



UniFinder

Helping Students Choose Universities & Faculties.



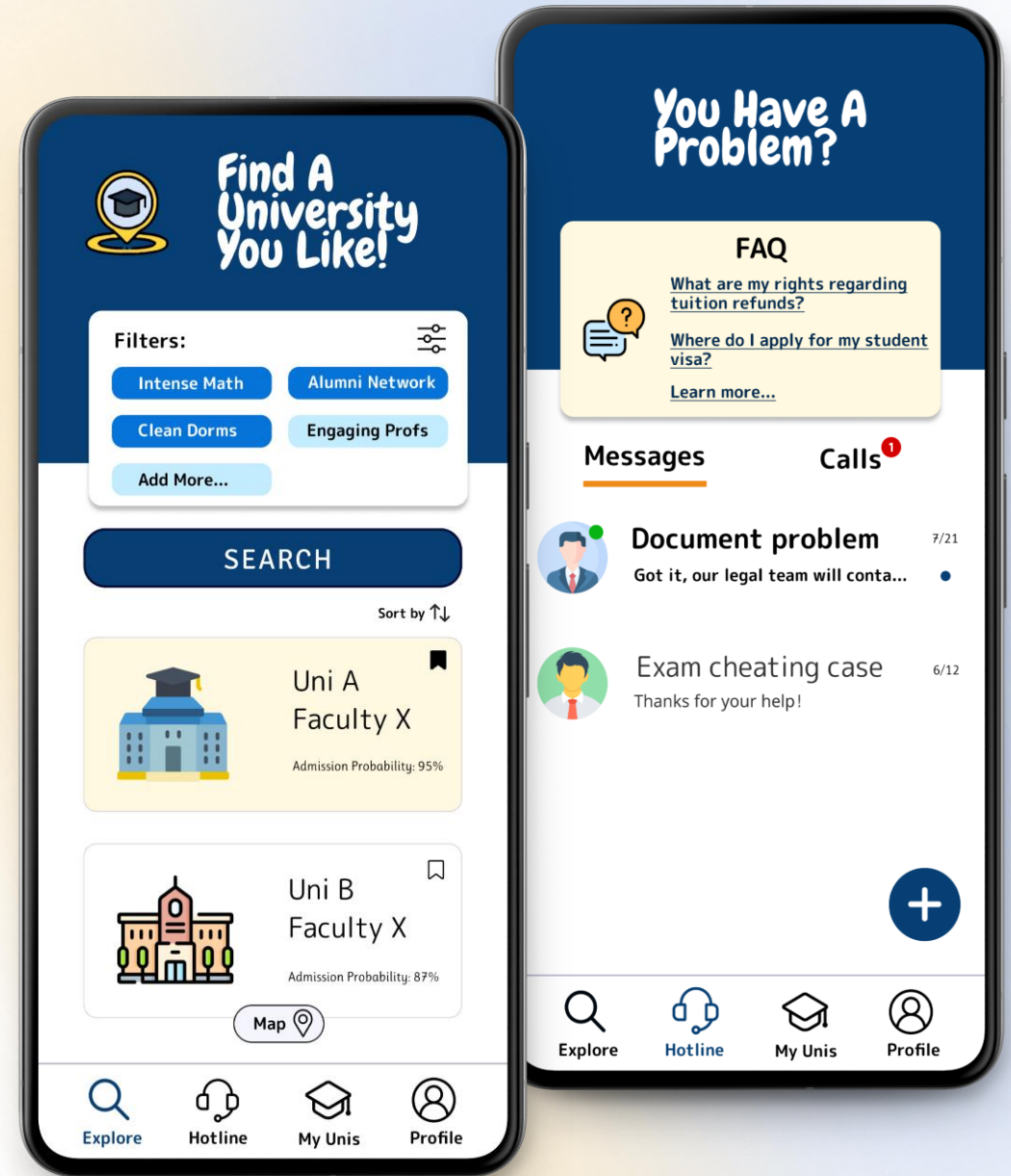
Verticals
EdTech, SaaS, Analytics + AI.



Founder
OLEKSANDR KATS.



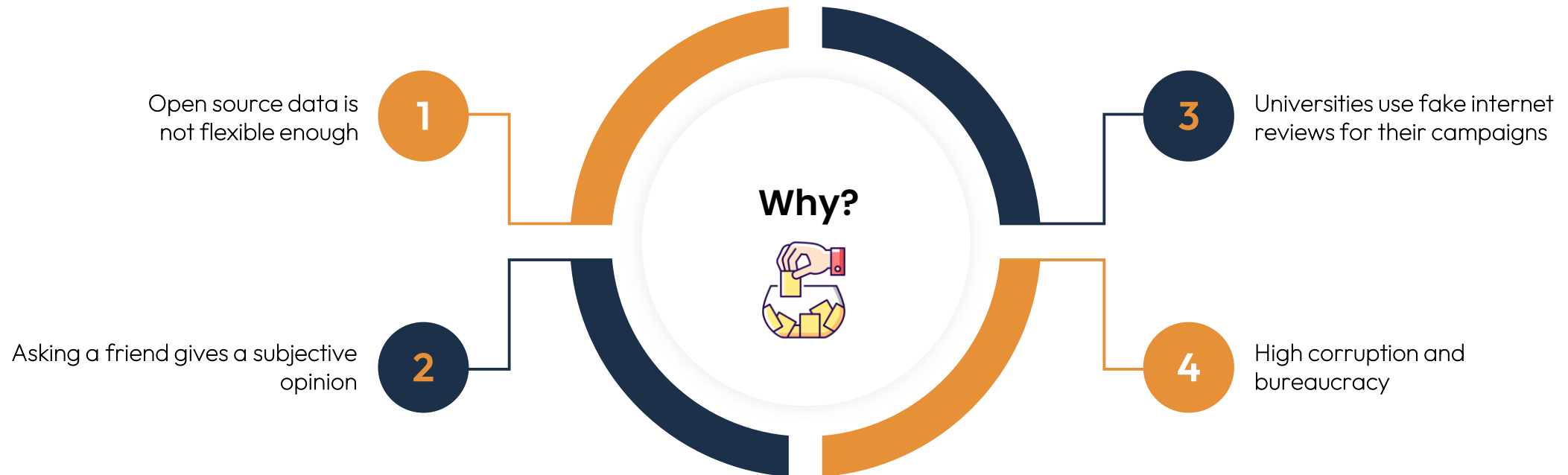
Stage
Pre-Seed.





Problem

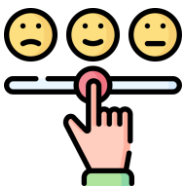
In many countries (e.g. CIS, South Asia), university and faculty choice is a lottery. Admission process is a mess.





Solution

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



Survey of students on their university experience



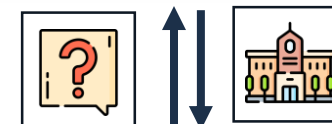
Survey of high schoolers on their admission priorities



Unique dataset of students' opinions on their universities and faculties



Web platform based on this data

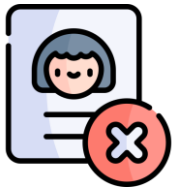


"Intense math, alumni network, engaging professors"



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.



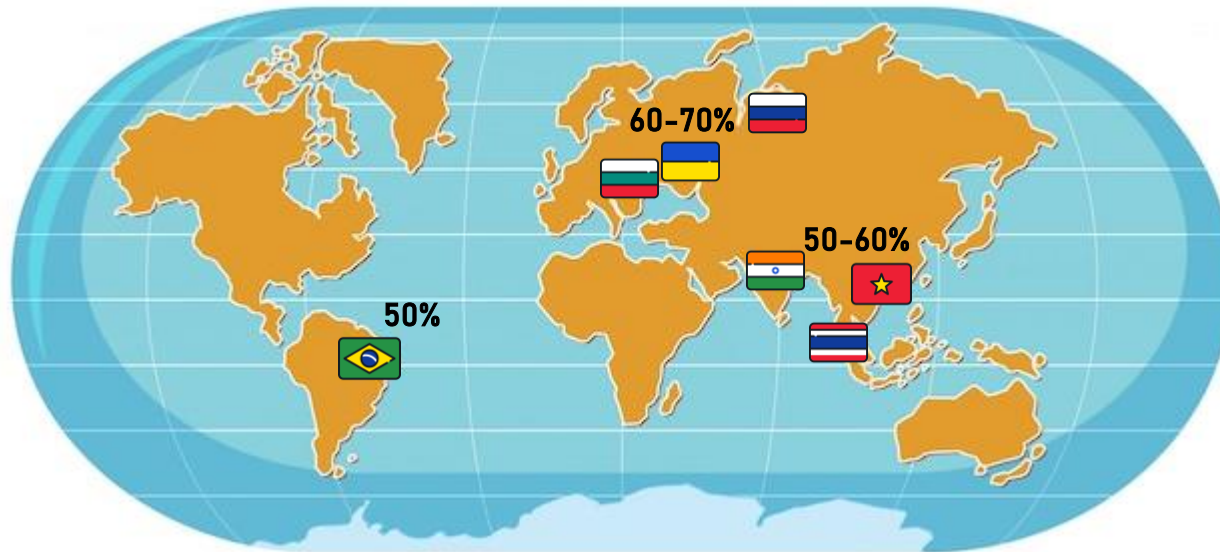
Brand no longer guarantees quality. Many new universities are rising to better positions.



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- Outdated curricula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



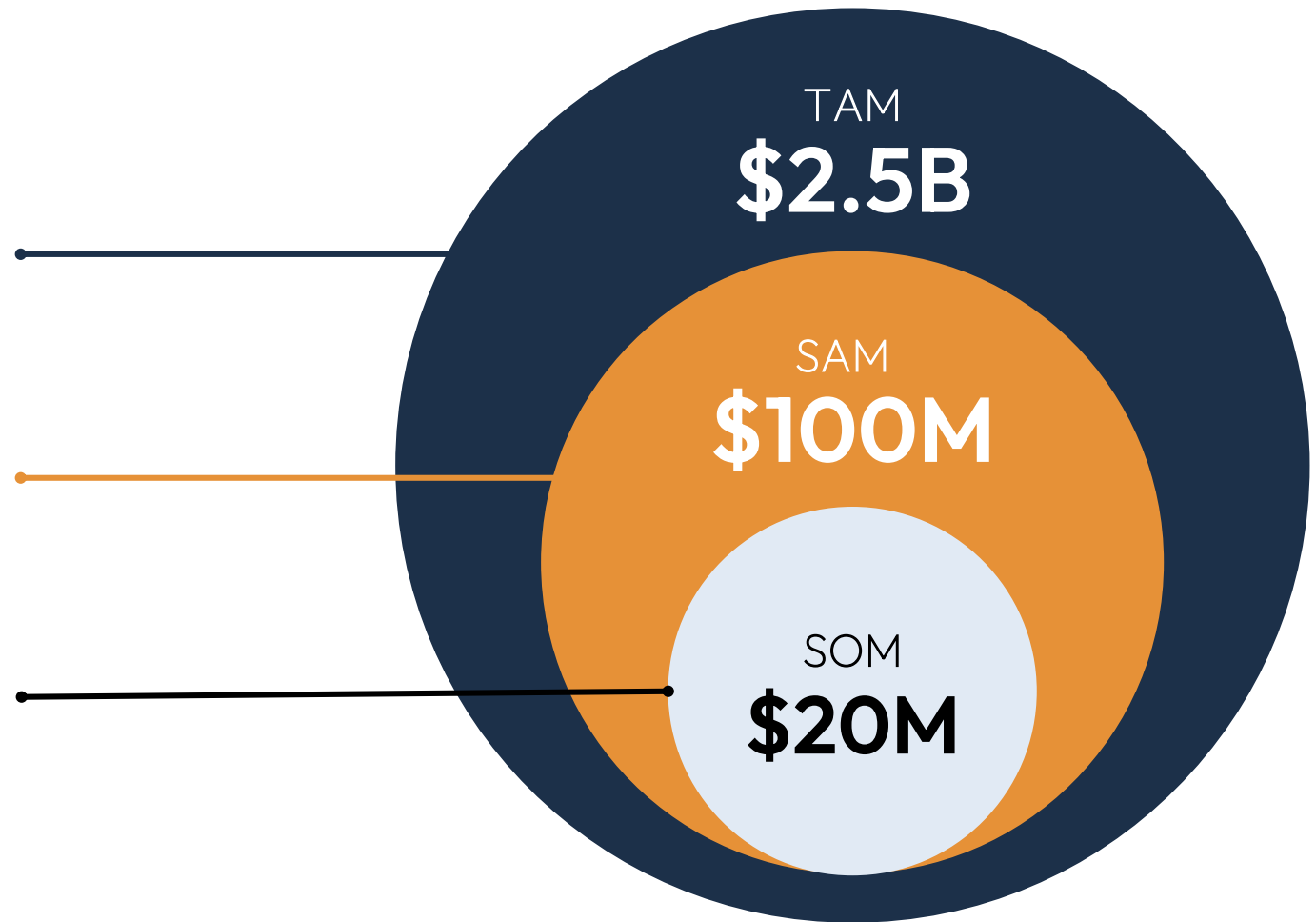
Market

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.



Non-profitable
governmental platforms



WHAT
UNI?

Rely on open source
data/surveys



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

Q2 2025



Launch

- Increase university coverage
- Final release

Q1 2026



Analysis & geography expansion

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

Q3 2026



MVP

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

Q3-Q4 2025



Marketing

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

Q2 2026



Team

One-man army. So far.



Oleksandr Kats

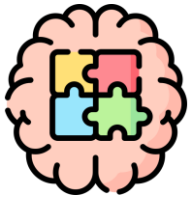
Founder & CEO

- Full-stack engineer
- 5+ years of experience in AI
- Masters in AI & software engineering
- Built 3 companies (all 3 profitable and functioning)



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?



Read more on our website: <https://find-a-university.com/> or email the founders: mr.katsoleksandr@gmail.com.
Prototype password: **invest**.