



## HIGHEREDME

### One line pitch:

HigherEdMe is connecting universities to students who want to study abroad. More than 25.000 students and 230 recruiters have joined our marketplace.

### Market Analysis:

4M students are going abroad to study, they will be 8M in 2022. 50% of students will come from Asia. 75% will be freemovers (not able to use their institution support). International education is a key resource for institutions as public funding reduces over time. 3 major acquisition channels exist: partnerships are exchange of students between institutions, but it is less interesting than fee paying students, and bring diversity issues. Agents are intermediaries that act in the country of origin, and place students, collecting 15-25% of tuition fees, very expensive and ethically limited. Media kits to advertise worldwide, obviously very expensive. Average total cost of attraction is \$2.500

### Value proposition:

HigherEdMe allows students to be contacted by universities on a global scale, and get the best out of their budget. HigherEdMe helps Universities connect with prequalified actively seeking students, focusing them on the conversion phase of the funnel, not on the acquisition. HigherEdMe is the only marketplace that protects student contact details. No email/phone number are revealed unless students accept the matchmaking. HigherEdMe also protects universities from spamming and has developed a motivation analysis algorithm to rank students based on datamining. HigherEdMe has created automation tools to save recruiters time, and texting notifications to increase answers from students.

### Business Model:

Our first service is a saas platform, it has to reach many users on both sides to become a big player. Our business model is now hybrid :the platform model is free for students and freemium for universities. Recruiters can contact 20 students for free per month, 100 students for €290/month and 500 students for \$990per month. HigherEdMe advertises on social network to collect study abroad wishes from students, with a conversion ratio from 10-30% and a cost per acquisition of \$0.3. Then sorts them in a database and make it searchable by recruiters. By the time the company reaches enough paying customers, it sells acquisition services (tailormade Facebook campaigns, content, WeChat campaigns).

### IP and Regulatory situation:

No IP issues on our code. We decided not to patent. Brandwise HigherEdMe is not yet an international trademark due to a large number of companies using the term HigherEd. Personal data is dealed in our terms of use.



### COMPANY PROFILE

- **Website:**  
www.higheredme.com
- **Field:**
- **Contact:**  
CATINOT Arnaud  
ac@higheredme.com
- **Location:**  
8 Chemin de la Noue  
21600 Longvic  
France
- **Founded in:** //11/2015
- **Employees:** 6
- **Financial information (€):**
  - **Company stage:**  
Scalabilty phase
  - **Capital raised to date:**  
111000
  - **Monthly burn rate:**  
20000
  - **Capital seeking and date:**  
500000 in december
- **Investors:**  
Bourgogne Angels