



**Department
of Economics
and Business**

CENTRAL
EUROPEAN
UNIVERSITY

BUSINESS PLAN FOR HUNGARIAN STARTUP

UNIMATCH

This Capstone project summary is submitted
in total fulfillment of the requirements for

Master of Science in Finance – June 2020
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Introduction

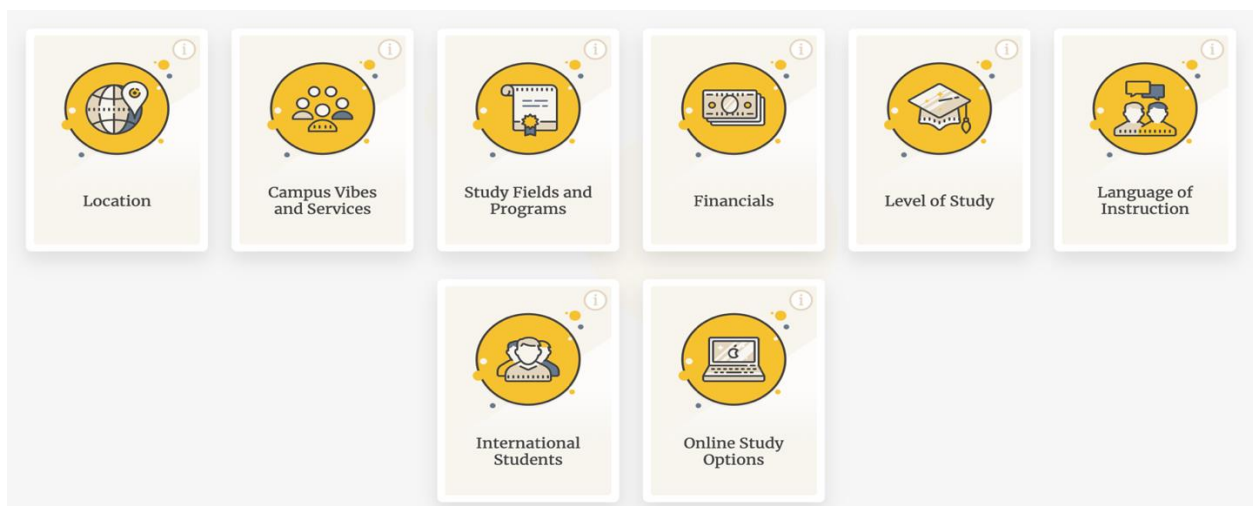
This document intends to summarize my capstone project, where I contributed in capacity to define **Business Plan** for a Hungarian start up – “UNIMATCH”. My role and responsibility were to design the financial aspect of the project, like – **Pricing Model and Financial Plan**.

About UNIMATCH

UNIMATCH is one of a kind novel service /solution provider for upcoming students seeking admission in international universities. UNIMATCH provides platform for both – Universities and Students.

It allows Universities to present themselves truthfully to the upcoming students seeking admission for graduate, post graduate and PHD programme And empowers prospect students to find required information about higher education programme as per their needs, preferences, desires and goals.

It is a portal that helps the Universities and Students to make a perfect match. Universities can register themselves on the portal so that they are visible to the potential students. The portal provide functionality to shortlist top three Universities on the basis of below mentioned attributes.



Objective

The objective of the project and prime requirement of the client was to prepare business plan which includes business workflow and financial aspects of the startup. I was supposed to create revenue generation path, pricing model, financial forecast for upcoming 5 years, cashflows, growth projections and identifying operational challenges.

Client helped me to understand the admission and selection process in the Universities to acquaint with the functioning of the portal. UNIMATCH team also provided supporting material and conducted regular online meetings.

I explored competitors / similar service providers workflow, pricing strategy, revenue model to identify operational risk and suggest business workflow that provides edge to UNIMATCH against competitors.

Methodology

To prepare pricing model, I used competition-based pricing technique. It is in accordance with the competitors in the market.

I used this technique as the prices are dynamic and can change with the growth of the business, it is simple to execute. As the service is B2B, competition – based pricing is best suited.



The portal is in initial implementation phase, so there are limited inputs from the client, but I prepared the P&L statement, Cashflow statement and Balance sheet for upcoming 5 years. I used MS excel to design the solution.



The financial plan is scalable and can be updated over the time as per the growth of the firm.

Conclusion

I successfully completed my capstone project to achieve above mentioned objectives. This was a great opportunity to work with the startup and participating in defining the baseline of a business solution.

I hope I was able to add value in the planning process. Below is the summary of the deliverables.

The Pricing Model and Financial Plan are confidential part of the project and was designed depending upon the services provided by UNIMATCH and the services availed by the universities.

The Business Plan includes following aspects:

- User Profile (Upcoming Student & Universities)
- Revenue Source / Revenue pipeline
- Opportunities & Challenges
- Operational Risk
- Future growth

References

1. www.educations.com
2. www.studyportals.com
3. www.collegesearch.in

