

Business Plan

YOUNIVERSITY

“Youniversity rethinks program guidance, creating a state-of-the-art online experience for upcoming students searching for their future education. At the same time it provides universities with a new revolutionary way to present themselves”



Executive Summary

Business Idea

Youniversity is a social venture that rethinks program guidance. By providing a two-sided online platform it creates a new interface between institutions of higher education on one side and upcoming students on the other side. Our task is to give our users the possibility to find their best fitting education. Through this we help institutions to get the best and most motivated students and we address the problem of high dropout rates in Germany (OECD, 2010) in an early phase.

Market Overview

A recent study shows that more than 80% of the new German students used an online media to find their course of studies. Currently there are a few established competitors but Youniversity will have access to a high (and growing) potential amount of users - currently more than 280,000 young people every year. We are aiming for a market share ranging from 1.25 to 2.5% and expect sales volumes up to 390,000 Euros at the end of the third year.

Value Proposition

The value we provide is in general the connection between upcoming students and their future universities since we are the mediator between the two. Our platform will also serve our users as a tool to really find the program of study that fit their needs in a way that is not available on the market today.

USP

The strengths of Youniversity lies in three areas. First, we provide a comprehensive database where nearly all available programs of study will be listed. Second, we create user friendliness that infuse the platform, a new and easy experience for our users. Last of all we will present the programs in a standardized way, making it possible to compare different studies in a whole new way.

Skill Set of Team

All team members are excellent students of their fields, with a high motivation for creating something unique and new. Being students ourselves, we know the difficulties of finding the right education without any help or guidance. All of us are active users of the internet at the same time, we have a sense of how young people want to search today. The team is strong in business, politics and public communications, as well as user experience and design. In a nutshell, we possess the know how to create a profitable, pleasant to use product in a field that is influenced by governmental institutions and decisions.

An advisory board consisting of university professors supports the team during their work, especially in the domain of public communication. We also plan to hire an IT specialist for realization of the platform and the underlying search algorithm.

Strategy

The development of the platform will take place in the first year, partnerships with universities and information about study programs need to be gathered. This first version is the product in our pilot phase that will take place in the Berlin-Brandenburg region. After the launch of the pilot, the task of collecting information from universities in the rest of Germany will begin. User feedback and internal evaluation will serve as base for further development of the platform.

Funding & Spendings

Youniversity will need 100,000 Euros, provided by the kfw Förderbank, in the second year of existence. The funding is needed for the launch in whole Germany, it will mainly be spent on personnel expenses including recruitment of additional workforce (36%), advertisements to create awareness (33%), investments which come along with a business formation (18%) and other operation costs (13%).

Break Even & Expected ROI

Due to the varying demand for information regarding higher education, irregular expenses and irregular revenue streams, our break-even point will be pending during a period of time and stay above break-even after the second quarter of our third year of operation. At the end of third year the expected ROI is 89.4%. As a social entrepreneur we are focussing on covering our costs including installment, interest and taxes.