

# Stud.

Swipe, Study, Succeed.



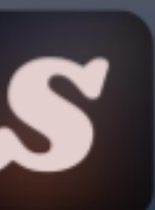
# Overview



Tired of **unproductive** study sessions or struggling to **find the right people** to study with?

Stud. is here to help.




**Our Value:** Stud. delivers personalized, AI-driven matchmaking, connects students within their institutions, and provides comprehensive academic resources.



# Mission Statement

“Stud. seeks to foster meaningful academic collaboration in a world of limited in-person interaction, empowering students to succeed through personalized, AI-driven study connections.”

We want to:

- Make learning more fun 
- Create meaningful connections 
- Boost academic progress 

# The User Base: University Students

- Currently over 18 million university students in the US
  - 250,000 in Boston, MA
- Future Market: Global university students (254 million people)

“I took a course outside of my major once and thought it was really hard to talk to people. Most of them were different majors than me and already knew each other or had more things in common.”

- Sophomore Student at BU



# Our Opportunity



Group learning boosts success by **15%**  
(National Education Association).



**85%** of students struggle to connect with  
like-minded peers (Pearson).

# Introducing...

create a  
custom profile



find  
qualified  
tutors



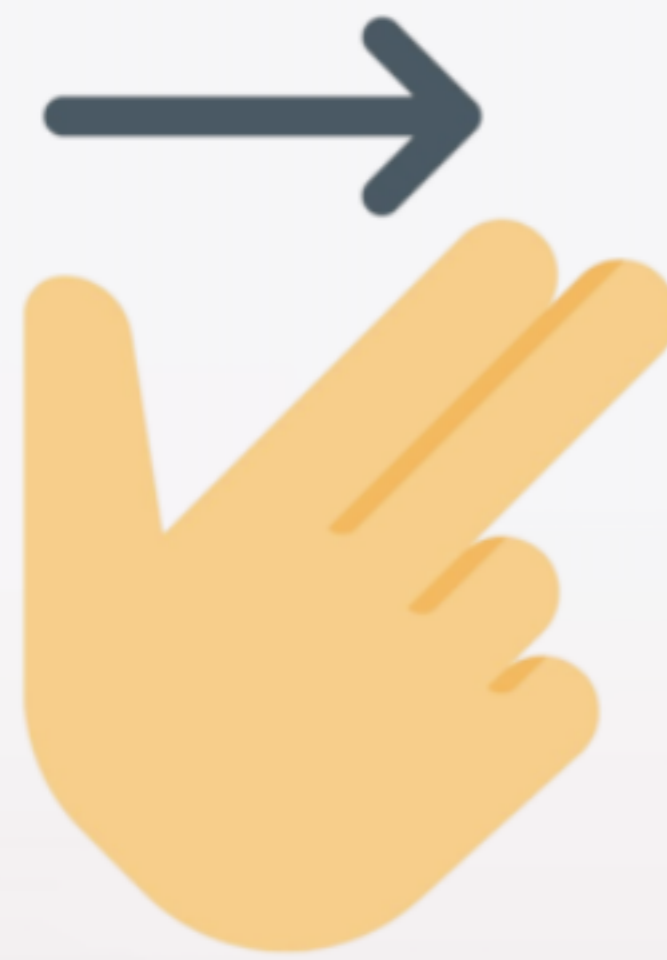
join course  
group  
chats and  
access  
material



enjoy  
personalized  
lessons



discover  
other users  
with a  
swipe



match with  
the perfect  
study buddy



# Why Stud?



Cutting Edge Software

Freemium Structure

User Based Platform



# Industry and Competition

- Possible Competitors:
  - Tandem, StudyStream, MocoLab
- Our Advantages:
  - Diversity of subjects
  - Personalized, one-on-one connections
  - Collaboration localized to user's institutions





# Sales and Marketing

- Target Market: University students
- Market Strategy:
  - Social media presence, influencer partnerships
  - Referral incentives, email marketing
- Channels of Distribution:
  - Apple App Store, Google Play Store



# Partnerships and Other Collaborations

- **Production:** AI and data analytics firms to improve matching algorithm
- **Funding:** Venture capitals such as Sequoia Capital, Owl Ventures
- **Distribution:** App stores
- **Marketing:** Social media apps such as TikTok, Instagram, and X
- **How? Networking!**



# How Will We Make Money

- Revenue

- Subscription - **5%** of users @ **\$5/month**
- Advertisement - **#** basic users x **\$0.5/month**

- Costs

- Server Fees - **\$1000/month** + **\$0.05 cents/ user**
- Distribution Channel Fees - **\$99/Year** Fee **\$15% Revenue** Fee
- Ambassador Costs - **\$1000/month** until natural growth is achieved
- Break even @ **22 months**



# Use of Funds and Exit Strategy



- Looking for **\$600,000** in seed funding
- Used to pay initial launch-related fees, distribution fees, ambassador program, and employee wages
- **Innovate@BU** - New Venture Competition (\$72,000 in prizes)
- **Venture Capitalists** - Sequoia Capital, Owl Ventures
- **Acquisition** - Pearson, Chegg, Brainly, 2U Inc.
- **IPO**
- Examples - LinkedIn, OpenStudy, CoursEra.



# Meet The Team



**Adam Yanai**  
CEO



**Hannah Song**  
COO



**Nicolas Martinez**  
CFO



**Sanya Saurabh**  
CTO

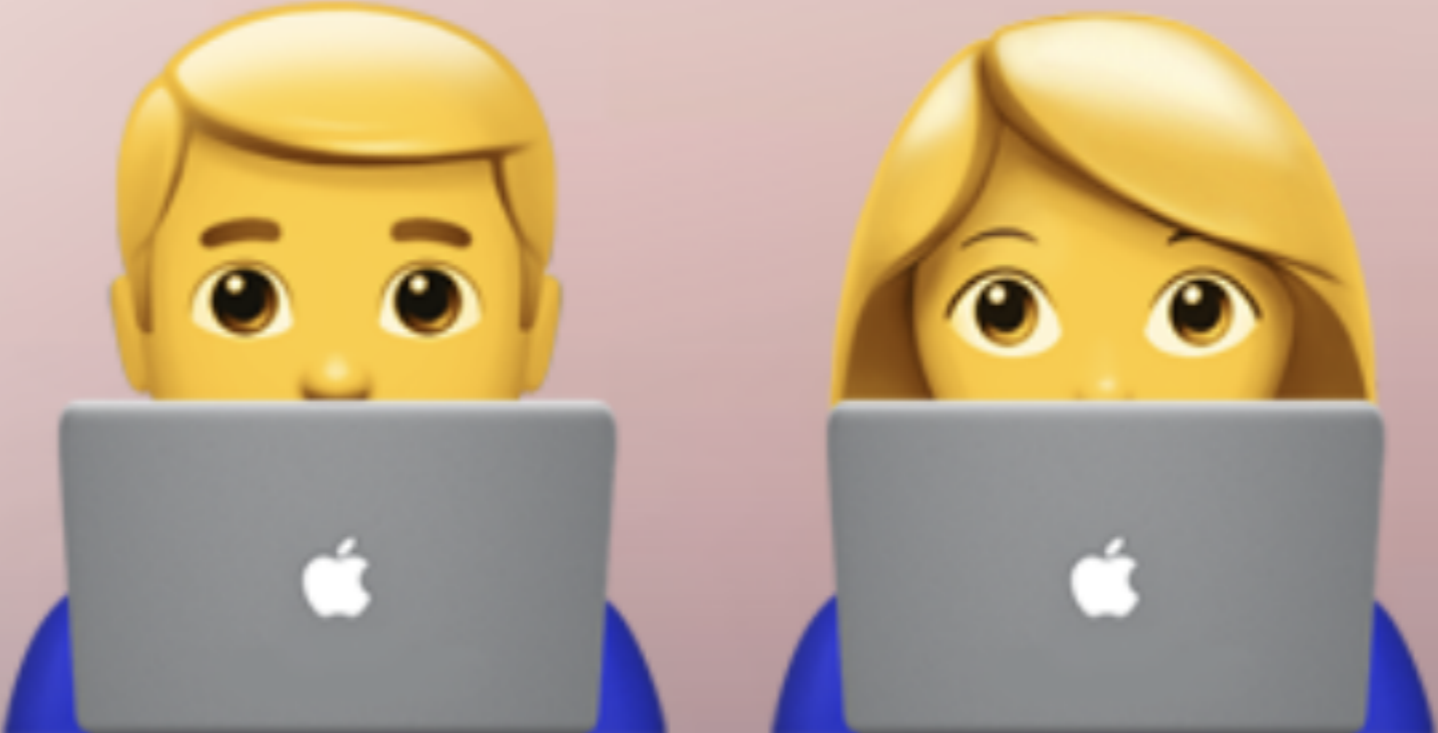


**Victor Caldeira**  
CMO

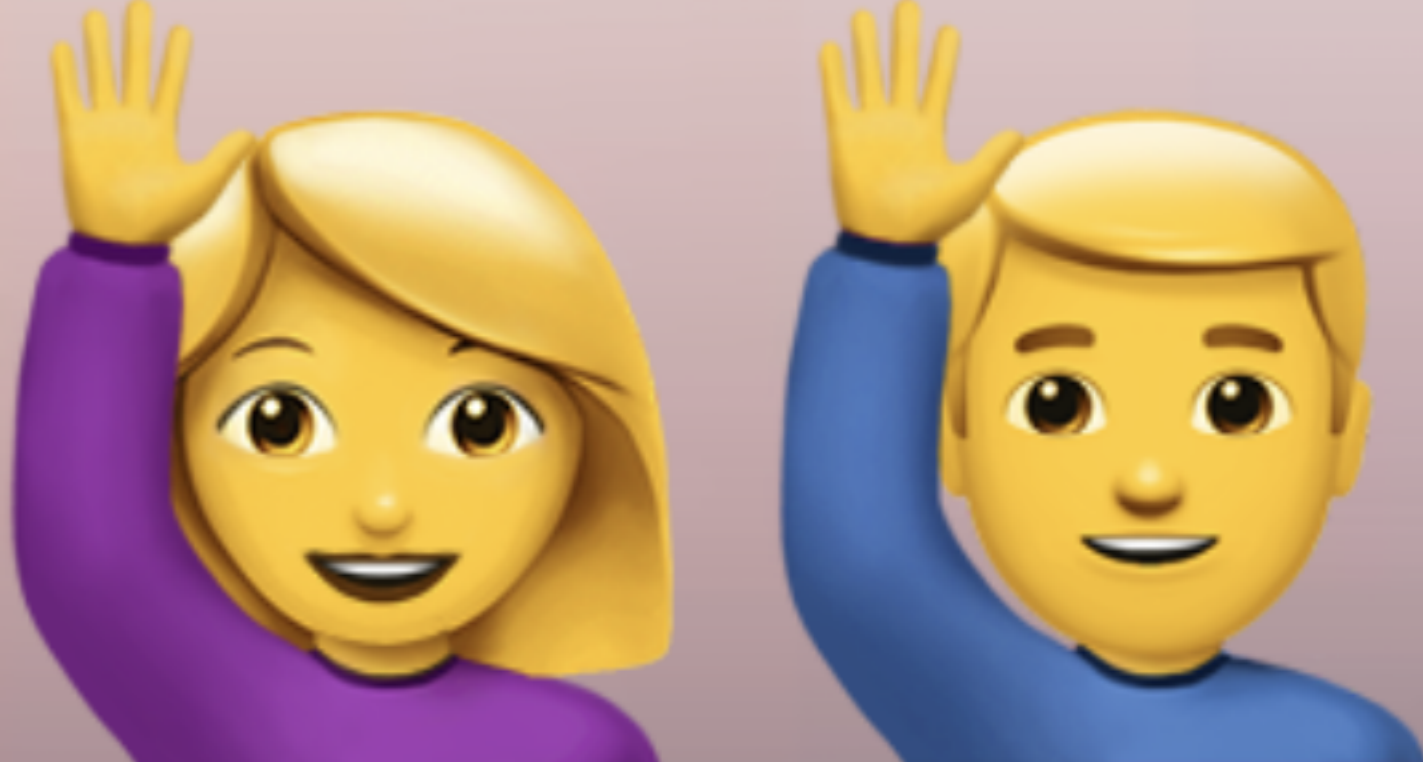


**Abhijit Sarid**  
Advisor

## Key Hires:



Software Developers



Student Ambassadors

# Milestones & Future Steps



**Ideation**  
Q3 2024

**We Are Here**



**Planning**  
Q4 2024



**Simple App**  
Q1 2025

**Investments**  
Q1 + Q2 2025



**Working App + Marketing Plan**  
Q2 + Q3 2025

**Launch**  
End of Q3 2025

Start of School → Downloads  
Ambassadors → Easy Marketing  
Initial Focus: Network



# Let's Stud.

## 1. The Value

Connecting students to students and resources.

## 2. Against The Rest

Focus on becoming a platform, not a service.

## 3. Unfair Advantages

Market access, user trust, and freemium structure.

## 4. Users & Structure

250M university students.  
Freemium builds sustainable revenue and optimizes growth.

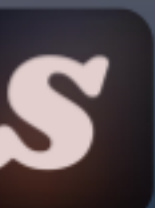


Questions?



# Thank You

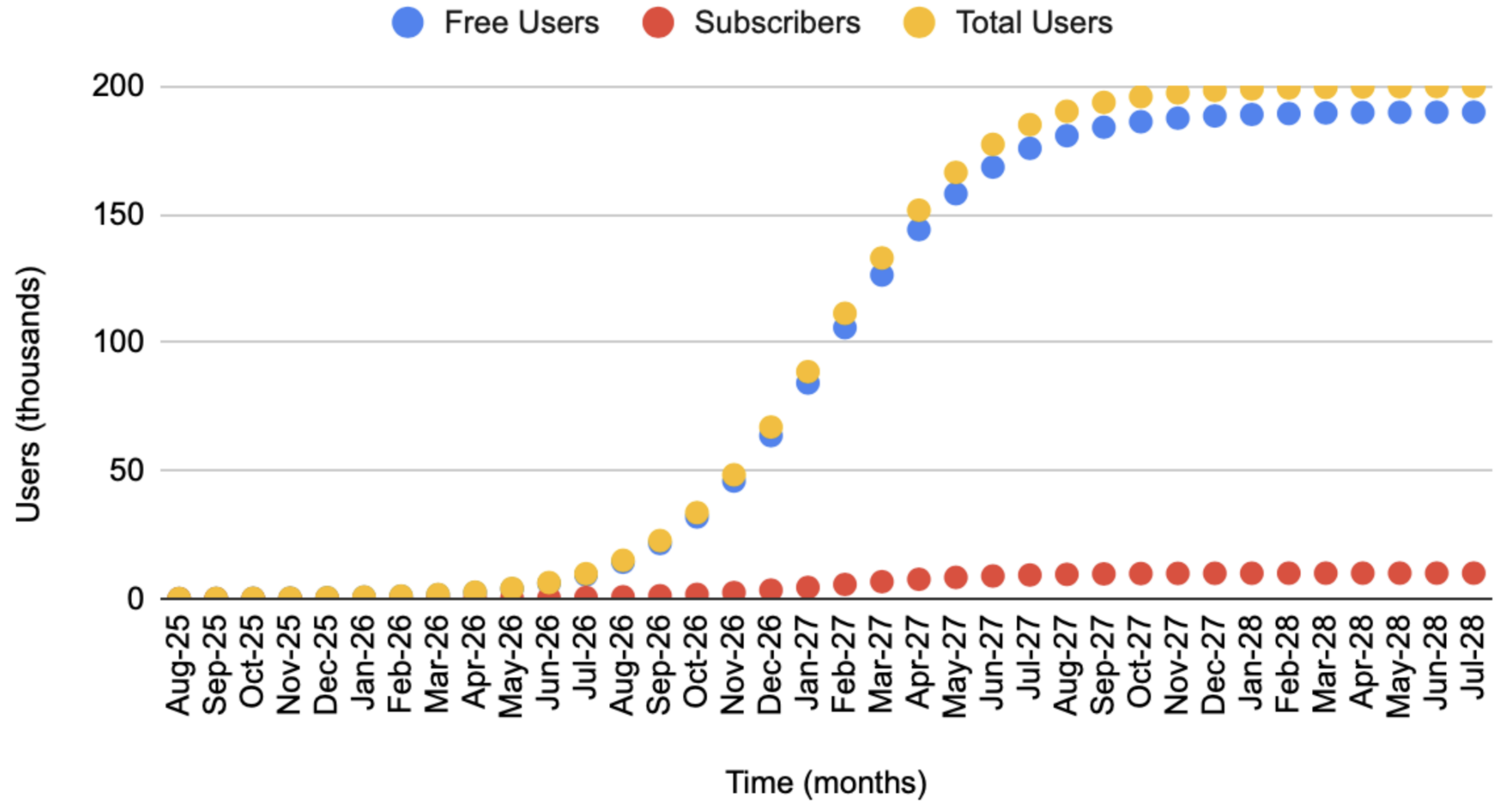
Victor, Hannah, Sanya, Nick & Adam





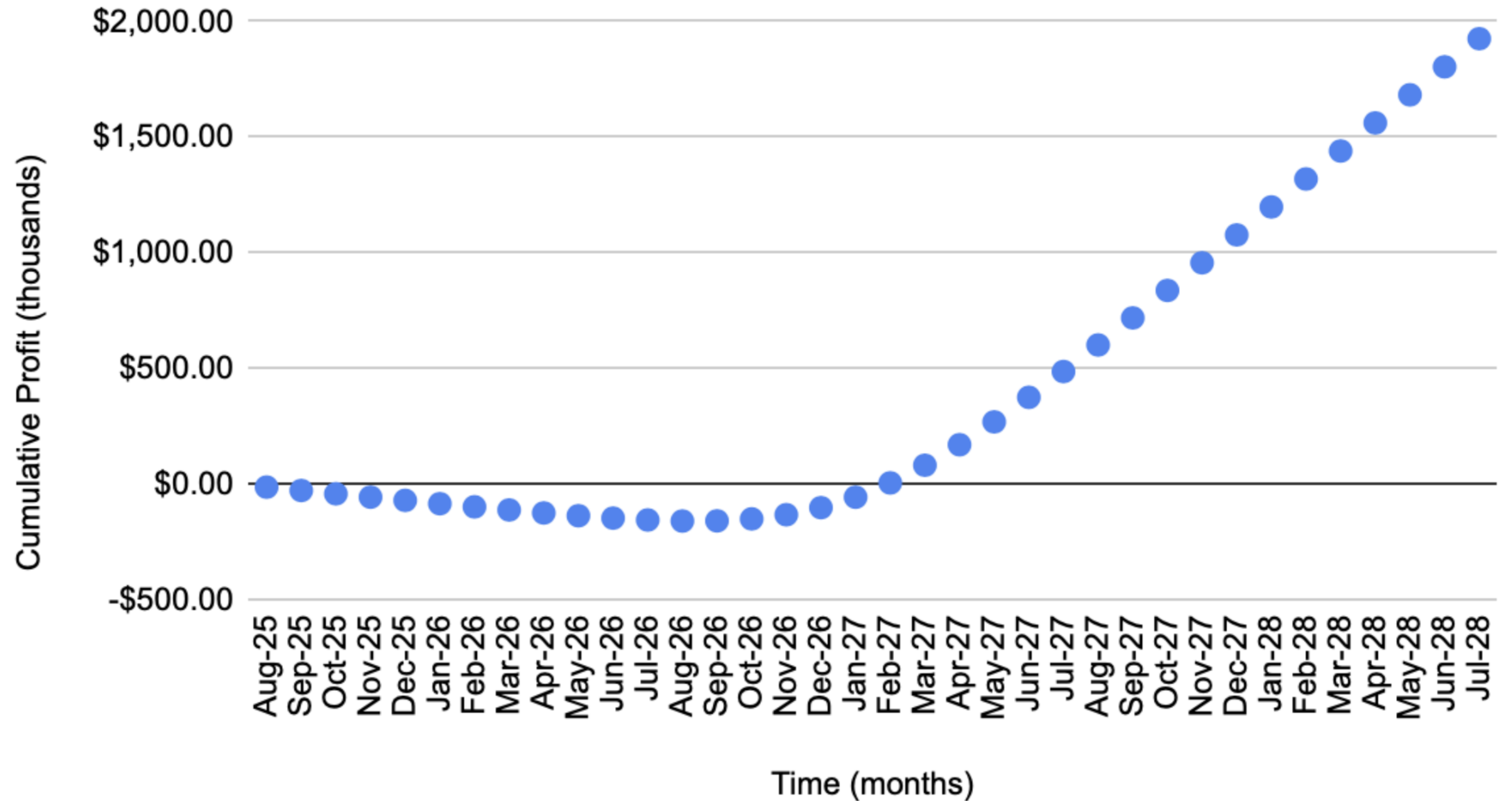
# Q&A: Users

## Free Users, Subscribers and Total Users



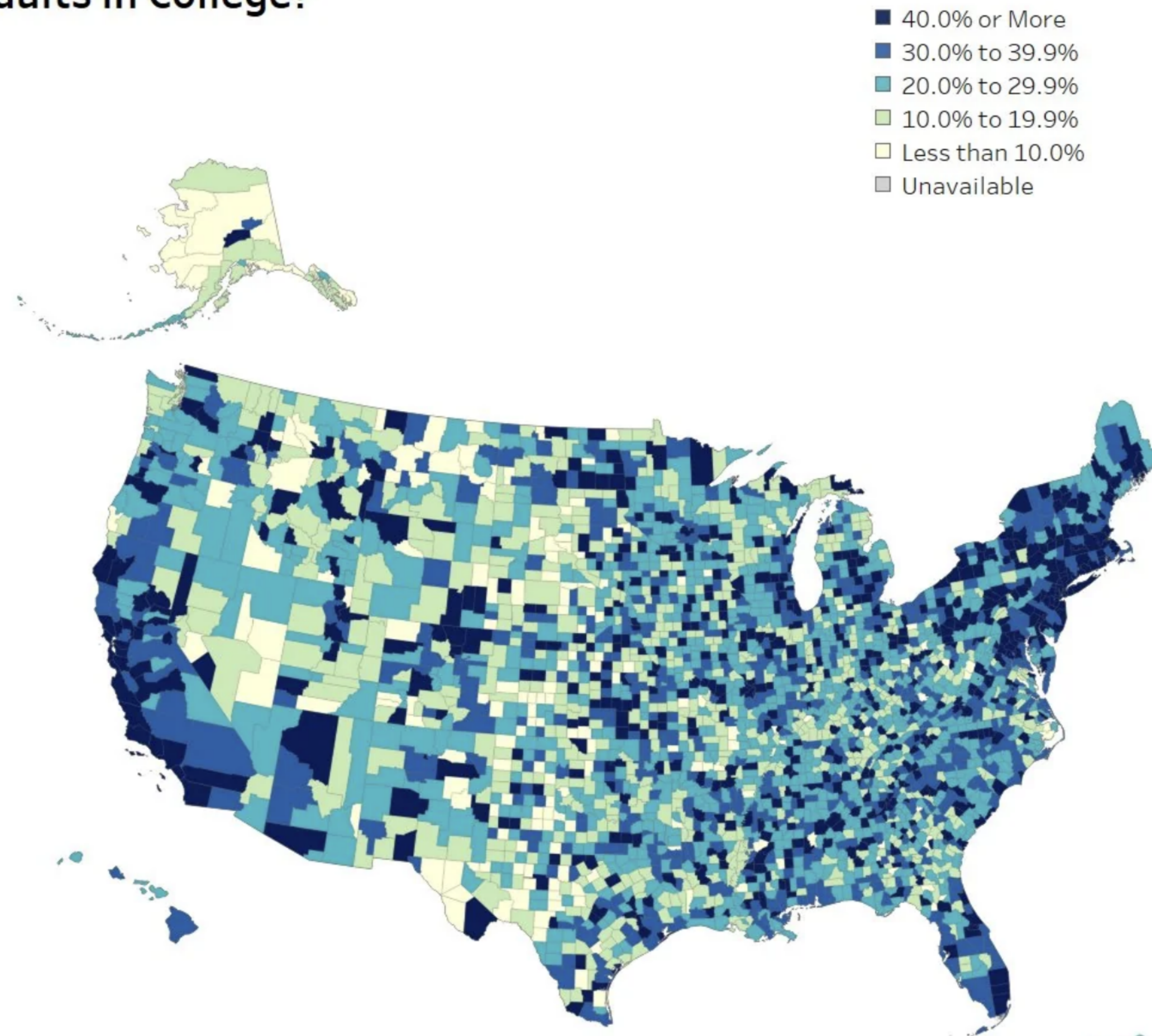
# Q&A: Profits

## Net Profit(\$) vs. Months



# Q&A: User Base

## What U.S. Counties Have the Highest Percentage of Young Adults in College?



Source: 2022 ACS 5-year estimates

