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 solves the world’s healthcare challenges. Studying abroad was not an option until she could find a funding solution.
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.
Decision evolution

GROWTH OF AVERAGE APP SUBMIT PER STUDENT AT PRODIGY FINANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
<td>1.27</td>
<td>1.45</td>
<td>1.73</td>
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# 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.

Students study abroad 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 internationals students make their decisions?
Administration offices

86%

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

Positioning of resources drives decision confidence
Student cultural clubs

30,000

# of International students touched thru International student clubs in 2018

Early connections drive credibility and yield
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

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
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.