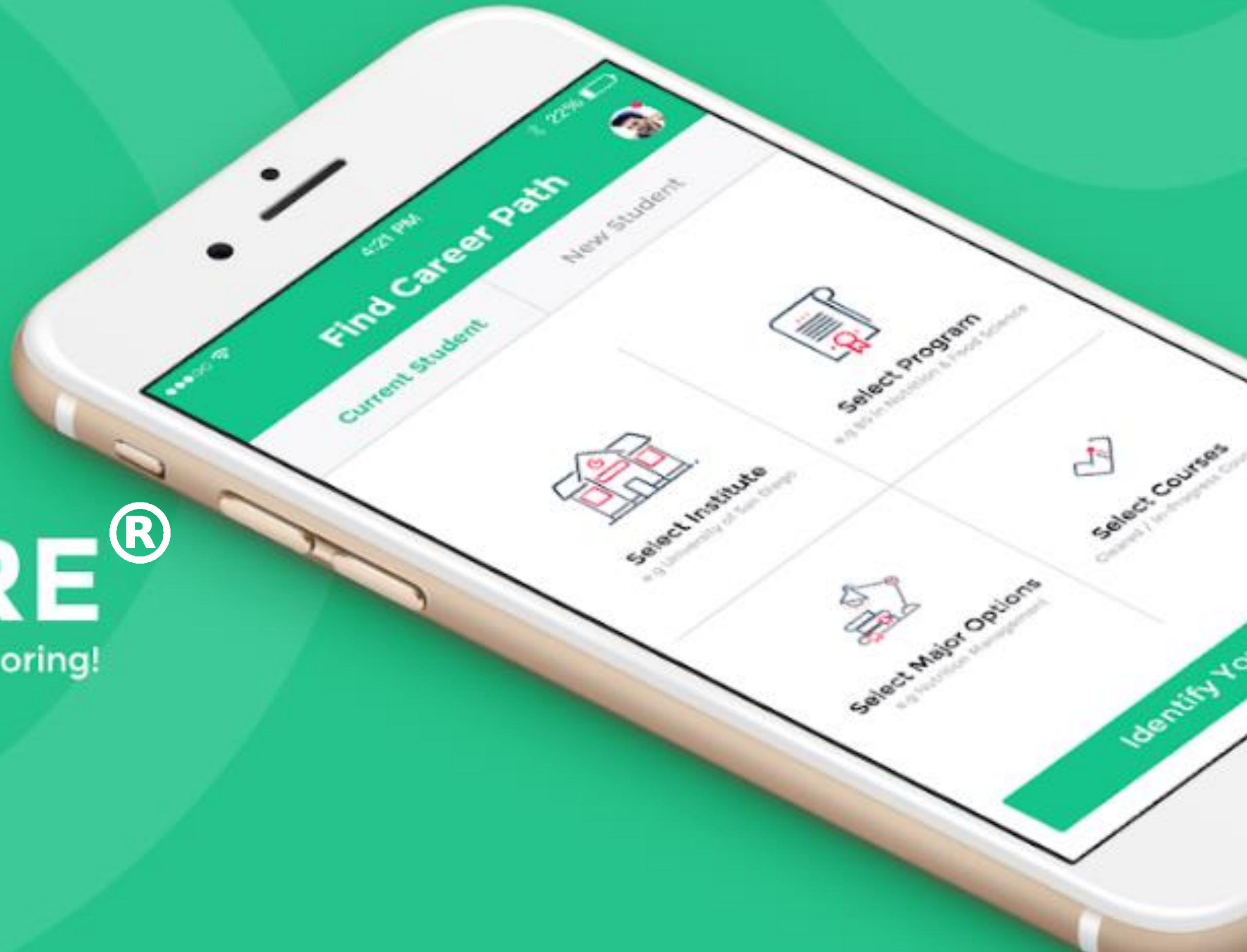




DECLARE[®]

Find your path & start exploring!





The Problem and the Opportunity

What the Market Needs

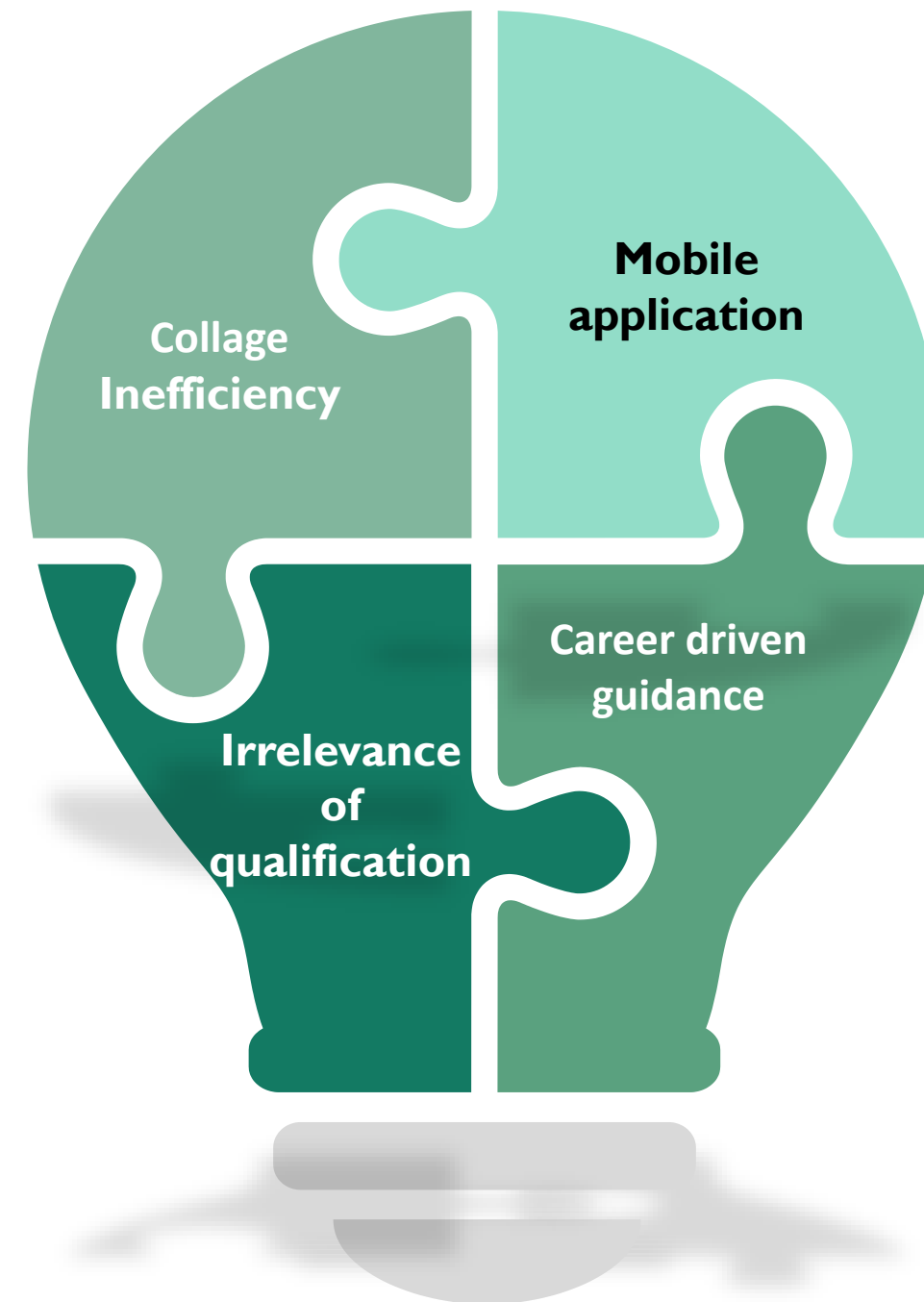
The Problem



Inefficiency in the collage system - student takes more units and time to graduate



Collage to career student success rate is low due to wrong module options

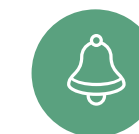


The Idea

The Solution



Matching the student profile to the degree - using cutting edge technology

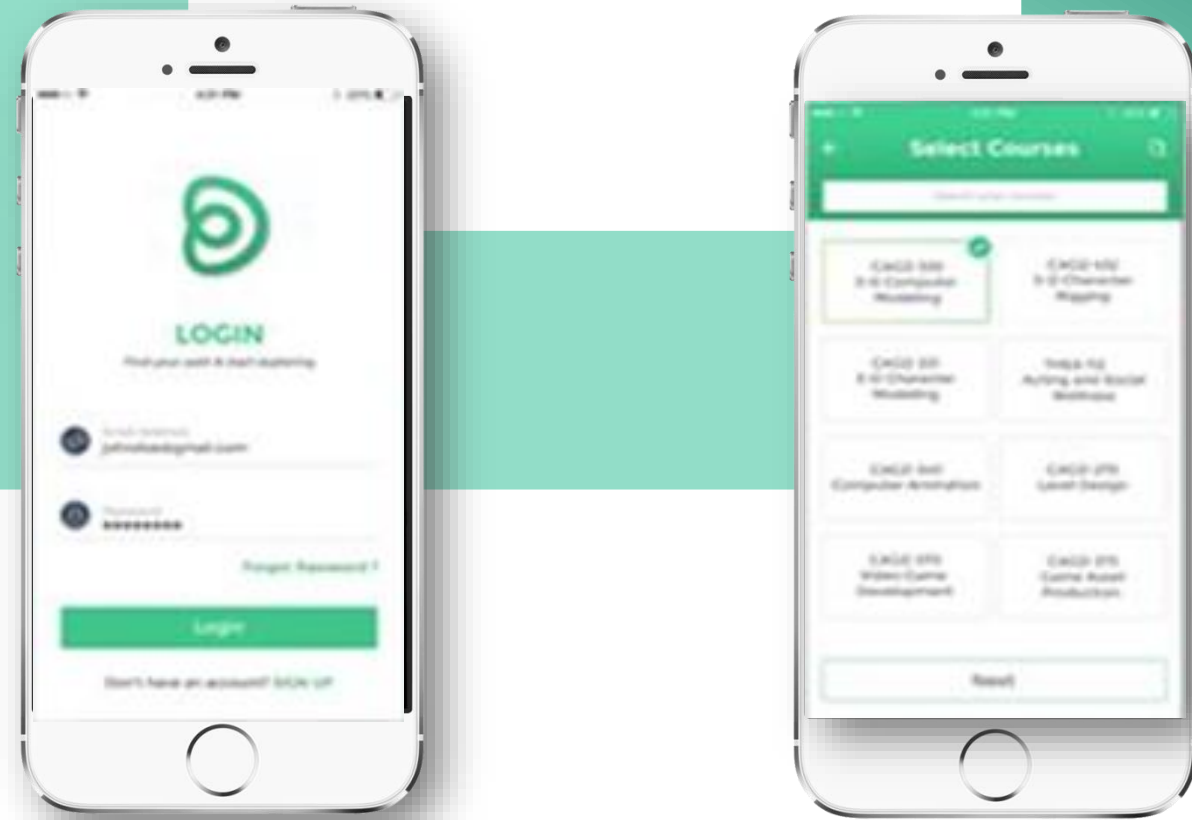


Tools needed to successfully navigate through collage effectively



Preamble

What Declare is



75% or more of the required courses for a recommended minor fall into the categories of completed, in-progress, or will be realized based on major requirements.

★ The Platform

User friendly mobile app and website that will decipher the appropriate course combination.

★ The Ecosystem

Develop a SaaS version to market directly to colleges. Technology will augment the college adviser and increase student success





Industry Analysis

Why the Declare will be Successful

- ★ The U.S EdTech market is worth \$8.38 bn and is growing at 17.0% per annum

The Total Available Market (TAM)

Significant Trends

- ★ The U.S is the market leader when it comes to EdTech adoption



- ★ In 2016 EdTech startups targeting secondary education raised \$ 593 mn – many are successful

Potential for Success

Market for Declare

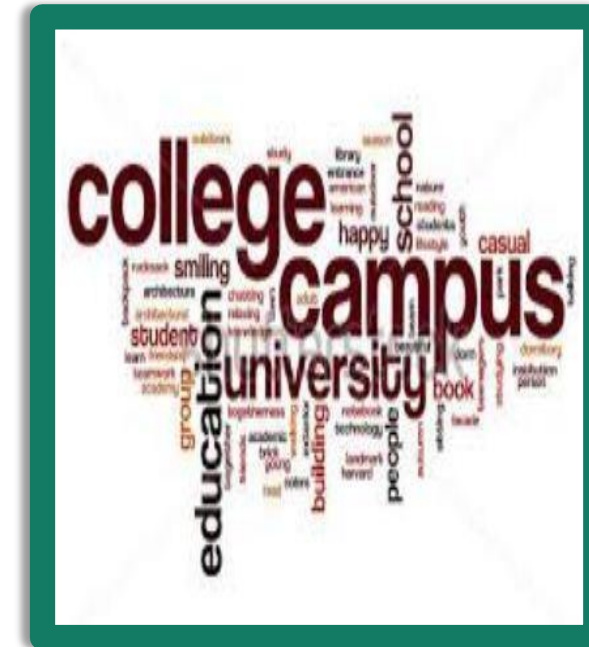
- ★ Mobile apps have a high propensity of success due to high penetration rates



Market Traction

The Validation of Declare

The fully functioning
Declare app is live -
available for IOS and
Android



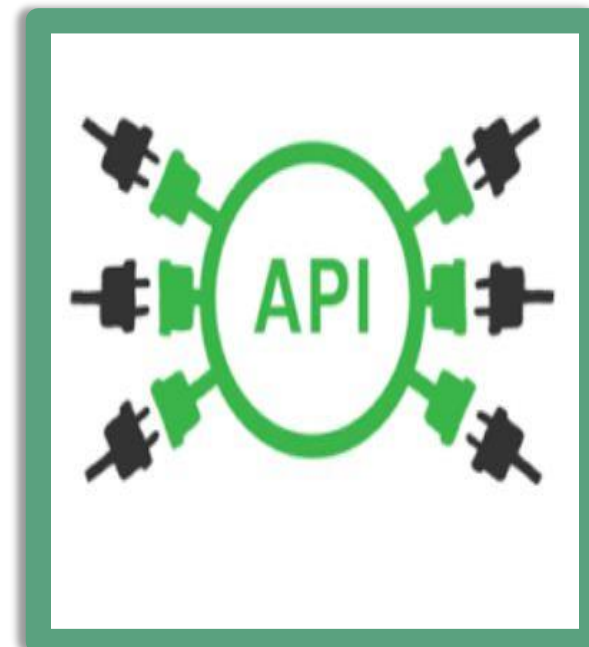
50 schools in the
database

Partnerships



Attained 3400 users
in 3 weeks during
beta test at SDSU

Users



20 individual API s

API's



Fully developed website
—www.getdeclared.com

Website



The SaaS Version

Versatile Features

★ Acute course selection based on profile hits

★ Personalized roadmap for the school

★ Assessment with future career goals



★ Change of majors accounted for efficiently

★ Unused credits taken into consideration

★ Most efficient alternate degree path recommended

“Your life is your by design”



Competition

The Competitive Landscape

Declare is the first app of its kind in the marketplace !



Helps with application process

C a p p e x



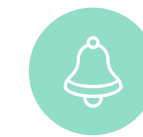
Helps students find scholarship money

S c o l a r s h i p s . c o m



Guidance only on area of study

P a t h S e n s e



Assists with paying tuition and managing schedule

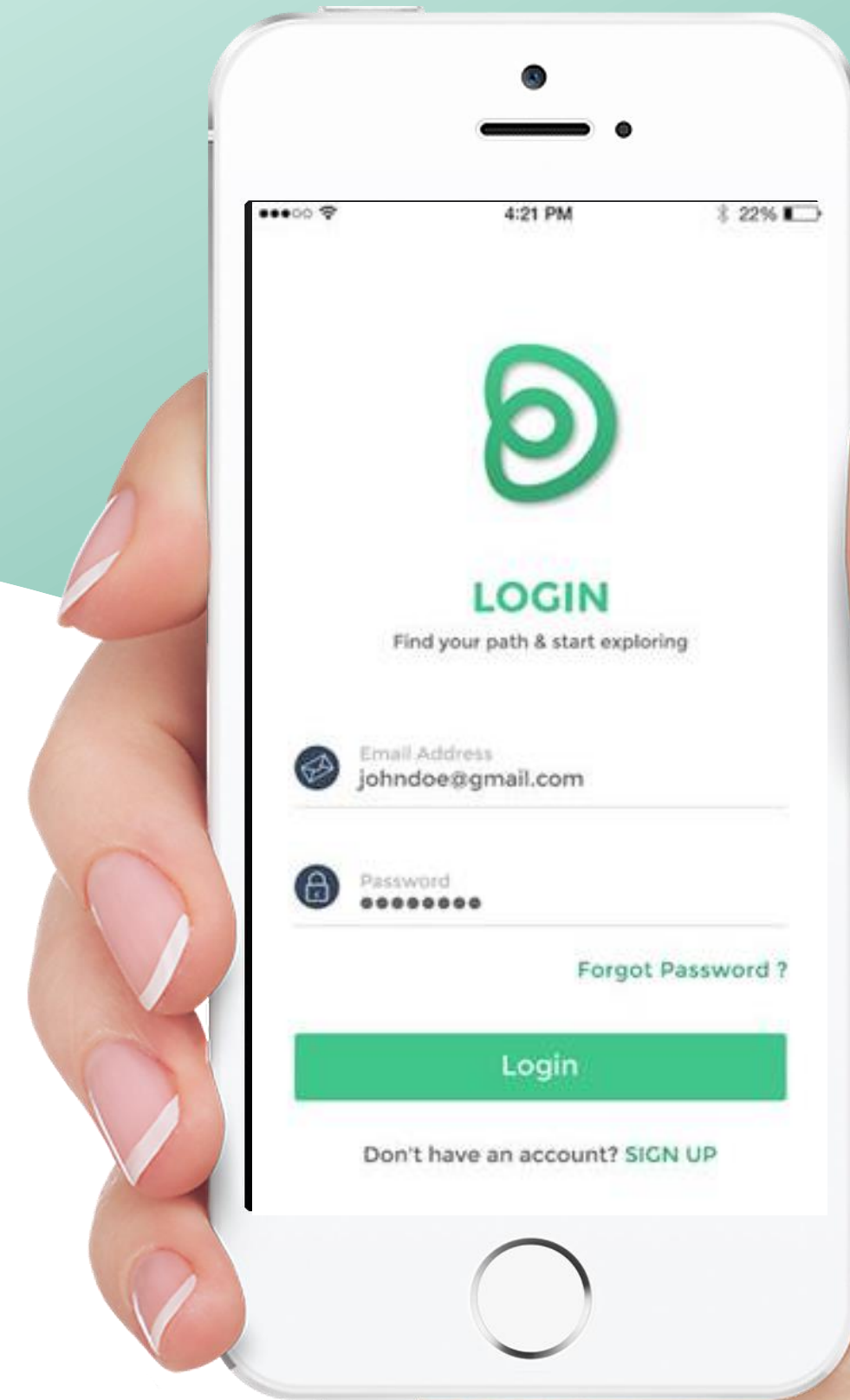
G u i d e





Target Audience

Who will Benefit



Students

Any student who wishes to obtain a career oriented qualification quickly



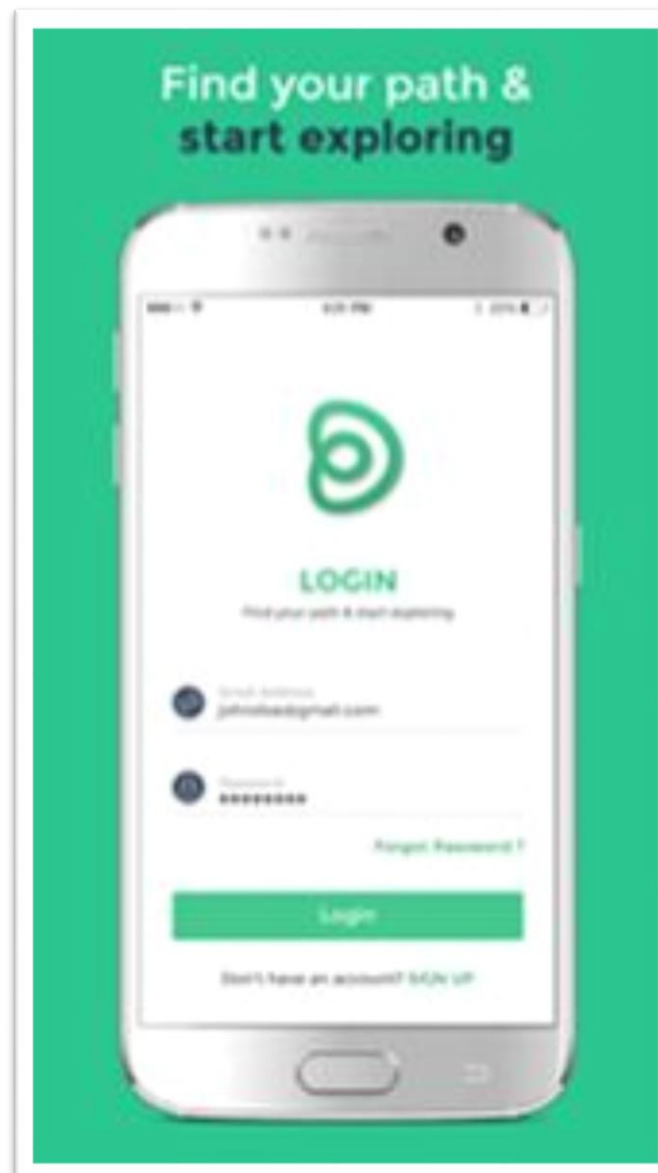
Collages

Any college that wants to optimize their module structure



Features of the App

In Just Four Steps



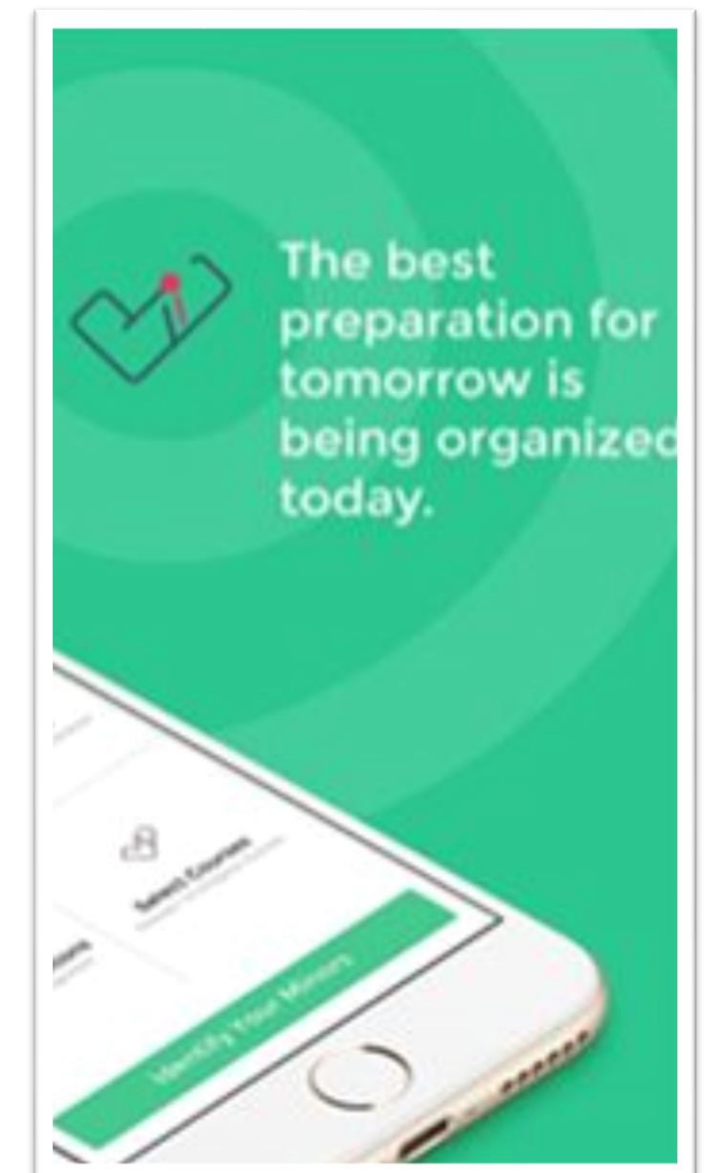
Create a Simple Profile within the App



Select your major and the courses completed so far



The app will calculate potential minors available

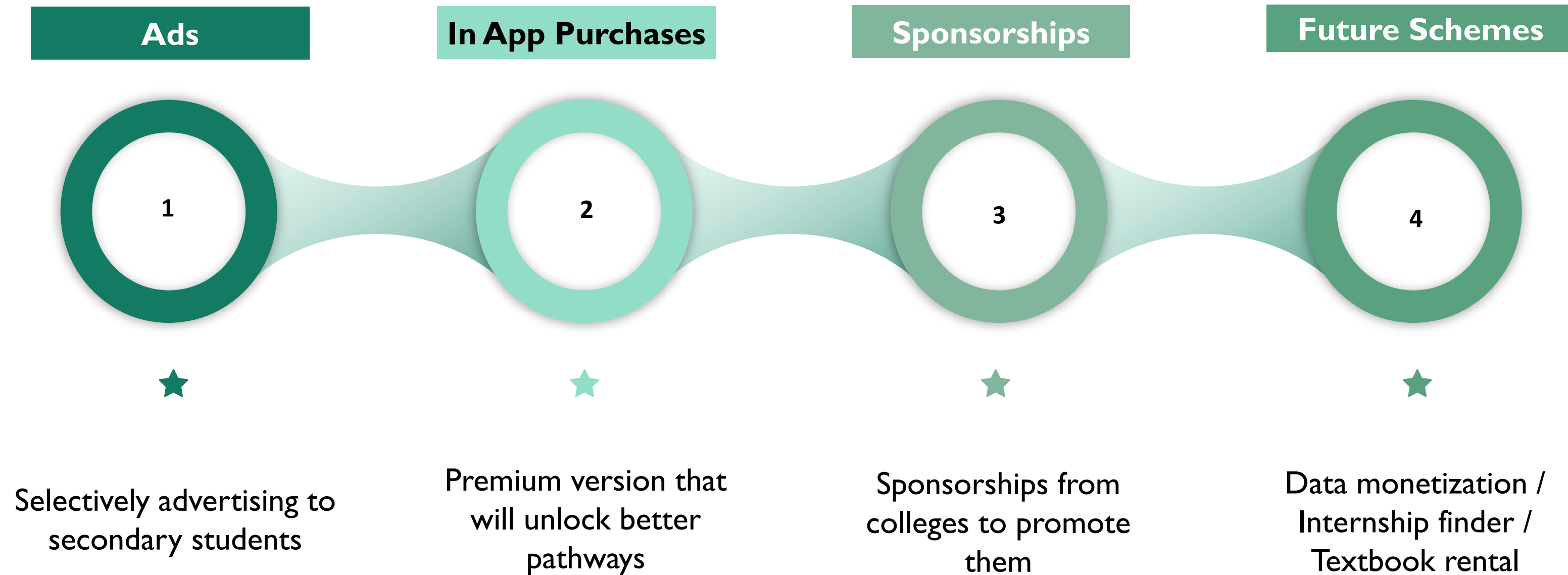


Output clarifying how to gain multiple qualification in minutes



The Revenue Streams

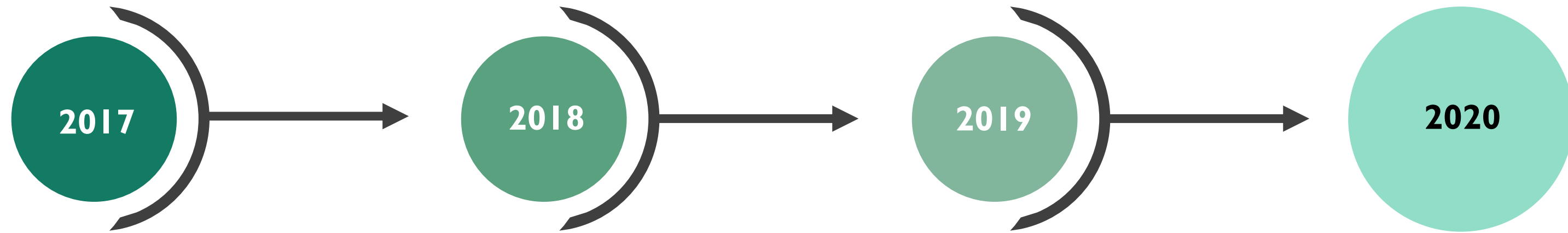
Profitability of Declare





The Roadmap

Expansion Plan



Developing the fully functional declare app and website

Launch of the product after testing phase and tying up with schools

Widening the reach across US and strengthening marketing campaign

Connecting with the UK market



Profile of the CEO

Tracy Mendoza



Tracy is an accomplished executive with experience in operations, finance, strategic marketing. She is a Persuasive and tenacious leader with a proven track record.

Tracy is the Chief Financial Officer of Veg Service, Inc. since 1995. She is also a member of the Board of Directors of Academic Pathways.



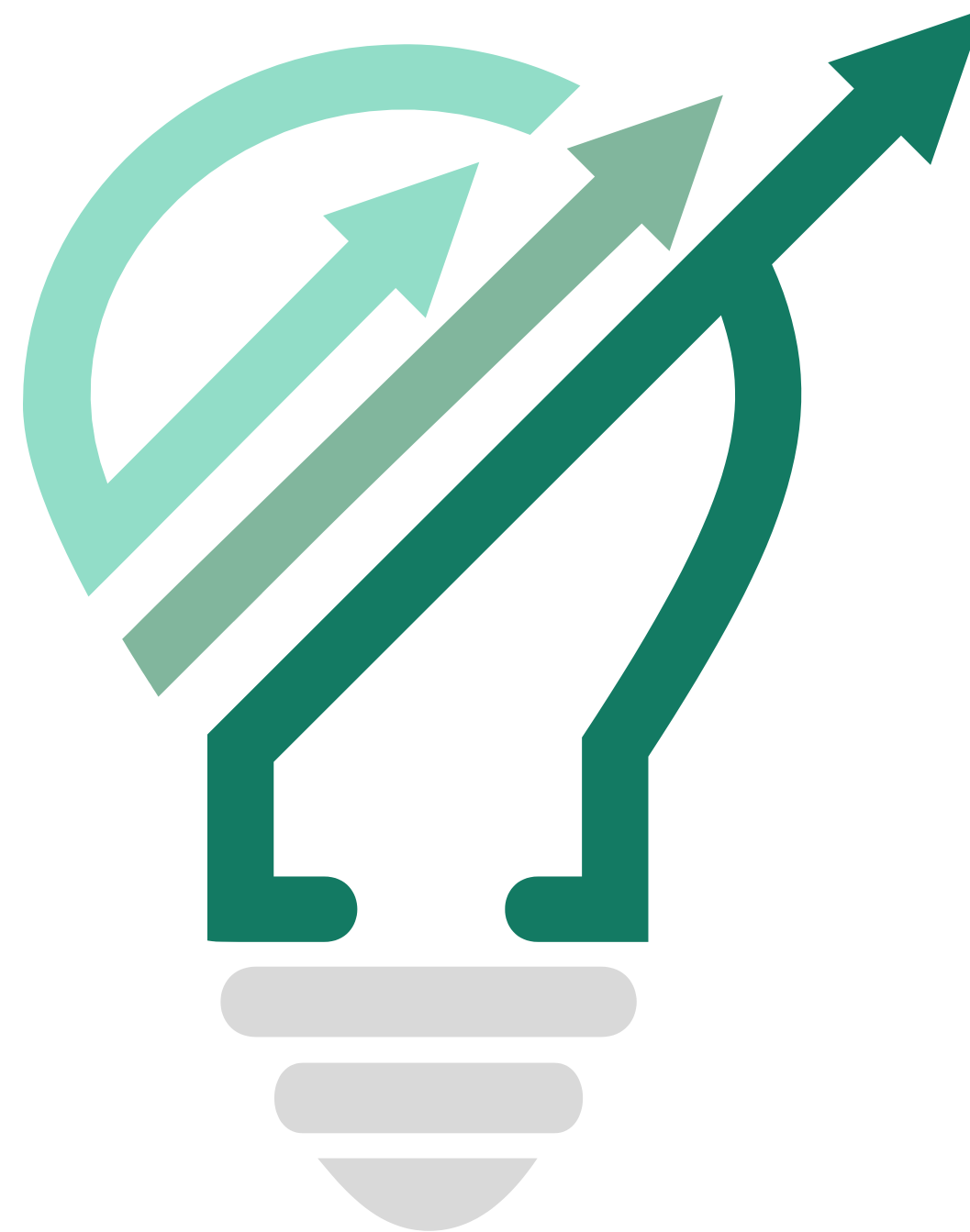


The Future for Declare

Growth with SaaS

The Present

- ★ Student retention will increase ROI and revenues of colleges
- ★ Institutions spent \$ 700,000 p.a. for technology which is the potential for Declare



The Idea

The Future

- ★ SaaS will enable more features to be incorporated, which will be attractive to the users
- ★ This is a new revenue stream that Declare will harness

THANK YOU !