

YOUR ALL-IN-ONE UNIVERSITY JOURNEY STARTS HERE



UNILINK

www.unilinkedu.com



PROBLEM STATEMENT

University's perspective:

- 01 Lack of domestic enrollment
- 02 Immense Marketing Expenses
- 03 Paperwork and manual management of admissions

Student's perspective:

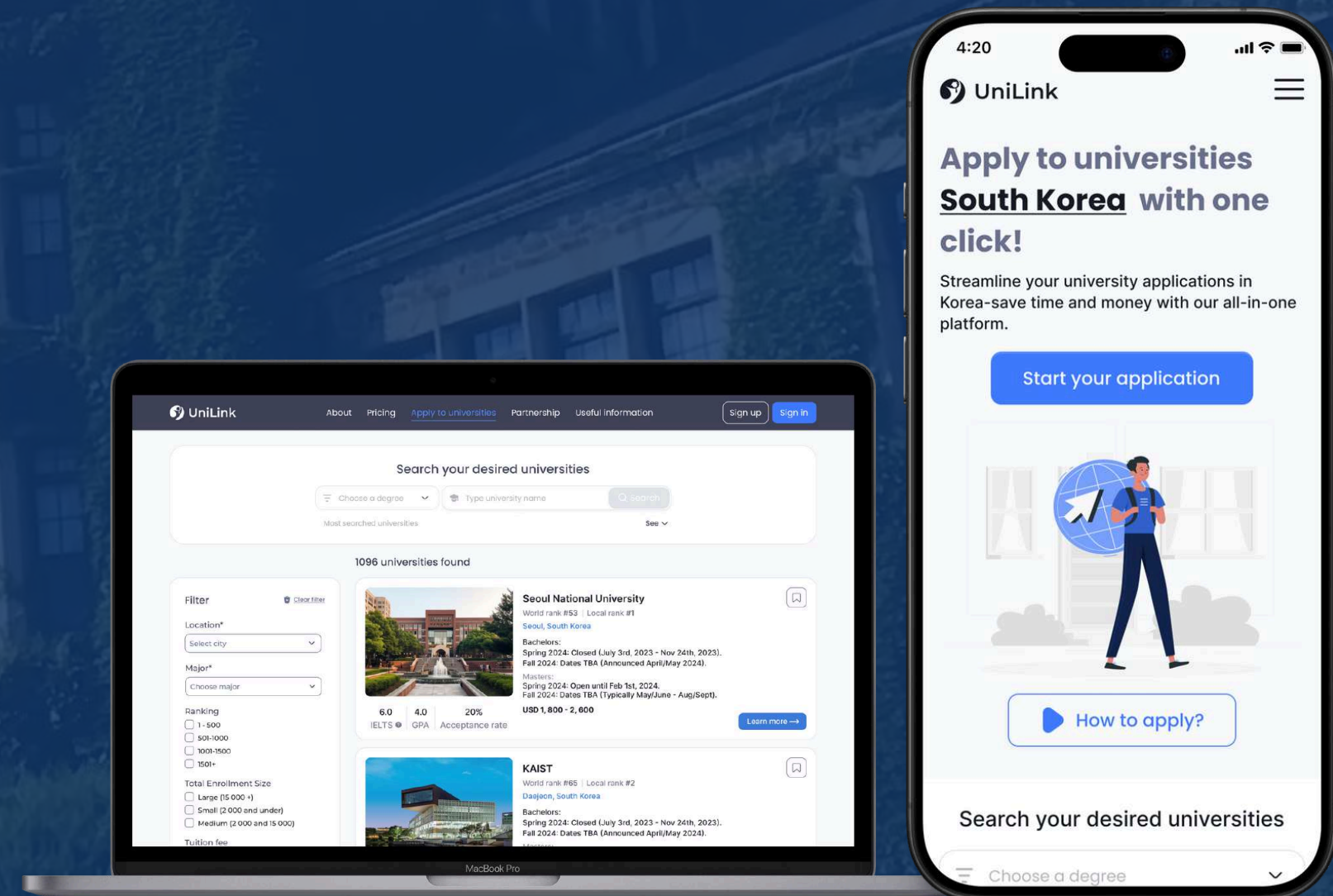
- 01 Lack of clear guidance and costly agency fees
- 02 Complex application procedures
- 03 Time consuming university research

Our Solution



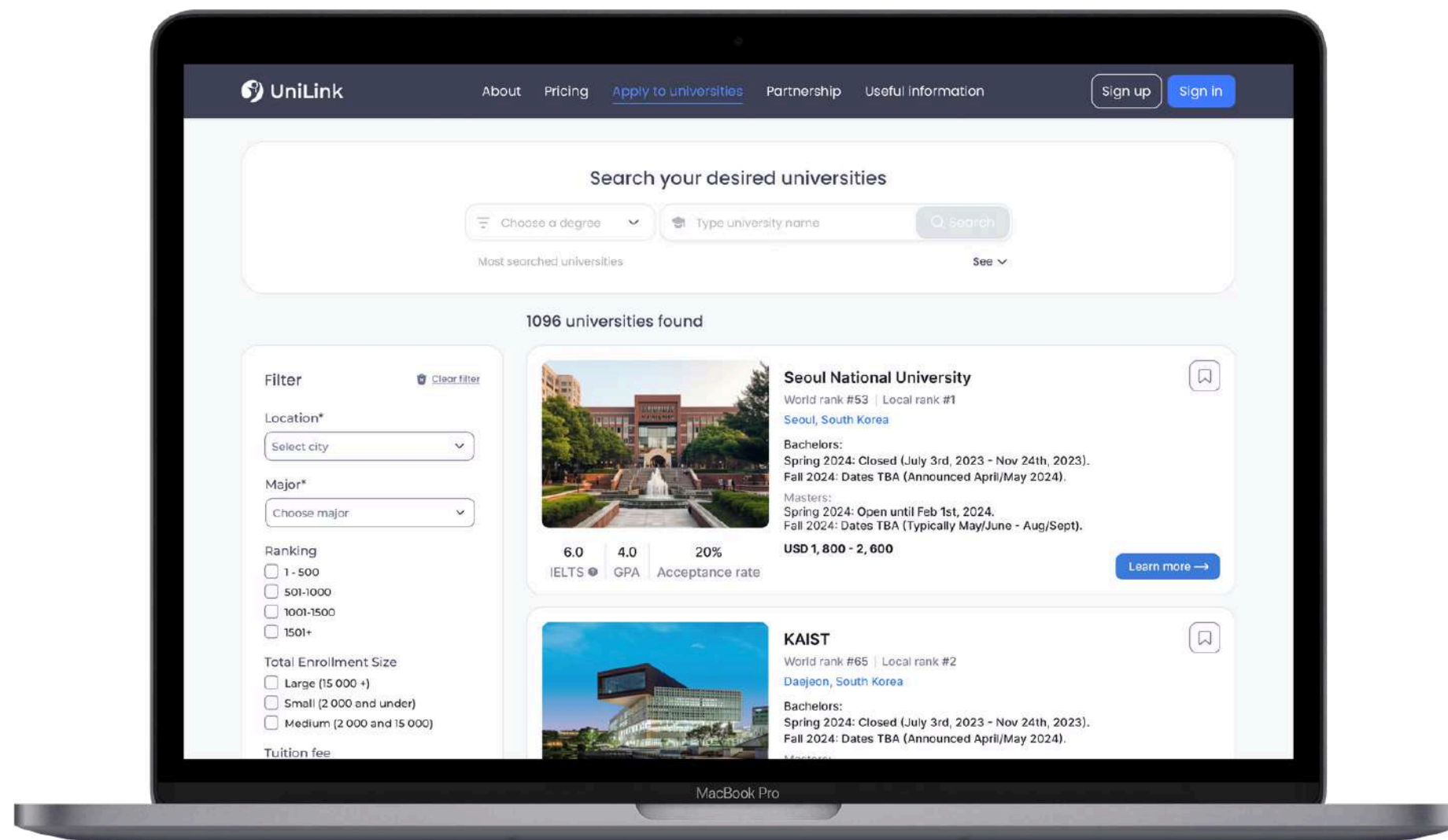
University application platform that allows students to apply to multiple universities through a single website

- Allows students to input their personal information, background and essays into a single application
- Makes it easier to check and comply with admission requirements and deadlines
- Saves time and effort for both student and university



WE STREAMLINE YOUR UNIVERSITY APPLICATIONS

Become a student in 5 simple steps:



1 Create your Profile

2 Find your dream University

3 Apply with One Click

4 Track your Application

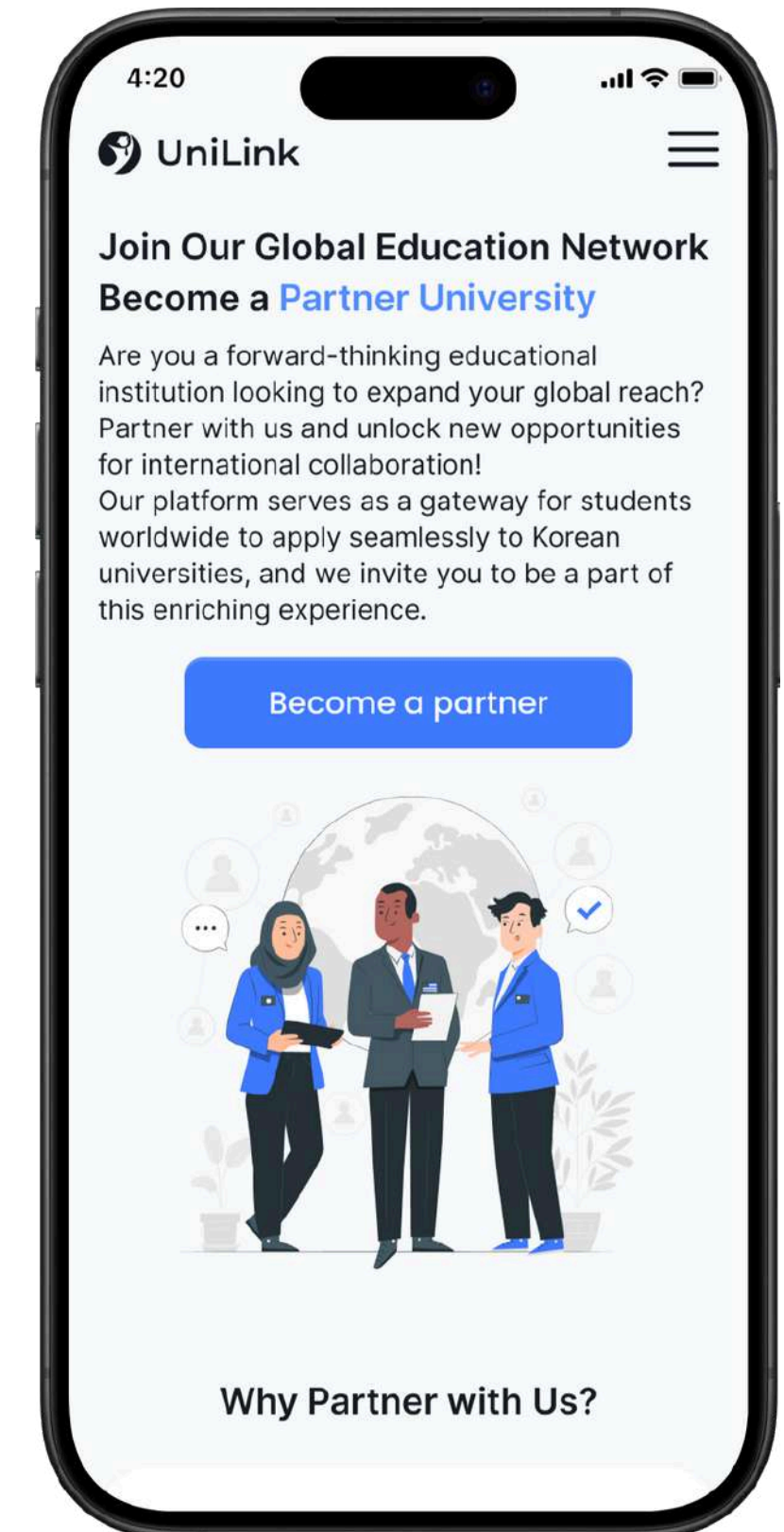
5 Come to Korea and study



HOW CAN UNIVERSITIES BENEFIT FROM BEING ON UNILINK?



Colleges and universities spend between **\$429** and **\$623** per enrolled student, per year, on marketing*



BUSINESS MODEL

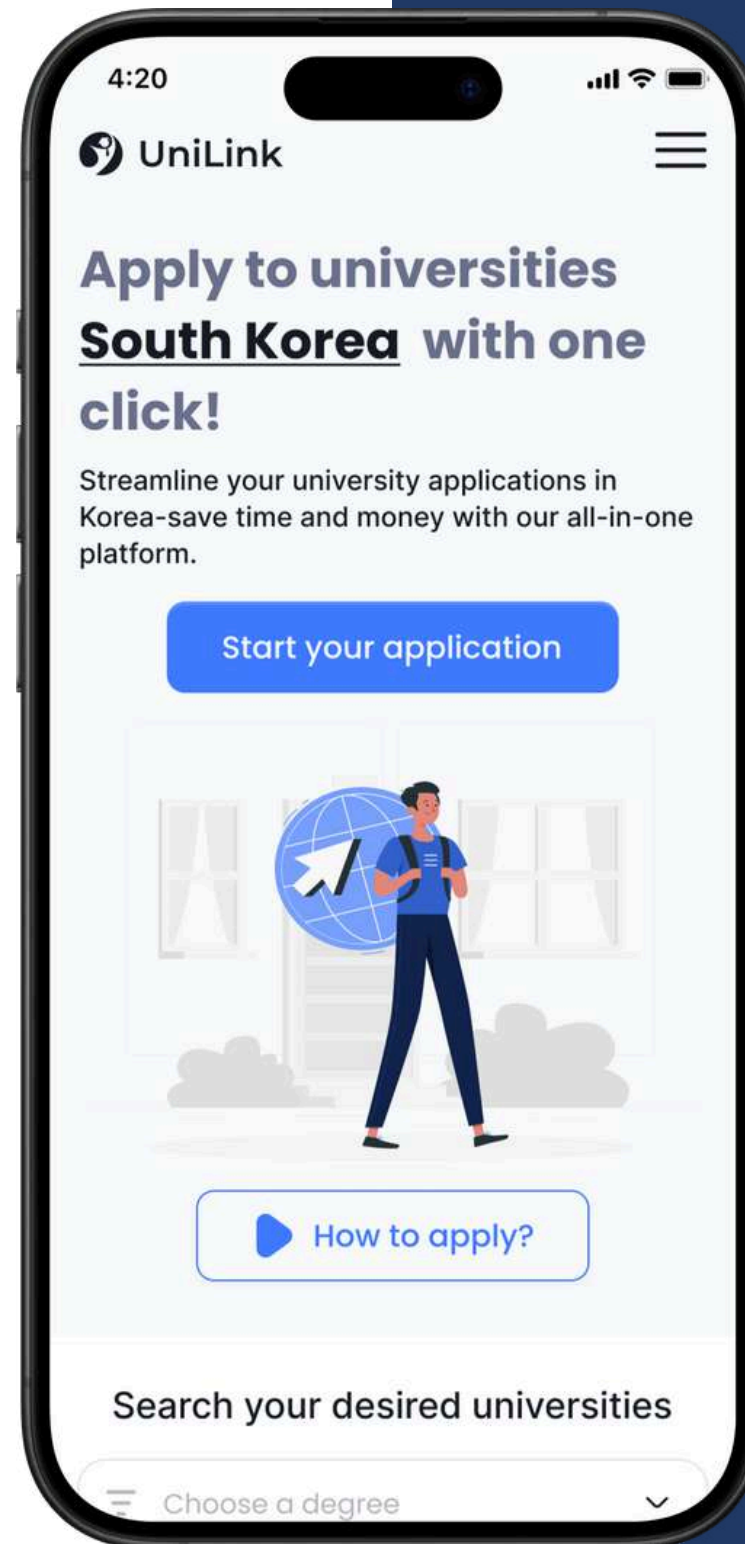
University pays:

\$50

For every applicant that applies through our platform

Additional revenue streams

- University ads on the main page
- Additional ads on the platform (for related businesses)
- Further expansion into other sub-industries (language classes, visa support, mentoring)



Student pays:
per semester

\$0

Starter Incentive
First 50 applications

\$100

BASE PLAN
1 application

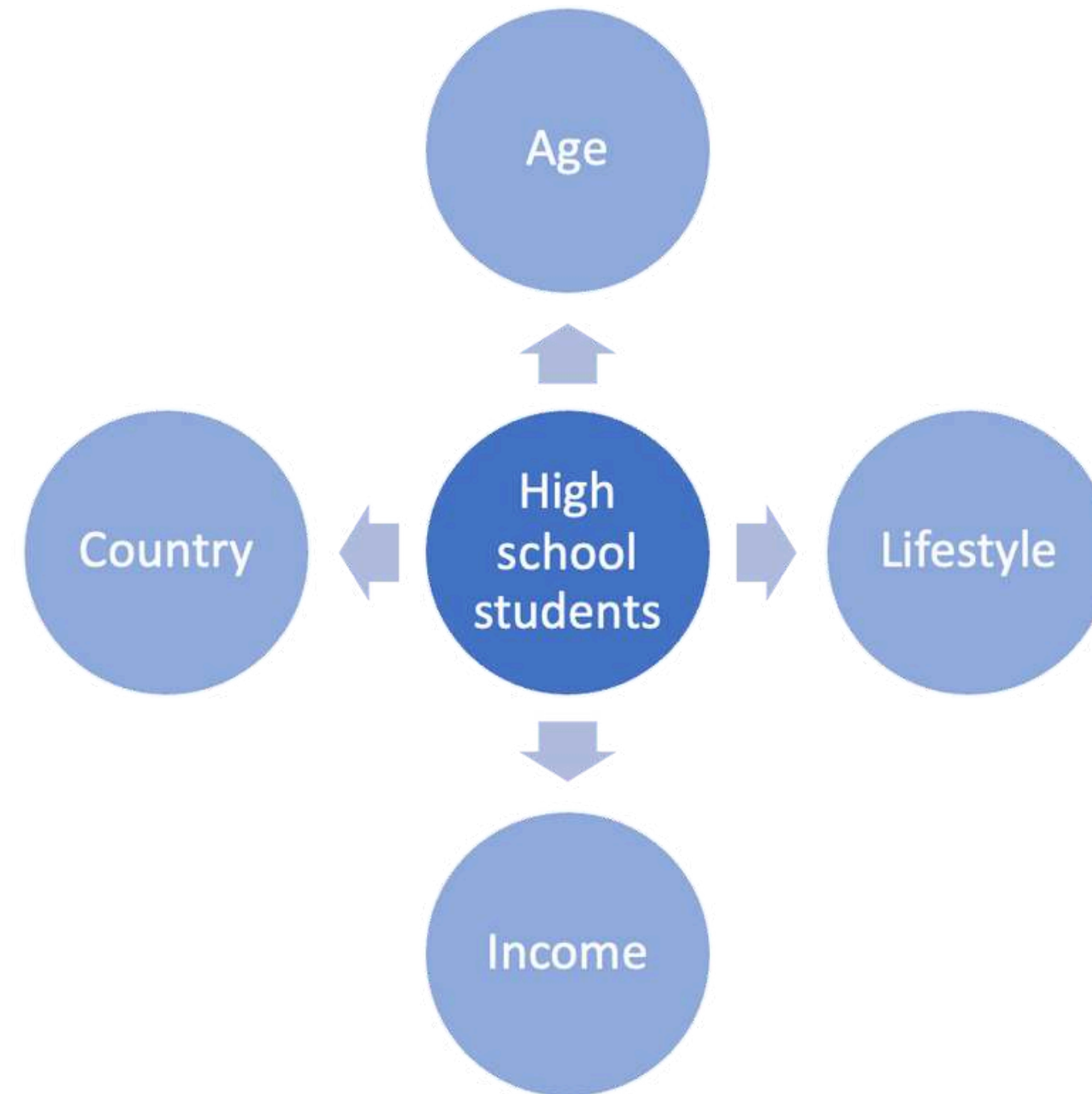
\$300

PRO PLAN
up to 3 applications
access to pro-features
application fee discount



Target Audience

16-24 years old



Mainly Guardian's Support

Online presence

Highly connected through technology and social media

Education and Career

Focused on pursuing higher education and seeking better opportunities

Busy Schedules

School obligations, extracurricular activities and social events

	High School Graduates	Study Abroad Students
China	10.78 mln	1mln+
Vietnam	1.24 mln	145,895
Russia	1.1 mln	90,000
Kazakhstan	353.500	90,300
France	730.000	105,700
Uzbekistan	595.000	120,000+

Why now? Why UniLink?



The Korea Times

<https://m.koreatimes.co.kr/pages/article>

Korea aims to attract 300000 foreign students by 2027

Aug 16, 2023 — Korea aims to attract 300,000 foreign students to study at domestic universities by 2027 in a bid to preemptively secure skilled foreign workers ...



교육부

<https://english.moe.go.kr/boardCnts/viewRenewal>

MOE to announce Study Korea 300K Project

MOE to announce Study Korea 300K Project: Korea aims to be the top 10 world-leading countries for study abroad by 2027. DATE, 2023-08-16, NAME, 객보미, HIT ...



Times Higher Education

<https://www.timeshighereducation.com/news/korea...>

Korea 'unlikely' to meet overseas aim

Nov 24, 2023 — The Study Korea 300,000 initiative, designed to address the country's looming demographic crisis and help make universities more globally ...



UNILINK

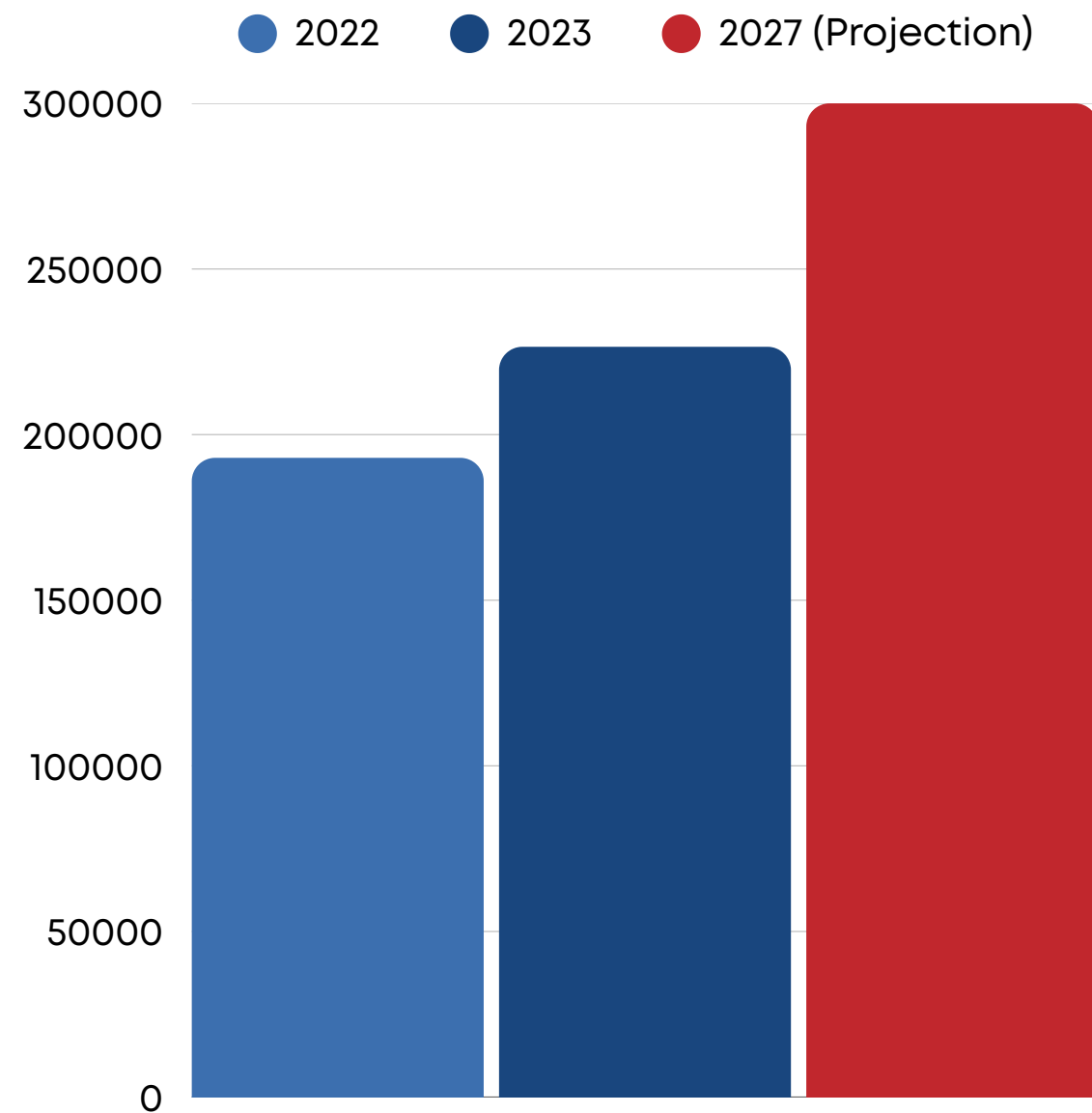
Need + Solution

“UniLink is what South Korea needs now”

Market Analysis



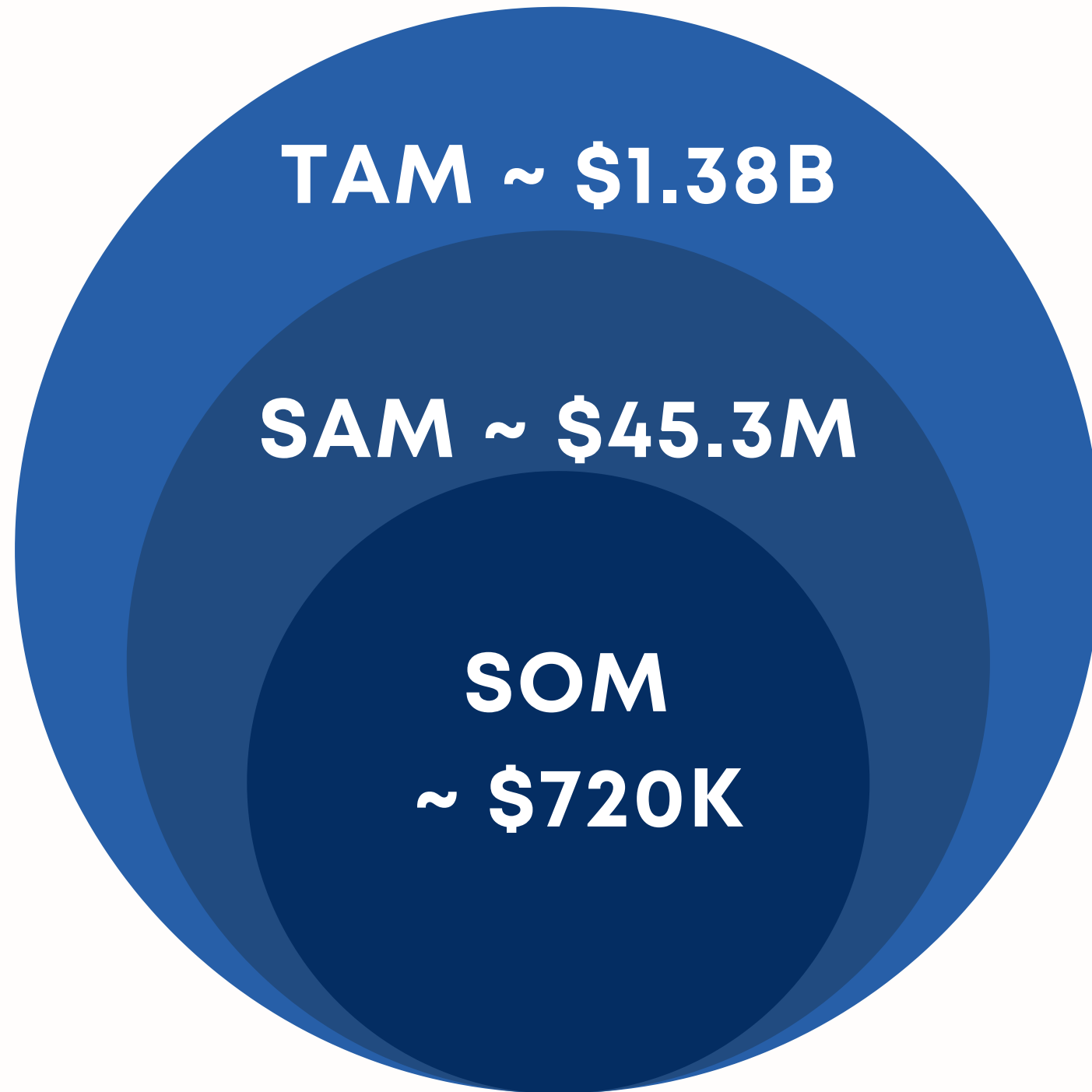
Number of foreign students
in South Korea by years



*Source: Korean Ministry of Justice, <https://www.moj.go.kr>



Market Size



TAM – Total Addressable Market (Global)

- 6.9 million international students (2022)
- \$1.38 billion

SAM – Serviceable Available Market (South Korea)

- 226,507 international students (2023)
- \$45.3 million

SOM – Serviceable Obtainable Market (CIS Region):

- ~18K students apply to South Korea
- Target: 20% = ~3,600 students
- $3,600 \times \$200 = \$720K$

Average - \$200 for service fee per user

Sources:

*Times Higher Education, <https://www.timeshighereducation.com>

*The Korea Herald, <https://www.koreaherald.com>

*Yonhap, <https://www.yna.co.kr/>



MARKETING PLAN

Partnership

Establishing partnerships with Ministries of Education of target countries

Ambassadorship

Recruit student ambassadors from target countries to promote UniLink within their networks and provide insights into local student preferences and needs.



Promotion

Organizing online events to teach about the benefits of UniLink platform. Study Plan, Personal Statement, Resume writing workshops to promote UniLink.

Social Media

Create valuable content such as blog posts, guides, and webinars to provide valuable information and establish UniLink as a trusted resource for aspiring students.

Future Expansion Plans



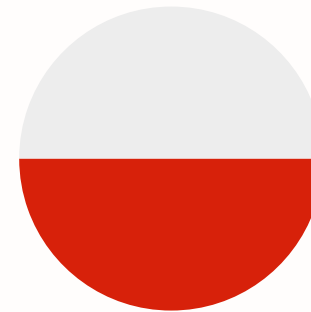
- Limited University application infrastructure
- 130,000 international students
- Strong partnership with UK/Aus universities



- Many international university branches (NYU, Sorbonne, Heriot-Watt)
- 42,000+ international students
- Legacy systems or agency-heavy pipelines



- Education hub (Middle East, Africa, CIS)
- Hosts over 260,000 international students
- Great fit - geographically strategic + scalable



- Variety of English-taught programs (300+)
- 105,000+ international students
- No dominant centralized system across universities

We will focus on markets where the demand for internationalization is high - but the processes are outdated

Investment allocation



Website Maintenance & Hosting

12-month hosting, bug fixes, performance optimization, SSL/security

01

SEO & Content Marketing

Branded content, keyword optimization, Google indexing for organic traffic

02

Social Media Marketing

Content and ad campaign, with reels, testimonials, and mini-tours

03

University Outreach

Connect with Korean universities, onboard partners, gather updated admission data

04

05

Promotional Events

Seminars, Q&A panels, and virtual expos for students generating qualified leads

06

Legal & Admin Setup

Register business, legal docs, contracts, and basic accounting setup

07

Customer Support

Chat support setup, onboarding guides/videos, live help for students

08

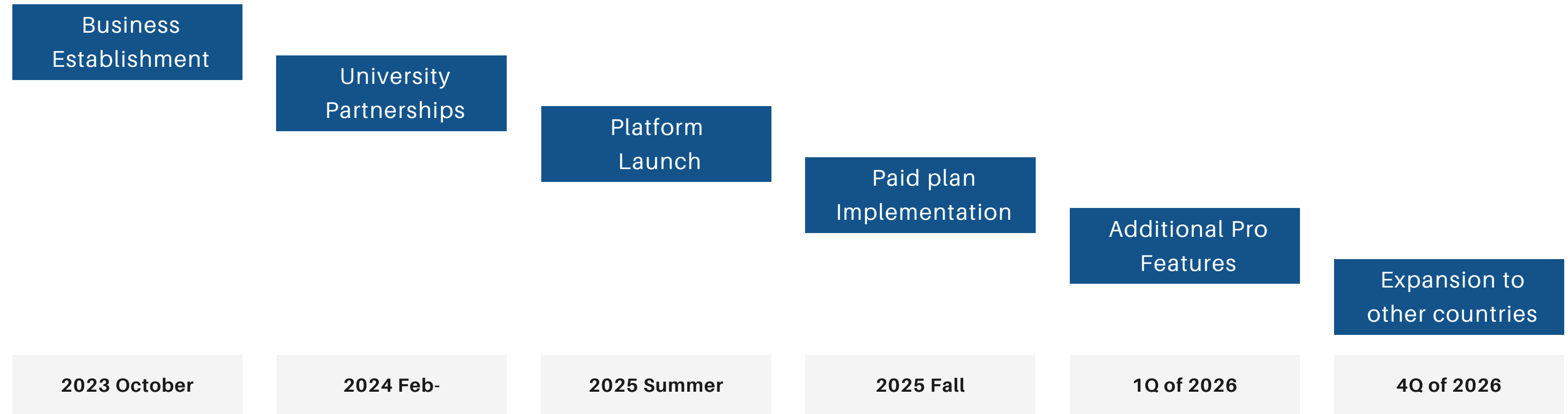
Local Ambassadors & Reps

Recruit student ambassadors in schools to promote via word-of-mouth and events





TIMELINE & AWARDS



MAY, 2023 - SILICON VALLEY BUSINESS
PLAN COMPETITION - SILVER AWARD
2,000,000 KRW



AUGUST, 2023 - DAEJEON STARTUP
COMPETITION - GRAND PRIZE
3,000,000 KRW



JULY, 2025 - START-UP BOOST
FINAL DEMO DAY - \$10,000

Our Team Members



- BBA (Management) - SolBridge (South Korea)
- Regional Manager for CIS region at Bioneer Corporation (South Korea)
- Business Development Manager at Altos (USA)
- 3+years experience in Sales/BD/CS/Marketing

Saidakbar Ikramov

CEO and Co-Founder



- BBA (Finance) - SolBridge (South Korea)
- Regional Manager for MENA region at Bioneer Corporation (South Korea)
- Executive Assistant at IronRock (USA)
- 3+years experience in Finance/Marketing/Sales

Sitora Buritosheva

CFO and Co-Founder



- BBA - Chodang University (South Korea)
- Senior Frontend Developer at Wavedeck (South Korea)
- React Developer at Atozsoft (South Korea)
- Full-stack Web Developer with 4+ years experience

Javohir Tukhtasinov

CTO

6 Interns - Supporting with:

- University research
- Data entry on the platform
- Blog and content creation

THANK YOU!

CONNECT WITH US:

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 unilinkedu.com

 UniLink

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LINK TO YOUR FUTURE

