

Pitch Deck

Assign a mate for your study travel

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Intro

Every year, a trend of 6,000,000 students are traveling to study abroad.

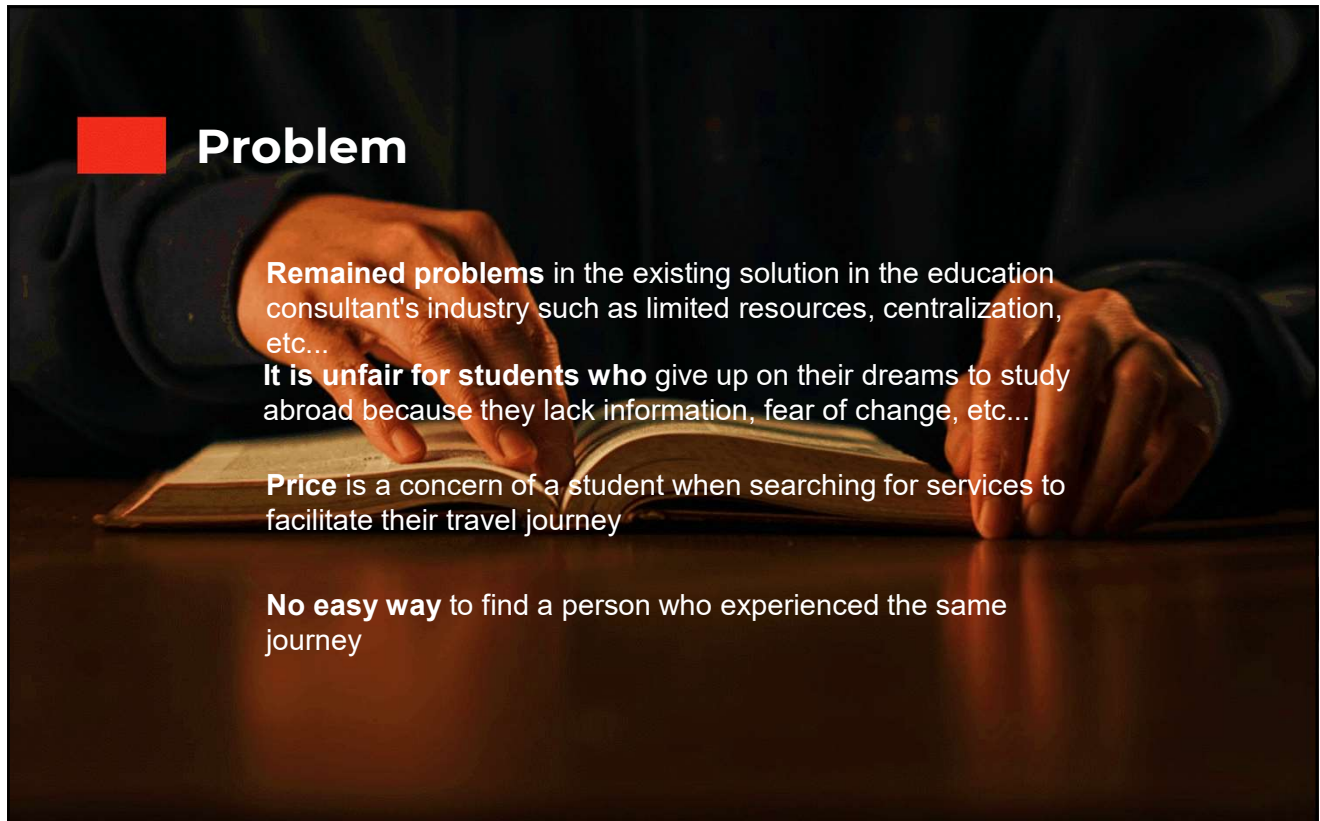
Those students may face problems during their journey

Some models solve these problems for the students, but these models still have some issues and gaps

In this presentation we are going to tackle these problems and propose a new model for this industry

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Problem

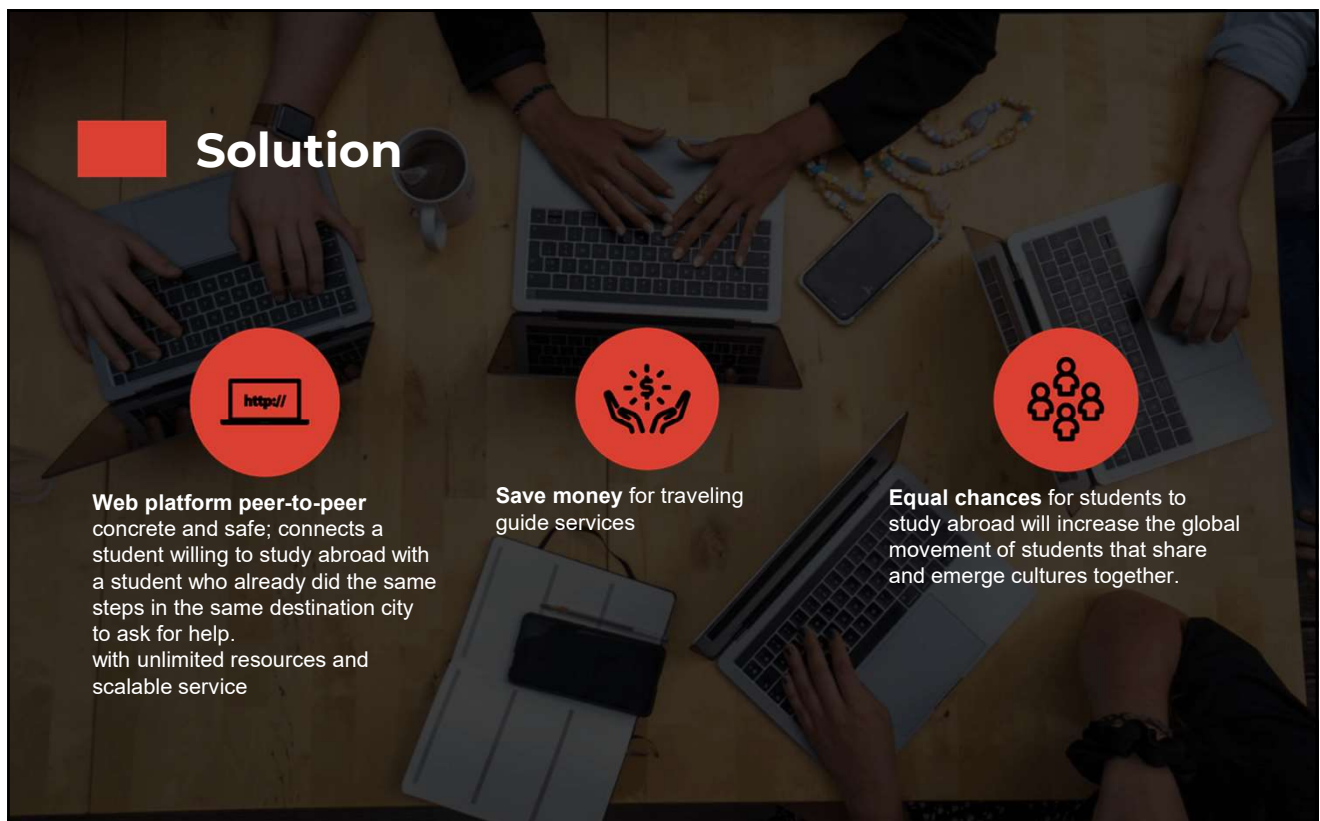
Remained problems in the existing solution in the education consultant's industry such as limited resources, centralization, etc...

It is unfair for students who give up on their dreams to study abroad because they lack information, fear of change, etc...


Price is a concern of a student when searching for services to facilitate their travel journey

No easy way to find a person who experienced the same journey


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Solution



Web platform peer-to-peer
concrete and safe; connects a student willing to study abroad with a student who already did the same steps in the same destination city to ask for help. with unlimited resources and scalable service



Save money for traveling guide services



Equal chances for students to study abroad will increase the global movement of students that share and emerge cultures together.

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Market Validation

5,000,000

Worldwide students abroad in
2021

8,000,000

Worldwide students abroad in
2025

\$2.2 Billion

USA

Source: IBIS world



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Market Size

for educational consultant agencies

6,000,000
students
abroad

Potential Market

1,056,000

Available market 22% share of
pot market

Served market: 80% of the available

market
source ICEF Monitor

950,000

Penetrated market

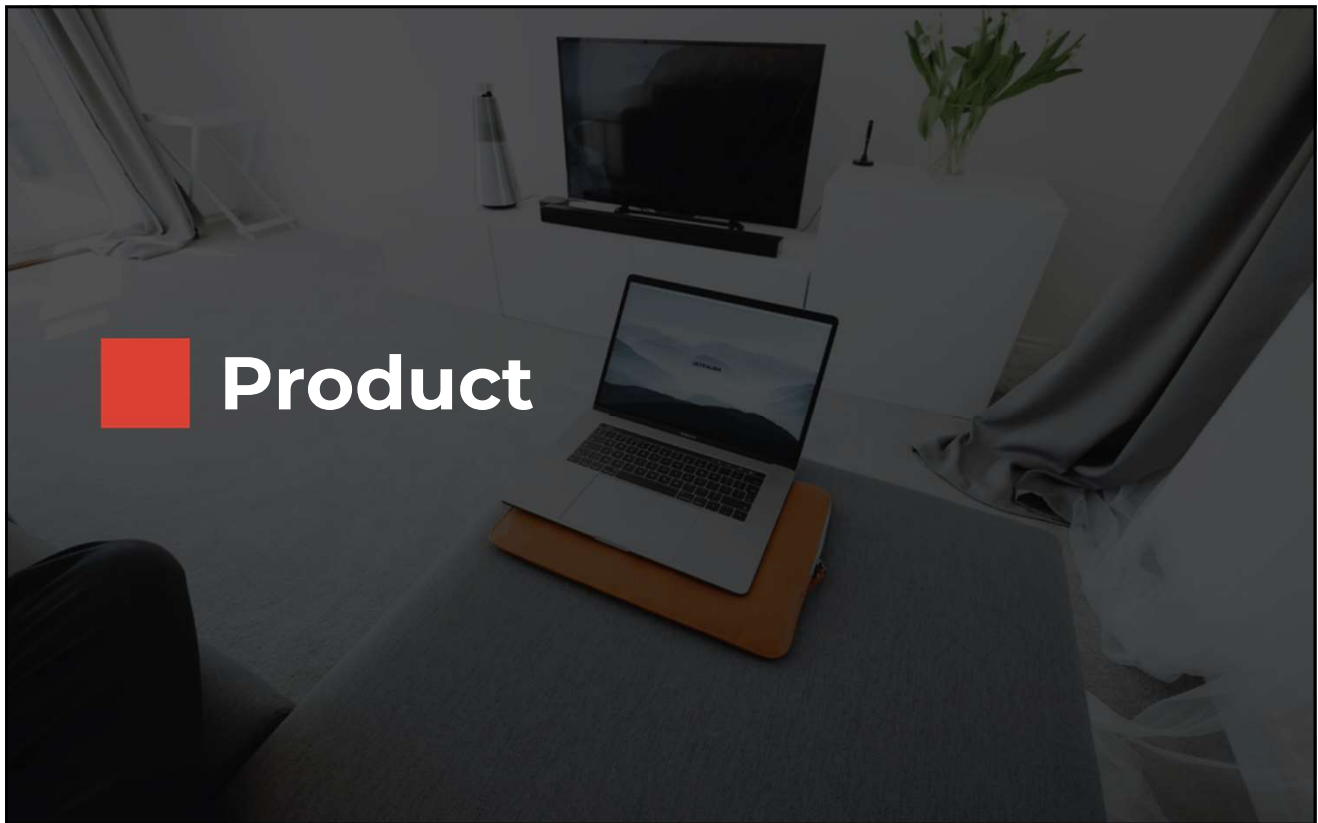
Penetrated market: 90% of the
served market

source survey

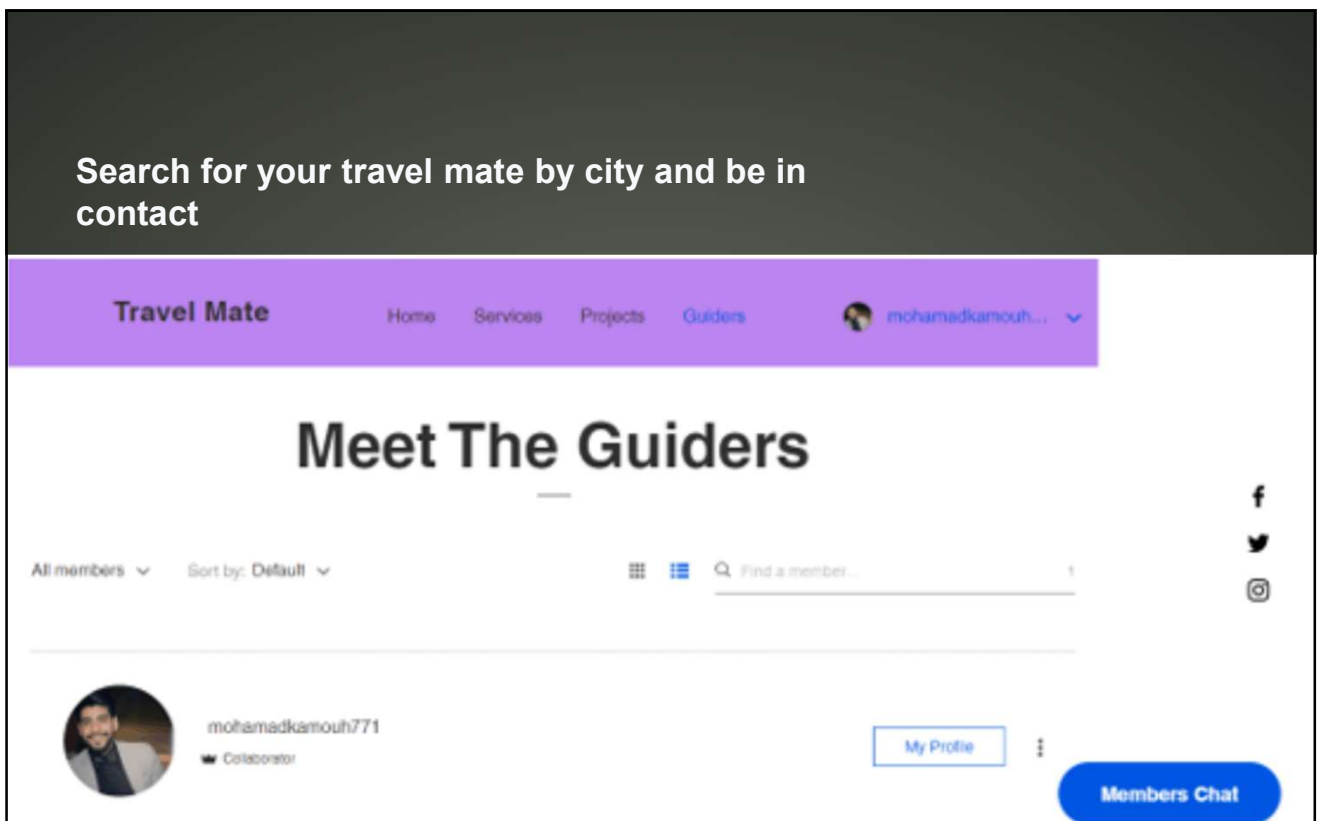


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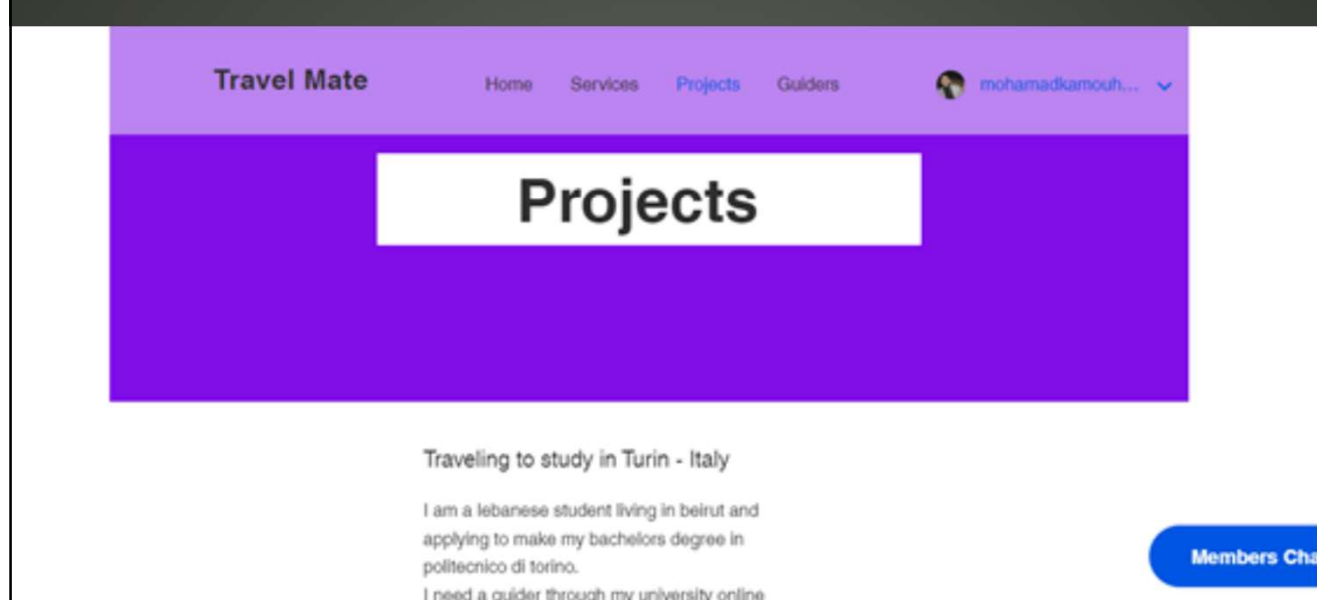
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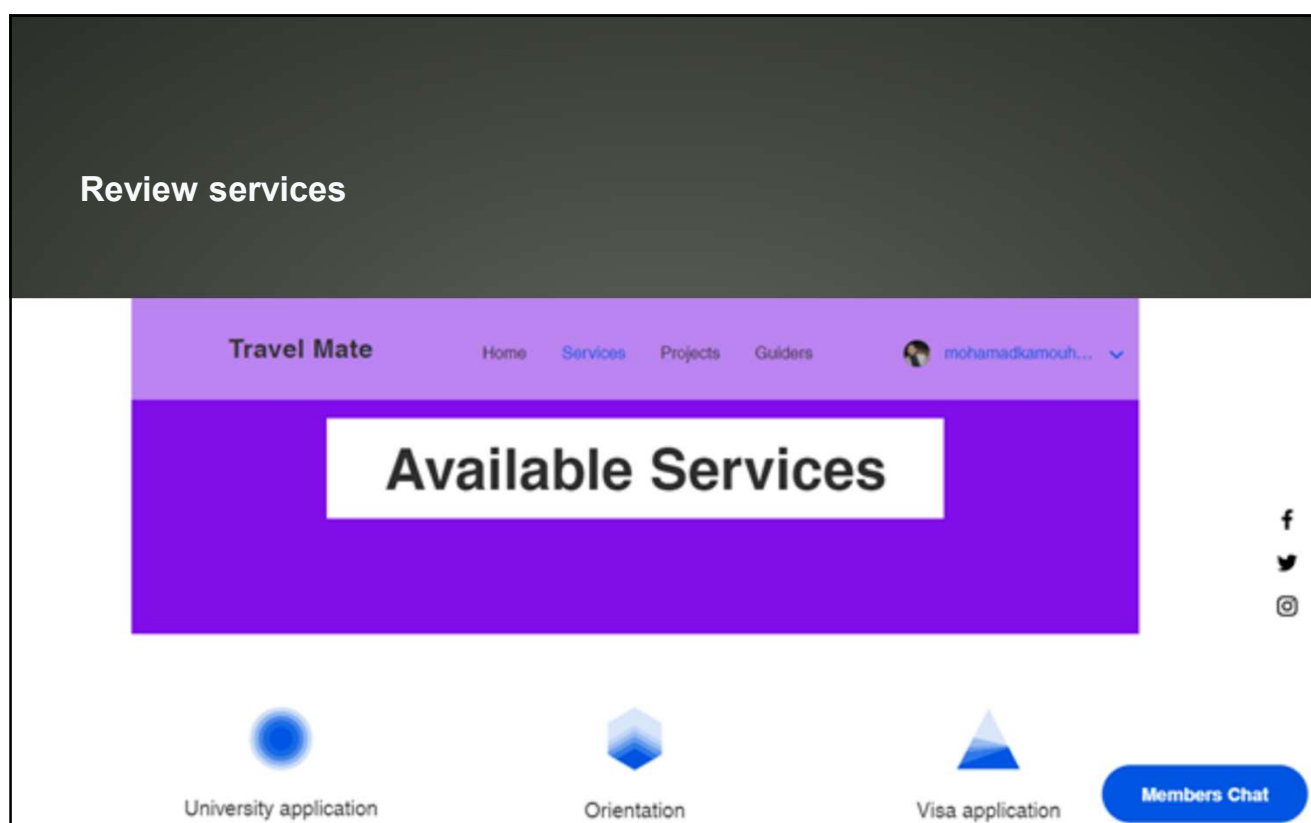
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Post your project



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Review services



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User Profile

The screenshot shows a user profile for 'mohamadmamouh771' on a platform called 'Travel Mate'. The profile is set to 'Collaborator' status. The page includes a navigation bar with links to Home, Services, Projects, and Guides. Below the profile picture, there are buttons for 'My Account', 'Discard', and 'Update Info'. A 'Members' button is visible in the bottom right corner.

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Testing the MVP

The survey is titled 'MVP Platform Test' and aims to verify the need for a peer-to-peer platform for logistics services for students. It includes a description of the service and a list of services offered. The survey is divided into two main sections: a text-based description and a form-based questionnaire.

MVP Platform Test

This survey aims at verifying the need for a peer-to-peer platform that provides logistics service for students wanting to study abroad.

Description of the service offered in the platform:

The platform allows matching students who want to travel abroad for study purposes with local guides in the same country/city the students will travel to. The student may request a number of services from the guide.

The services that the guide may provide includes but not limited to:

- Consultancy and orientation for your study abroad such as:
 - University application
 - Visa application (if they share the same nationality)
 - Scholarships and financial aids (if existed)
 - Hosting in the destination city
 - Airport pick-up
 - City guide
 - Arrival legal paperwork
 - House rental help
 - Etc....

Click on the link below to see a sample of the platform:

<https://mohamadmamouh771.wixsite.com/my-site>

Form Section:

Email *

Your email address

Full name

Your answer

Suppose you are in such a situation, Would you use this platform to find a person from your destination university to get help in your process by paying an average of 300\$ instead of paying 1k-10k\$ for an agency? *

☐ Yes

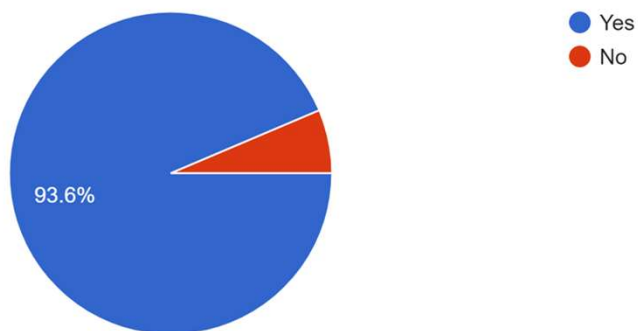
☐ No

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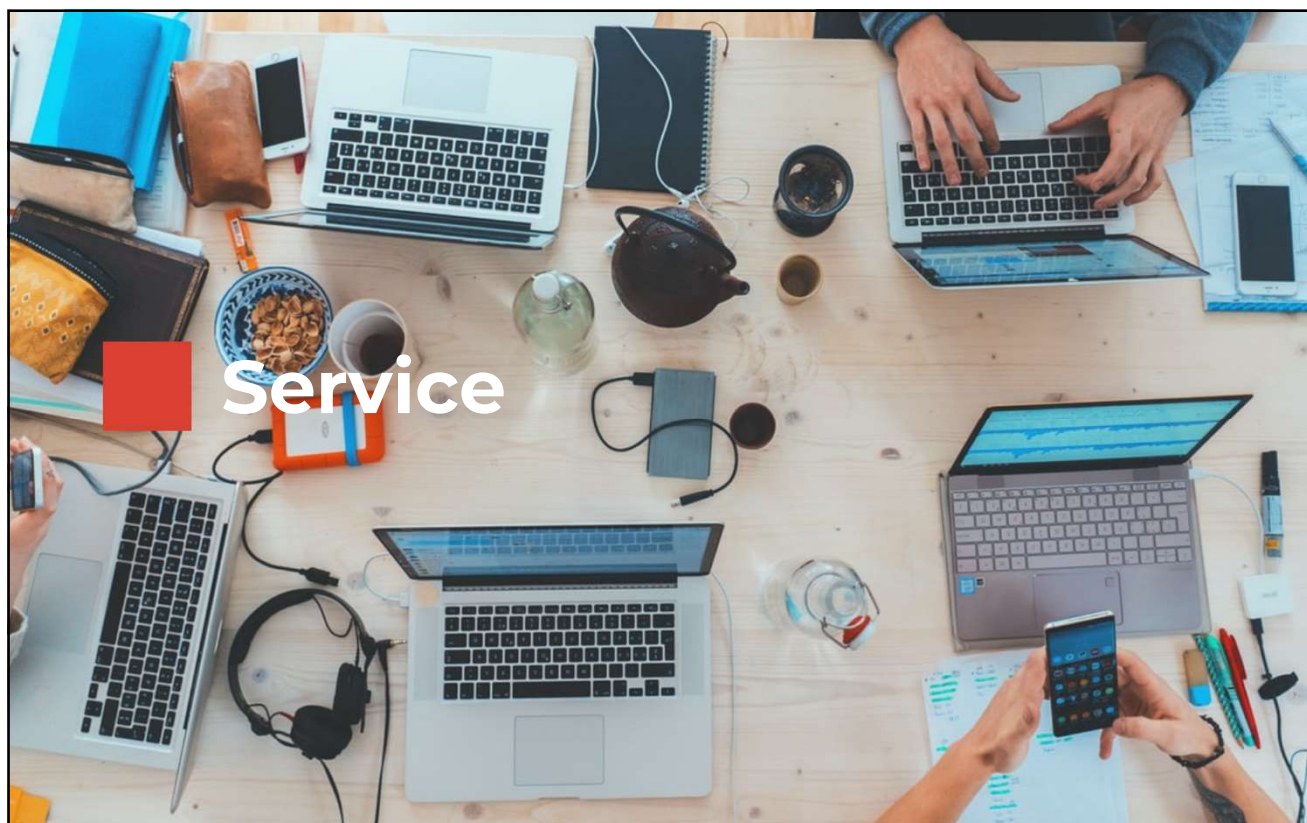
Results of the survey

Suppose you are in such a situation, Would you use this platform to find a person from your destination university to get help in your process ...e of 300\$ instead of paying 1k-10k\$ for an agency?

47 responses

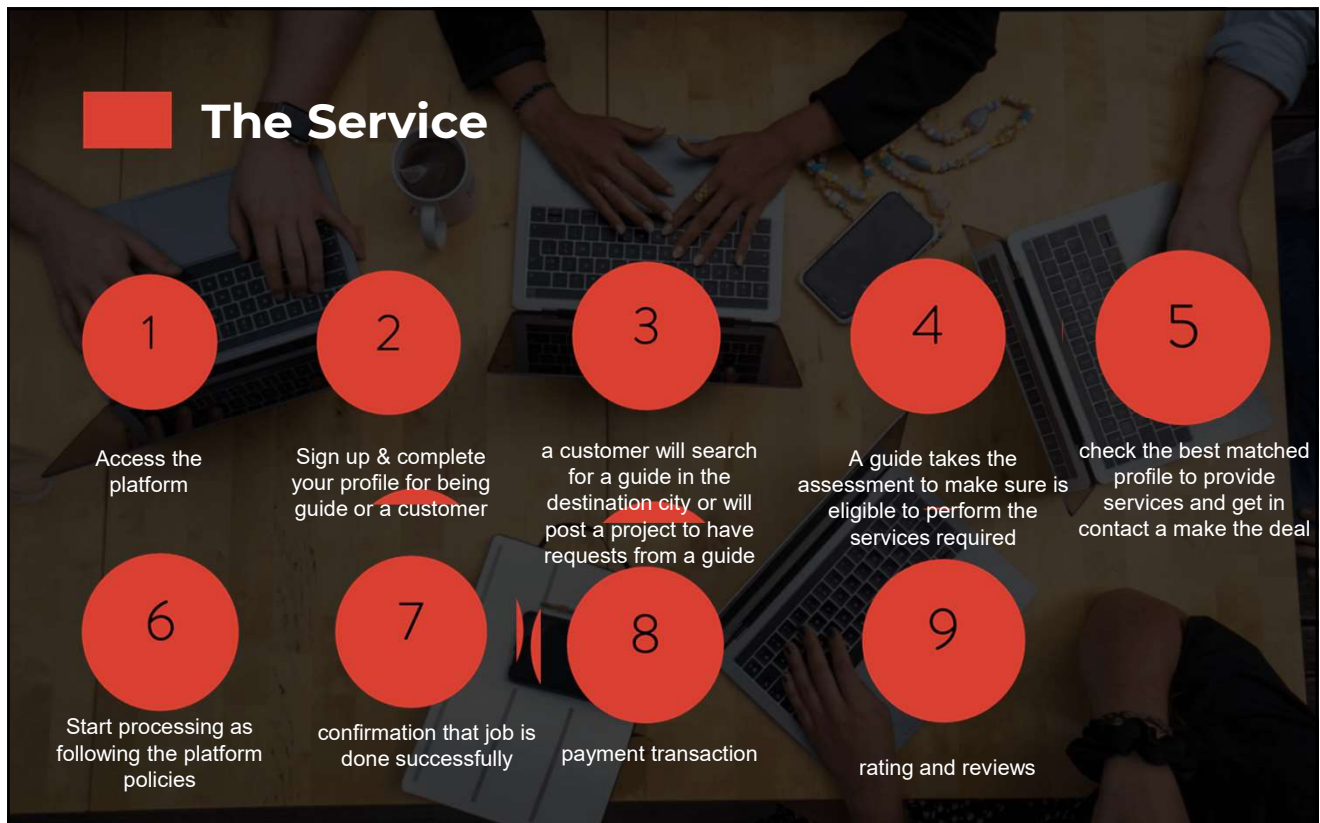


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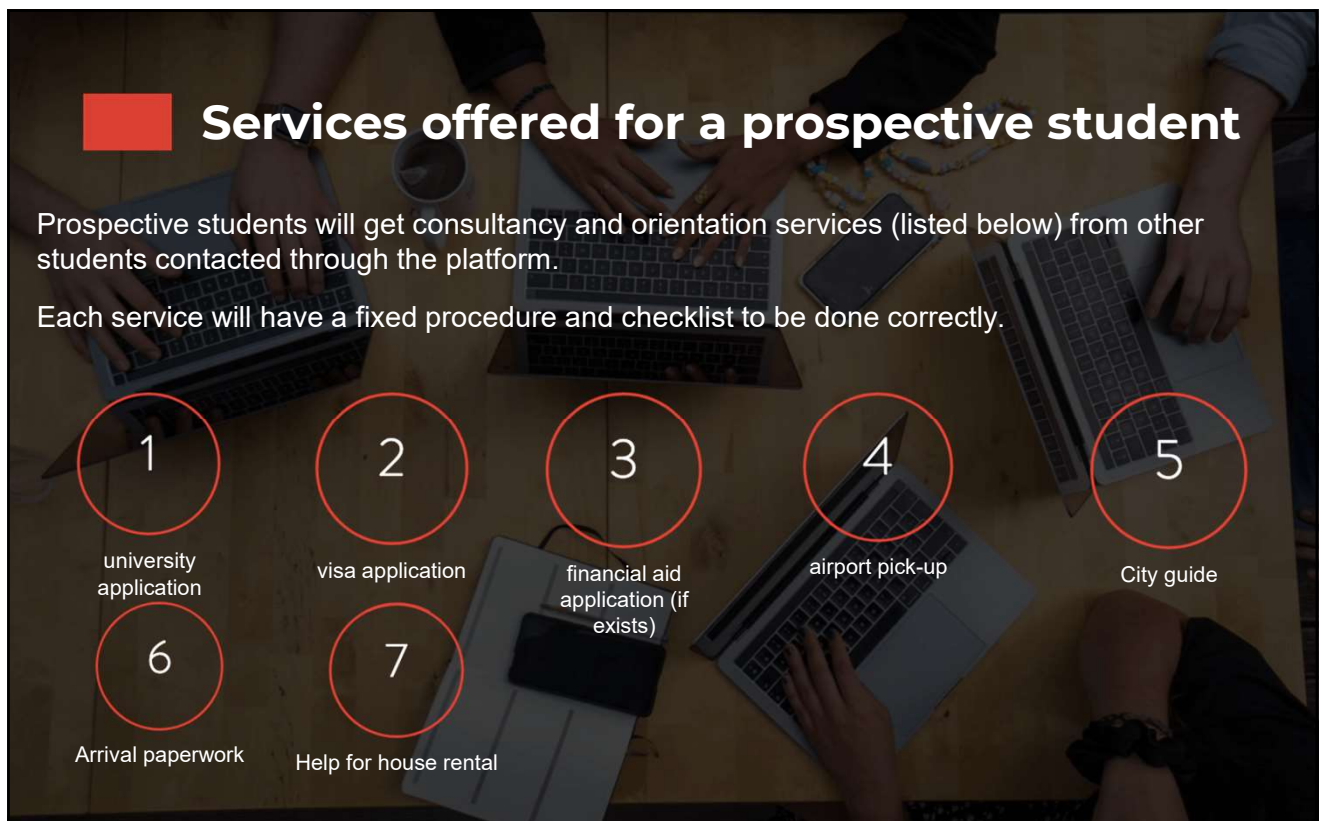


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Policy between both parties

- No money transaction before completing the job in case the guide or the student made a mistake
- Each guide student confirm the knowledge of doing the job requested either by the assistance of the platform that provided all info needed or from previous experience
- The prospective student should confirm that the job is done
- Any mistake in the process from any party will be reported and penalized either by not meriting the money or by bad review and low rating, after analyzing the history in the system by our managers

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Attracting students to work

- Contacting the communities in the university to provide students from different nationalities
- Valuable job helping students starting their new careers as an enterprise that affect the society and the individual positively
- A university student has no problem gaining more than 1k EUR in a year and working less than a part-time job

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Example of a package of services

This package can cost 350-450 \$ while summing each service alone may make a higher cost

- Orientation and consultancy about the university, the city, the travel etc...
- University application (requirements needed and full help)
- Visa requirements consultancy (if both are from the same country)
- Traveling services (help to choose the ticket and the temporary accommodation as Airbnb for instance, airport or bus pickup, university visit for enrollment and paperwork needed, city guide, consultancy how to rent a house)

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Contribution needed to do this kind of services

Contribution for this package of services from the guide. Those number of hours below will be in the time frame of 6-7 months, but not continuously working.

- 1-2 hrs. meetings for the orientation and explanation
- 4-6 hours for the university application
- Consultancy through the period of the visa application which is almost 2 months by directing and helping how to prepare the documents, 4-6 hours
- Traveling services may be between 2-3 days, 6 hours a day accompanying and hosting the student.

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Contribution needed to do this kind of services

The contribution of this package of services is not time-consuming as we mentioned the number of hours needed.

The tasks are not hard since the person already did them a year ago

The student will be using the capabilities and knowledge that they already have since they did the same steps before, and these capabilities are elaborated to let them gain money.

the services mentioned before even if it costs 600 EUR will be affordable since there are no similar services with a price less than thousands of euros

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Properties of the service

Such properties below make the potential to improve the quality and simplify the management in which make our business **SCALABLE**



Repeatable, specific steps for prospective students and for the guide, to follow and finish the checklists for each journey, in which this fixed procedure will be the same if we have customer or 1 million customer



Assessment for the guide before starting working, to reduce errors and be sure the guide will finish the job correctly



Standardized procedures by fixing the journey and policies and the routine of work between both parties

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Practicalities about the solution

Our solution is a platform concrete and stable that connects people, besides:

- excellent maintenance of the platform
- Customer relationship management
- Customer care services and assistance
- Safe connection and secure money transactions
- Fair policies for customer and supplier
- Link User & Customer, tracking and controlling (User to Customer)
- Shows complete profile for users truthfully
- Provide certified users that offer help
- Ensure the payment acquirement for the user that worked

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Practicalities about the solution

Customer registration

- Sign up
- Profile completion: Name, date & place of birth, lives in, date of membership, profession, Name of the university enrolled in or was enrolled in, history, video presentation (optional), or resume
- Verification: ID, Payment deposit, Email, Social media connection.
- Projects: the services needed in a specific city for a specific university

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Practicalities about the solution

Guide registration

- Sign up
- Profile completion: Name, date & place of birth, lives in, date of membership, profession, Name of the university enrolled in or was enrolled in, history, video presentation (optional), or resume
- Verification: ID, Payment deposit, Email, Social media connection.
- Portfolio: Motivational actions about previous experience, proposed services in a specific location.
- Passing tests for each service to ensure the KNOW-HOW by writing practicalities, to make sure they can do the required services

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Practicalities about the solution

Relation between the customer and the guide

The platform will evaluate the users that offer help due to their presence or in the past in the same city and university, and their ability to help by providing the platform an explanation of how to solve and do the services.

So, the platform makes the best procedure to be sure that the user is trusty and will provide the services correctly for the customer.

The customer instead when bidding for services will pay directly, which ensures for the user will get paid after finishing the job, and the user that is helping will receive the money after the confirmation from the customer that the job is finished correctly.

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Practicalities about the solution

Scenario (1)

- Profile completed and verified
- Guide searching on the projects page
- Found a project
- Contacted the customer
- Discuss the services needed or proposed from the Guide, by video meetings and agree on a deal
- Go for bidding window (bid for university application help and hosting after arrival)
- The guide will Propose the procedure of doing the work
- The customer will confirm the procedure
- Start working as agreed
- Finish the work
- A customer satisfaction approval
- Get paid when the job is done and approved by both parties

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Practicalities about the solution

Scenario (2)

- A customer enters to search for people in a specific location
- Contact the guider directly and ask for services
- Discuss the services needed or proposed from the user, by video meetings and agree on a deal
- Go for bidding window (e.g., bid for Visa application help and hosting after arrival)
- The guide will Propose the procedure of doing the work
- The customer will confirm the procedure
- Go for bidding window
- Start working
- A customer satisfaction approval
- Get paid when the job is done and approved by both parties

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Practicalities about the solution

Mistakes may happen

The customer will clearly see the history, profile, rating, reviews

The customer will make video meetings to hear and understand what will receive and how.

The customer is not obliged to work with a specific guide but will choose freely, believing from what was heard in the meeting that the guide will do the job, and based on the verification of our platform that this guide was already in the same university and city, and since is verified on our platform then the guide provided the KNOW-HOW

After all this, there is still the possibility that the guide doesn't do the service for any reason,

Then, the responsibility is not on the platform since the customer freely chose to deal with this guide but surely the money paid will turn back, and this guide will be punished by bad reviews, low ratings, or exclusion

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Practicalities about the solution

Mistakes may happen

If the guide did the job correctly, will surely get the money from us after the approval from the customer, since the customer already paid before starting the job.

What if the customer did not approve the job for payment acquisition?

The customer and the guide both need to provide proof, since the job can be some paperwork then there would be some hard copy proofs or some photos.

And after the investigation, every party will take what it merits

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Business Model

We take 15% on each transaction,
5% from user 10% from customer

\$350 Dollars.

Average package services Fee

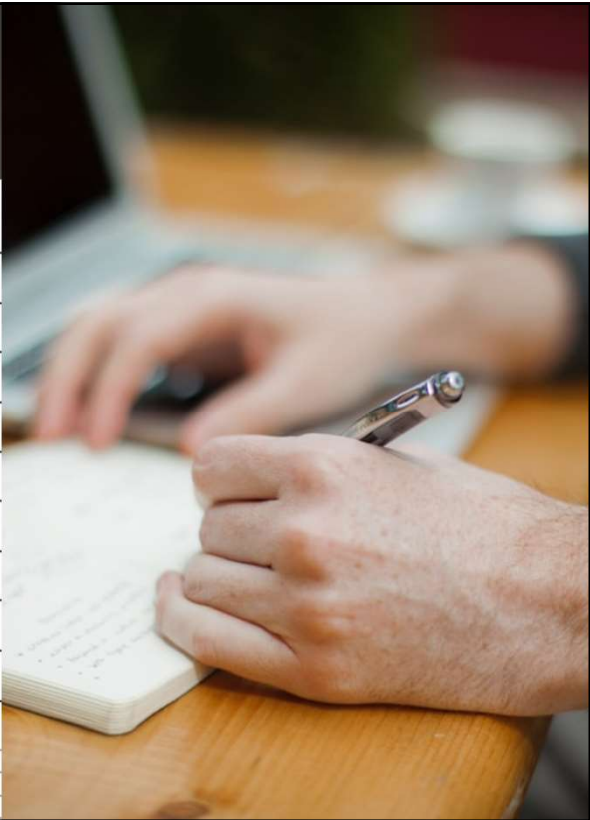
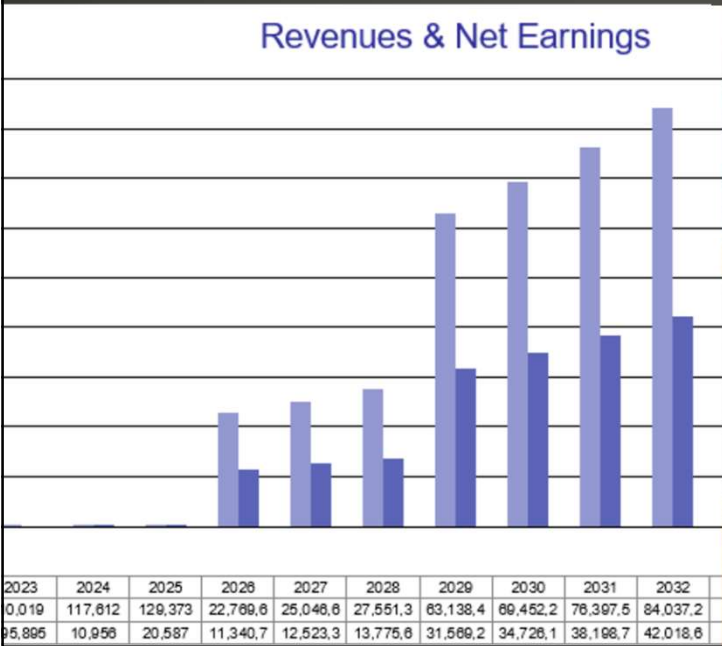
\$82 Million Dollars

The revenue stream for services in 10
years
Penetrated market: 15.8% of Potential
market

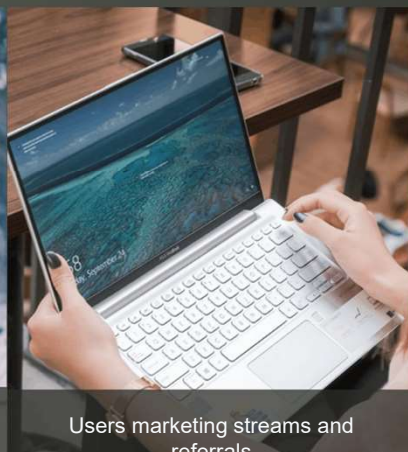
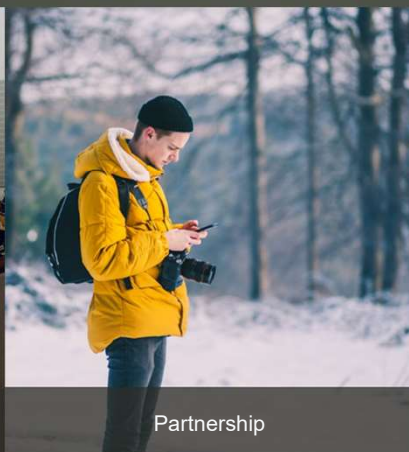


Some financial results

Revenues & Net Earnings

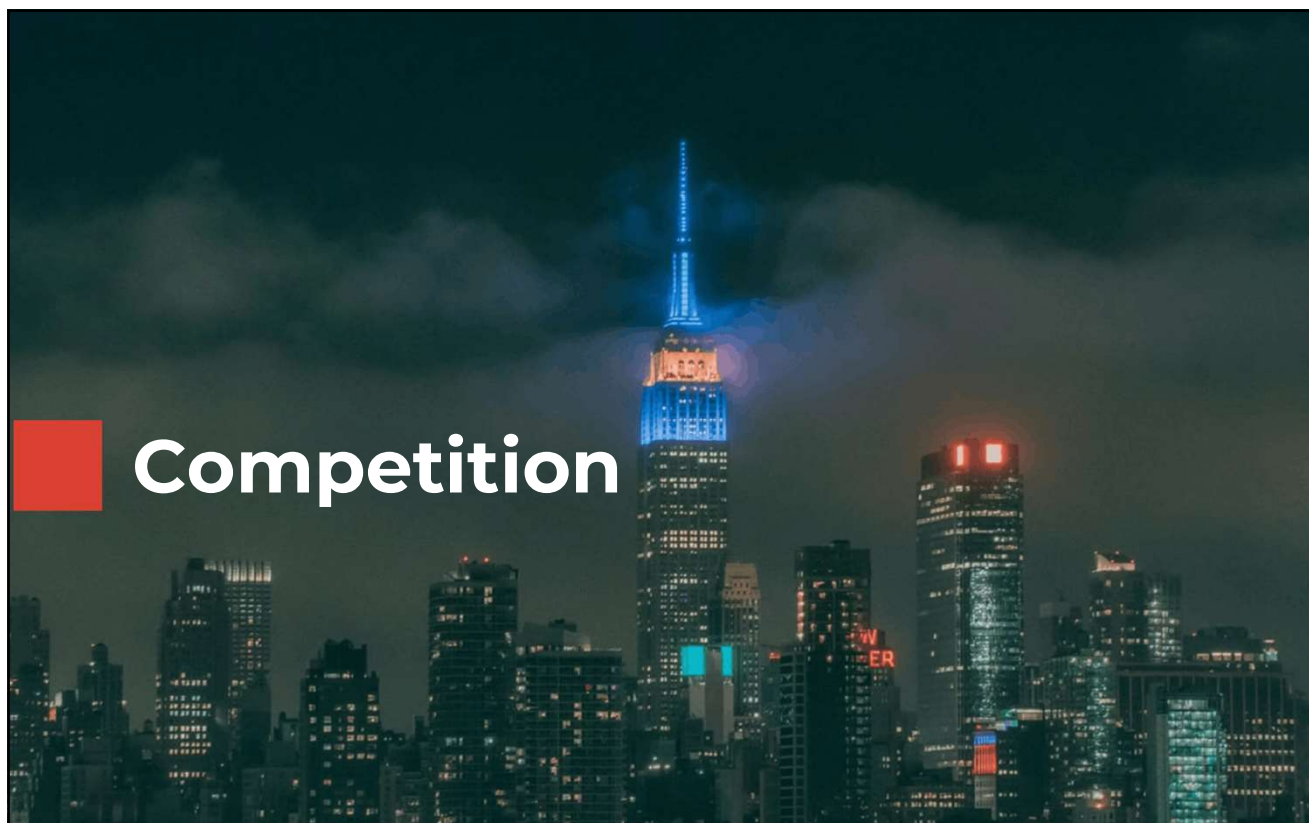


Market Adoption



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Competition

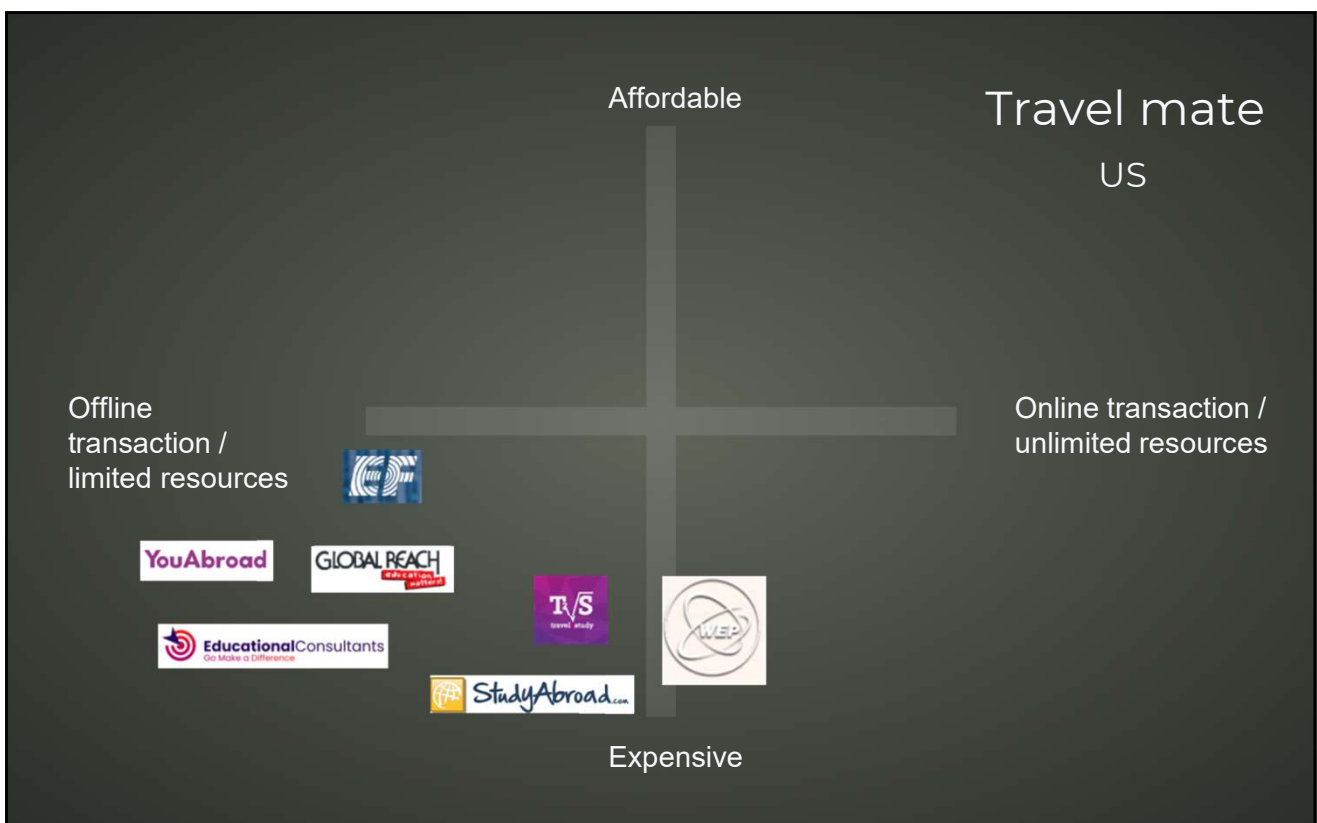


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Competitors Matrix									
Company	high prices	Bad influence on decisions	Reliance completely on others	Limited resources	Centralized System	Scalable	Repeatable	Friendly	Follow up
Study abroad	✓	✓	✓	✓	✓	X	X	X	X
Studies Abroad	✓	✓	✓	✓	✓	X	X	X	X
erasmusu	✓	✓	✓	✓	✓	X	X	✓	X
Go abroad	✓	✓	✓	✓	✓	X	X	✓	X
Aifs abroad	✓	✓	✓	✓	✓	X	X	X	X
ready4study	✓	✓	✓	✓	✓	X	X	✓	✓
US	X	X	X	X	X	✓	✓	✓	✓

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Competitive Advantage



First to Market

As sharing economy
in the educational
consultancy industry



LOW PRICES

Compared to competitors
since we have repeatability
in the process and
scalability that reduce costs



LOYALTY

First movers will
make first customers
and have the loyalty



Reviews & History

Prospective students
will consider a
service that had
reviews from others

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Team



Mohamad Kammouh

**Business Development &
Brand**

Founder & CEO



TBD

General Manager

**Marketing, Accounting,
Platform**



TBD

Full stack developer

Co-Founder & CTO

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