

Eduniversal Booking



MASTERSBOOKING.COM
APPLY WHEREVER YOU LIKE

 REGISTER

Make your life easier and maximise your chances
of enrolling on a Masters

With a single application, apply for a Masters programme wherever you like!

HOW IT WORK?

WHAT MASTERS PROGRAMME ARE YOU LOOKING FOR?

Specialisms



Programmes, Institutions

State, Country, City



Eduniversal Booking

Eduniversal: **5 million** students orientated in 2015
“Expertise in student behavior and needs”

New solution Eduniversal Booking :
Decision making tool = Student Orientation Website

Eduniversal’s Vision matches student needs
83,3% of the students changed their initial orientation after using our tool



Eduniversal Booking

postulez en master partout où vous le souhaitez !

Simplifiez vos démarches

INSCRIPTION

Inscription avec Facebook ou Inscription avec LinkedIn

Nom Prénom

Adresse e-mail

Mot de passe Confirmation

J'ai lu et j'accepte les conditions générales d'utilisation du site.

[+ S'INSCRIRE](#)

Déjà membre de Masters Booking? [Connexion](#)

Vous êtes une Ecole? [C'est par ici!](#)

LES SPÉCIALITÉS QUI RECRUTENT LE PLUS

11%* immediate inscription / adoption of the tool

*(Exceptional inscription rate for internet habits)

Impact:

Tool becomes market maker: Being able to respond to the needs of the students as well as the schools



What are the schools looking for ?



What are the schools looking for ?

Advantages for the schools

- 1. Recruiting** qualitative students
- 2. Enrolling** students that are able to pay the tuition fees
- 3. Identifying** the irrelevant student profiles as soon as possible and take them directly out of the selection (Considerable gain of time)

Conclusion

The schools want to identify/recruit students corresponding to the above mentioned criteria in a short delay.



What are the students looking for ?



What are the students looking for ?

Global objectives

1. Succeeding in life
2. Succeeding his professional life and building financial comfort
3. Favoring a job that fits with personal development needs

*“Entering the program that will **open doors**”*

*“With the **best salary** within the market”*

*“In a subject he **likes**”*

*“In a **chosen** place”*

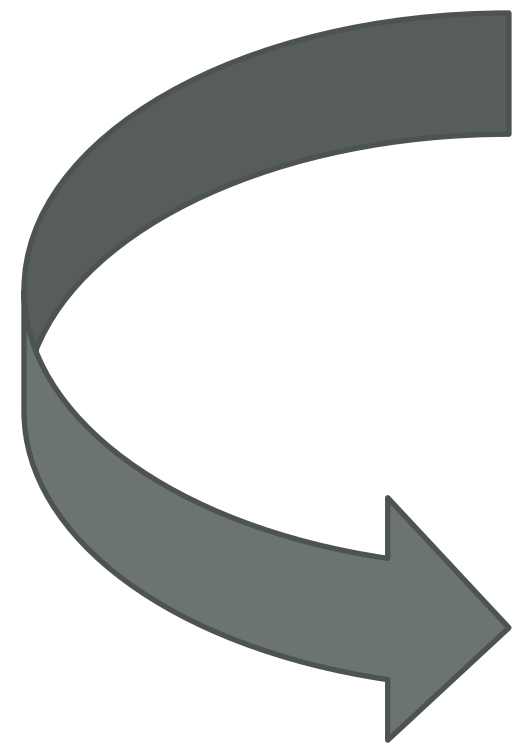
“For which he will be accepted”

Despite of this fact:

*Average number of Applications per student: **2***



What are the students looking for ?



Common student objective: Overcoming the competition

*The orientation tool has to allow a student to **overcome the obstacles** and to gather all these advantages in a **single solution***



Advantages for the users

The Mastersbooking tool allows to:

- **Save** money
- **Gain** a considerable amount of time
- **Instore** coherence in student orientation

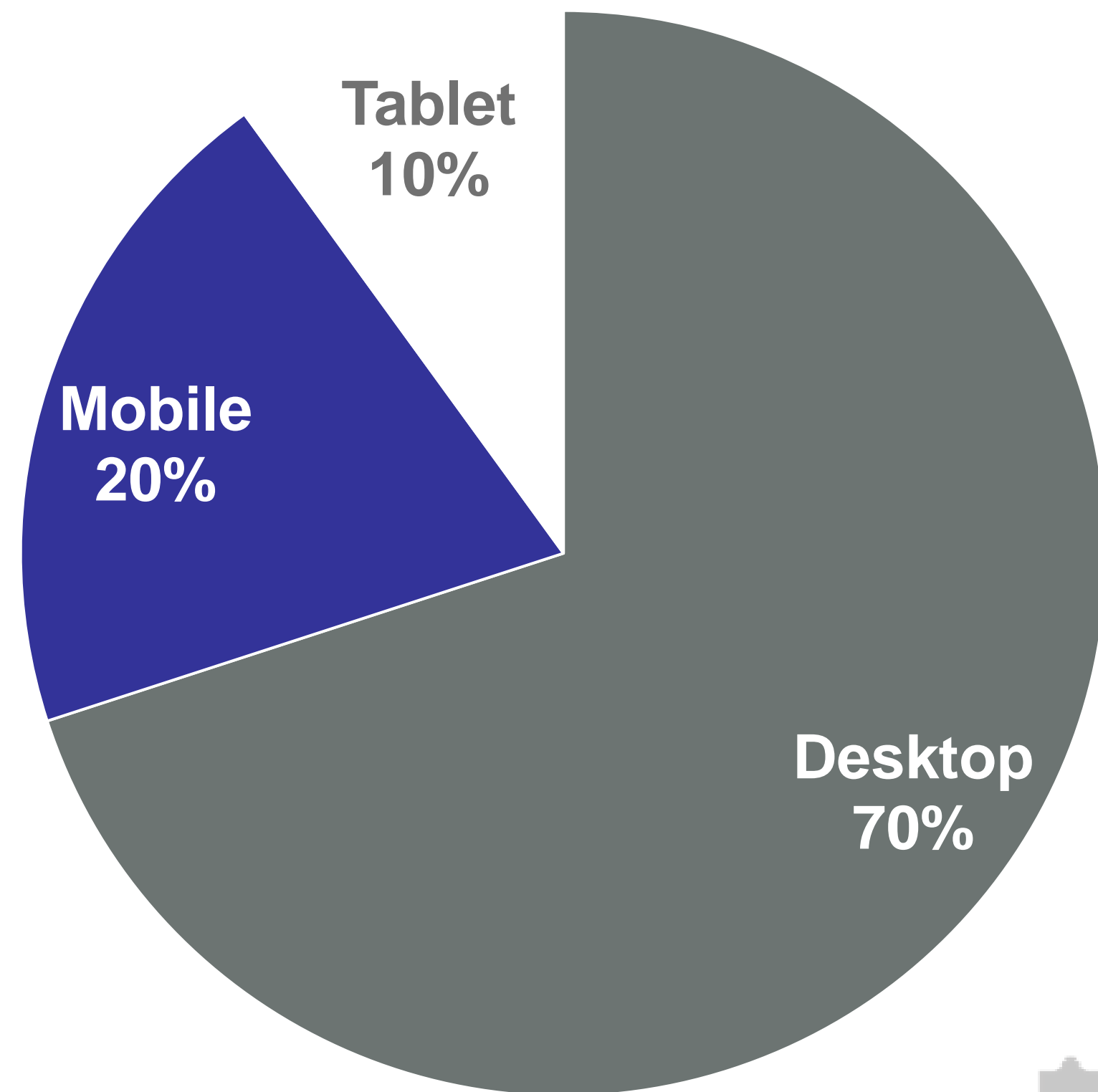
Mastersbooking **forces** the students to seriously think about their orientation and to make **coherent** choices.

83,3% of the students change their orientation choice during the usage of the tool



User behaviour

Used Technology



- **Confidence and Loyalty** : 33% of the students are regularly visiting the website after their first visit.
- **Efficiency** : An average of **10 minutes** to fill out the application form.
- The 1st application is submitted during the first day of inscription in **70%** of the cases. (a few hours after having completed the application form)
- Today, the platform registered **2,09 applications** per student
- The highest traffic peaks are registered on **Mondays and Tuesdays**



The impact of the tool for the school

- ✓ 0 risks for the school
- ✓ Business model based on efficiency
- ✓ New Development Opportunity



The impact of the tool for the school

Schools	Applicants	Accepted Applications	Approval Rate	Revenues
5 palmes	40	25	65%	500 000 €
4 palmes	46	25	55%	375 000 €
2 palmes	63	46	71%	460 000 €

Real test on the French Market during summer 2015

Predictions for the International Market

Schools	Applicants	Approval rate	Revenues
5 palmes	277	65%	3.6 millions €
4 palmes	319	55%	2.6 millions €
2 palmes	543	71%	3.8 millions €



Eduniversal Booking – Business Model

- The service is charged on the basis of conversions with two payment choices:
 - Application Conversions: The candidates they have decided to pre-approve (Method A)
 - Enrollment conversions: The number of enrolled candidates in their programs (Method B)

COST OF THE SERVICE

	Method A*	Method B*
Bachelor 1	1.2%	12%
Bachelor 2	1.2%	12%
Bachelor 3	0.9%	9%
Master 1	0.9%	9%
Master 2	0.7%	7%
MBA	0.9%	9%

* percentage of the Tuition Fees



Conclusion



Thank you for your
attention!!

