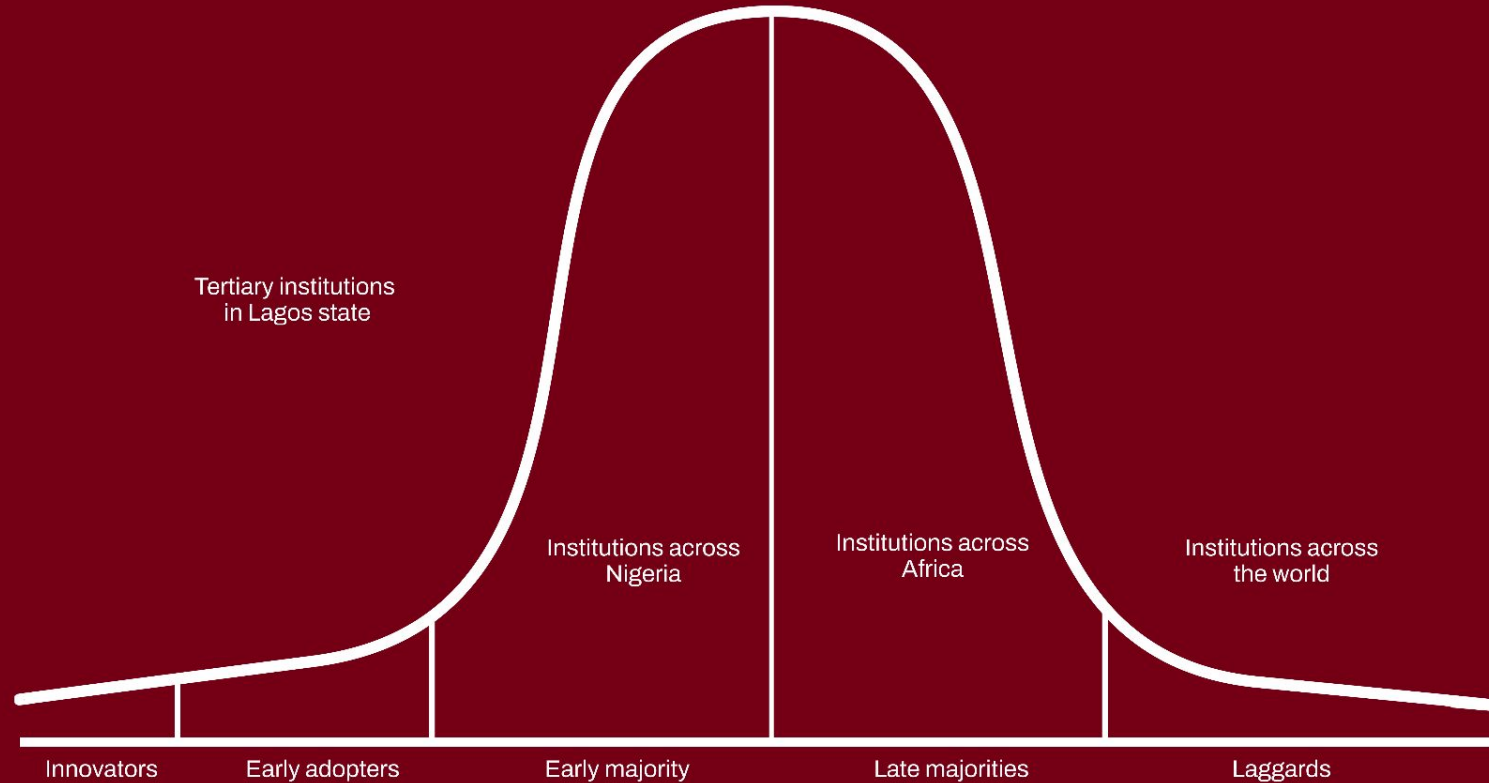


Widespread Digital adoption



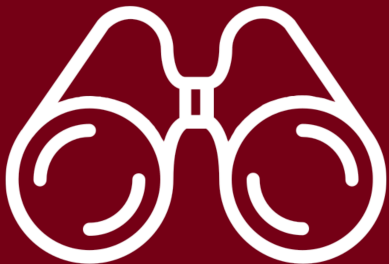
Growing Edtech investment

Varsigram Adoption Life Cycle



Our Mission

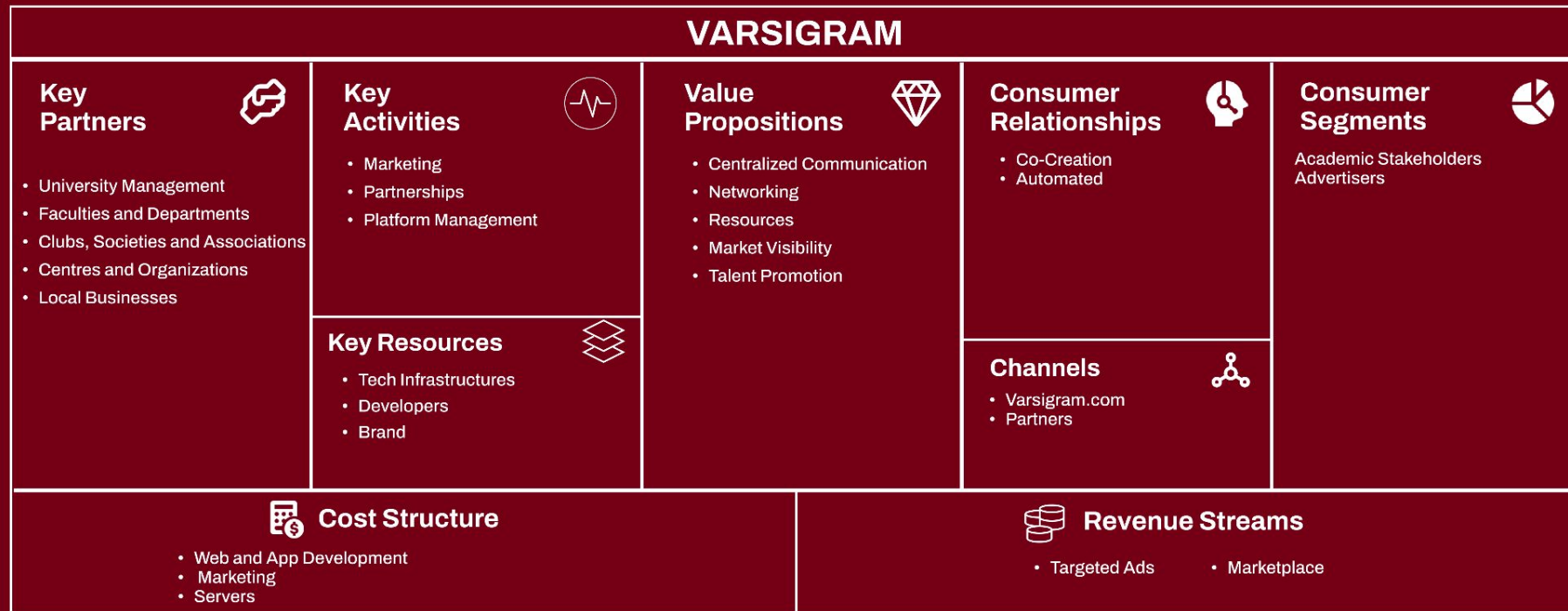
To provide a user-friendly, fast and secure platform that fosters a more interconnected, supportive and well-informed campus – community, where every student thrives academically, discovers and showcases their unique talents, creativity and innovation, and realizes their entrepreneurial potential.









Our Vision

To become the top go-to platform for all university related activities, a catalyst for academic excellence, talent recognition, and entrepreneurial growth for University of Lagos, other Tertiary Institutions in Nigeria and Worldwide.

Business Model



Competitive Analysis

PLATFORM						
PRIMARY FOCUS	Academic networking and centralised communication	Social interaction and global focus	Professional networking and growth	Instant communication and group interaction	Real time communication and public discourse	Visual - storytelling and engagements
TARGET MARKET	Academic institutions	General public	Professionals	General public	General public	General public
TOOLS AND RESOURCES	Built-in library, classrooms, centered - marketplace, internships, verified groups.etc.	Gen. media, group discussion, shared post.	Networks, Professional articles, career insights, industry news.	Files sharing, messaging and group chats	News update, communities, micro blogging.	Visual contents, stories, influencers - driven media.

SWOT Analysis



Strength

- Smart communication tools
- Strategic Partnerships
- Academic - centric focus



Weaknesses

- Limited user base
- Competition from existing platforms
- Limited funding



Opportunities

- Growing need for digitization
- Increasing students population
- Investments in Edutech industry
- Untapped academic needs

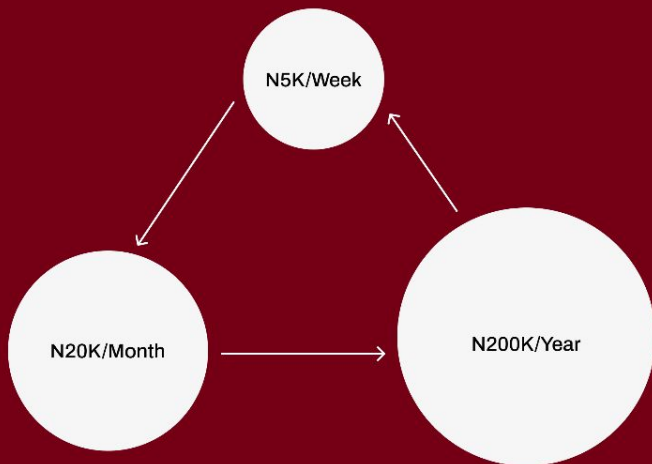


Threats

- Global social media platforms dominance
- Competitive Imitation

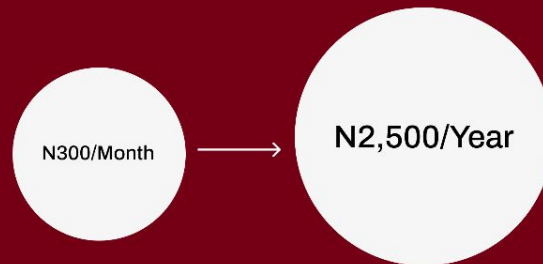
Revenue Model

1. Targeted ads



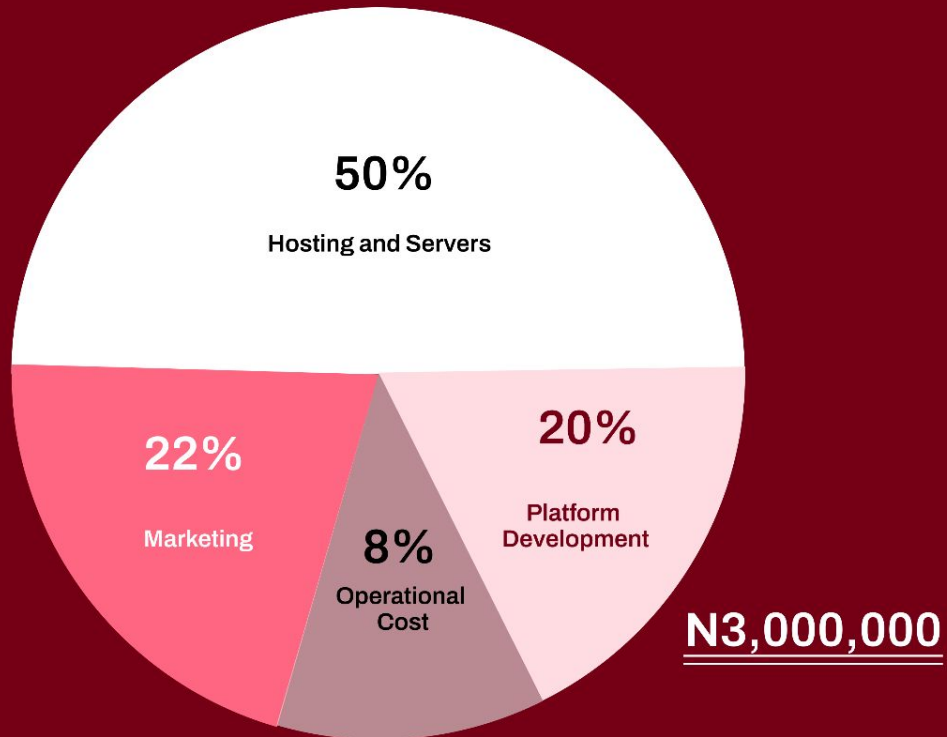
Flat rate basis

2. Marketplace



Fixed rate basis

Cost Model



5-Year Income Statement

YEAR	Year 1 (N)	Year 2 (N)	Year 3 (N)	Year 4 (N)	Year 5 (N)
Revenue	0	0	21,700,000	43,700,000	85,000,000
Cost Of Sale	(2,070,000)	(4,830,000)	(8,970,000)	(17,250,000)	(27,600,000)
Gross Profit	(2,070,000)	(4,830,000)	12,730,000	26,450,000	57,400,000
Operating Expenses	(930,000)	(2,170,000)	(4,030,000)	(7,750,000)	(12,400,000)
Net Profit before tax	(3,000,000)	(7,000,000)	8,700,000	18,700,000	45,000,000
Tax	0	0%	0%	10%	10%
Net Profit After Tax	(3,000,000)	(7,000,000)	8,700,000	16,830,000	40,500,000
Gross Margin	58.7%	60.5%	67.5%
Net Margin	40.1%	38.5%	47.6%

Revenue Analysis

SOURCE	QUANTITY	PLAN (N)	MONTH	BALANCE (N)
Ads fee	80(Advertisers)	20,000 (Monthly)	12	19.2M
Marketplace sub.	1,000(sellers)	2500 (yearly)	-	2.5M
TOTAL				<u>21.7M</u>

Year 3
52K+ users

SOURCE	QUANTITY	PLAN (N)	MONTH	BALANCE (N)
Ads fee	130(Advertisers)	20,000 (Monthly)	12	31.2M
Marketplace sub.	1,000(sellers)	2500 (yearly)	-	12.5M
TOTAL				<u>43.7M</u>

Year 4
105K+ users

SOURCE	QUANTITY	PLAN (N)	MONTH	BALANCE (N)
(Ads fee)	200(Advertisers)	25,000 (Monthly)	12	60M
Marketplace sub.	10,000(sellers)	2500 (yearly)	-	25M
TOTAL				<u>85M</u>

Year 5
262K+ users

Meet the Team



Olatunji Hameed

Project Lead



Muaz Shkrullah

Marketing Lead



Mahmud Olaleye

Design Lead



MacDonald Amure

Lead Developer