



# GradHack!



# OUR SERVICE

An interactive 4 year course planning software that simplifies the academic scheduling process for students, **showing them the most efficient pathway to their degree.**

- Software integrates into the back end system of educational institutions
- Combines degree requirements page + program evaluation + class search engine
- Includes pre-requisites needed
- 1 click automated degree planner

# OUR MISSION

To create a **simple & intuitive** service that gives students a **CLEAR** understanding of their course requirements and sequencing, so they can effectively plan their academic curriculum and graduate **on time!**

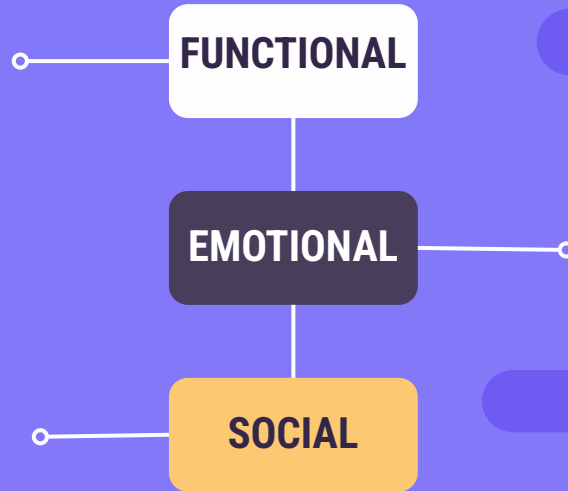


# JOBS TO BE DONE

Create an **easier** and more **efficient** way to schedule courses

- No more planning classes on Excel
- No more struggling to connect with an academic advisor

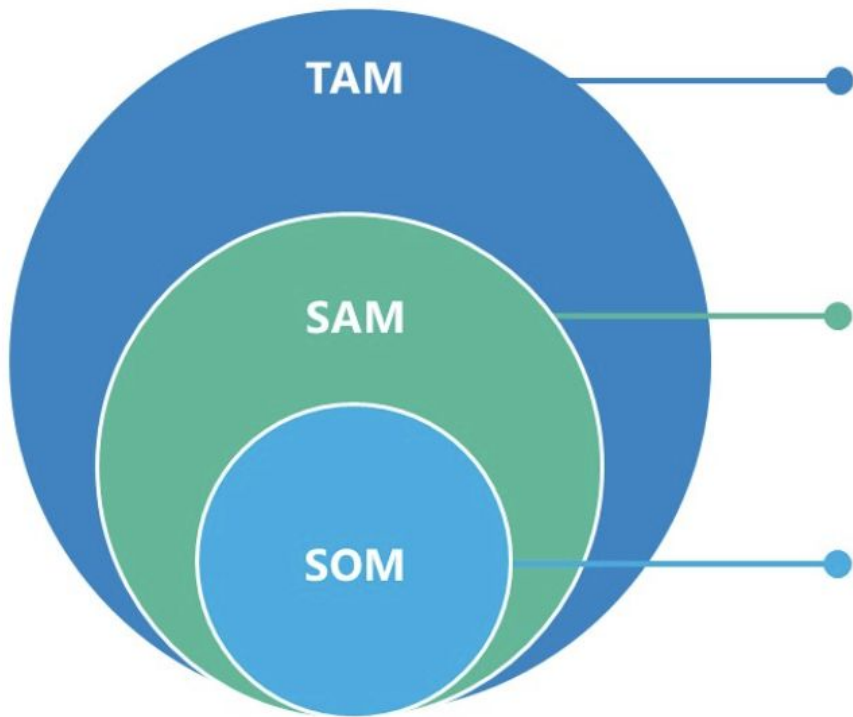
Help people appear more **independent** and **capable** in the eyes of their peers, family members, and employers



Relieve the **stress** and **uncertainty** that comes with either looking for an advisor and/or scheduling classes on your own.

Helps students gain a sense of independence by being able to plan their schedule on their own.

# MARKET SIZE



**Total Addressable Market:** There are nearly **20 million** college students in the US, roughly **200 million** worldwide

**Serviceable Addressable Market:** Assuming that Canvas is implemented in about 16% of colleges worldwide, and 20% in the United States. We could assume that the SAM is **32 million** students worldwide, **and 4 million** in the United States

**Serviceable Obtainable Market:** We would like to reach about **10% of all college students** in the United States. About **2 million** students. And 5% of global students, **10 million**

# COMPETITIVE ANALYSIS

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Open EduCat



Prepler



Coursicle



# Competitor: OpenEduCat

- Comprehensive software that manages the daily operations of educational institutions
- **Pro:** connects Administration, students, teachers, & parents
- **Con:** too many features, essentially an ERP system for schools

The screenshot displays the 'ENDURING FEATURES' section of the OpenEduCat website. It features a central text block and a grid of 13 feature icons. The text block includes the heading 'Our Education ERP Software is Designed to Manage the Daily Operations of Educational Institutions Efficiently and Effectively.' followed by a descriptive paragraph and a 'View All Features' button. The feature grid includes icons for Student, Faculty, Course, Financial, Admission, Exam, LMS, Gradebook, Attendance, Assignment, Parent Login, and a '+60 Features' icon. A 'Chat with us' button is located at the bottom left, and a 'We Are Here!' logo is at the bottom right.

**ENDURING FEATURES**

**Our Education ERP Software is Designed to Manage the Daily Operations of Educational Institutions Efficiently and Effectively.**

Track student progress and support enhanced learning opportunities. Our solution helps you to track the progress of your students, manage organization efficiently, and supplies a better education with an easy to use interface.

[View All Features](#)

[Chat with us](#)

**Student**

**Faculty**

**Course**

**Financial**

**Admission**

**Exam**

**LMS**

**Gradebook**

**Attendance**

**Assignment**

**Parent Login**

**+60 Features**

**We Are Here!**

# Competitor: Coursicle

- Course scheduling app where students can plan their courses and create mockups of their schedule
- **Pro:** very simple and easy to use
- **Cons:** only allowed 1 semester of planning
  - Extract data from public listings of courses

The screenshot displays the Coursicle app interface for Spring 2023. The top navigation bar includes the Coursicle logo, a search icon, and buttons for Chat, Schedule, and Browse. A user profile icon labeled 'Me' is in the top right corner. The main content area shows a course search bar with 'IES 103' entered. Below the search bar, three course cards are listed: 'IES 103 01 Philosophy of Helping' by Dawn Hunter, 'IES 103 02 Philosophy of Helping' by Dawn Hunter, and 'IES 103 03 Philosophy of Helping' by Jody Brown. To the right, a grid view shows a schedule for Spring 2023 with time slots from 8 to 4. The schedule includes courses like BUS 475-01, AH 203-01, MKTG 457-02, and IES 103-03, each with its time and location.

Time Slot	Course ID	Time	Location
8:30am-9:45am	BUS 475-01	8:30am-9:45am	549 West Palm Room 101
10:30am-11:45am	AH 203-01	10:30am-11:45am	Moulton Center 213
1:00pm-2:15pm	MKTG 457-02	1:00pm-2:15pm	Beckman Hall Auditorium 104
2:30pm-3:45pm	IES 103-03	2:30pm-3:45pm	TBA



# Competitor: Prepler

- Automated degree planning and course mapping, powered by AI and Machine Learning
- **Pro:** clear concept & design
- **Cons:** excessive effort & steps
  - Students must manually type in their information: major, minor, course numbers

The screenshot shows the 'Create New Degree Plan' interface on the Prepler website. The page is divided into two main sections: 'Step 1: General Information' and 'Step 2: Specialization'. In Step 1, users are prompted to 'Name Your Plan' (with a red error message 'This field is required'), 'Select College' (with a dropdown menu for 'Browse universities...'), and choose a 'Type' (options: 'Automated (Prepler AI)' and 'Manual'). They also specify a 'Starting Period' (set to '2022') and a 'Study Load' (set to 'Optimal (Balanced schedule)'). Step 2 involves selecting a 'Primary Major' (with a filter for 'Undergraduate' and 'Graduate') and a 'Select Major' dropdown. A '+ Add Major' button is also present. At the bottom right, there is a green 'Calculate Degree Plan' button. The website's navigation bar includes links for 'Degree Planner', 'College Match', 'GPA Calculator', and 'Loan Calculator', along with a search bar and 'Sign in'/'Join' options.

# GradHack Mockup

## REQUIREMENTS

**Major**

BUS 475

MKTG 457

ACTG 311    ACTG 336

**Minor**

IES 103    IES 228

Fall 22'	Spring 23'
BUS 215	
MKTG 408	
IES 103	
ACTG 211	

- Features
  - Drag and drop
  - Major / minor requirements
  - Automatically generates schedule
  - Alternative courses
  - Multiple drafts
- Pros
  - Easy to use interface
  - Automatically incorporates the student's information

# GradHack Mockup

- Full View
  - View classes and credits
  - Ability to view past and future courses

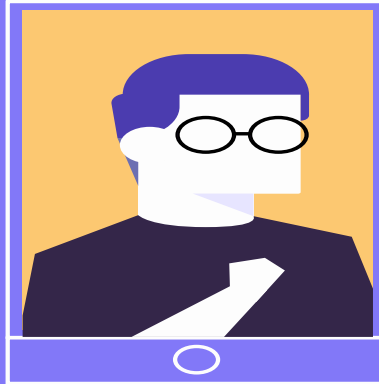
	Sophomore		Junior		Senior	
Summer	Fall	Spring	Fall	Spring	Fall	Spring
MATH 203	ECON 200	BUS 215	MGMT 316	MGSC 346	BUS 475	
	ACTG 211	BUS 216 (1 credit)	FIN 317	MGMT 437	FIN 435	
	MGSC 220	COM 219	MGSC 300	Entrepreneurship Elective	Entrepreneurship Elective	
		MKTG 304		International Bus Course (if not going abroad)	Entrepreneurship Elective	
Credits	9	10	9	12	12	Total: 52

# CUSTOMER / USER PROFILE

**Customer:** Universities

**Users:** Students

**Industry:** college education  
software / website



**Name:** John

**Age:** 21

**Job:** Transfer  
Student at Chapman

## Customer Pains

- Hard to figure out what classes to take at Chapman
- There is almost no way to plan ahead.

## Customer Gains

John wants to know:

- what classes to take that will transfer to Chapman from his former CC and wants to plan his schedule.

## Customer Jobs

- Know what classes to take
- Plan ahead
- Advising without appointment
- More relaxed about choosing classes

# CUSTOMER / USER PROFILE

**Customer:** Universities

**Users:** Students

**Industry:** college education  
software / website



**Name:** James

**Age:** 21

**Job:** Student

## Customer Pains

- Deciding what to major in
- Trying to make a four year plan while deciding on a major

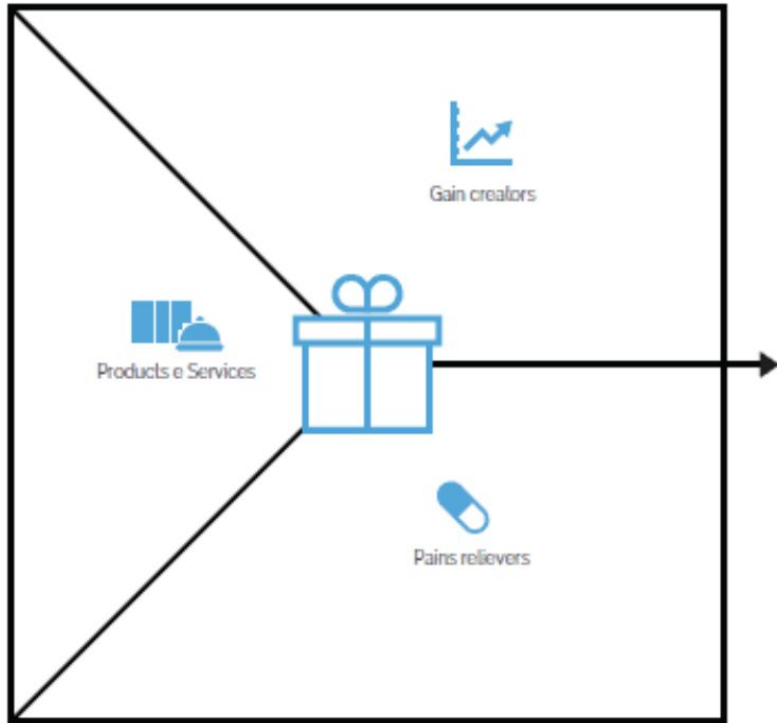
## Customer Gains

- Enrolled as undeclared and only took GE's freshman year
- Is now a sophomore who doesn't know what to major in

## Customer Jobs

- Mock schedules for different majors to help make decision
- Feeling on top of your college education
- More relaxed about choosing a major

# VALUE MAP



## Gain Creators

- Saving money
- Trained assistance
  - Accessed through our software
- Access to course information
  - Examin many degree options
- Complete credits faster
- Accessible

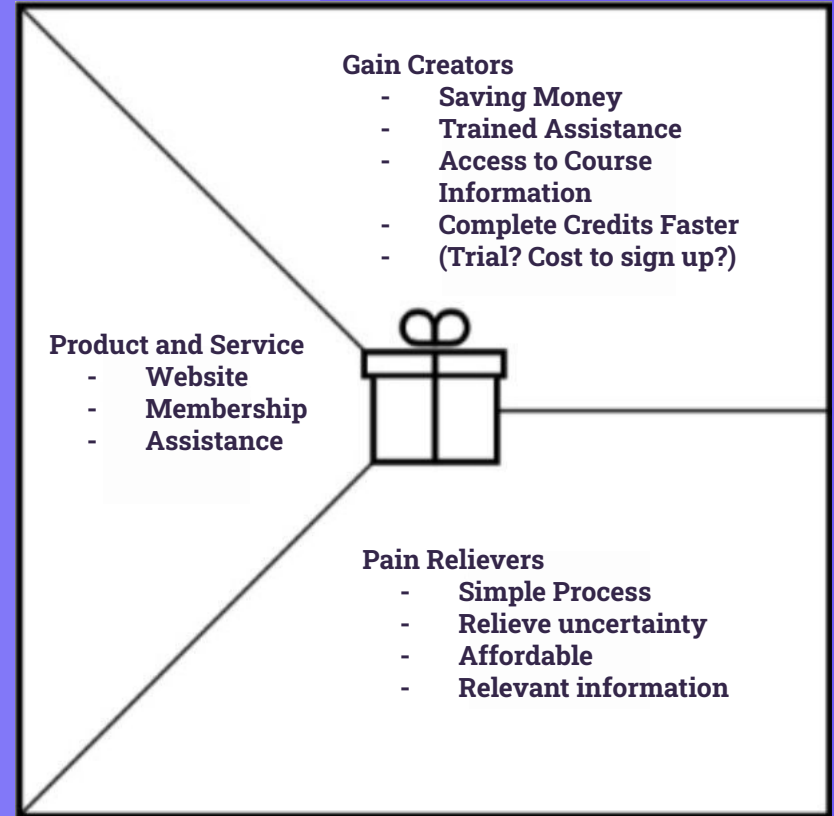
# VALUE MAP

## Product and Service

- Service/Website
  - Simple and efficient
  - Course sequencing
- Membership
  - Low cost high long-term reward

## Pain Relievers

- Simple process
- Relieve uncertainty
- Lack of advising
- Affordable and time saving
- Relevant information



# BUSINESS MODEL CANVAS

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KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	



# BUSINESS MODEL CANVAS

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## Key Activities :

- ★ Develop
  - Software/code
  - Design
- ★ Market
  - Ambassadors
  - Employees
- ★ Maintain
  - IT
  - Technical
  - Customer Service

## Key Partners :

- ★ Software Developers
- ★ IT
- ★ Investors
  - Angel/Venture Capital/Private Equity
- ★ Universities
- ★ Option: Transferology

# BUSINESS MODEL CANVAS

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## Key Resources :

- ★ Intellectual Property
  - Database management
- ★ Physical Property
  - Office space
- ★ Financial
  - Angel investor, loans
- ★ Human
  - Research and development
  - Customer service
  - Marketing and sales
  - Finance
  - CIO

## Value Proposition :

- ★ Convenience
  - Faster
- ★ Usability
  - User Friendly
  - Needed semesterly
- ★ Cost Reduction
- ★ High Performance

# BUSINESS MODEL CANVAS

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## Customer Segment:

- ★ Public (state), Private, 2 year

## Channels :

- ★ In house sales force with sales reps going to colleges

## Customer Relationships :

- ★ Personalized approach
  - One on one assistance
    - Divide by regions - representatives
  - IT support

# BUSINESS MODEL CANVAS

## Cost Structure :

- ★ Value-driven
- ★ Fixed costs
  - Development
  - Employee salaries
  - IT
- ★ Variable costs
  - New implementations, as needed
  - Updates on the system for new curriculum, yearly

## Revenue Streams:

- ★ Fixed menu pricing (recurring revenues)
- ★ One time implementation fee contract of 20K
  - \$15/student
  - \$1000/month customer service fee
- ★ Charge school PER student
  - Enterprise based
  - 20M students in US
    - 10% penetration is \$20M

# TESTING PLAN

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1

## DESIGN/BUILD PROTOTYPE

Build a rough first version of the platform for people to test

2

## SELF-TESTING + FOCUS GROUPS

Test ourselves to make sure everything is running smoothly

Hold focus groups to get customer feedback on how to improve

3

## TEST AT A LOCAL COMMUNITY COLLEGE

Test on a larger scale at a local community college. All students will be involved and then asked to participate in a survey after registration

4

## CONTINUE TO EXPAND TESTING ON LARGER SCALES

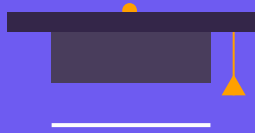
Continue to follow the same process but on larger and larger scales

*Community colleges → Small private universities → Public universities (like Cal State and the UCs) → Nationwide*

# FUTURE PLANS

- ★ Fully integrated system
  - Waitlist, shopping cart, class schedule, Transcripts, Add class difficulty
- ★ Expanding
  - International Universities
  - All programs with curriculum like military, flight school etc.
- ★ Partnerships
  - Ratemyprofessor
  - Transferology





**THANK YOU!**

A graphic for 'MKTG 408 PRESENTS... Grad Hack' featuring a graduation cap, a globe, a diploma, and a medal.

MKTG 408 PRESENTS...

# Grad Hack

The

Easier way

to plan

Registration just got better