



UniFinder

Helping Students Choose Universities & Faculties.



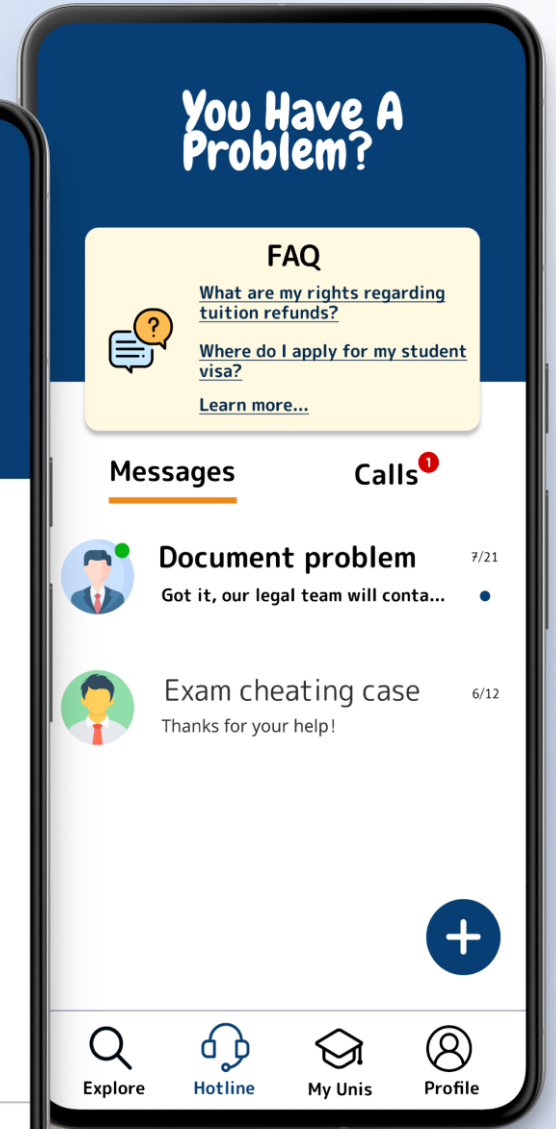
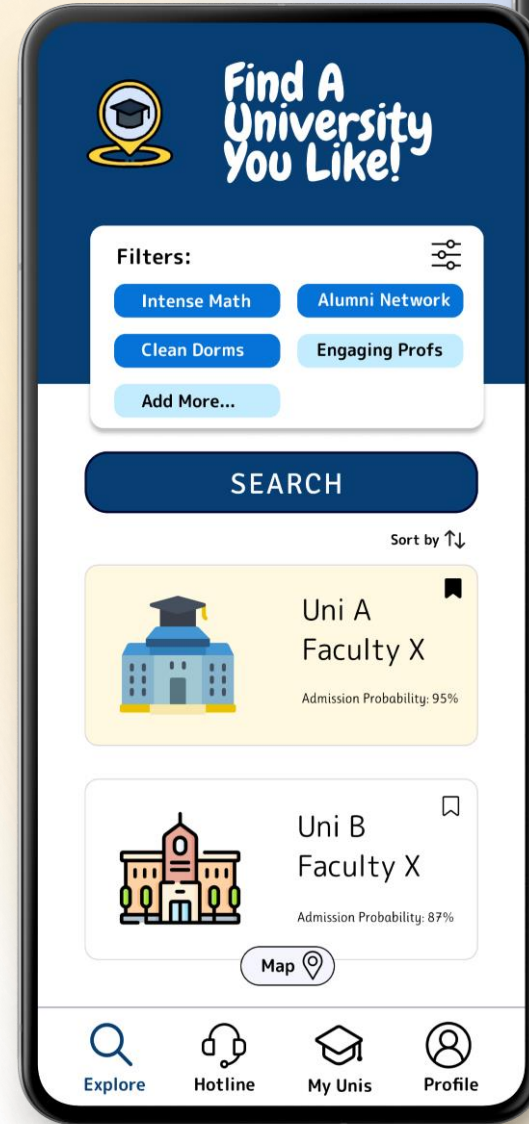
Verticals
EdTech, SaaS, Analytics + AI.



Founder
OLEKSANDR KATS.



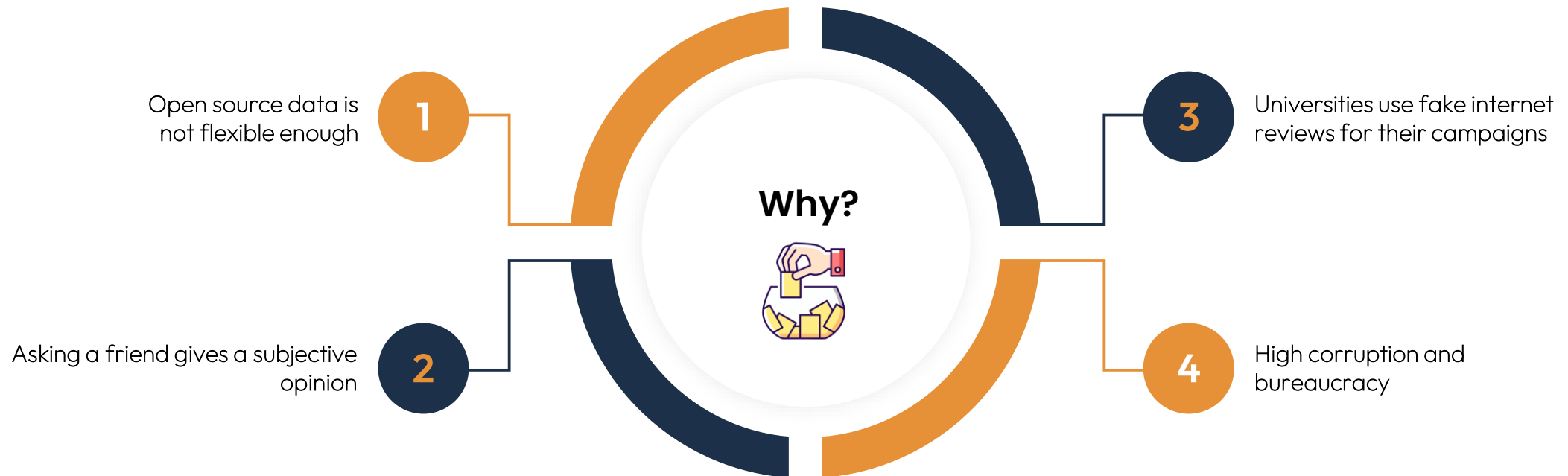
Stage
Pre-Seed.





Problem

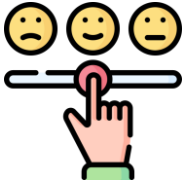
In many countries (e.g. CIS, South Asia), university and faculty choice is a lottery. Admission process is a mess.





Solution

UniFinder – a platform that provides university insights which can't be Googled.



Survey of students on their university experience



Survey of high schoolers on their admission priorities



Unique dataset of students' opinions on their universities and faculties



Web platform based on this data



"Intense math, alumni network, engaging professors"



Why Now?

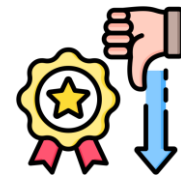
Good university, major and faculty choice is now harder than ever.



There is a significant mismatch between education and job market needs. A degree is no longer a guarantee of employment.



The worse the general level of education is, the harder it is to choose a good university.



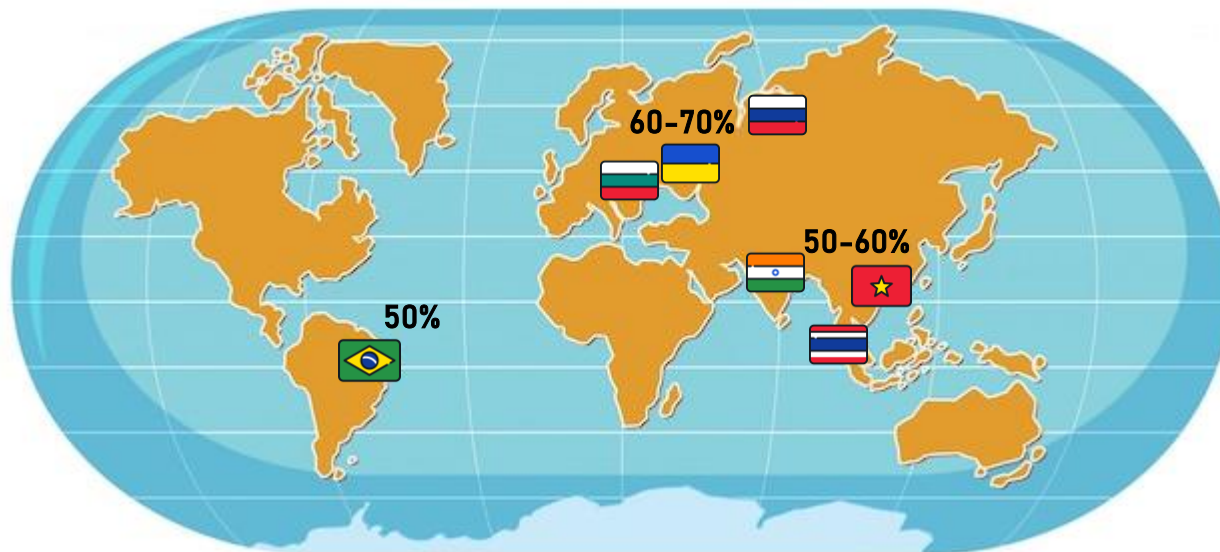
Brand no longer guarantees quality. Many new universities are rising to better positions.



Evidence

Poor major or university choice is the main reason folks abandon their studies.

Worldwide stats:



university graduates work in jobs unrelated to their field of study.



What is a bad university?

- Outdated curricula
- High corruption
- Bad teaching quality
- Bad dormitories
- Unsafe campus
- Lack of career guidance
- Lack of practice



Market

Bottom-up valuation.

10M Clients * 10\$ = 100M in ARR



Around

60-70M

students entering universities & colleges annually worldwide



Average

10\$

charge worldwide



ARR

\$100M

is achievable with 15% of SAM



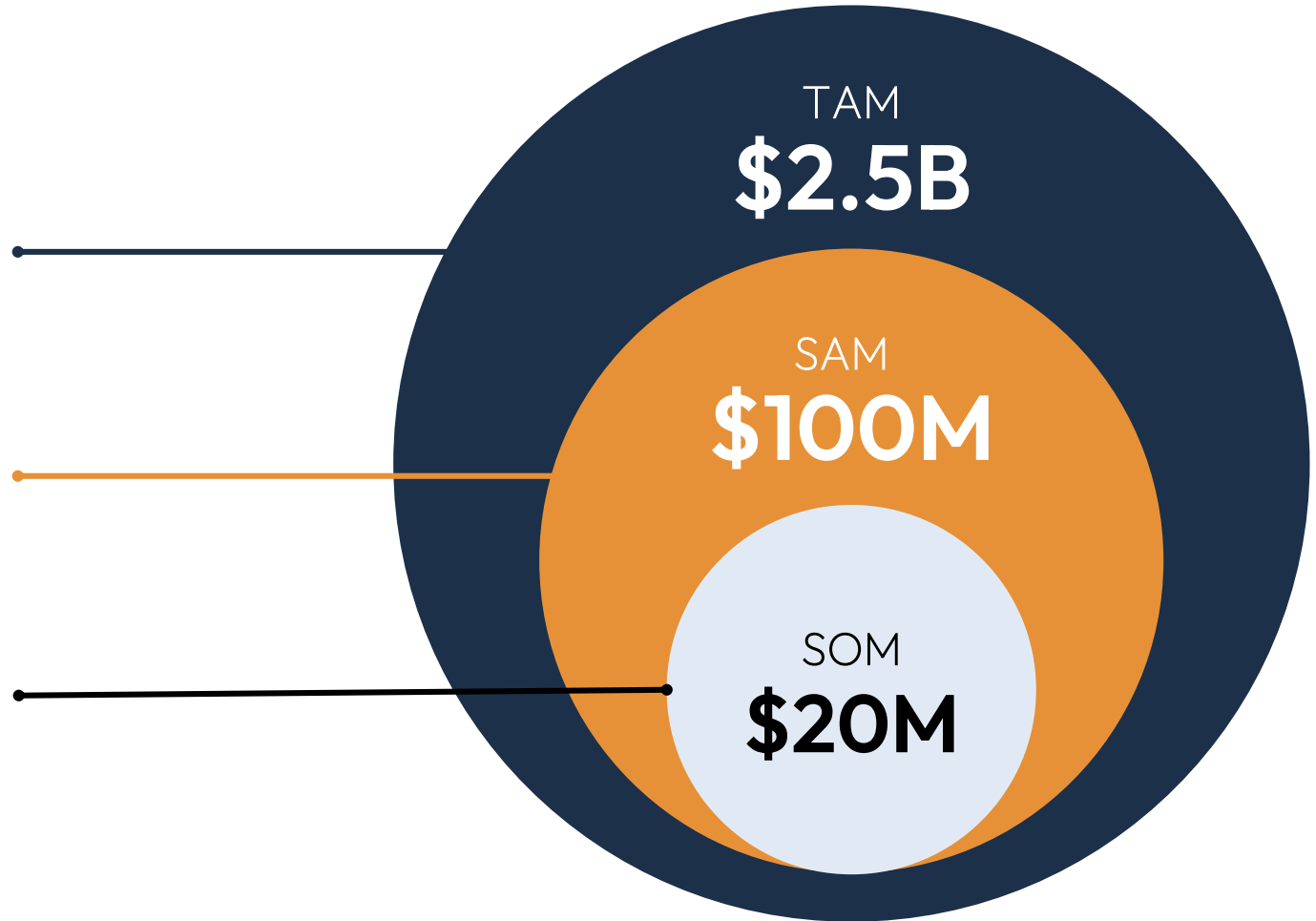
Market

Top-down valuation.

Full university admission service market: data room, tutoring, books, consulting, etc.

10m clients (15% of world)*10\$
Best-case scenario, reachable in 6-10 y.

2m clients (70% CIS + 15% South Asia) *10\$
Very realistic, reachable in 3-5 y.





Competition

In the CIS, we face to direct competition. Globally, our indirect competitors are falling short.



The UniGuide

Non-profitable
governmental platforms



WHAT
UNI?

Rely on open source
data/surveys



UniTM
Rank

Choose incorrect
features



Our Product

Made **by** students **for** students.



Unique commercial
dataset





Features based on
students requests



Subscription-based full
admission help hotline

Business Model

We are proposing a new concept: collecting data ourselves and monetizing it.

 UniFinder		
B2C	B2C	B2B 
5\$ monthly	+ 10\$ one time	500\$ one time for School
24/7 hotline: Helping with docs, admission, etc.	Full data room access forever.	Full data room access for the whole school.
Buy	Buy	Buy



Traction

Our vision: "make university an informed decision, not a lottery, worldwide."



Idea stage

- Team building
- Idea validation & custdevs
- Incorporating a C-corp, US

Q3 2024



Launch

- Increase university coverage
- Final release

Q1 2025



Analysis & geography expansion

- Break-even point
- Preparation for next season
- International expansion

Q3 2025



MVP

- Raise pre-seed
- Start data collection
- First MVP release

Q4 2024



Marketing

- TikTok/YouTube campaign
- Schools partnerships (direct pitches/banners)
- 50k paying users

Q2 2025



Team

We are not the first ones to try to do this. But we're the ones who actually know how to make it work.



Timur Ibgagimov
CTO

- Bachelor in AI
- Back-end/data engineer
- 3+ years of experience in AI



Oleksandr Kats
Founder & CEO

- Full-stack engineer
- 3+ years of experience in AI
- Participated in 3 startups
- Bachelor in AI & software engineering



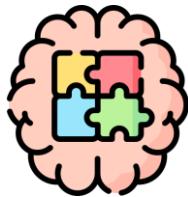
Polina Monarova
UI/UX designer

- 3+ years of experience in UX/UI design
- IED laureate in Web Design



Impact

We care about more than just money.



A bad choice can be deeply depressing. Think in advance. Choose wisely.



We, humans, are explorers, creators and inventors. Don't abandon your studies too early. Choose wisely.



Parents want us to get higher education. Make them happy. Choose wisely.



How Can You Help?

\$210k

Data collection

\$40k

Marketing



Pre-Seed

Raising \$400k for \$4.4m post-money valuation.

- Potential **x45** in 3-5 years
- Potentially profitable in **1** year

\$140k

R&D

\$10k

Software + legal

Read more on our website: <https://unifinder.info/> or email the founders: mr.katsoleksandr@gmail.com.