成为你自己
Be Yourself

Life Planning and Mental Health Platform for University Students in China

Adaptation problem in College Stage

A common phenomena and serious problem in China:
Perplex, confusion and anxiety about self recognition and future in college stage

Tough Transition from High school to College

Most students in China education system can't deal with the transition from overwhelming but well designed high school stage to college stage where they are given abundant freedom to make choices.

Institutional Voids in Career Service

Lack of high quality official guidance and instruction, no matter from parents, peers or university when they need it most. Internet resources exist but are diffused and the good and bad are intermingled.

Derivative Mental Health issues

Lack of advising service and psychological care for university students when they try to adapt to environmental changes, increased course difficulty and uncertain future which lead to improper self-evaluation and psychological sub-healthy state.

Customer Portrait

Age
From 17-30, mainly 18-25.

Identity
University students and High school graduates

Problem
Confused about self recognition and future development

Education
Mainly bachelor degree pursuer (at least, no cap on top)

Income
Family income varies. Mainly for middle income family.

Location
Start from University City in China like Beijing, Shanghai, Guangzhou.

Demographic Features

Value Proposition & Mission

We dedicated to educating, advising, and connecting students to better opportunities in order to foster their intellectual, social, and personal transformations

Short Term Goal

- Dedicated to help every university student find their life value and proper career pathway
- Provide life altering opportunities & resources
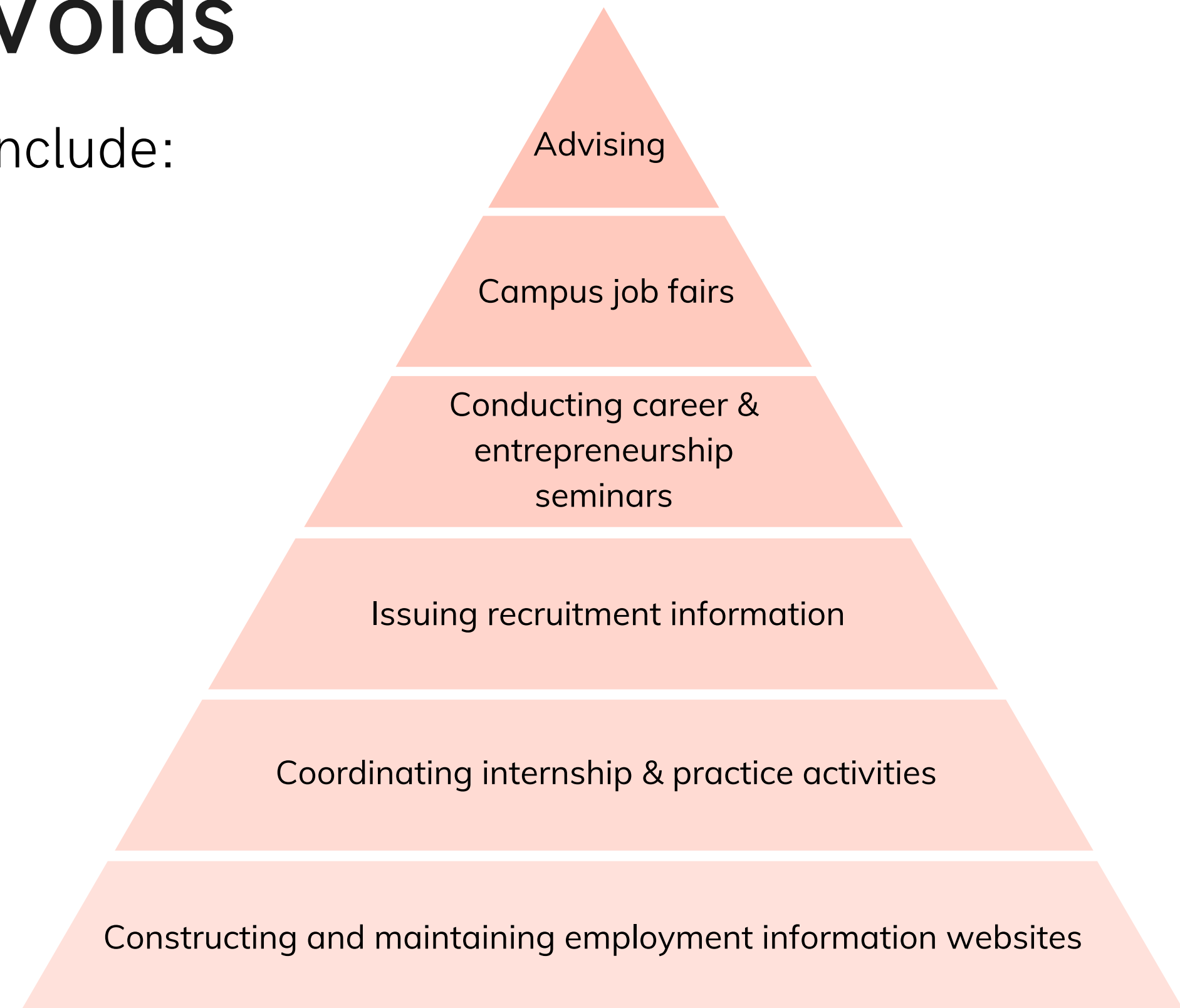
Long Term Goal

- Aim to be the university culture changer
- Call for awareness for mental health issues and destigmatize shame with mental health
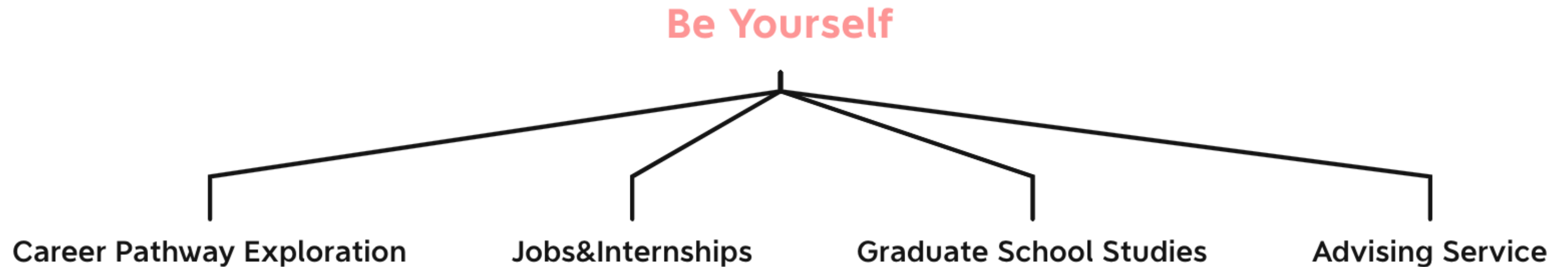
Education Institutional Voids

Career services in higher education should include:

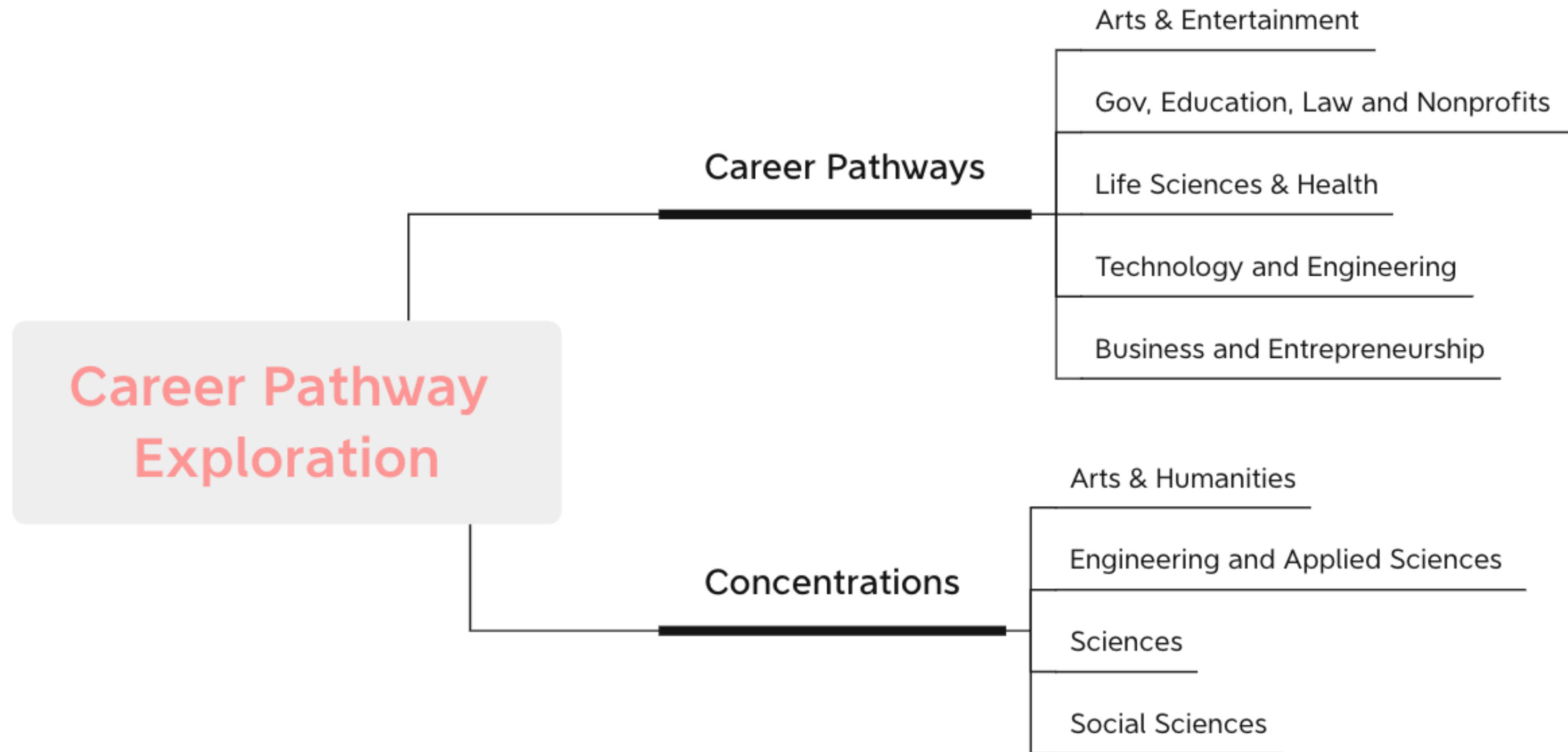However, in most universities in China, including many top universities:
- Lack of Life Education focusing on individual growth
- Lack of reliable and accessible career guidance and development resources
- Lack of incentives for universities to set up high-quality career service center
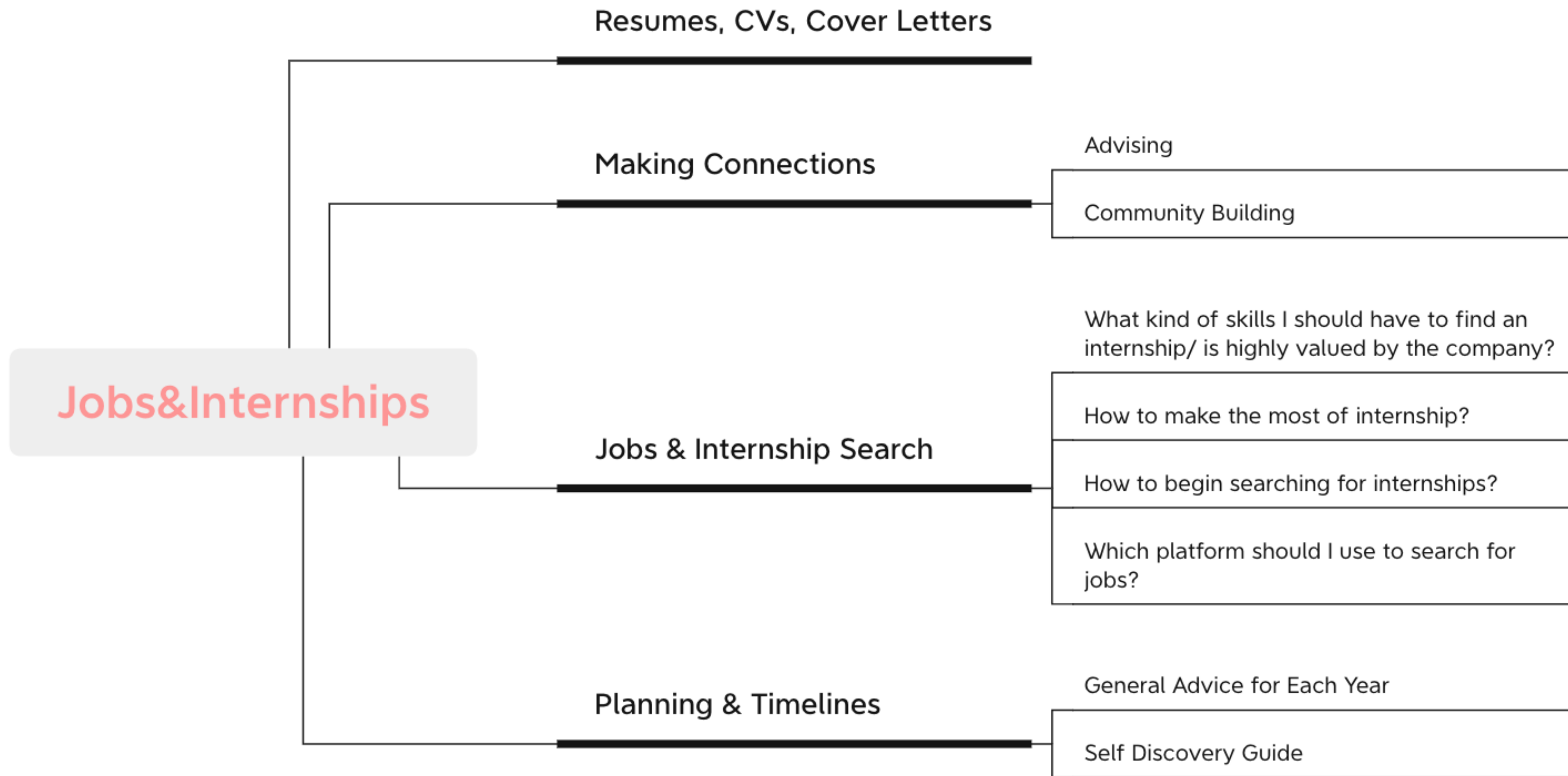
Advising

Campus job fairs

Conducting career & entrepreneurship seminars

Issuing recruitment information

Coordinating internship & practice activities

Constructing and maintaining employment information websites

Be Yourself Solution:

Be Yourself

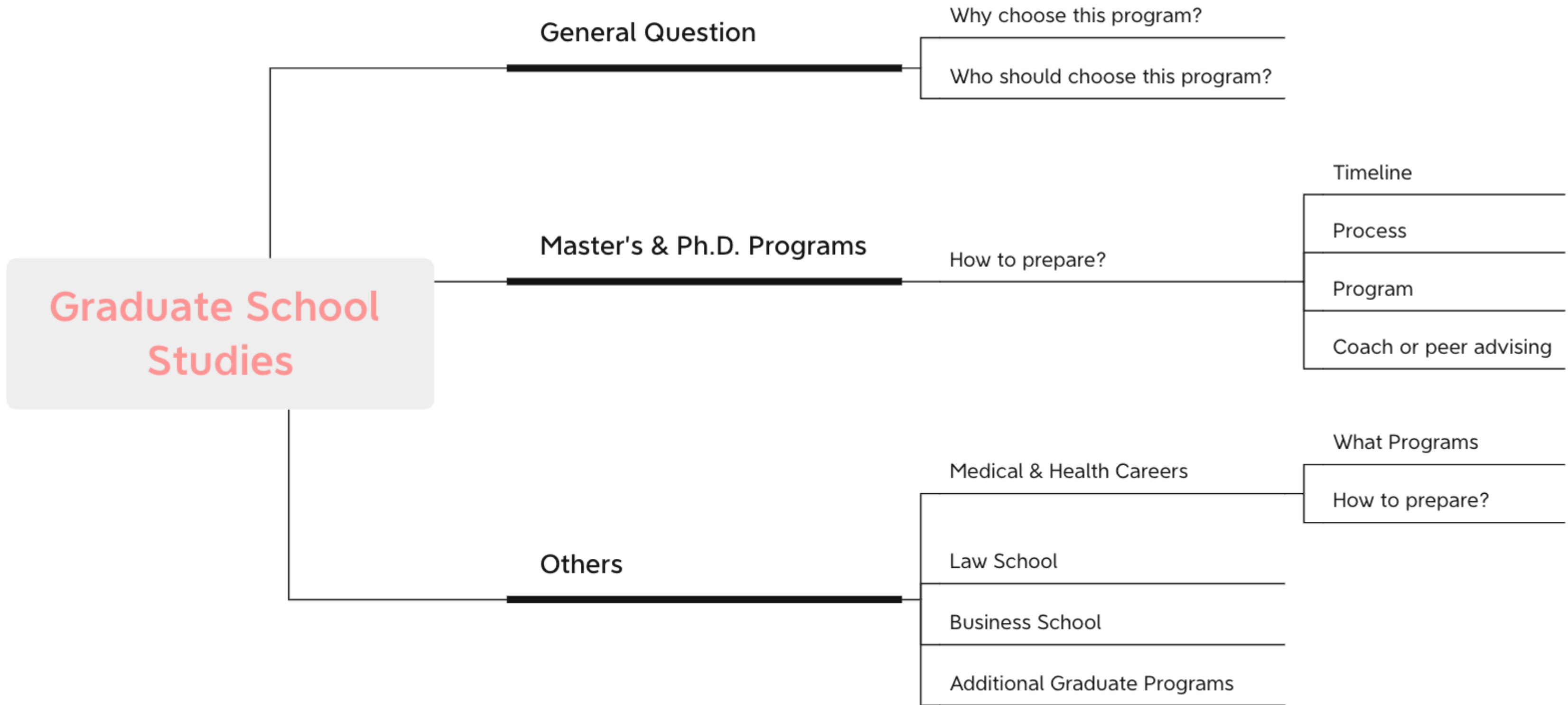Career Pathway Exploration   Jobs&Internships   Graduate School Studies   Advising Service

Be Yourself: a SaaS platform dedicated to educating, guiding, advising and connect students to better opportunities in order to foster their intellectual, social, and personal transformations.

Career Pathway Exploration

Career Pathways
- Arts & Entertainment
- Gov, Education, Law and Nonprofits
- Life Sciences & Health
- Technology and Engineering
- Business and Entrepreneurship

Concentrations
- Arts & Humanities
- Engineering and Applied Sciences
- Sciences
- Social Sciences

- Career Pathway Exploration aims to briefly introduce different career pathways of different concentrations

Jobs&Internships

- Resumes, CVs, Cover Letters
- Making Connections
  - Advising
  - Community Building
- Jobs & Internship Search
  - What kind of skills I should have to find an internship/ is highly valued by the company?
  - How to make the most of internship?
  - How to begin searching for internships?
  - Which platform should I use to search for jobs?
- Planning & Timelines
  - General Advice for Each Year
  - Self Discovery Guide

- Jobs&Internships provides a basic guideline of how to search and prepare for a job or internship

Graduate School Studies

- General Question
  - Why choose this program?
  - Who should choose this program?
- Master's & Ph.D. Programs
  - How to prepare?
    - Timeline
    - Process
    - Program
    - Coach or peer advising
- Others
  - Medical & Health Careers
    - What Programs
    - How to prepare?
  - Law School
  - Business School
  - Additional Graduate Programs

- Graduate School Studies empowers those who want to pursue a higher degree in academic pathway
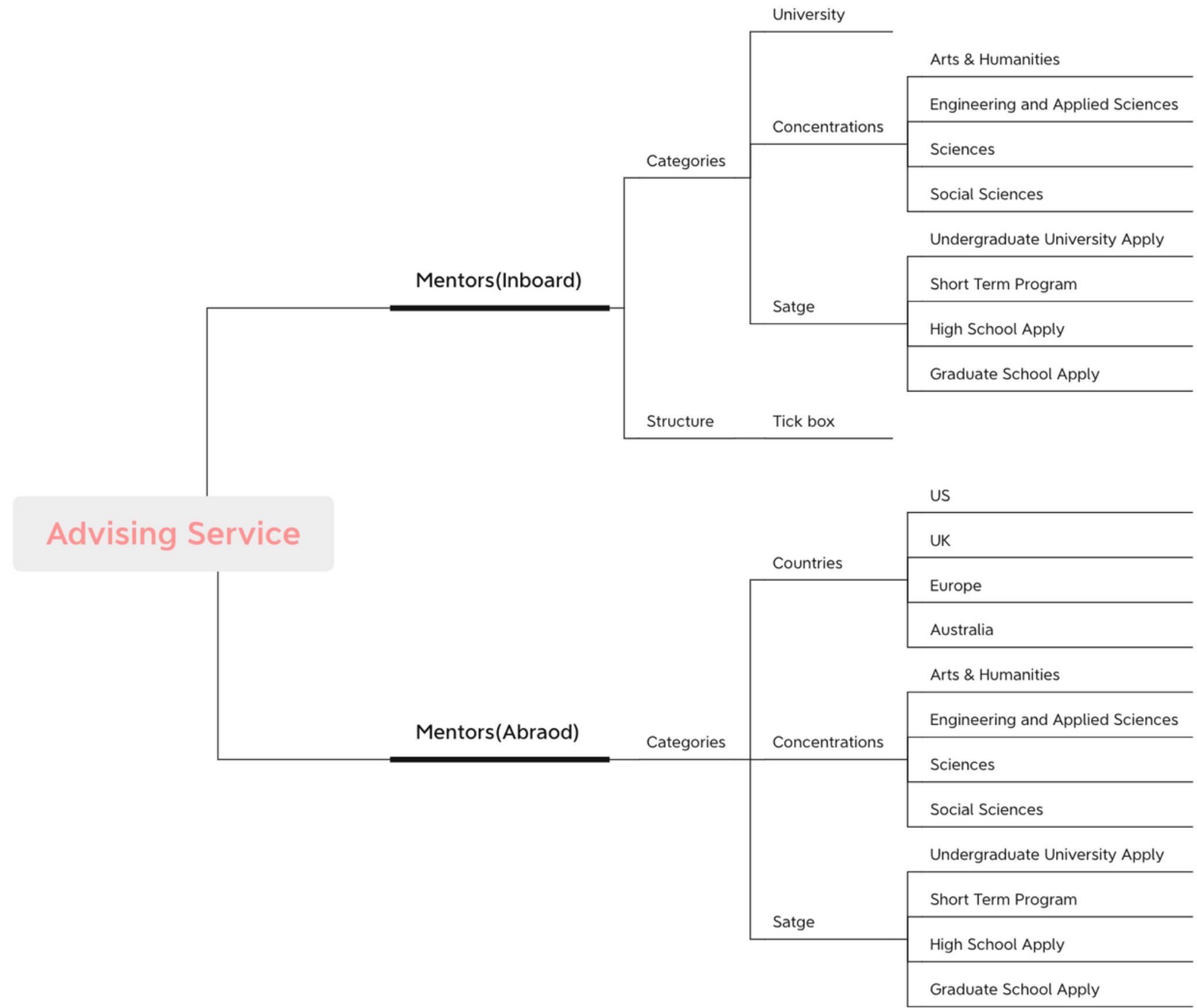
- Advising Service provides abundant mentors from home and abroad and valuable personalized advice

Market Size

- According to the Ministry of Education (2012), the proportion of full-time career practitioners to fresh graduates should be at most 1:500.
- According to an estimated number of 7.95 million fresh graduates in 2017, at least 15,900 career practitioners will be needed (Ministry of Education, 2016).
- The demand would be even bigger if career services were extended to all students at universities.

- In 2007, the Ministry of Education issued The Requirements on the Career Curriculum for College Students to promote all colleges and universities to set up career-related compulsory courses as public courses from 2008, and later the Requirements for Entrepreneurial Curriculum in Colleges and Universities as reference requirements for teaching relevant courses.
- In 2010, MOE emphasized in a document that colleges and universities should provide graduates with individual counseling and "gradually establish a career guidance service system based on the career courses and complemented with personalized career counseling" (Ministry of Education, 2010)

Business Model

Software as a Service:
Subscription fee as main revenue

01 ## Subscription Based

Considering students' consumption level and social impact, we offer periodic (monthly, semi-annual, annual, or seasonal) use or access to platform service.

02 ## Community Building

In the long run, dedicated to maintain long-term and community customer relationship through university based or career based community and high quality resources and opportunities providing.

03 ## Projection:

- Huge Market: nearly 60 million university students
- 10% of the market: 6,000,000 users
- Average annual subscription fee: $40
- Projected Annual Revenue: $ 240 million

Revenue Model

Based on Subscription Model

COST (YEAR 1, PRE SEED)

$800   WEBSITE BUILDING & PROTOTYPE
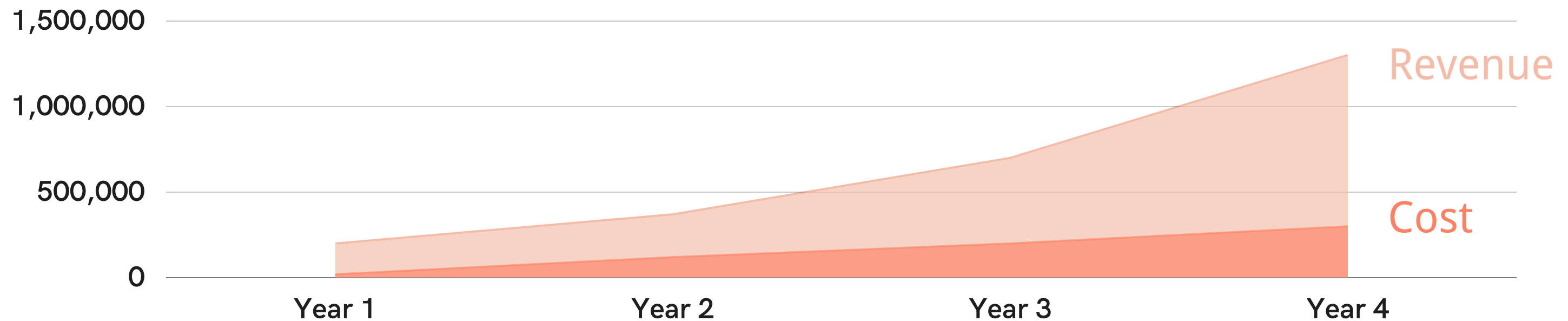
$10000   CUSTOMER ACQUISITION COST

$9200   OPERATION COST
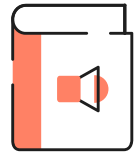
REVENUE SOURCE

60%   SUBSCRIPTION FEE

20%   ADVERTISEMENT FEE
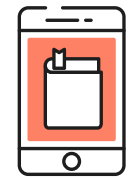
10%   OTHER REVENUE

Go-to Market

Promotional Channels

- Word of mouth
- Social Media: Baidu, Wechat, Xiaohongshu, Tik Tok, etc
- Entertainment Media: Tencent Video, Bilibili, iQiyi, etc
- Mainly through advertisement on these platforms

Cooperation Partners

- Seek official cooperation with top universities and famous high schools
- Seek cooperation with well-known education forums
- Seek support from government

First Mover Advantage

- Being first
- Network effect
- Establish strong brand recognition and customer loyalty

Key Metrics

Users Number

Users number is how we will make impact, earn revenue, improve the product and its underlying models, and attract more business

MRR (Monthly Recurring Revenue)

The most important metric of subscription business which measures the predictable and recurring revenue components of our business.

Match rate

Match rate measures how successfully can both mentors and mentees on our platform find each other. This will require us acquire high-quality initial mentor when go to the market.
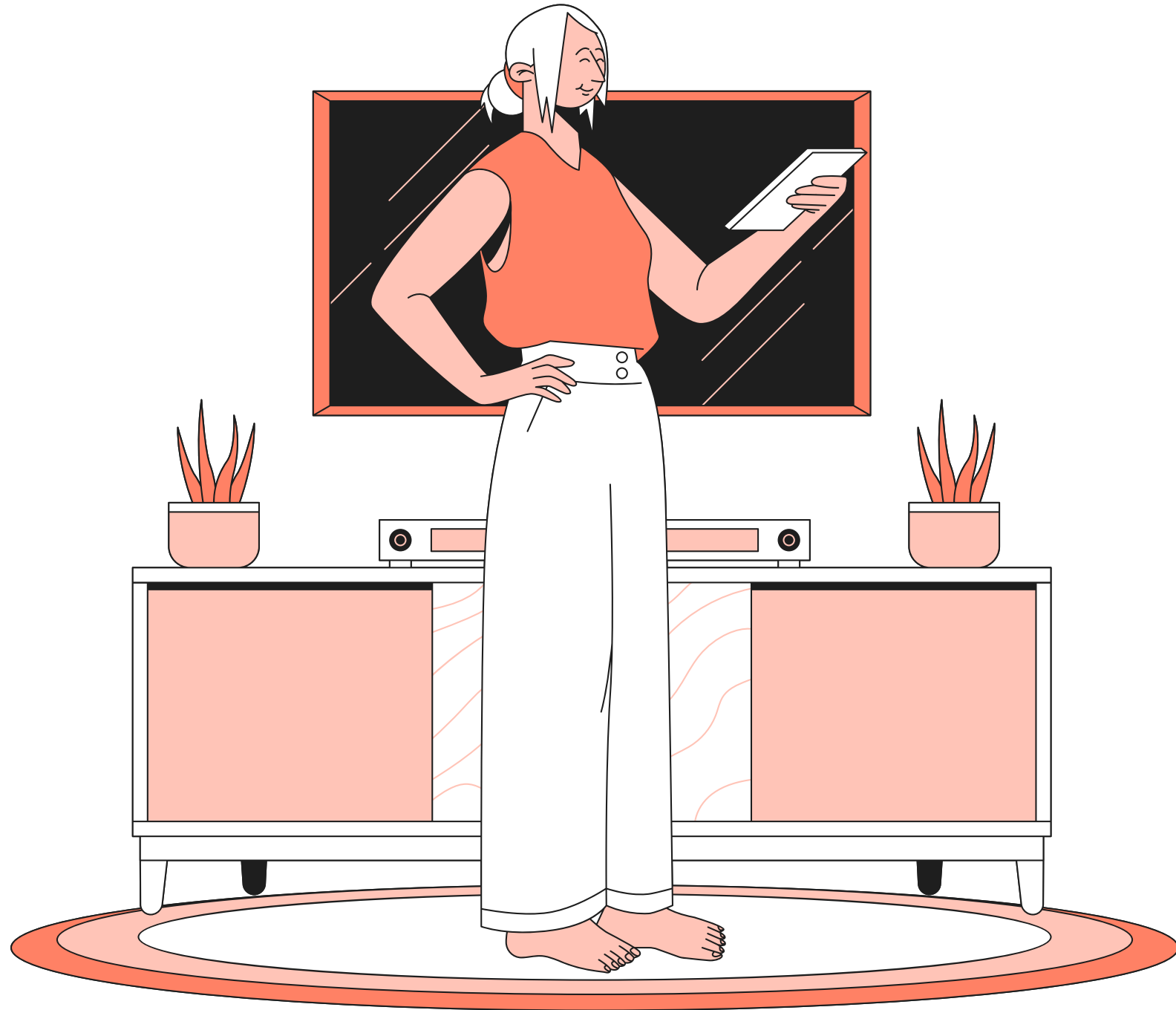
Financial Need

Currently we are working on

- MVP: platform design
- Customer survey and feedback collection
- Cooperation with universities

Glad to receive any kind and amount of help and funding

Contact us: xli@college.harvard.edu

Problem

Perplex, confusion and anxiety about self recognition and future in college stage

Institutional Voids

Lack of high quality official guidance and instruction, no matter from parents, peers or university when they need it most. Internet resources exist but are diffused and the good and bad are intermingled.

Solution

A SaaS platform provides Career Pathway Exploration, Jobs & Internships Preparation, Graduate school information and Advising Service.

Key Metrics

- Users Number
- Monthly Recurring Revenue
- Match rate

Unique Value Proposition

Platform dedicated to educating, guiding, advising and connect students to better opportunities in order to foster their intellectual, social, and personal transformations.

High Level Concept

- Aim to be the university culture changer
- Call for awareness for mental health issues and destigmatize shame with mental health

First Mover

With the institutional voids in the market, we have the chance to be the first mover and occupy the huge market quickly.

Channels

- Promotion Channels
- Cooperation Partners
- First Mover Advantage

Customer Segments

- Age: 17-30
- Identity: University students and High school graduates
- Problem: Confused about self recognition and future development
- Education: mainly bachelor degree pursuer (at least, no cap on top)
- Income: Family income varies. Mainly for middle income family.
- Location: Start from University City in China
- like Beijing, Shanghai, Guangzhou.

Cost Structure

- Website Building & Prototype
- customer acquisition cost
- Operation Cost

Revenue Streams

- Subscription Fee
- Advertisement fee
- Other revenue