



# UNI-VERSE

EVERYTHING YOU NEED



# Meet the Team

**RUTUJA**



**TIRATH**



**SHRUTI**



# Industry Analysis

Industry segment



## Information Services

We are facilitating exchange of information between students of a university



## Non Store retail

We are facilitating exchange of commodities between students through an online channel



## Example

Information Services (Quora)

Non Store Retail (Ebay)



# About the industry

## Hybrid model

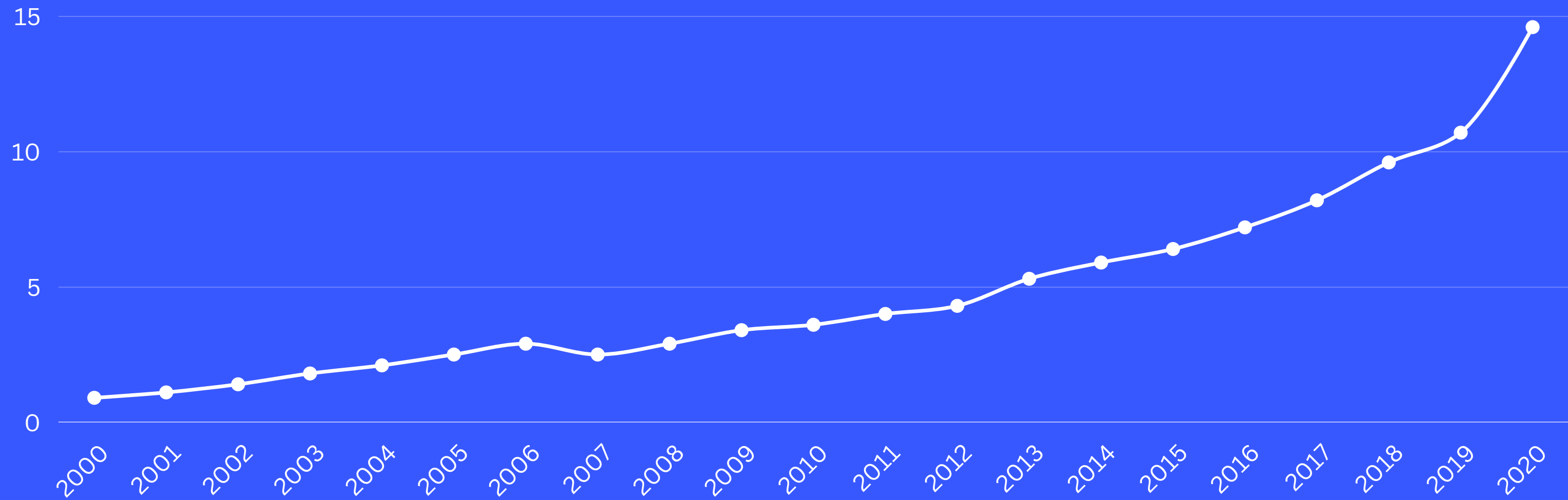
The coronavirus pandemic hindered traditional retail, but national lockdowns and the closure of physical stores sped up the growth of online retail.

**E-commerce accounted for more than 14% of all U.S. retail sales in the first quarter of 2022, nearly 4% more than at the same time in 2019.** As a result, retail e-commerce sales in the United States have increased significantly in recent years. **From 2016 to 2021, the value of e-commerce sales in the nation increased by about 487 billion dollars. In addition, covid signaled the start of collaboration between information services and online retailing.**

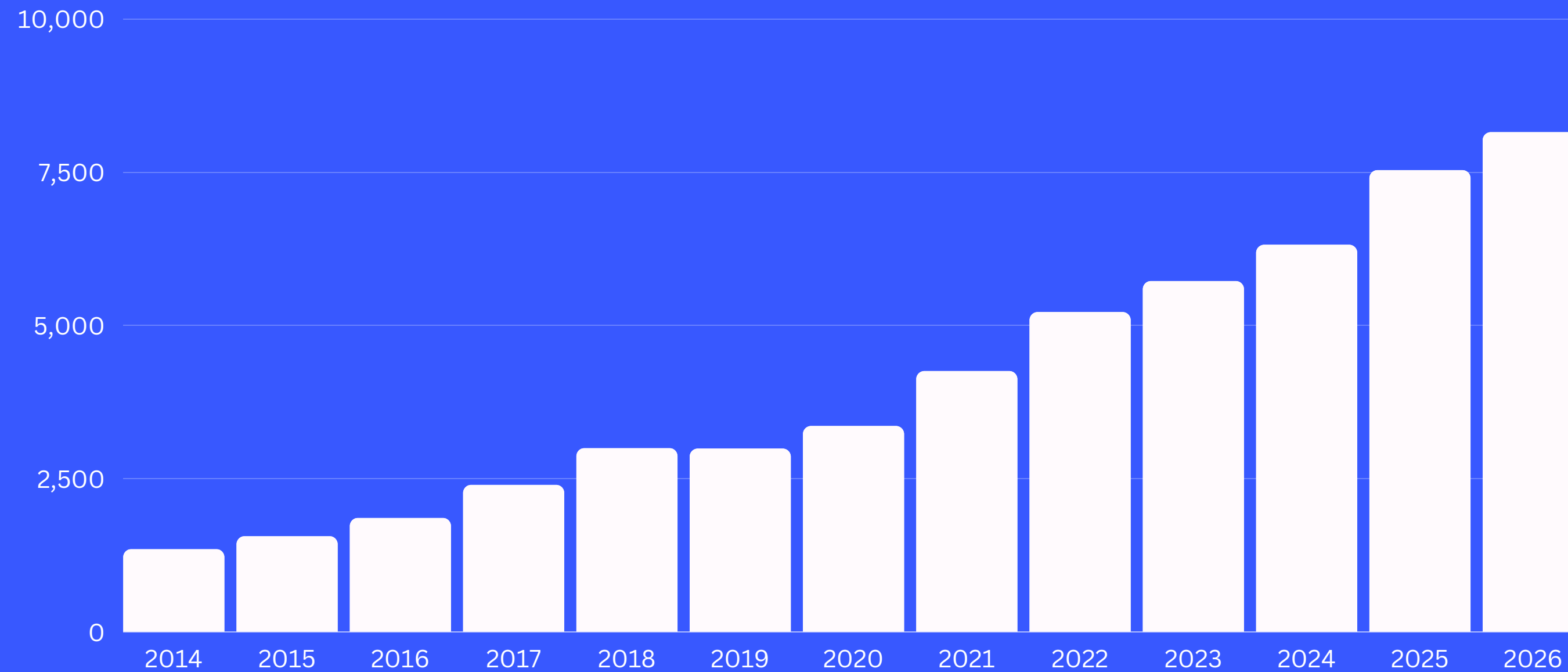




# E-commerce as percentage of total retail sales in the United States from 2000 to 2020



# Retail e-commerce sales worldwide from 2014 to 2026 (in billion U.S. dollars)



# Who are important players in market ?

Non Retail Industry :



Information Services:





# Marketplace Analysis

While the e-commerce market has been here for a decade the market for student service is still emerging.



## MARKETPLACE

Non store retail

- Youngsters between 18 to 30 years
- Students of Colleges living on or off campus

## MARKET SIZE

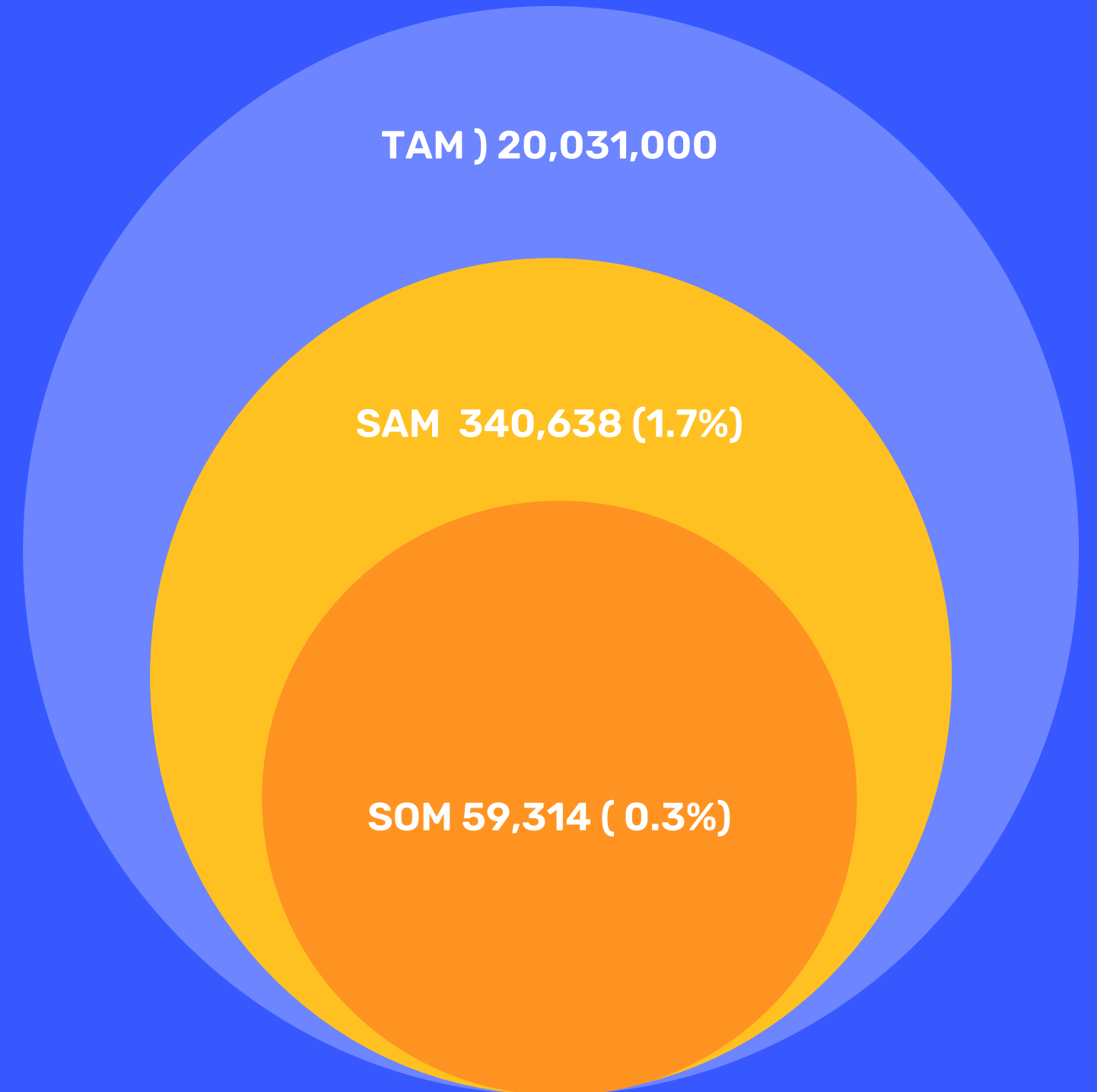
- TAM (Total number of college going students in the US) **20,031,000**
- SAM (Total number of college going students in Georgia) **340,638 (1.7%)**
- SOM (Total Number of Savannah students) **59,314 (0.3%)**





# Market Size

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# Enrollment in Area Colleges and Universities

Institution	Fall 2020 Enrollment
Georgia Southern University	26,949
Savannah College of Art and Design	14,265
South University	6,223
Savannah State University	3,488
College of Coastal Georgia	3,457
University of South Carolina-Beaufort	2,006
Georgia Institute of Technology - Professional Development*	1,500







# Trends affecting the market

- **(4.090 million**

The total number of graduates has increased at an **annual rate of 2.8% over the last 10 years. 4.090 million** or **20.4%** of all college students graduated in **2020.**(Jun 12, 2022)

- **18.99 Million** students enrolled in US Colleges (Private and Public) in the year **2020**





# Painpoints of the students

1. Lack of student centric service
2. Expensive cost of living and resources
3. Unreliable market places and terms of payment
4. Lack of transparency in the process
5. No proper channels to obtain important information
6. Wastage of resources during graduation and admission month





# Competitors





# Direct Competitors



- University and Student Services
- Dormify
- Listia
- VarageSales



# Enrollment in Area Colleges and Universities

Brands	UNIVerse	University and Student Services	Dormify	Lisita	5miles	Varagesales
Buying	✓	✓	✓	✓	✓	✓
Selling	✓	✗	✗	✓	✓	✓
Borrowing	✓	✗	✗	✗	✗	✗
Community Specific	✓	✓	✓	✗	✗	✓
Information Services	✓	✗	✗	✗	✗	✗
Trustworthy	✓	✓	✓	✗	✓	✓
Caters Specifically to students	✓	✓	✓	✗	✗	✗





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