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# 2021 UNDERGRAD UNIKOIN – A CURRENCY FOR EDUCATION

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6<sup>th</sup> NOVEMBER 2020

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2021UNDERGRAD  
UNIKOIN – A CURRENCY  
FOR EDUCATION

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2021UNDERGRAD  
EDUCATING THE CLASS  
OF COVID19



**2021Undergrad** - a pioneering and disruptive provider of online information services for prospective university students - announces the upcoming issue of **Unikoin** to facilitate transactions within its tertiary education ecosystem.

**2021Undergrad** - a pioneering and disruptive provider of online information services for prospective university students - announces that it will issue **Unikoin** as a utility token to be used within the 2021Undergrad ecosystem.

*Executive Management*

**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's** token **Unikoin** will be an ERC20 token which is tradable on an exchange, most likely in Switzerland to ensure international accessibility and liquidity.

The utility token will be usable by the following segments of the public: **University advertisers on the News Platform and "Innovation in Education" show.** (with over 12 million viewers in California Nevada and Arizona) and **students and parents accessing the Membership section of the 2021Undergrad website.** (with over 400,000 potential users immediately).

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**2021Undergrad looks to raise US\$1.5m at a pre-money valuation of US\$5.0m with potential for further expansion funding from Unikoin.**

## 2021Undergrad.com - Key financials

All figures in US\$m	2020	2021	2022
<b>Revenue from Advertising &amp; Subscriptions</b>	<b>0,7</b>	<b>2,8</b>	<b>4,3</b>
EBITDA	0,3	1,9	3,2
EBITDA margin (%)	38,4%	67,9%	74,4%
<b>Net income</b>	<b>-</b>	<b>1,5</b>	<b>2,6</b>

Source: Company Data

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