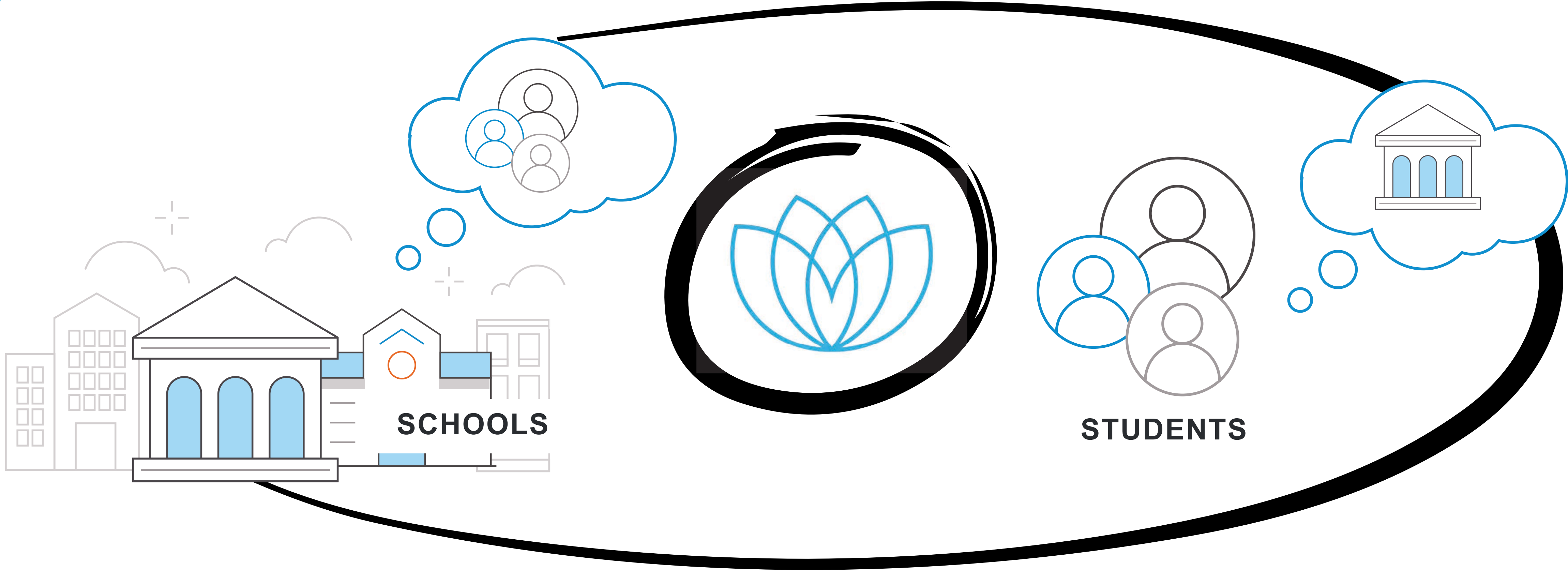


# Attract more International students by speaking their language

December 2018



# Communal value





Veenah comes from Chennai. She studied engineering but knew she needed to attend a top program in the US to take the next step.

She dreamt of becoming a technical consultant to help solve the world's healthcare challenges. Studying abroad was not an option until she could find a funding solution

Veenah | Chennai, India

Students who would have found it difficult to attend graduate school without Prodigy Finance

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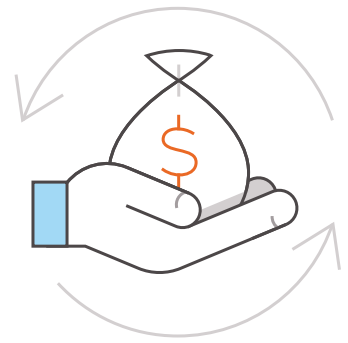
**80%**

Students from emerging markets

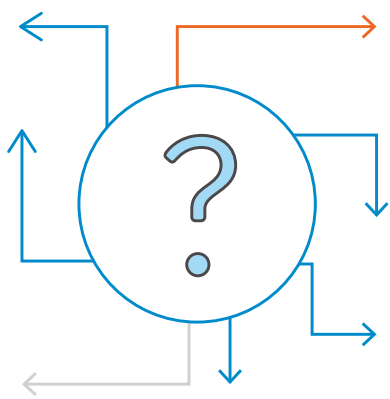
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**78%**

# Main barriers for international students



**Understanding a clear, predictable ROI in an overseas degree**



**Navigating the best program, location and school fit through limited intel like rankings**



**Funding remains a big divider for the world's top talent**

Sanjar worked in the auto industry and his experience earned him a full scholarship for his MBA to a top school in the Southeast, but access to funding options enabled him to look at other programs.

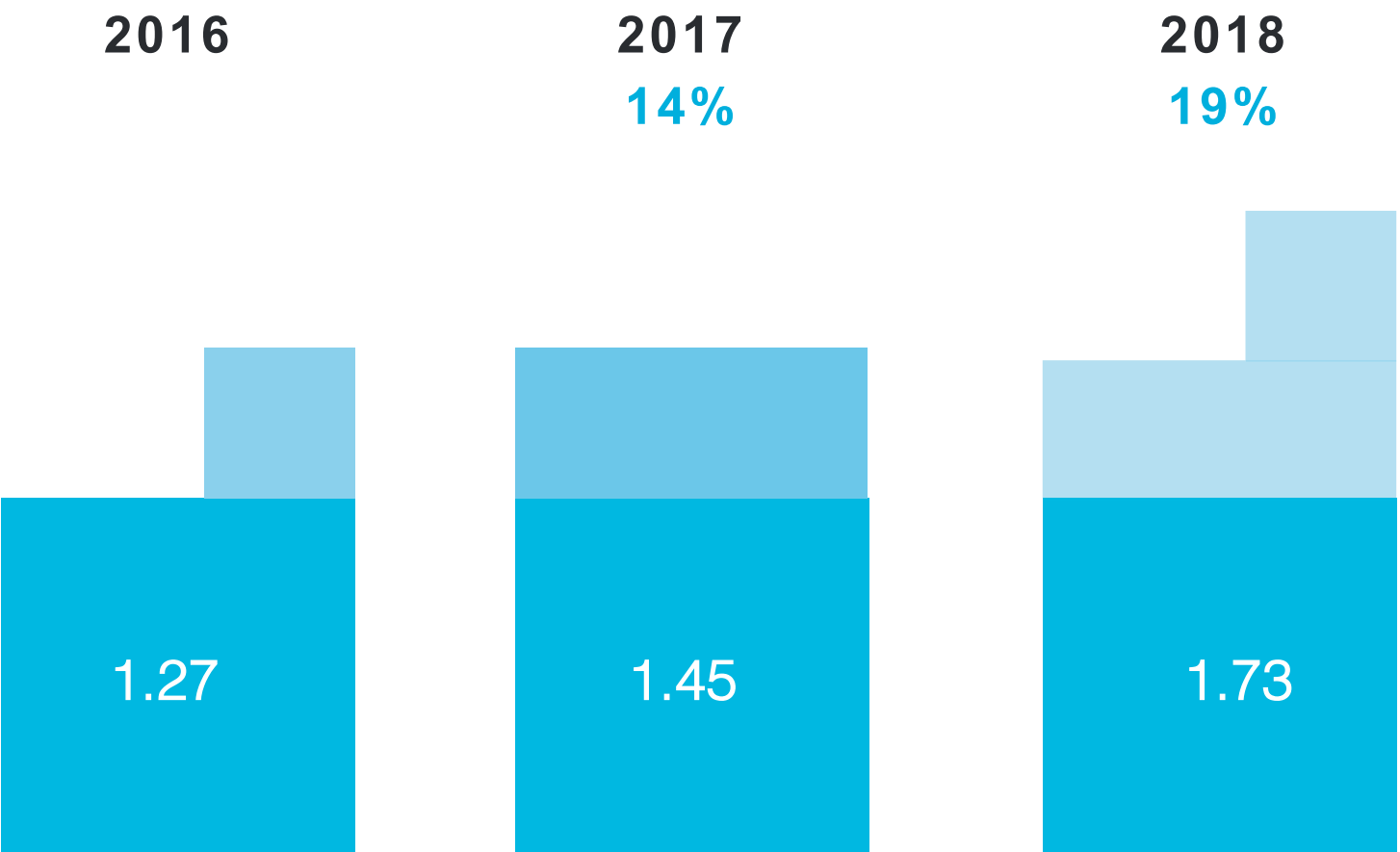
He felt it was worth getting a loan for the his dream school in the Northeast as it could lead to working in Finance in New York.

**Sanjar**  
Tashkent, Uzbekistan



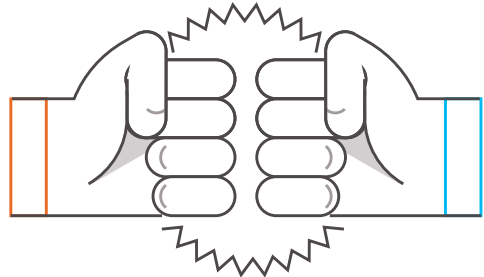
# Decision evolution

## GROWTH OF AVERAGE APP SUBMIT PER STUDENT AT PRODIGY FINANCE



# OF APPS CREATED PER \*USER\*

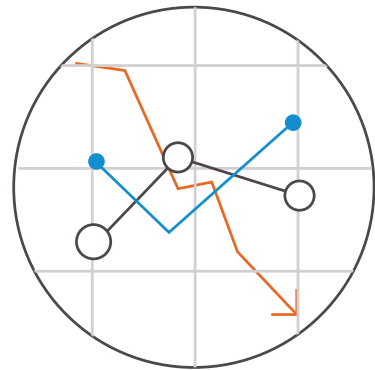
## STUDENT INDECISION IN A GLOBAL CONTEXT



**GREATER COMPETITION & RECRUITING INWARDS**



**NEIGHBORS BENEFIT AMID VISA CONCERNS**



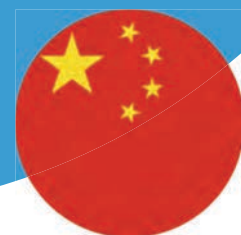
**MACRO-ECONOMIC CHANGES**

# Geographic personas

Dream of improving their professional options to impact their local environments but have very limited options to leave their country.



Looking to advance career development and wants independence. Studying abroad culturally accepted but moving funds cross-border challenging



Family decision where parents want what's best for their children and children want to find new job opportunities. Financial decisions are made together.



Top students have been groomed to strive for greatness and educational achievement adds to their credibility. Strong desire for financial independence while family remains important.



Students study abroad because only a few universities in their country offer enough resources. These students want to broaden their intellectual horizons to provide them with a competitive advantage in the job market.





# Growth In numbers

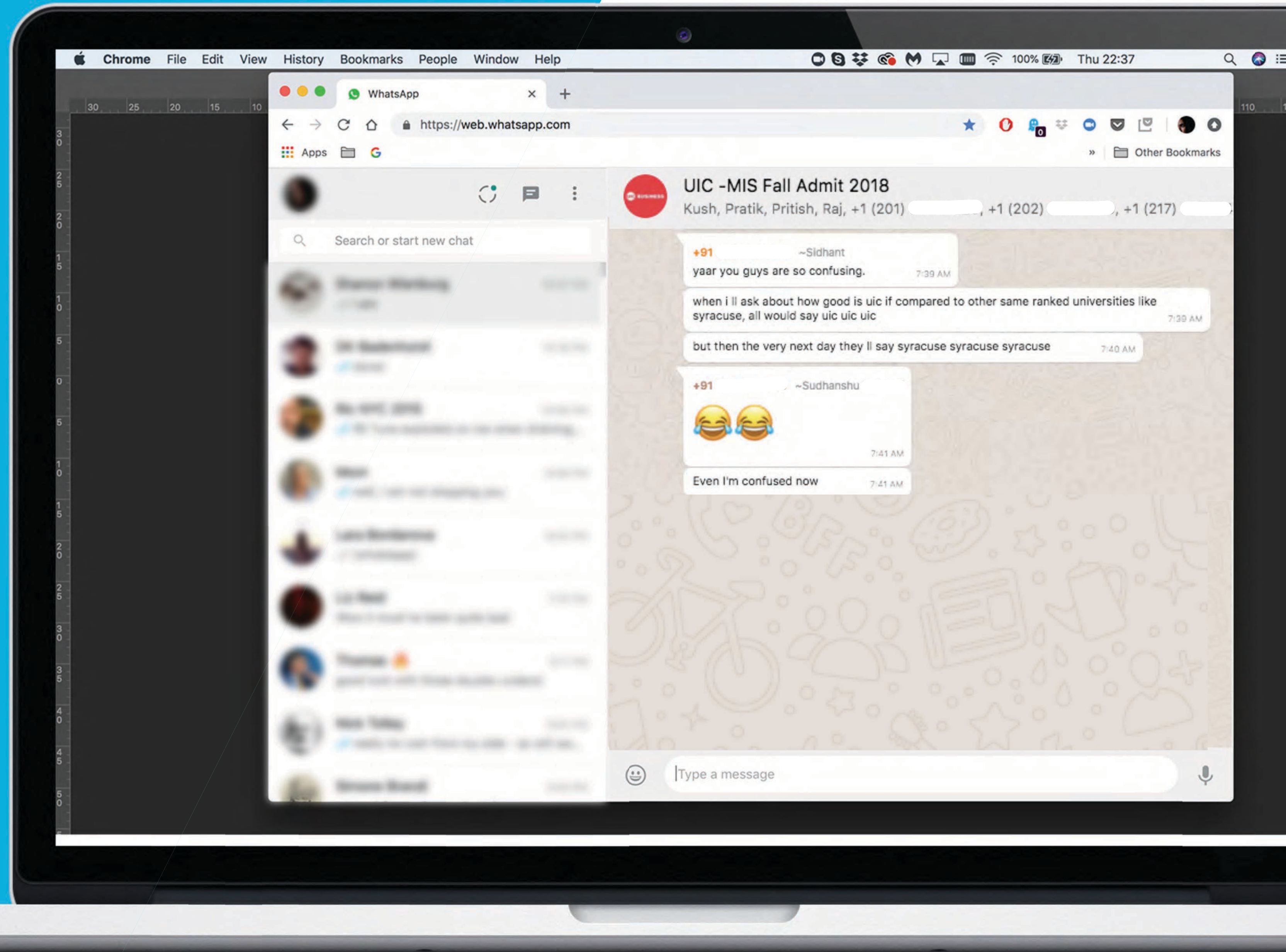
YoY student  
interest growth  
from trending  
countries  
(excluding IN, BR, CN)





Word travels  
fast

Students immediately  
supportive, even if  
not always helpful





# Students follow students

Countries with recent growth maintain growth thru student ambassadors



How do these  
international students  
make their decisions?



# Administration offices

**86%**

Growth in interest  
around student visa  
support from our 2018  
students based on  
recent programs

**Positioning of resources drives  
decision confidence**



VISAS



HOUSING



AIRPORTS



FOOD



# Student cultural clubs

**30,000**

# of international students touched thru international student clubs in 2018

**Early connections drive credibility and yield**



TIMING



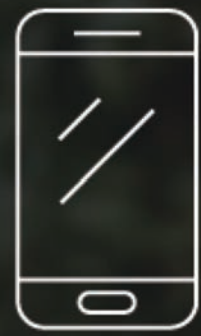
COMMUNITY



AFFINITY

# Parents and family members

Inclusion creates acceptance



COMMUNICATION



REPRESENTATION

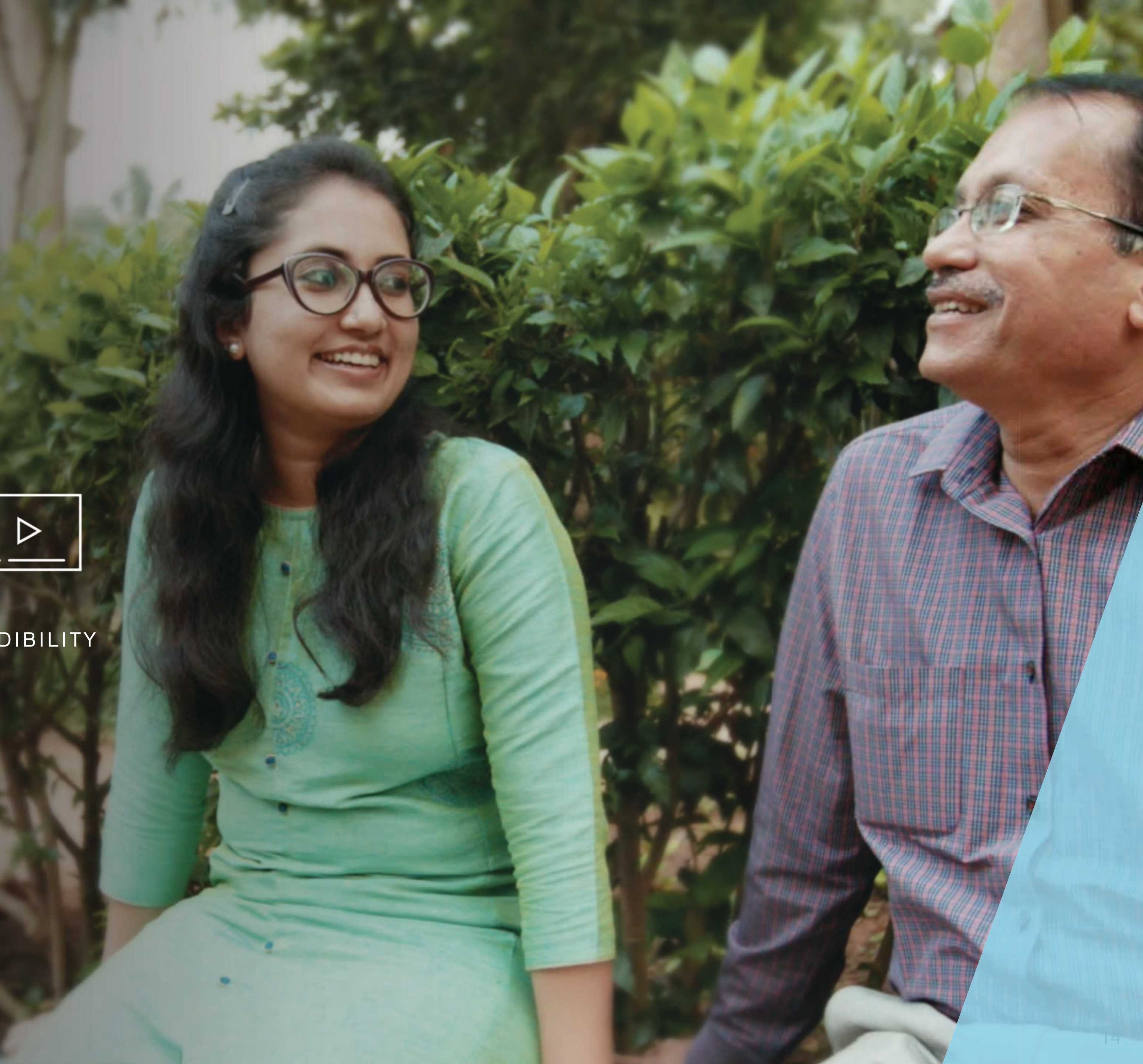


CREDIBILITY

At our most recent webinar for top 100 MS Universities students answered that their parents will be making their financial and educational decisions

---

**80%**



# Alumni

**52%**

Students attended programs where they personally knew a senior peer

**Presenting the future creates a powerful present**



TRACKING



CONNECTION



TEAMWORK



# International student placement information

Small examples can have large impact



PERSONAL



REAL ROI



RECENT PERFORMANCE

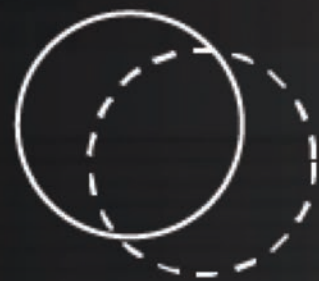
## 1,000

Student RSVPs in 24 hours  
across 8 campuses for  
introductory career guidance  
specifically for internationals





# Meet them where they play



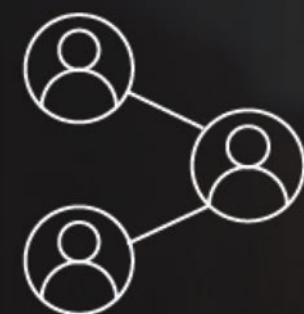
## FAMILIAR

Engage with students in their daily activities  
Moderate in constant intervals



## APPROACHABLE

Provide mix of 1-on-1s and group AMAs  
Share resources whenever appropriate



## INCLUSIVE

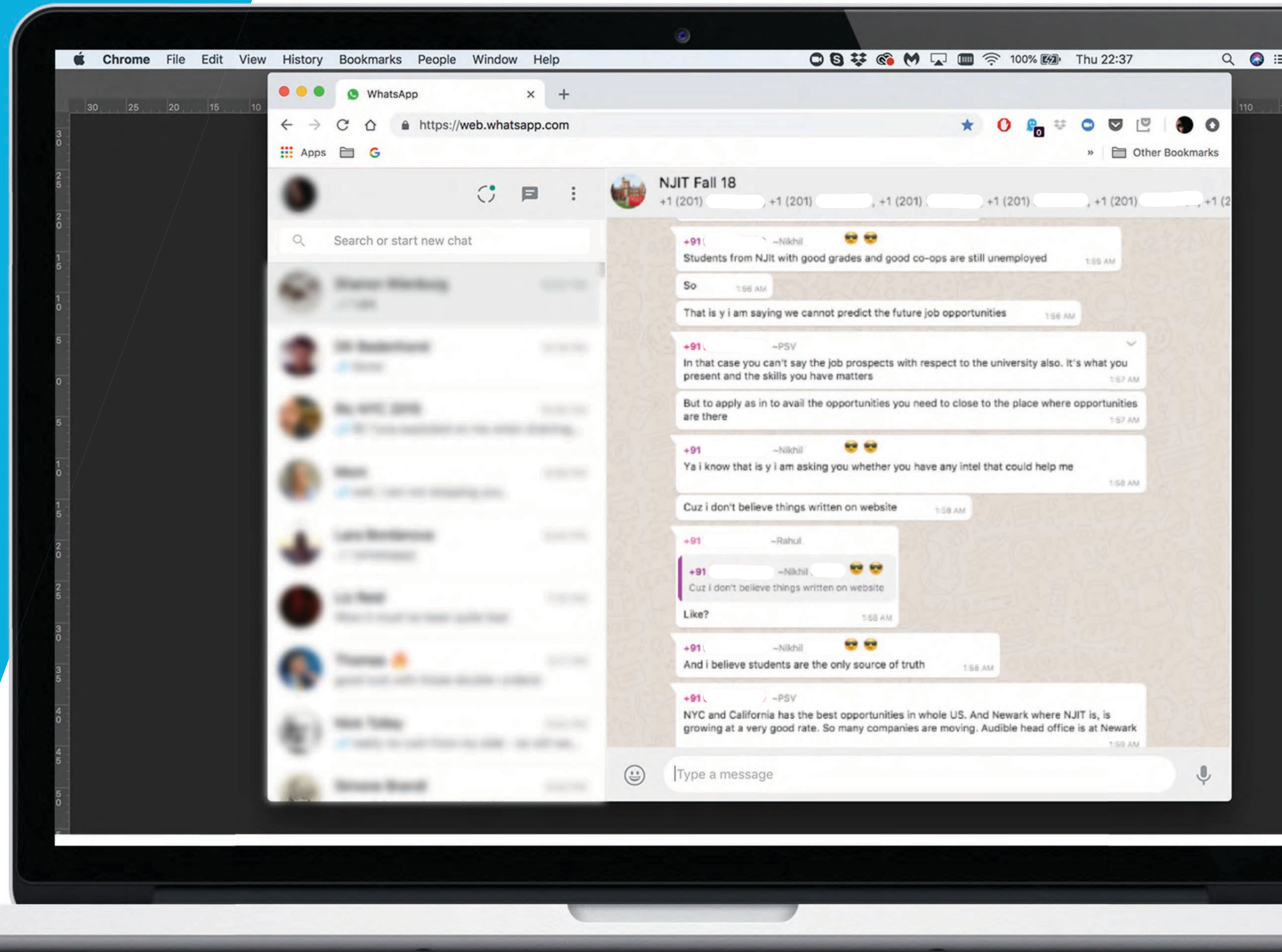
Empathy & patience lead to higher engagement  
Encourage champions and enhance their experience

# 150%

Student participant  
growth across 6  
months reaching over  
4000 students, with  
school specific  
WhatsApp groups  
outpacing regional  
focus

And if  
you don't  
guide them....

Student  
decisions  
heavily  
influenced by  
peers in the  
absence of  
data



# And this is achievable for all school sizes ...

1. What are you trying to achieve?
2. What do you currently offer them?
3. What other tactics can you leverage to get you there?

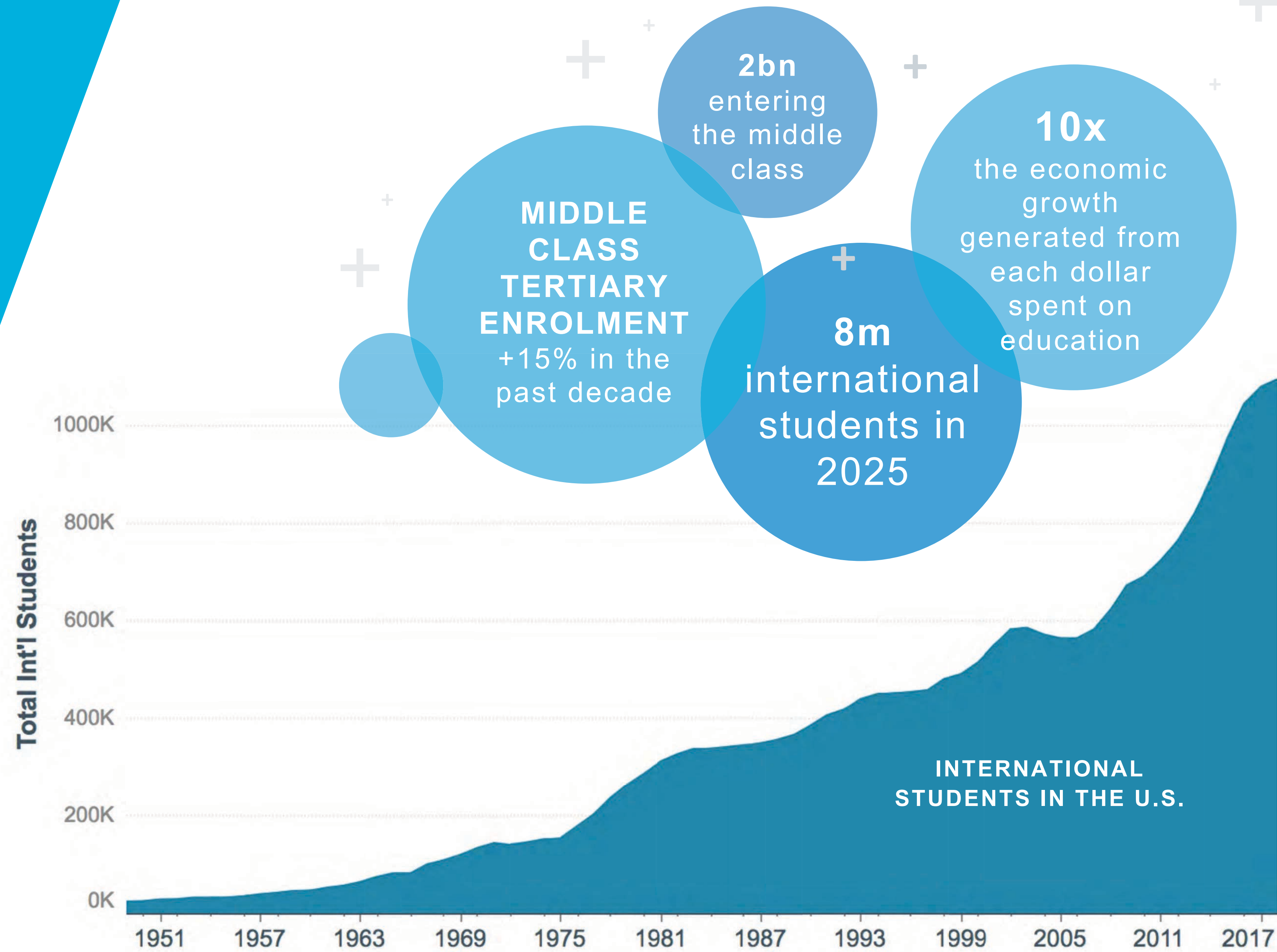
Diversify your class to enrich the classroom

Secure your first international students

Scale from 1-10 or 100-1,000



It's a really big market to pay attention to.



For more information, research, and  
directional trends:

**[molly.dineen@prodigyfinance.com](mailto:molly.dineen@prodigyfinance.com)**



I would want you  
to see the impact  
you've had on me.  
I would want you  
to be proud of  
what your funding  
has achieved in  
the lives of  
students like me.

Ruhi | Mumbai, India