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EVERGREEN RESEARCH BRIEF

2021 UNDERGRAD WINNING THE AI GAME FOR STUDENTS

5th NOVEMBER 2020

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2021Undergrad - a pioneering and disruptive provider of online information services for prospective university students - announces that it is pioneering the use of Artificial Intelligence to enable students to select exactly the right courses for their individual talents and specific needs.

2021Undergrad today announces that it is incorporating an exclusive AI feature into its News Platform, which will enhance the student experience considerably.

Precisely matching prospective students with courses and universities clearly delivers major advantages in terms of both overall happiness and results. 2021Undergrad's use of AI should make that match more likely.

2021Undergrad

2021Undergrad.com is the brainchild of international investment banking professional **Andreea Porcelli**. Her business partner on the sports side of the project is Californian lawyer and businessman **Joseph Konowiecki**, who is General Counsel of UHG and Chairman of Alignment Healthcare. 2021Undergrad is arguably the world's first solution to the massive disruption of on-premise tertiary education. Mrs Porcelli boasts tangible connections with the world's further education system. Her historic association with universities on a global basis remains pertinent. In 1994 she was the author of "A Guide to International Schools 1994-95."

In 1997 Andreea founded and sold the world's first website devoted to Study Abroad. She remained in educational consulting throughout her investment banking career. Andreea has 25 years of experience leading investment banking and investor relations firms in 5 countries. Her previous company Monaco Growth Forums was sold in 2018 to a public company. She is the CEO and founder of Swiss Growth Forum which organizes international forums in 15 countries.

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2021Undergrad is the first college news site to use specific data provided by the student to match them with the ideal programs in their field of interest, duration and cost budget.

The student and college data will be matched using 2021Undergrad's unique algorithmic approach to enhance speed of decision making and a near perfect match of university offering with student needs.

Furthermore, 2021Undergrad's online feature will update users weekly on programmes which fit their profile. This will in turn make recommendations regarding alternative programmes that may be more cost effective or time-efficient for them.

University advertisers will be paying for a premium package in order to access the AI - powered "Student Match " Platform. Students will need to pay a membership fee of \$19 per month in order to access it.

Key financial developments look positive for 2021Undergrad.

In particular, the company expects to be cash flow positive by 30th November 2020 and is on track to generate \$0.75m in revenue by end-2020 with around \$0.20m in profit.

2021Undergrad looks to raise US\$1.5m at a pre-money valuation of US\$5.0m.

Key financials

All figures in US\$m	2020	2021	2022
Revenue from Advertising & Subscriptions	0,7	2,8	4,3
EBITDA	0,3	1,9	3,2
EBITDA margin (%)	38,4%	57,9%	74,4%
Net income	-	1,5	2,6

Source: Company Data

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