

World's first unbiased digital study counsellor

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Samenvatting

Datum: 25 November 2021

URL: <https://venturecapital.nl/worlds-first-unbiased-digital-study-counsellor/>

Contact & Site

Extra beschrijving

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Beschrijving onderneming:

This startup is the world's first unbiased and digital study counsellor. They use the power of data to provide the best possible fit between student and university, ensuring universities receive their ideal candidates and students go to their dream university.

This startup went live with its data-driven matchmaking solution in February 2021, they advise 1,500+ students monthly from 35 different countries at a 40% monthly student growth rate, sold their MVP to 14 launching university (faculty) customers in the Netherlands, and renewed 100% of their launching faculty customers.

The expansion plan for this startup is to first expand their business to more countries in Europe, after that they are eager to expand to the US, Canada and Australia.

Business Model:

The service is completely free for students, focusing on universities as their customers. By paying an annual subscription to the startup's matchmaking

platform, universities have unlimited access to the students that are matched to them, where the startup will additionally verify the student's admissibility and budget fit with the relevant program. This ensures universities receive quality, admissible candidates with a high chance of enrollment.

At the moment the startup has one uniform subscription, which they sell at a 50% discounted pilot price. Next year, all current and new subscriptions will be sold at 2x the current price.

Type klant:

B2B

Gewenst type investeerder:

Angel investor; Venture Capitalist

USP's:

The startup is the only education choice company that is completely unbiased. That means they match students to universities that truly match them, whether the university is customer or not. This allows the startup to save recruitment departments significant time and marketing budget by focusing on students that holistically match them, meet all the admissibility criteria and have a budget fit.

Benodigd Kapitaal:

€170.000,- (total required capital is €200.000,- of which €30.000,- is already committed)

Investeringsbehoefte:

Product development (including hiring a CTO): €100.000.-

Increasing b2b sales capacity: €50.000.-

Internationalisation: €50.000,-

Sector:

B2B Software; B2C Software

Bedrijfsfase:

Early Growth

Aantal founders:

2

Aantal huidige werknemers:

1-5

Ervaring:

6 years experience in marketing of which 3,5 years as marketing consultant.
7 years experience in international education.

Maandelijkse omzet (huidig):

€2.000,-

This is the revenue generated so far from universities divided by 12 months. It doesn't fully reflect the current €2.000,-pricemodel however, as they had a different pricing strategy in the beginning (fee per lead). In the current model 14 faculties would be equivalent to €4,000 MRR (they currently work with prepaid annual contracts)

Omzet (Prognose) komende 12 maanden:

€110.000,-

Omzet (Prognose) maand 13 - 24:

€562.000,-

Huidige maandelijkse kosten:

€9.000,-

Reeds toegezegde financiering in deze ronde:

€30.000,- by a venture builder

Overige relevante informatie:

Already one investor onboard who invested pre-seed to early growth.

The startup is looking for an investor to give strategic advise and support.
Especially when it comes to scaling.

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Videopitch bekijken

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