





Welcome to StudentCenter, where student life becomes simpler!

Say goodbye to fragmented services and hello to convenience and community.

Join us in revolutionizing the student experience and making every day easier and more enjoyable. Let's make student life better, together!





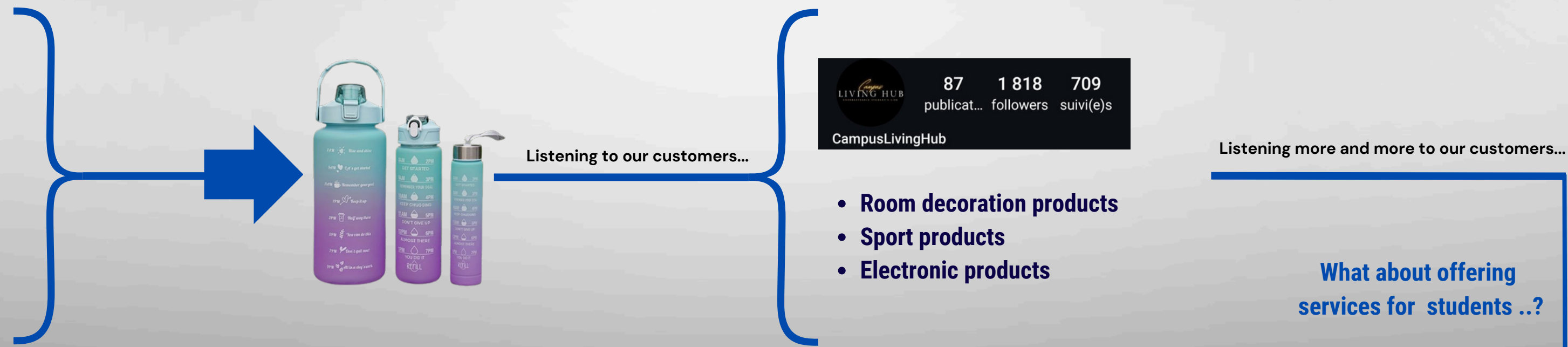
Othman Herba

- Data scientist
- Seller



Doha Chaik

- Data science and modeling student at UM6P
- Sustainable development ambassador



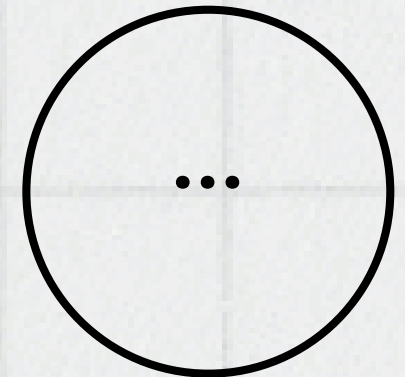
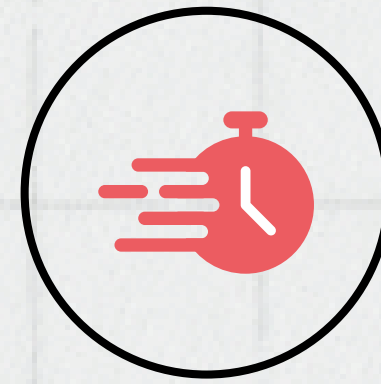
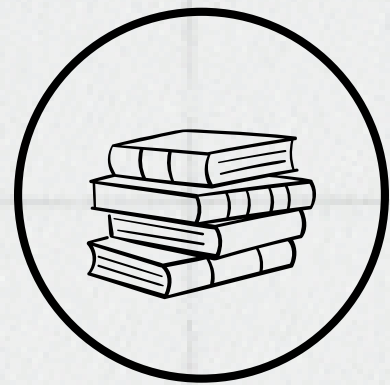
Join Explorer and create a startup...



Developed in Collaboration with



Problem overview

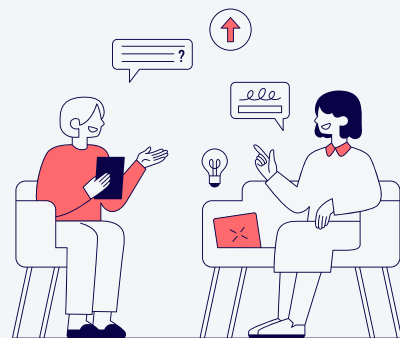


Time + budget management

Our market research

Based on our market research, Students **struggle** with managing their lives due to services being spread across **multiple** platforms, such as finding affordable **housing**, efficient **grocery** shopping, accessing essential **products** and more.

25% of the data gathered from in-depth face to face interviews with our early adopters



with 75% of the data collected through surveys



Problem Analysis Summary

PROBLEM 1: **FRAGMENTED SERVICES**

Students use multiple apps and platforms for essential services like food delivery, grocery shopping, e-commerce, and housing.

PROBLEM 2: **INCONSISTENT ACCESS TO QUALITY PRODUCTS AND SERVICES**

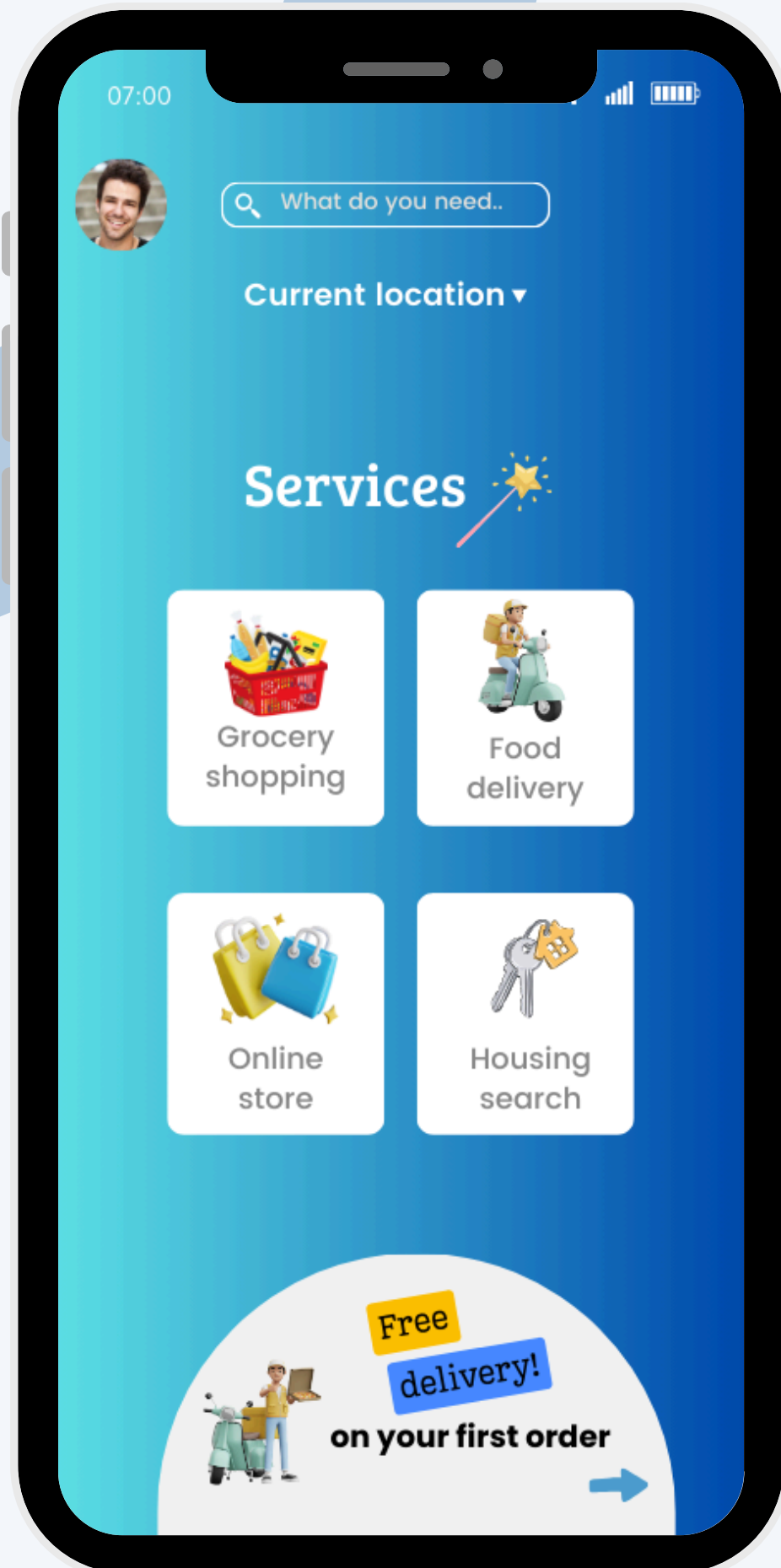
Students face challenges in accessing reliable, healthy food options and quality student supplies at reasonable prices.

PROBLEM 3 :**HOUSING**

Students struggle with high housing costs, limited availability of suitable options, and the time-consuming process of finding accommodations and roommates.

Solution

StudentCenter is an **all in one** comprehensive mobile application designed to streamline the university experience for students. By integrating :



Delivery Service

Offer a reliable delivery service for food and groceries, ensuring students can access healthy meals and groceries conveniently.



E-commerce Store

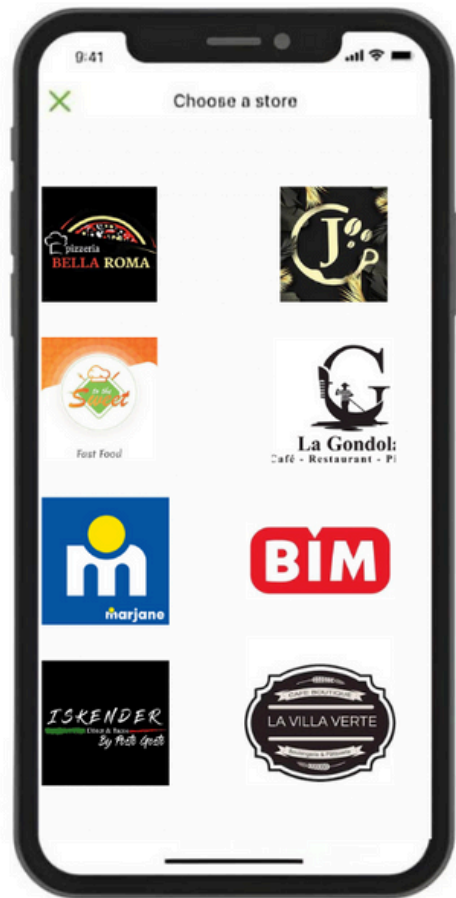
Provide an online platform for students to buy essential supplies at discounted prices, making shopping easier and more affordable.



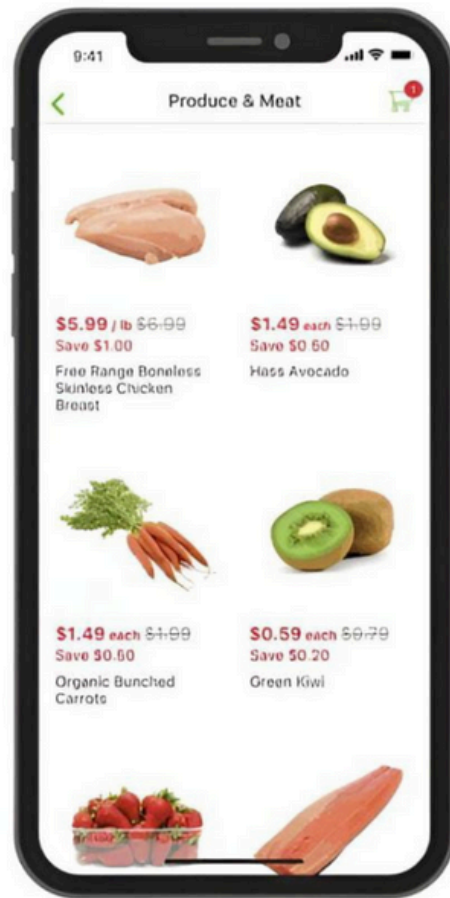
Housing Solutions

Facilitating connections between students seeking housing solutions by offering a feature for posting offers and demands in our app, allowing users to either find someone to join them or join an existing group.

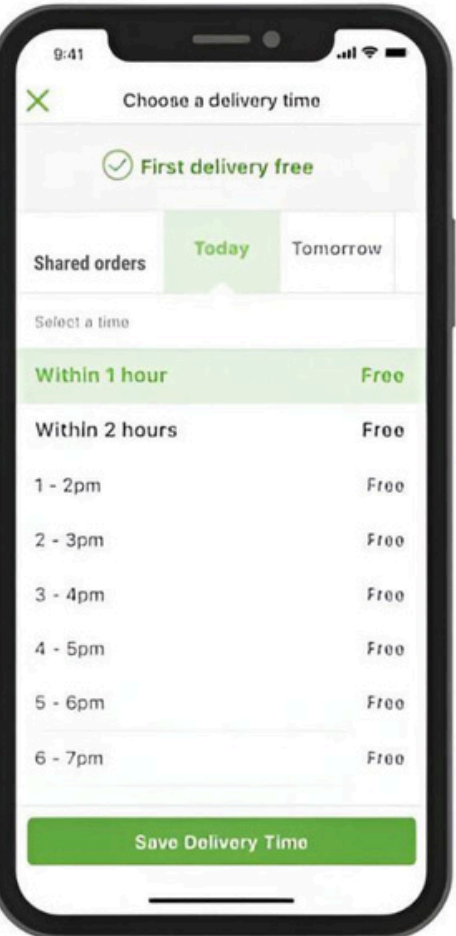
Delivery Service



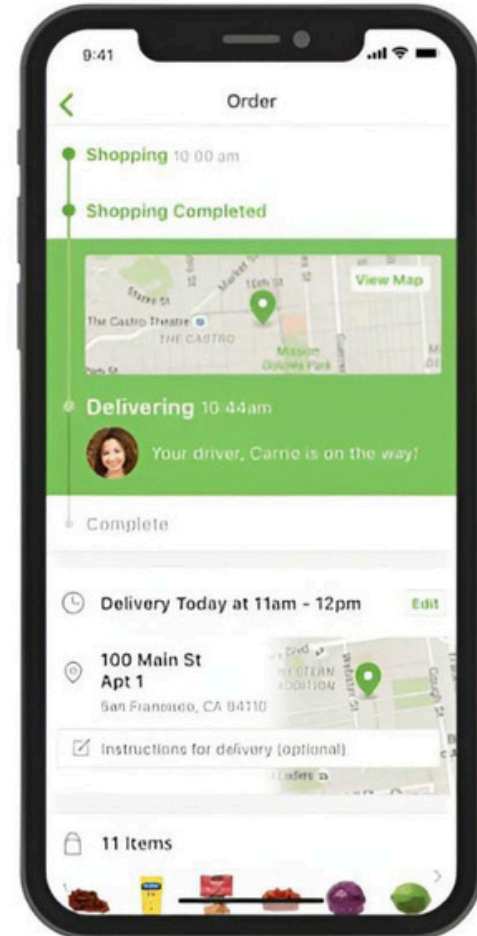
Select a Store



Shop for Groceries



Choose a Delivery Option

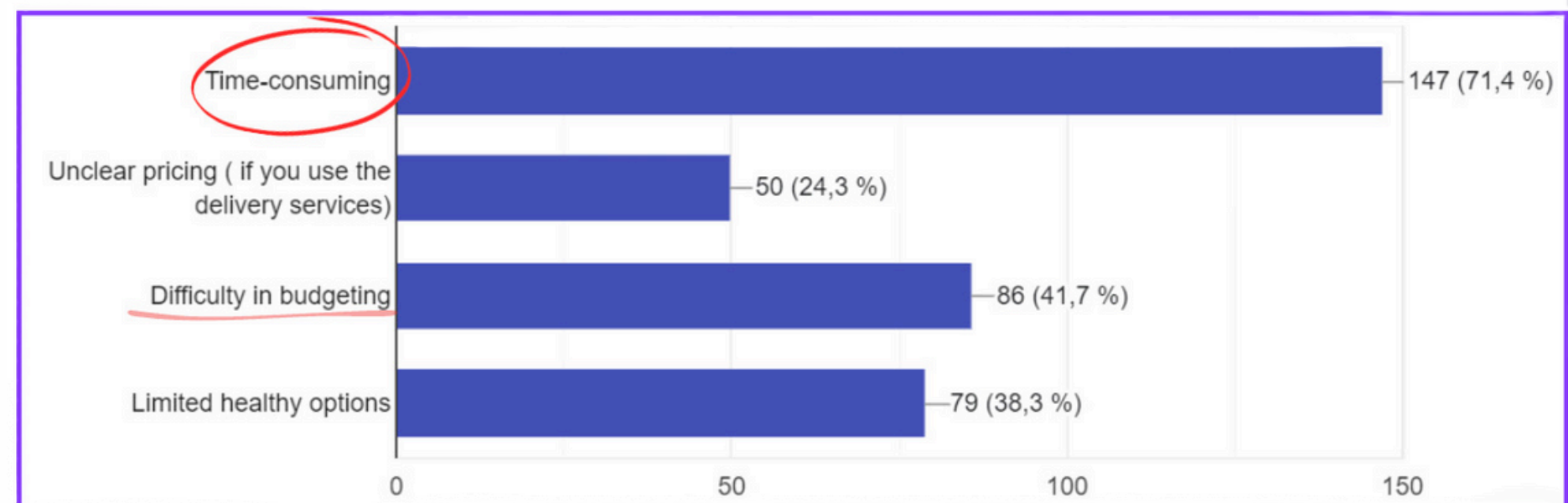


Receive the Delivery



Challenge:

- Based on our surveys, 65% of students reported difficulties finding reliable delivery services for food and groceries, impacting their diet and convenience.

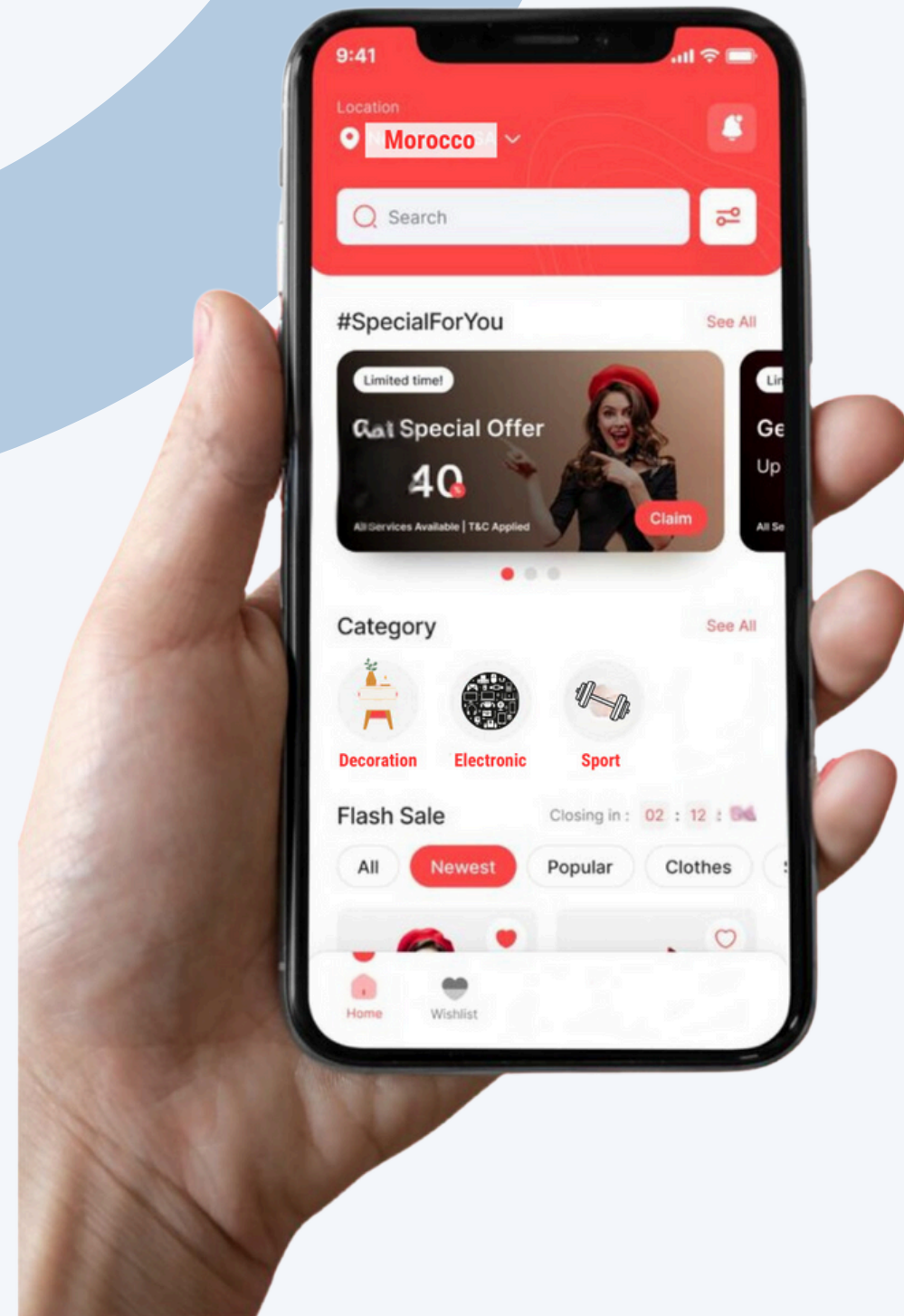


Proposed Solution:



- Efficient Delivery:** We provide timely delivery from local food vendors and grocery stores directly to student's apartments or collecting points.
- Transparent Pricing:** Clear and upfront pricing to avoid any confusion.
- Shared Orders:** Feature allowing students to group their orders, reducing delivery fees and promoting cost-sharing.

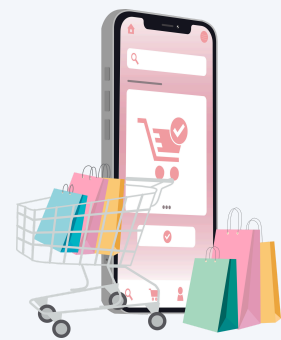
E-commerce Store



Challenge:

Students find it difficult to locate affordable and convenient sources for essential supplies.

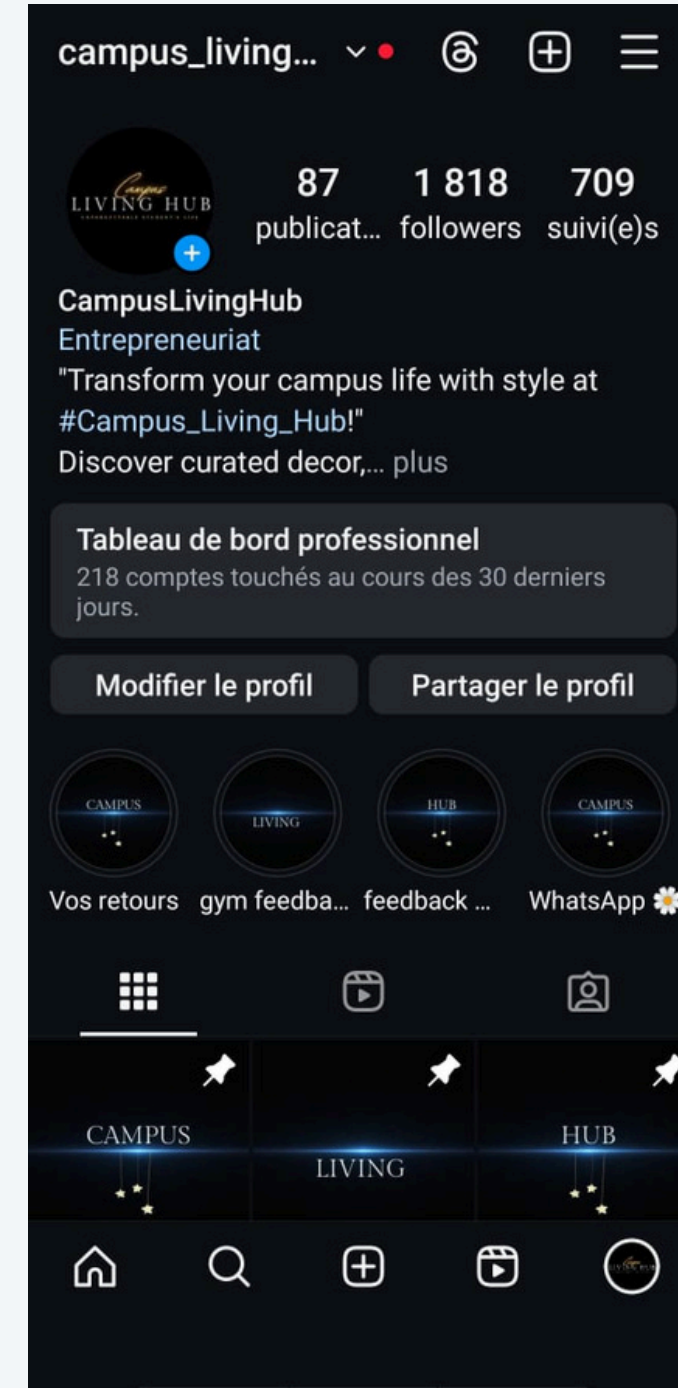
Proposed Solution:



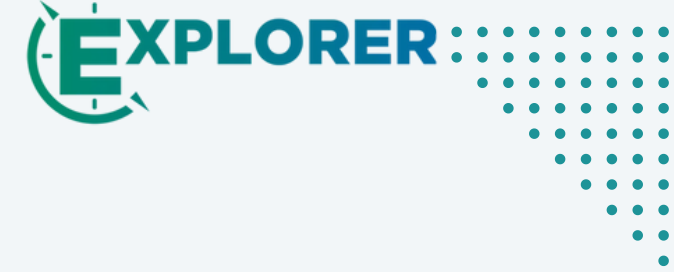
- **Discounted Prices:** Our platform offers essential supplies at discounted prices, streamlining the shopping experience.
- **Variety of Products:** Wide range of products tailored to student needs.
- **Personalization:** Use data analytics to offer personalized product recommendations.

Proof of Concept for the E-Commerce Store: Campus Living Hub

Campus Living Hub is our dedicated online store designed to meet the diverse needs of students by offering a wide range of products, including **electronics**, **room decor**, and **sports supplies**.



Proof of Concept for the E-Commerce Store:



Campus Living Hub

First month

42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59	Total :	1967	4595	2628
60				
61				

After 5 months :

Total Sales:

- Sales revenue : 14 113 DH
- Number of Orders: 250

Customer Base:

- Total Customers: 200
- Returning Customers: 25%

Product Categories:

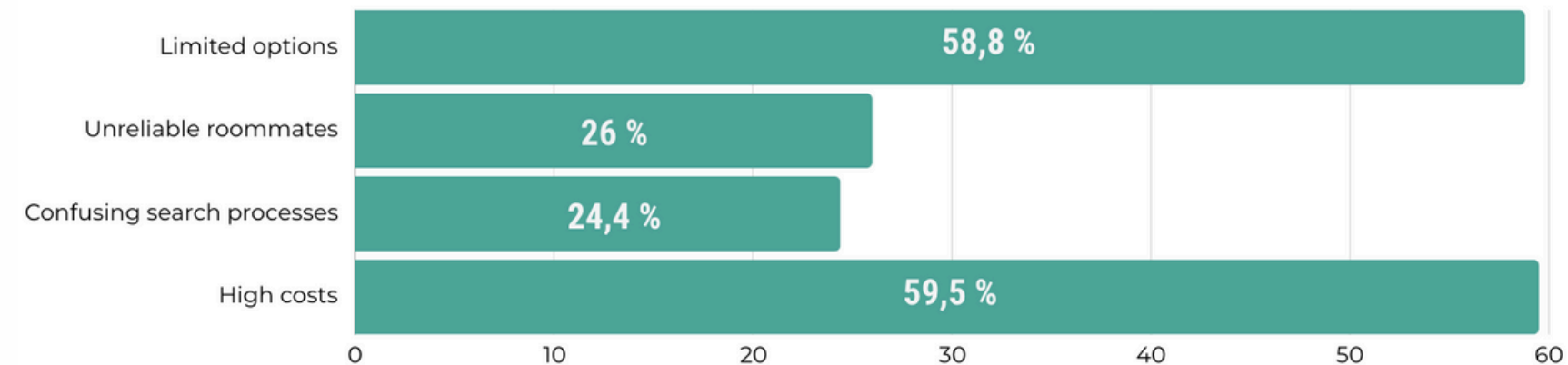
- Electronics: 40% of total sales
- Room Decor: 50% of total sales
- Sports Supplies: 10% of total sales

Housing Solutions



Challenge:

- According to our interviews, 60% of students struggle with high housing costs, limited availability of suitable options, and the time-consuming process of finding accommodations and roommates.



Proposed Solution:

- **Demand and Offer Platform:** Our housing solution will allow students to either post a demand for roommates or rental properties or browse through available offers , creating a streamlined way to connect those looking for housing.
- **Affordability Options:** By enabling students to find potential roommates to share rental costs, we reduce the financial burden and make housing more accessible.

Competition Analysis

	student-center	Glovo-Jumia Food	Mubawab-avito	Online marketplace
Delivery Services	✓	✓	✗	✗
E-commerce for Students	✓	✗	✗	✓
Housing Solutions	✓	✗	✓	✗

Our **unique combination** of delivery, housing, and e-commerce services tailored **specifically for students** sets us apart from existing competitors. By addressing the unique challenges faced by students and offering exclusive benefits, we create a compelling value proposition that drives user adoption and satisfaction.

Revenue Streams

1. Delivery service:

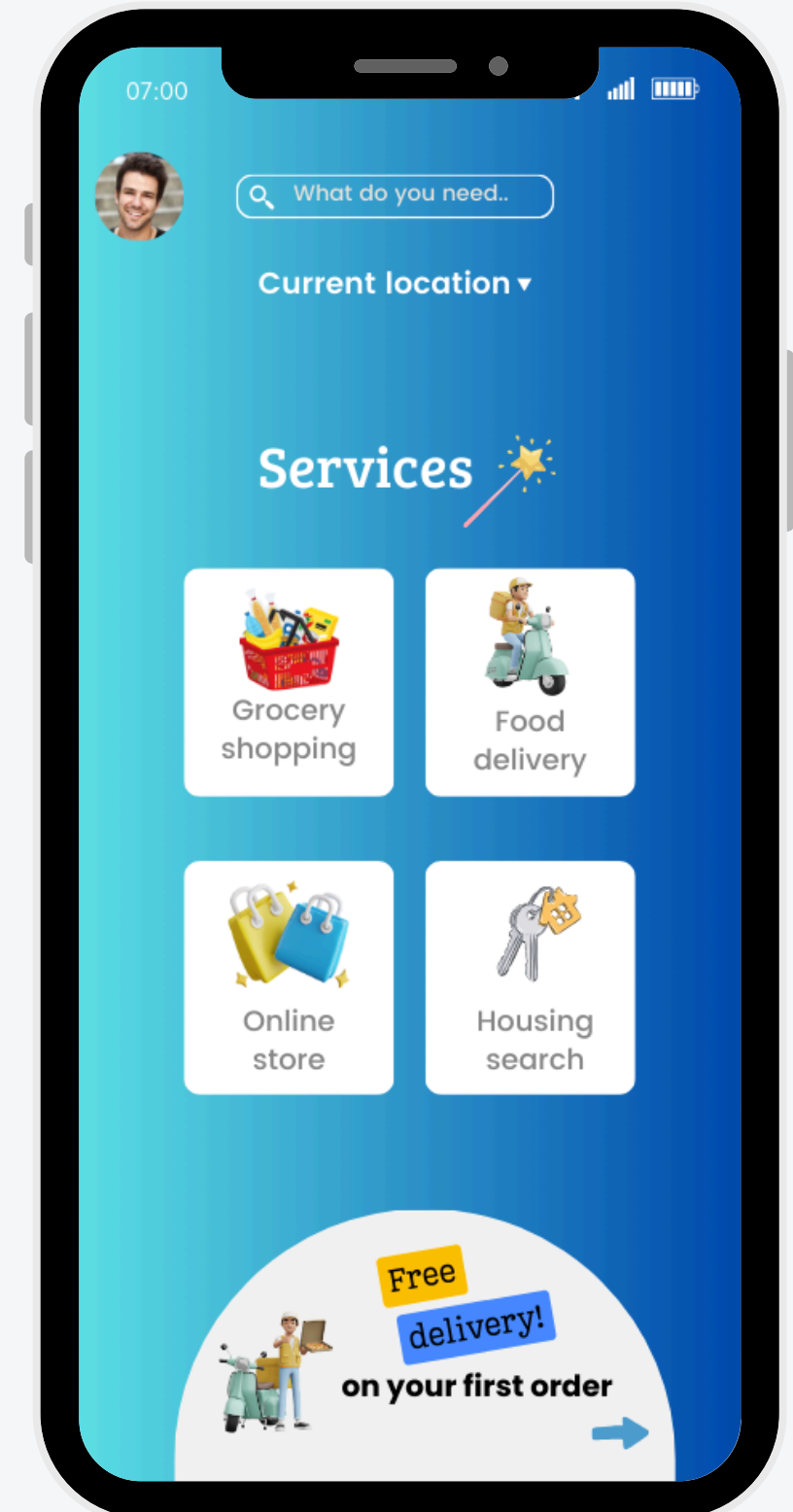
- Commission from partners (vendors – restaurants)
- Subscription plans for the restaurants
- Part of delivery fees

2. E-commerce store:

- Sales of student supplies
- Commission on third-party sales

3. Next goal: Housing

- Revenue streams for housing services will be explored in the next phase of our business development



OUR GO-TO-MARKET STRATEGY

Our go-to-market strategy combines online and offline channels to effectively reach and engage our target audience. With a focus on community building and strategic partnerships, we aim to achieve substantial growth and a strong user base.



Where?

- **Target Locations:** University campuses, Student accommodations , Local neighborhoods with high student populations, Online platforms frequented by students



Who?

- **Primary Target Customers:** University students
- **Customer Segments :** Students living on-campus, Students living off-campus, International students



How?

Customer Acquisition Channels :Community Engagement, Ambassadors Program, Partnerships, Online Marketing.

POTENTIAL CUSTOMER VOLUME:

Bottom-Up Approach:

Target Universities: Start with 1 university (UM6P).

Student Population: Assume we have an average of **6000** students.

Adoption Rate: Estimate a **10%** adoption rate.

Potential Users: 6000 students * 10% adoption rate = 600 users.

UNIT ECONOMICS OVERVIEW FOR OUR FIRST UNIVERSITY (UM6P):

	Delivery service	Ecommerce store	Housing solutions
Data	<p>1. Food Delivery:</p> <ul style="list-style-type: none"> • StudentCenter commission: 10% • Estimated average order value: 50 DH • Frequency: 25.7% once a week, 14.6% 2-3 times a week, 3.9% 4-5 times a week, 1.9% daily <p>2. Grocery Shopping:</p> <ul style="list-style-type: none"> • StudentCenter commission: 10% • Estimated average order value: 100 DH • Frequency: 50% weekly, 28.2% bi-weekly, 7.3% daily, 12.6% monthly <p>3. Delivery fees</p>	Positive feedback from the proof of concept part	Revenue: (To be explored in the next phase)
Calculations	<p>1. Food Delivery:</p> <ul style="list-style-type: none"> - Weekly orders: 154 orders - (2-3) times a week: 220 orders/week - (4-5) times a week: 108 orders/week - Daily: 77 orders/week - Annual orders: 29 068 orders/year <p>2. Grocery Shopping:</p> <ul style="list-style-type: none"> - Weekly: 300 orders - Bi-weekly: 85 orders/week - Daily: 308 orders/week - Monthly: 19orders/week - Annual orders: 37 024 orders/year <p>3. Delivery fees:</p> <ul style="list-style-type: none"> - Assume 50% of orders are shared: 74 048 DH/year - Non-shared orders: 37 024 DH/year 	<p>Sales per month: 100 sales</p> <p>Profit per product: 50 DH</p>	
Annual revenue	Revenue: 626 652 DH/year	Revenue: 60 000 DH/year	
Total Estimated Annual Revenue	Total Estimated Annual Revenue: 686 652 DH/year		

Scaling Our solution : Expanding to Five Universities

Total Estimated Annual Revenue: 989 508 DH/year

Strategy for Expansion to more Universities

After successfully testing our MVP at UM6P and achieving positive results, our strategy to expand StudentCenter to more universities involves a multi-faceted approach:



MVP Testing and Success at UM6P

- Our MVP has been thoroughly tested at UM6P, where we have received significant engagement and positive feedback from students. This successful pilot phase has validated our business model and demonstrated the demand for our services.



Ambassadors Program:

- We will implement an Ambassadors Program, recruiting enthusiastic and influential students from each targeted university. These ambassadors will help promote StudentCenter, educate their peers about our services, and provide valuable feedback to improve our offerings.



Partnerships with Student Organizations and Clubs:

- We will establish partnerships with various student organizations and clubs within the universities. These partnerships will facilitate direct communication with large student groups, enabling us to participate in events, and promotional activities that highlight the benefits of using StudentCenter.

Current Stage: Concept

Our project is currently in the concept stage, but we have made significant strides in validating our ideas and laying the groundwork for future development. Here are the key milestones we've achieved so far:



Market Research and Surveys:

- Conducted extensive market research and surveys among students to identify key pain points and validate the demand for our services.
- Collected data from over **200 respondents**, highlighting critical challenges in grocery shopping, food delivery, and housing.



Partnership Outreach:

- **Initiated conversations** with local grocery stores, restaurants, and landlords to explore potential partnerships and collaborations.
- **Received positive feedback** and preliminary agreements from several **vendors** interested in joining our platform once it's launched.



Community Building:

- We have **already established** a strong community through our Instagram shop and WhatsApp group, where students regularly buy products from us. This existing **trust and engagement** will be instrumental in the successful implementation and growth of our new project. Our established presence and reputation will help us seamlessly integrate our services, ensuring a **loyal and confident customer base from the start**.

Next steps :

- Our primary goal should be to develop and launch an MVP, starting with food and grocery delivery in one university (UM6P).
- Establish Key Partnerships.
- Continue our customer discovery.

Formulation of ideas to solve customer problems (MVP)

Core Applications Needed:

- **Buyer App:** Enables students to browse and place orders for food, groceries, and other services.
- **Merchant App:** Allows vendors to receive and manage orders.
- **Delivery Staff App:** Facilitates order pickup and delivery tracking.
- **Admin Panel:** Initially simplified using SQL for data monitoring and analysis.

MVP Development Cost Breakdown			
Customer App	Development time: 1 month	Key Functionalities: <ul style="list-style-type: none"> ▪ Add items to cart ▪ Place orders ▪ Receive notifications ▪ Track order status ▪ Cancel orders ▪ Shared orders 	Budget: 15,000 MAD
Restaurant App	Development time: 2 weeks	Key Functionalities: <ul style="list-style-type: none"> ◦ Create, edit, and delete profile ◦ Create and edit menu ◦ Send and receive notifications ◦ Update order status 	Budget: 10,000 MAD
Delivery Rider App	Development time: 2 weeks	Key Functionalities: <ul style="list-style-type: none"> • Create, edit, and delete profile • Send and receive notifications to the restaurant and customer • Track the order for pickup and delivery • Notify issues 	Budget: 10,000 MAD
Total	Total: 35,000 MAD		

	Operational Costs	Final Testing and User Feedback Adjustments	Marketing and Customer Acquisition
Purpose	To cover essential operational expenses necessary for running the platform.	To fine-tune the platform based on real user feedback and ensure all features function as expected.	To acquire early users and build initial traction through targeted marketing campaigns.
Strategies	<ul style="list-style-type: none"> Server Hosting Tools: Costs for software tools required for development, analytics, and ongoing support. 	<ul style="list-style-type: none"> Final testing of all app functionalities Incorporate user feedback and make necessary adjustments. Minor bug fixes and performance improvements before official launch 	<ul style="list-style-type: none"> Sponsoring University Clubs On-campus Outreach Ambassadors Program
Total	5,000 MAD	5,000 MAD	5,000 MAD

MVP Development Cost : 50,000 MAD

BUSINESS MODEL CANVAS

DESIGNED FOR : STUDENTCENTER

DESIGNED BY : STUDENTCENTER TEAM

DATE : 10-07-2024

VERSION : FINAL

Key Partners

- Local grocery stores
- Delivery service providers
- Restaurants

Key Activities

- Marketing and user acquisition
- Tracking deliveries
- Developing an algorithm to choose the correct collection points for each city

Key Resources

- Inventory of groceries, student supplies.
- App developers

Value Propositions

- Offering a one-stop solution for student needs, including delivery service ,ecommerce store and housing solutions.
- Ensuring affordability and convenience
- Facilitating direct connections between students and service providers

Customer Relationship

- Collecting and analyzing data on student preferences and behaviors
- Tracking customer interactions
- Keep up with sales performance goals

Channel

- University events and on-campus advertising
- Social media platforms
- Ambassador students

Customer Segments

- University students (New and old students)
- International students
- Businesses (universities , vendors , restaurants)

Cost Structure

- App development and maintenance costs
- Marketing expenses

Revenue Stream

- Sales of groceries, student supplies and food delivery .
- Delivery fees



Thank you
Q/A