

A black and white photograph of graduates celebrating, with several people throwing their caps into the air. The image is used as a background for the title section.

# Financial Aid Frenzy

Pre Launch | **Team 3**

Aayush Parikh, Bailey Tibbett, Karthik Cheemalamarry, Vibha Hegde





# Agenda

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**02**

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Market Landscape

**03**

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**04**

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Validation

**05**

Conclusion



# About Financial Aid Frenzy

Fundraising platform for students for post-secondary education.

Small-dollar donations to achieve their fundraising goals.

- **Founder:** Tajuana Herrell.
- **Problem:** Students' dependency on debt, unclear use of funds by students.
- **Solution:** Transparency, trusted by donors that the money goes straight to the university.



# Executive Summary



## Our Impact

- Market research to inform marketing plan.
- Understand how Financial Aid Frenzy can earn money.
- Financial validation to understand when Financial Aid Frenzy will break even.



## Audience

The business model is focused on primarily attracting students to the platform who will then get donors on-board



## Status

Current: Building MVP  
Projected Beta Launch:  
December, 2024



# Understanding the Market Landscape



# Market Size

## Total Addressable Market (TAM)

**\$2 BILLION IN REVENUE**

20 Million college students enrolled

## Serviceable Addressable Market (SAM)

**\$1.7 BILLION IN REVENUE**

17 Million FAFSAs completed

## Target Market

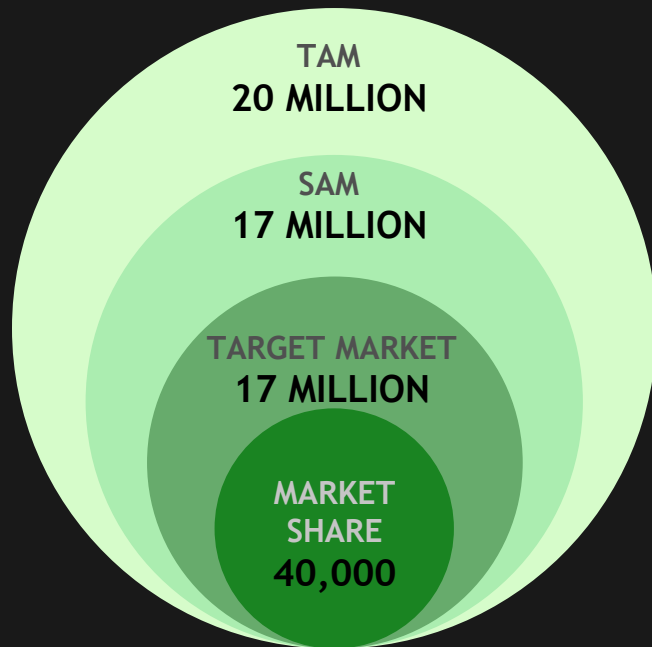
**\$400 MILLION IN REVENUE**

4 Million 1st year students  
(never attended college)

## Market Share

**\$4 MILLION IN REVENUE**

40,000 New users (1% of the market)  
Assumes 10% of \$1000 avg raise = \$100





# Who Are Our Competitors

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We conducted **direct and indirect competitive analysis** to understand the key players in the market, their strengths, weaknesses and strategies.





# Competitor Analysis

		GoFundMe	LiteTuition	529 (CSA)
Key Factors Based on Primary Research	Clear use of funds	Low	High	High
	Trust in the crowdfunding platform	High	Low/Moderate	High
	Ease of use	High	Moderate	Moderate to High
	Trackability of fundraising	High	High	Moderate to High
Other important factors	Tax-deductibility	No	Yes	Yes (Except some states)
	Fees	Proc: 2.9% + \$0.30 Recur donation: 5% Contrib: 0%	Processing fee: 2.9% + \$0.49 Platform fee: 5%	(State-Dependent) Annual Maintenance: \$ 10-25; Opening fee
	Affects Financial Aid Eligibility	No	No	Yes



# Competitor Analysis

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# Federal Financial Aid, Grants & Scholarships

## Influencing Competitors

### FAFSA 2023-2024



Students applying for FAFSA: **70%** of all applicants.

Of this, **85%** of applications get accepted.

However, students from **household income of <\$48,000** received substantially **more aid** than higher income households.

### Scholarships & Grants 2023-2024

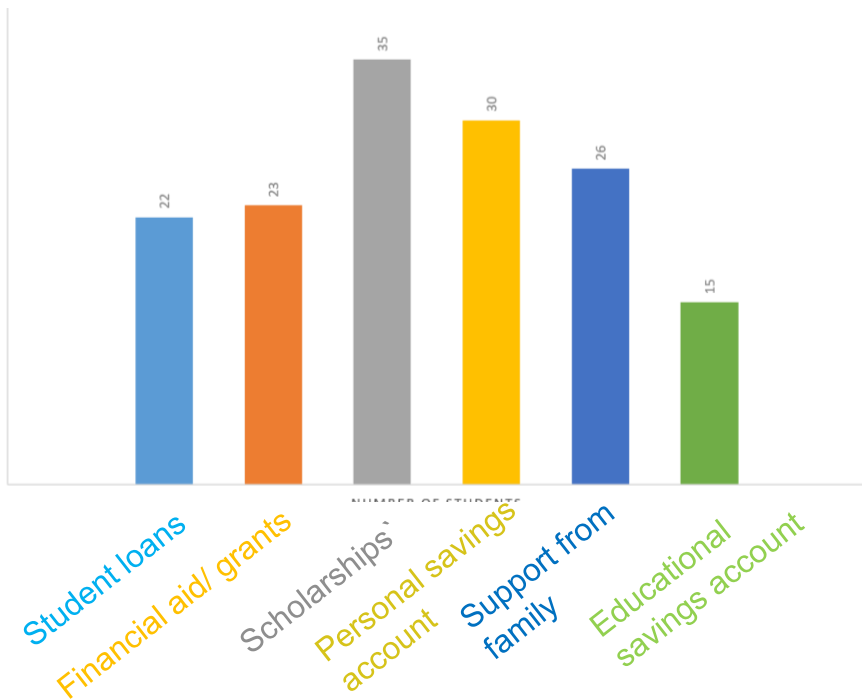


**11%** of students received a scholarship.

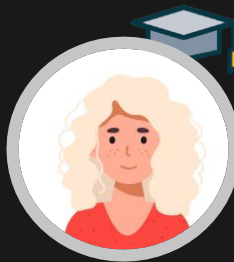
**32%** of students received the **Pell grant** which is the largest source of student grant.

# Federal Financial Aid, Grants & Scholarships

"How are you planning to fund your education?"



“My scholarship was just for 1 year. I'm currently applying for new ones and I really hope I get it. It's taking up so much of my time. It's frustrating!”

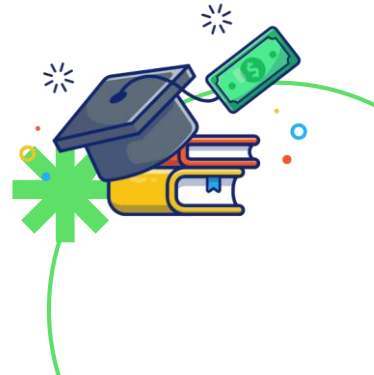


— Undergraduate Student, UT Austin

Source: Ipsos Report (2024)



**Most students who are accepted for FAFSA, scholarships and grants **receive only partial aid.** They **need alternate means to cover the rest.****





# Primary Customer Research

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We surveyed 83 users and conducted 9 interviews. This includes interviewing highschool students, undergraduate students, international masters students, potential donors, parents, highschool teachers and university financial aid expert.

This shined light on what motivates our users and all the different use cases for our product.



We interviewed a **financial aid expert** at  
UT and a **high school teacher** to  
understand **user motivations**

## USER MOTIVATIONS

“ For many students, **the fear of student loan debt** is a huge factor in deciding whether to college at all. This is deeply concerning for the future of our workforce and economy”

— Highschool Teacher, **Fort Stockton, Texas**



“Students that are trying to get back on track with academic performance after losing FAFSA, they would be great candidates. **And we would love to say - you know what, there's this resource.**”

— Financial Aid Expert, **UT Austin**





We also interviewed **high school & college students** to understand their experiences & motivations

## USER MOTIVATIONS

“ Our **mental health** is going to sh\*t, it's not even funny. Some people aren't able to perform at the same efficiency as the ones without a financial burden. ”



— International Masters Student, **Carnegie Mellon University**



“ I got accepted into NYU. It was my dream program. But it costs \$40,000 per year and **even with a \$5000 scholarship, it wasn't feasible for me.** ”

— Undergraduate Student, **UT Austin**



We also interviewed **potential donors** to  
understand their experiences &  
motivations

## USER MOTIVATIONS

“When my favorite cafe was shutting down and they needed funds to relocate, I donated. It's about **supporting my community**, you know?”

— Software Developer, **San Diego**



“I don't have a lot (of money) lying around. So if the **story is genuine and moves me**, I would donate”

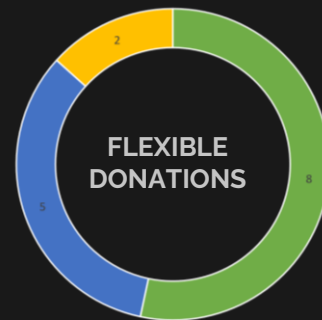
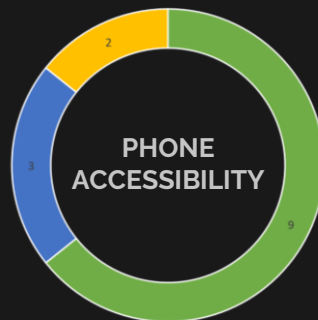
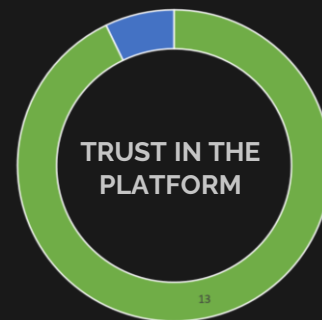
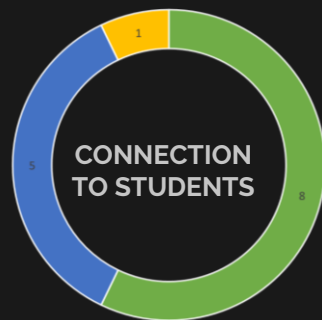
— PhD Student, **UT Austin**



# User Motivations

## User Segment 2 - Donors

- Desire to make a difference & give back to the community.
- A trust worthy and easy access to philanthropy.
- Recognition & Appreciation
- Influencer & Peer Influence
- Corporate Social Responsibility



Very  
Important



Moderately  
Important



Not  
Important



After synthesizing our competitor analysis and primary research data, we conducted a **SWOT analysis to understand how to best increase our value proposition**



# Recommendations



## Build Confidence in Students to Start Campaigns

Partner with corporations and university networks to boost brand value, build trust, and attract substantial donors.



## Set Up the Campaigners for Success

Understand that the our primary users are students who lack financial proficiency.

Provide resources to easily set up successful campaigns and prioritize customer support.



# Recommendations



## Support Accessibility & the Under-Represented Communities

Make the product accessible and understand the needs of under-represented communities who need special types of support.



## Feeling of Connection

Allow tracking of campaign progress and provide the option for personal connection with the campaigner, within set constraints.



## Promote Recognition

Allow donors to share about their contributions to social media platforms and provide "badges".

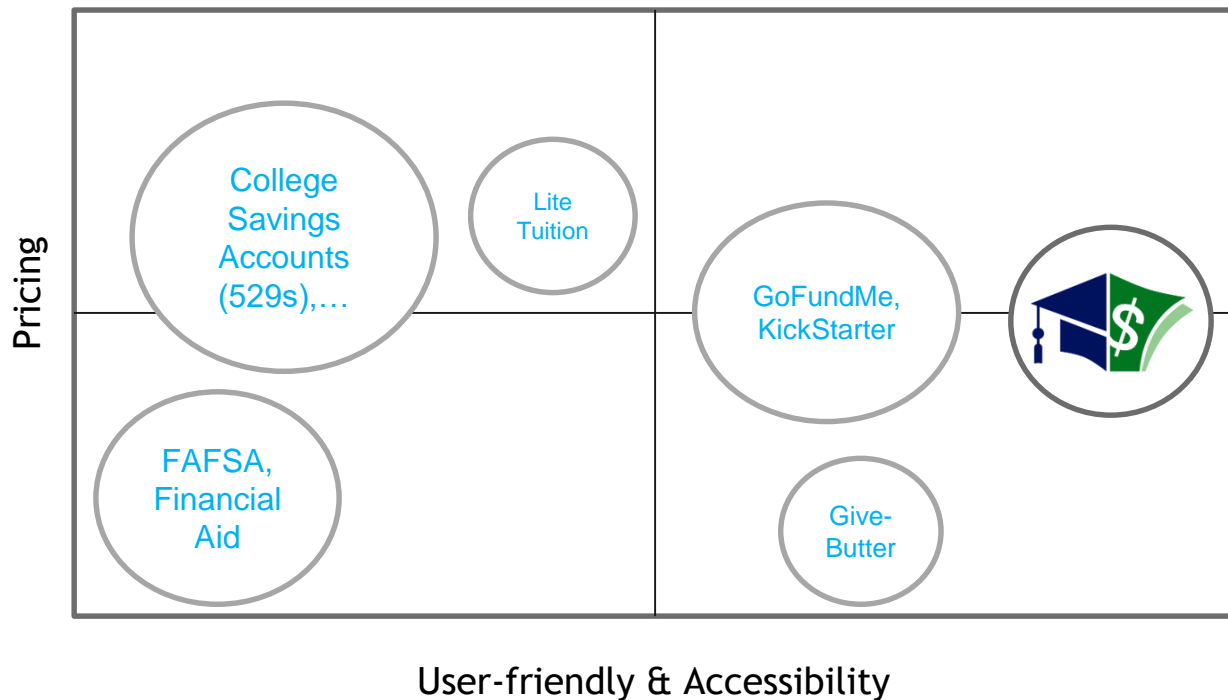




With these, where would **Financial Aid**  
**Frenzy** stand in the market



# Strategic Group Map





# User Personas

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After intensive customer research, we developed primary, secondary and influencer personas.

# Personas - Primary

## Imani Johnson



AGE	17
OCCUPATION	High School Senior
EDUCATION	Honor Roll Student, Aspiring Pre-Med
STATUS	To-Be First-Gen College Student
LOCATION	Marfa, Texas

### Personality

- Extrovert
- Driven
- Hardworking
- Optimistic
- Resourceful

“ Becoming a doctor isn’t just my dream — it’s my way of giving back to my community and proving that our circumstances don’t define us. ”

### Brief story

Imani is a 17-year-old African American high school senior with big dreams and an even bigger drive. She maintains a 4.0 GPA while balancing extracurriculars such as leading her school’s debate team and volunteering at a local hospital. Imani’s dream is to become a doctor to improve access to quality healthcare in underserved communities like hers. However, with her family’s limited income, she actively seeks scholarships and innovative platforms like crowdfunding to make her dream a reality.

### Goals

- Secure funding for college tuition, applications, and other educational expenses.
- Network with donors who support her vision of improving healthcare access.
- Showcase her academic excellence and community involvement to gain recognition.

### Frustrations

- Limited financial resources and the high cost of pursuing medical school.
- Challenges navigating scholarships and understanding financial aid options.
- Difficulty accessing mentors in STEM fields.

### Technology

#### IT & Internet

- Regularly researches scholarships, college admissions, and pre-med resources.

#### Mobile Apps

- Educational apps (Khan Academy, Notion)
- Social media platforms.

#### IT & Internet

- Instagram
- TikTok
- LinkedIn

# Personas - Primary

## Diego Ramirez



AGE	22
OCCUPATION	Full-Time Student, Part-Time Barista & Campus Tutor
EDUCATION	Mechanical Engineer Major at a Renowned US University
STATUS	International Student
LOCATION	Berkely, California

### Personality

- Introvert
- Resilient
- Hard Working
- Enthusiastic
- Calm

“ Attending my dream university, with its incredible facilities and opportunities, is a blessing — but I wish I had the time to fully take advantage of everything it offers. ”

### Brief story

Diego Ramirez, a 22-year-old international student from Guadalajara, Mexico, is pursuing a Mechanical Engineering degree in the U.S. with dreams of becoming a leader in renewable energy to address environmental challenges in his home country. While his family helped him secure a partial student loan, Diego must cover the rest of his tuition and living expenses by working two on-campus jobs, leaving him physically and mentally exhausted. Balancing over 25 hours of work per week with a demanding academic program, he has little time to engage in campus life or prioritize his health.

### Goals

- Raise funds to cover tuition and living expenses not included in his partial student loan.
- Maintain academic excellence.
- Reduce stress and improve his health while balancing his responsibilities.

### Frustrations

- Ineligible for federal financial aid or many scholarships because of his international status.
- The high costs create an ongoing financial strain.
- Struggles to find time for rest or extracurricular activities that could boost his resume.

### Technology

#### IT & Internet

- Budgeting tools
- Financial aid resources
- Engineering study apps

#### Mobile Apps

- Canvas
- Notion
- Duolingo

#### Social Networks

- Instagram
- Reddit
- LinkedIn

# Personas - Secondary

## Sarah Bennet



AGE	41
OCCUPATION	Administrative Assistant
EDUCATION	Diploma
STATUS	Single Mother
LOCATION	Boston, Massachusetts

### Personality

- Practical
- Organized
- Determined
- Family Oriented

“Chloe is so strong and resilient with her disability. I just want the best for her.”

### Brief story

Sarah Bennett is a single mother raising her 14-year-old daughter, Chloe, in a suburban community. As an administrative assistant at a local healthcare clinic, she earns a modest income that provides for their basic needs but leaves little for long-term savings. Sarah has always been resourceful, balancing work and parenting with careful budgeting. She dreams of giving Chloe the chance to attend college. Sarah is actively exploring reliable, easy-to-use financial tools to start saving now, even in small amounts.

### Goals

- Build a college fund early to minimize financial stress closer to Chloe's graduation.
- Encourage extended family and friends to help contribute during milestones or celebrations.
- Educate Chloe on the value of higher education and financial planning.

### Frustrations

- Struggles to set aside savings with her paycheck-to-paycheck lifestyle.
- Unsure how to calculate tuition costs and necessary savings accurately.
- Limited access to personalized resources for single parents on a budget.

### Technology

#### IT & Internet

- Proficient with Office Suite
- Moderately tech savvy

#### Mobile Apps

- Banking Apps
- Budgeting tools

#### Social Networks

- Facebook
- LinkedIn
- Twitter

# Personas - Secondary

## Julia Carter



AGE	45
OCCUPATION	Pediatrician
EDUCATION	MD, Public Health Advocate
STATUS	Established Professional
LOCATION	Chicago, Illinois

### Personality

Compassionate

Generous

Lively

Purpose-driven

Calm

“ I know how life-changing a good education can be, and I want to help students who are working tirelessly to overcome financial barriers and achieve their dreams. ”

### Brief story

Julia Carter is a 45-year-old pediatrician who has dedicated her life to improving children's health and advocating for underserved communities. A scholarship recipient herself, Elizabeth understands the transformative power of education and wants to give back by supporting students. She wants to donate to causes and stories that she feels a connection with and wants to support the student in their journey. With her own nephew in college, she feels a renewed urgency to support students.

### Goals

- Fund students whose stories resonate with her values, especially those in STEM and healthcare.
- Build meaningful connections with the students she supports and follow their progress.
- Inspire others in her network to contribute to similar causes.

### Frustrations

- Difficulty identifying trustworthy platforms and students with genuine needs.
- Limited transparency on how donations are used or their long-term impact.
- A desire for more personal engagement with students rather than anonymous giving.

### Technology

#### IT & Internet

- Medical Journals
- News Publications
- Philanthropic Websites

#### Mobile Apps

- GoFundMe
- Apple Health

#### Social Networks

- Facebook
- LinkedIn
- Whatsapp

# Personas - Influencer

## James Morgan



<b>AGE</b>	36
<b>OCCUPATION</b>	Highschool Counselor
<b>EDUCATION</b>	B.A in Psychology
<b>STATUS</b>	Married
<b>LOCATION</b>	San Antonio, Texas

### Personality

- Extrovert
- Goa Oriented
- Compassionate
- Enthusiastic

“ Education is the bridge between dreams and reality. My mission is to ensure every student has the tools and support to cross it. ”

### Brief story

James Morgan has been a high school counselor for 10 years, working tirelessly to guide students toward academic success and higher education. His passion lies in helping students, particularly those from underserved backgrounds, access the resources they need to excel. James is committed to creating opportunities through counseling, workshops, and partnerships with local organizations.

### Goals

- Guide students toward scholarships and financial aid opportunities.
- Help students set achievable academic and career goals.
- Build strong relationships with students and parents to foster trust and collaboration.

### Frustrations

- Lack of funding for student support programs.
- Limited parental engagement in students' academic journeys.
- Challenges in motivating students who face systemic barriers.

### Technology

#### IT & Internet

- High usage
- Familiar with student management tools and financial aid information

#### Mobile Apps

- Personal use

#### Social Networks

- Facebook
- LinkedIn
- Twitter





# Marketing Channels



**What's the best way to reach our audience?**



# How to reach students?

\$\$\$\$

\$22.56

Social Media Marketing

Instagram, Facebook

\$\$\$\$

Free

Information Sessions  
in High Schools &  
Universities

\$\$\$

\$14.07

Google Ads

Various news & student  
resource websites

\$\$\$\$

\$60-\$90

On Campus Tabling  
Events

\$\$\$\$

Free/  
varies

University Portals

UT Austin has a scholarship +  
grant website called Lasso.



# How to reach donors?

\$\$\$

\$22.56

## Social Media Marketing

Marketing of the platform to raise awareness

\$\$\$

Free

## Student personal marketing

Students will reach out to their network and community through Instagram, Tiktok, LinkedIn etc

\$\$\$

\$14.07

## Google Ads

Various news & student resource websites

\$\$\$

Event management costs

## In-person fundraising pop up events

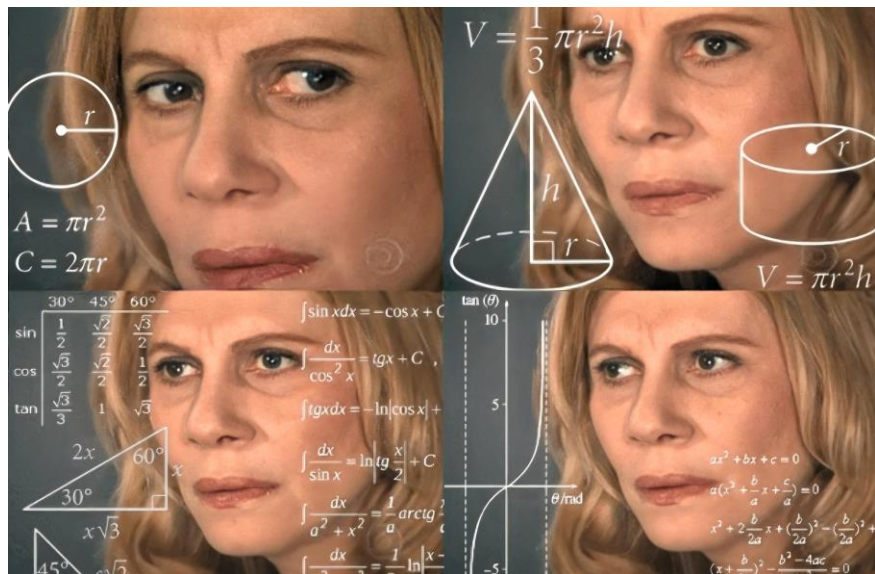
Events like bake sales or promotions in collaboration with highschoools & universities



# Financial Validation



# Main Revenue Source?





# Main Revenue Source

Enter your donation

\$  
USD

15.00

Tip GoFundMe services

GoFundMe has a 0% platform fee for organizers and relies on the generosity of donors like you to operate our service.

\$2.25 (15%)

0% 30%

Enter custom tip

TIPS!!

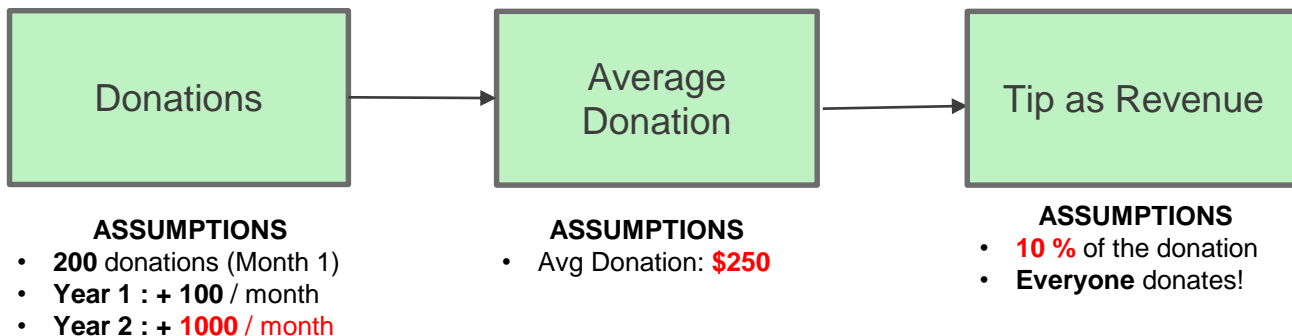
Payment method



PayPal



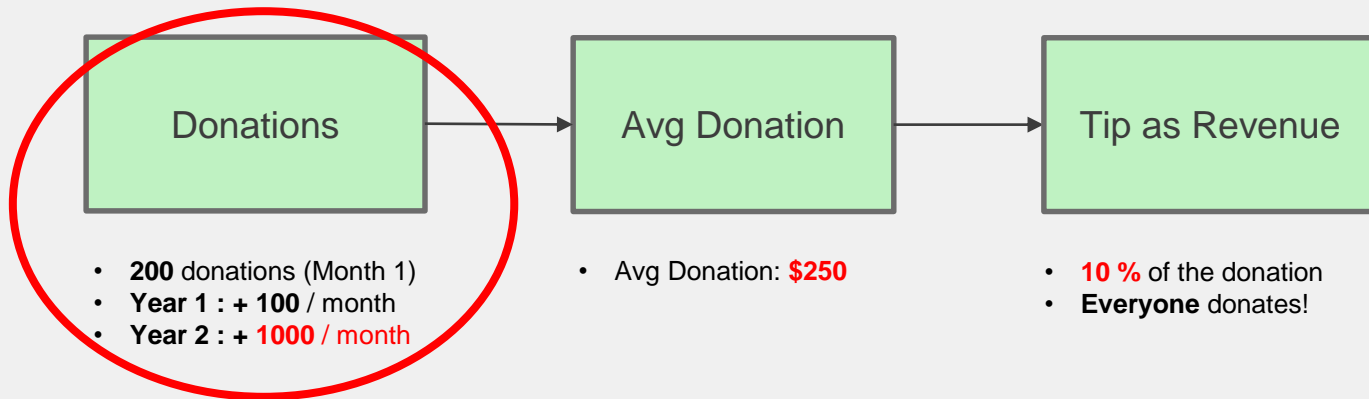
# Old Business Model








# Old Business Model

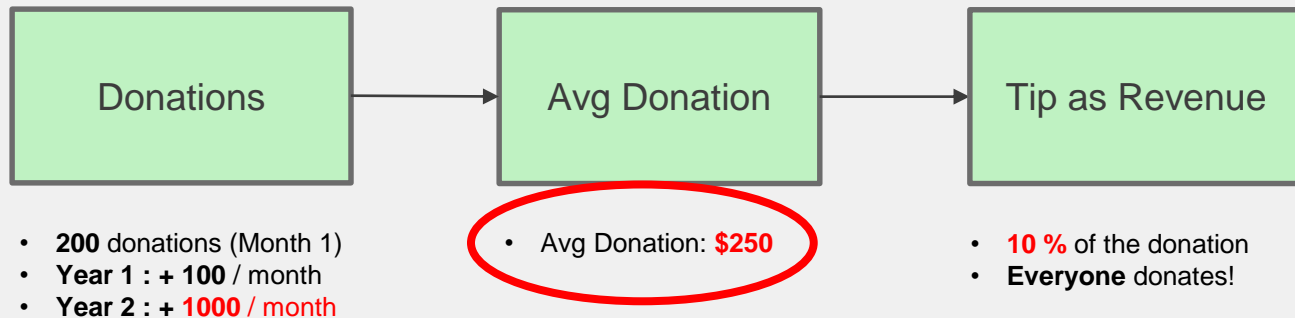


## FLAWS - 1

- Assumes a fixed no. of donations/month. A better metric is no. of students to onboard
  - Over-optimistic projected growth (unrealistic)
- 



# Old Business Model

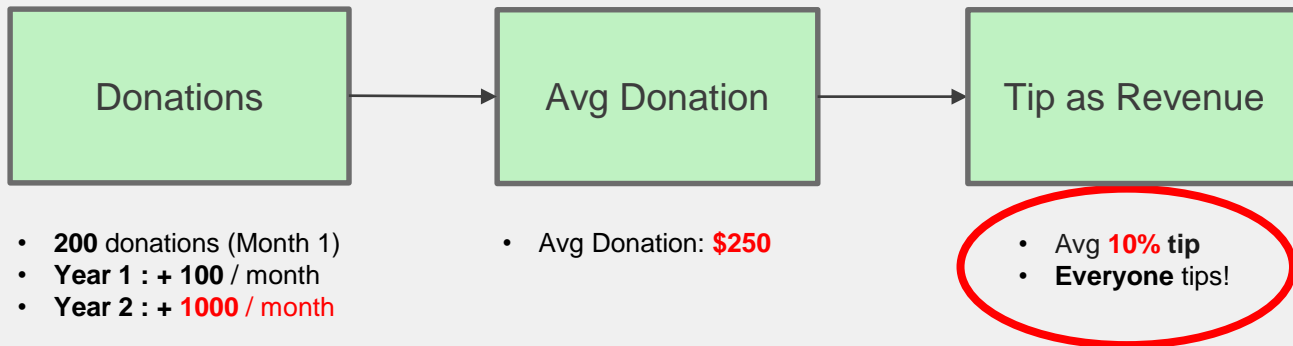


## FLAWS - 2

- **High average donation amount**



# Old Business Model



## FLAWS - 3

- **2 Assumptions that everyone will tip 10% (Platform fee)**
- **Does not consider (2.9% + \$ 0.30) payment gateway fee – overestimating the revenue**



# Key Insights for New Financial Model

Each month on average,

- 1. How much does a student need to raise?**
2. How many students can we bring on board?
3. How much does a donor donate?
4. How many donors does each student require to raise from?
5. What proportion of donors pay tips?



# Insight 1

Each student may  
need to raise  
\$20,000 on avg

Based on primary research and industry  
reports on student borrowing.

Q1.3 - How much money would you need to successfully finance your education?	Count	Number of responses
<\$1,000	6	6
\$1,000 to \$10,000	7	7
\$10,000 to \$30,000	16	16
\$30,000 to \$50,000	15	15
\$50,000 to \$100,000	7	7
>\$100,000	6	6



# Key Insights for New Financial Model

Each month on average,

1. How much does a student need to raise? —→ \$ 20,000

**2. How many students can we on-board?**

3. How much does a donor donate?

4. How many donors does each student require to raise from?

5. What proportion of donors pay tips?

## Insight 2.a

**Average Long Term  
Annual User Growth =  
8.5%**

~ 1% MoM growth in active students

\*Based on industry trends  
(similarweb.com)

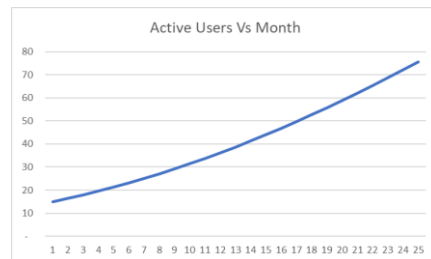
## Insight 2.b

**User-Growth in the  
initial years**

# of active students each month follows  
this distribution:

$$G(t) = G_{\infty} + (G_0 - G_{\infty}) \cdot e^{-kt}$$

**First Growth ( $G_0$ ): +10% MoM**  
**After 2 years ( $G_{\infty}$ ): +1% MoM**





# Insight 2.c

Customer Acquisition  
Cost = \$146

# of students onboarding in first month:

= Total Marketing and Sales budget / CAC  
= \$1.6K / \$146  
= 15

<u>eCommerce</u>	\$64
Electrical Contractors	\$98
<u>Entertainment</u>	\$82
Financial Services	\$146
<u>Higher Education &amp; College</u>	\$134
Home Builders	\$151
<u>Home Services</u>	\$90
Hotels & Resorts	\$208

Source: Average CAC By Industry  
– firstpagesage, 2023





# Key Insights for New Financial Model

Each month on average,

1. How much does a student need to raise? —→ **\$ 20,000**
2. How many students can we bring on board? —→ **15 in 1st month;  
10% initial growth -> 1% long term**
- 3. How much does a donor donate?**
4. How many donors does each student require to raise from?
5. What proportion of donors pay tips?



# Insight 3

**Average one-time  
donation = \$200**

**Average Recurring  
Donation = \$24 / month**

Q2.3 - How much money would you need to successfully  
finance the student's education?

Percentage

<\$25	25%
\$25 to \$50	13%
\$51 to \$100	13%
\$101 to \$500	25%
\$501 to \$1000	19%
\$1001 to \$2500	6%

*Based on primary research and industry reports on donations.*



# Key Insights for New Financial Model

Each month on average,

1. How much does a student need to raise? → **\$20,000**
2. How many students can we bring on board? → **15 in 1st month;  
10% initial growth → 1% long term**
3. How much does a donor donate? → **\$200 + \$24 / month**
4. **How many donors does each student require?** → **15 + 5 (assuming each student runs a campaign for 7 months)**
5. What proportion of donors pay tips?



# Key Insights for New Financial Model

Each month on average,

1. How much does a student need to raise? —→ **\$20,000**
2. How many students can we bring on board? —→ **15 in 1st month;  
10% initial growth → 1% long term**
3. How much does a donor donate? —→ **\$200 + \$24 / month**
4. How many donors does each student require? —→ **15 + 5 (assuming each student  
runs a campaign for 7 months)**
5. **What proportion of donors pay tips?**



# Insight 5

What proportion of people pay tips for an online service?

ANY GUESSES?

Enter your donation

\$ 15.00  
USD

Tip GoFundMe services

GoFundMe has a 0% platform fee for organizers and relies on the generosity of donors like you to operate our service.

\$2.25 (15%)

0% 30%

Enter custom tip

Payment method

PayPal

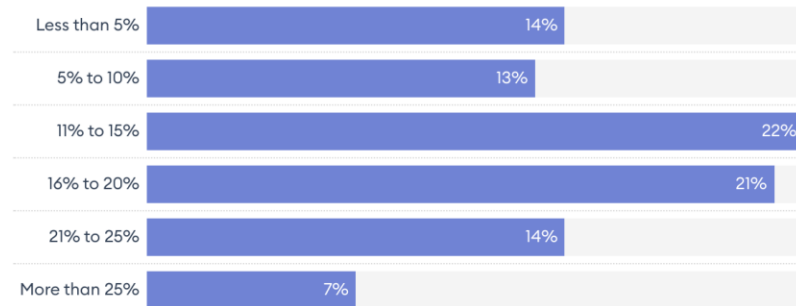


# Insight 5

64% people pay  
more than 10% tip

## How Much More People Tip Digitally

Forbes Advisor found how much more people tip with digital tipping options compared to cash



Source: Forbes Advisor

Forbes ADVISOR



# Key Insights for New Financial Model

Each month on average,

1. How much does a student need to raise? —→ **\$ 20,000**
2. How many students can we bring on board? —→ **15 in 1st month;  
10% initial growth → 1% long term**
3. How much does a donor donate? —→ **\$200 + \$24 / month**
4. How many donors does each student require? —→ **20 (assuming each student  
runs a campaign for 5 months)**
5. **What proportion of donors pay tips?** —→ **64% people pay >10% tip**



# New Business Model

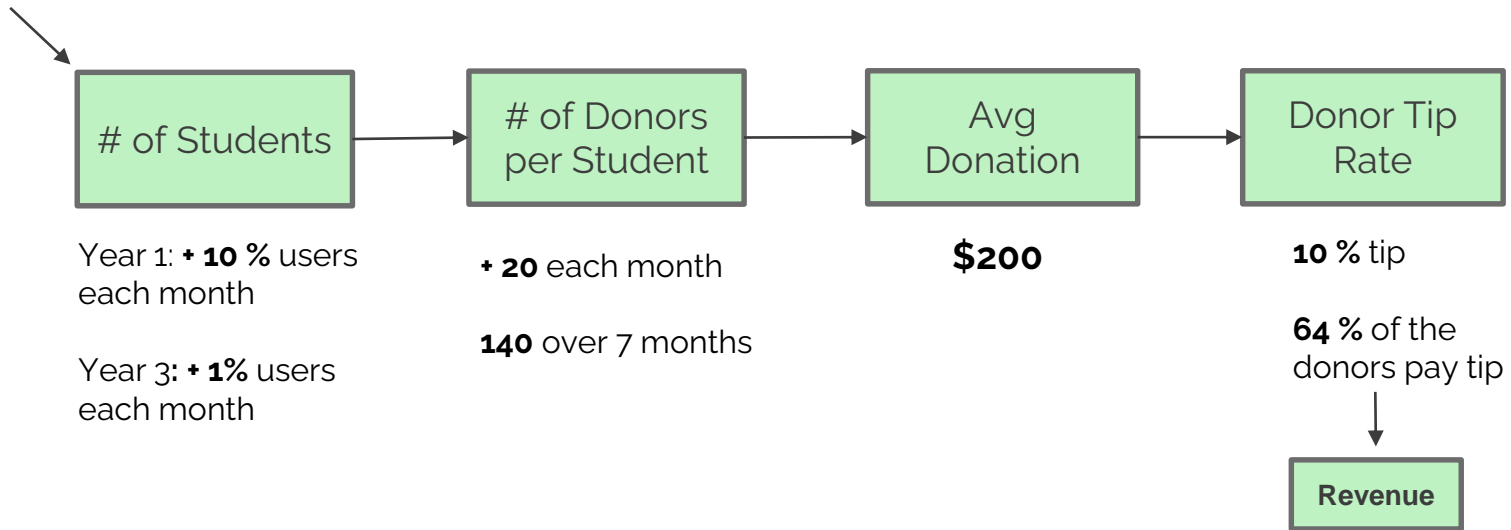
Company Name		Financial Review		Active Users Via Month												Net Income Projections (New)															
Entity Type		Description																													
Year 2 Growth (Monthly)		20%																													
Monthly Growth (Monthly)		20%																													
Initial Loan Amount		\$ 25,000																													
Interest Rate		4.0%																													
Period of Payment Per Month		January																													
Period of the Loan		January																													
Period in First Month		20																													
Number per Period in each month		20																													
One-Time Downer per Period in each month		20																													
Average Downer from each One-Time Downer		\$ 240.00		####																											
Average Downer from each Recurring Downer		\$ 94.00		####																											
Average of Downer Month		1,436																													
Average Top up One-Time Downer		236																													
Average Top up Recurring Downer		196																													
Interest Rate		5.00%																													
Transaction Cost		\$ 500																													
Transaction Fee Per		\$ 0.3																													
Account Name		Account Type		Year 1												Year 2															
Platform Fee (Off-Hold)		Salar		January												January															
Tax Deduction		Salar		January												January															
Platform Fee (Up dated model)		Salar		January												January															
Interest Income		Salar		January												January															
Platform Fee (Salar Type Description)		Salar		January												January															
Platform Fee (Salar Type Description)		Salar		January												January															
Platform Fee (Salar Type Description)		Salar		January												January															
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# New Business Model Schematic

Sales & Marketing Budget



*The refined model assumes realistic metrics derived from primary research and industry-benchmarking*



# Scenario Analysis

## Best v/s Worst Case

Scenario	Initial User Growth rate	Students onboarded in Month 1	Donors per student / month	Avg Donation per Donor	% of Donors that tip	Tip (% donation)	Interest on Donations Held	Net Income at Year 1 end
Base (Realistic)	10%	15	20	\$200	64%	10%	2%	(\$14.5K)
Best Case (Optimistic)	20%	30	40	\$250	64%	15%	5%	\$1.1M
Worst Case (Conservative)	5%	10	10	\$100	30%	10%	1%	(\$80.2K)



# Scenario Analysis

Which variable is most sensitive to Net Income?

Scenario	Initial User Growth rate	Students onboarded in Month 1	Donors per student / month	Avg Donation per Donor	% of Donors that tip	Tip (% donation)	Interest on Donations Held	Net Income at Year 1 end
Base (Realistic)	10%	15	20	\$200	64%	10%	2%	(\$14.5K)
Increase in Initial Student growth %	20%	15	20	\$200	64%	10%	2%	\$142K

*Initial student-growth on the platform trumps any donor-related variables to be the most important revenue contributor -> multiplier effect!*



# Profitability Analysis

Can we maximize & sustain the upside?

So far, the costs were assumed to be increasing **100% YoY**.

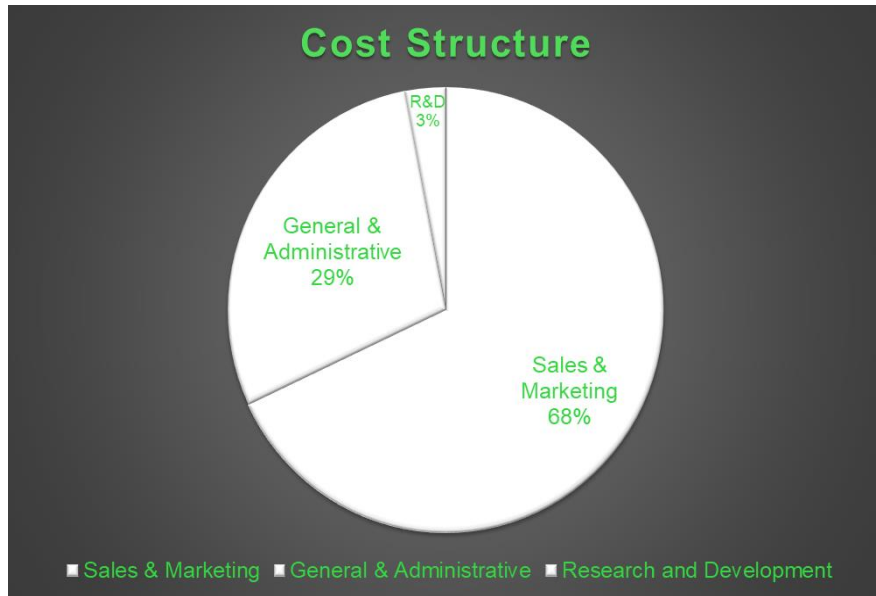
Realistically..

The larger the scale..

The higher the required Sales & Marketing costs..

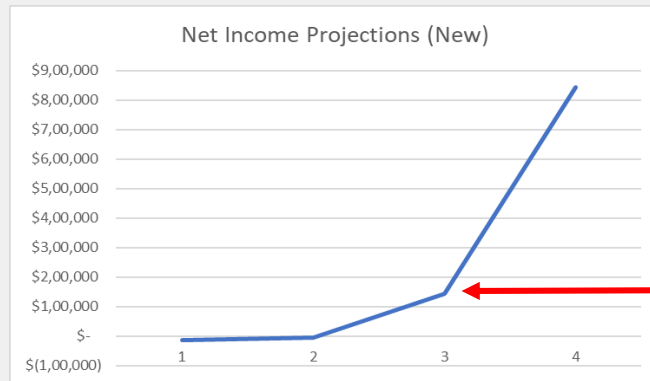
This drives the **profitability further down**.

It would be beneficial for FAF to **explore alternative revenue sources**..



# Break-Even Analysis

Financial Aid Frenzy 2024 - 2026 Income Statement (Projected)				
	Year 0	Year 1	Year 2	Year 3
Sales	-	2,832	2,60,838	12,62,284
Cost of Goods Sold	-	-	-	-
Gross Margin	\$ -	\$ 2,832	\$ 2,60,838	\$ 12,62,284
Gross Margin %	0%	100%	100%	100%
<b>Research &amp; Development</b>				
R&D Expense	6,500	380	2,580	2,940
Total Research & Development	6,500	380	2,580	2,940
<b>Sales &amp; Marketing</b>				
Advertising & Marketing	5,015	6,060	24,180	42,180
Marketing				
Website Costs	10	40	240	300
Total Sales & Marketing Expenses	5,025	6,100	24,420	42,480
<b>General &amp; Administrative</b>				
Bank Charges	20	80	240	240
Dues & Subscriptions	127	548	2,724	8,424
Insurance	-	400	1,200	2,400
Licenses	450	-	-	-
Miscellaneous	-	-	-	-
Office Expense	1,600	400	1,200	1,200
Payroll Expenses	-	-	48,000	1,29,000
Professional Fees	450	200	3,000	5,400
Rent	-	-	-	-
Telephone	-	-	-	-
Vehicle	-	-	-	-
Utilities	150	600	1,800	1,800
Other	-	-	-	-
Total G & A Expenses	2,797	2,228	58,164	1,48,464
<b>Total Expenses</b>	<b>\$ 14,322</b>	<b>\$ 8,708</b>	<b>\$ 85,164</b>	<b>\$ 1,93,884</b>
<b>Operating Income</b>	<b>\$ (14,322)</b>	<b>\$ (5,876)</b>	<b>\$ 1,75,674</b>	<b>\$ 10,68,400</b>
Interest expense	-	427	341	212



Profitable  
at EOY-1

With a 20% MoM student growth rate,  
FAF will turn profitable at end of Year 1

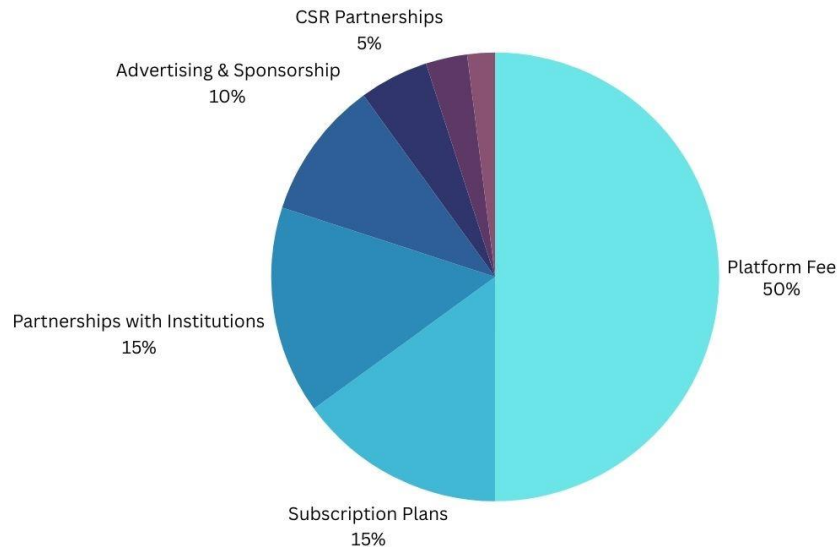


# Revenue Stream Analysis

Revenue Stream	Ease of Implementation	Scalability	Potential Challenges	Recommendation
Tips (Platform Fee)	High	High	User sensitivity to fees	Adopt transparent, competitive fee
Subscription Plans	Medium	Medium	Affordability for students	Target institutions for bulk subscriptions
Partnerships with academic institutions	Medium	High	Time to establish partnerships	Focus on pilot partnerships initially
Advertising and Sponsorship	Medium	High	User aversion to over-commercialization	Start with relevant, curated ads
CSR Partnerships	Low	Medium	Fluctuating Corporate priorities	Build a strong CSR outreach team
Data Analytics and Insights	Low	High	Privacy and compliance concerns	Scale after user base grows
Campaign Boosting	High	Medium	Perceived inequity among users	Introduce with guidelines for fair usage



# Revenue Projection Breakdown



*Projections for Financial Aid Frenzy*



# Conclusion





# Key Takeaways

- Taking all the use cases into account, **customer empathy will be the key to our success.**
- For all factors to fall into place smoothly, **prioritizing & increasing our INITIAL student growth rate** should be our **#1 priority.**
- **Building good rapport with universities and high schools** will help in overcoming our limited marketing budget and effectively reach our target customers.
- By successfully implementing the above, Financial Aid Frenzy can **break even** at the end of year 1.



# Next Steps

- With our established testing material, **conduct more comprehensive primary research.** We also recommend **user testing** for the beta especially with respect to **accessibility needs** of our disabled users.
- Increase user acquisition by investing **SEO strategies.**
- **Further refine the financial model** to include student/donor churn rates, unsuccessful campaign costs and adaptive cost structures.
- Prepare for sustainability in less favorable scenarios by exploring **alternative revenue streams.**



**Thanks**

**Do you have any questions?**