



# Hustle Edu By Kudeta

what's your  
**dream university?**

do you know  
what **major** you  
want to **pursue?**

Do you have any  
**preparations yet?**

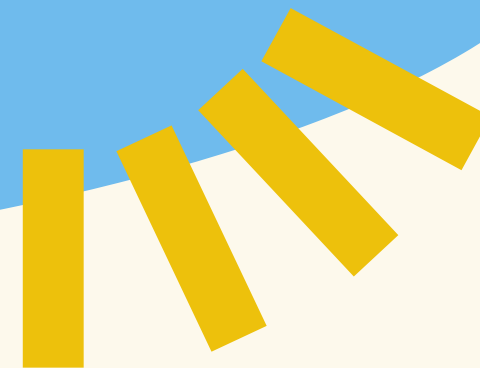


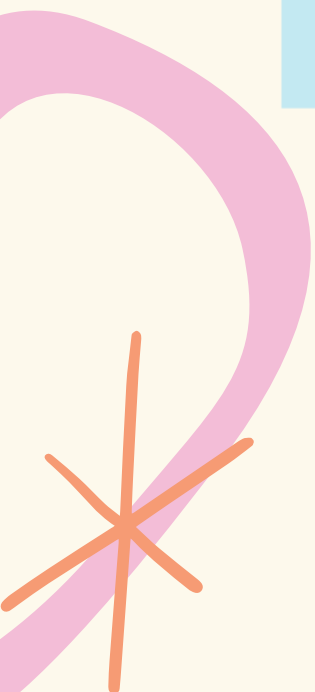
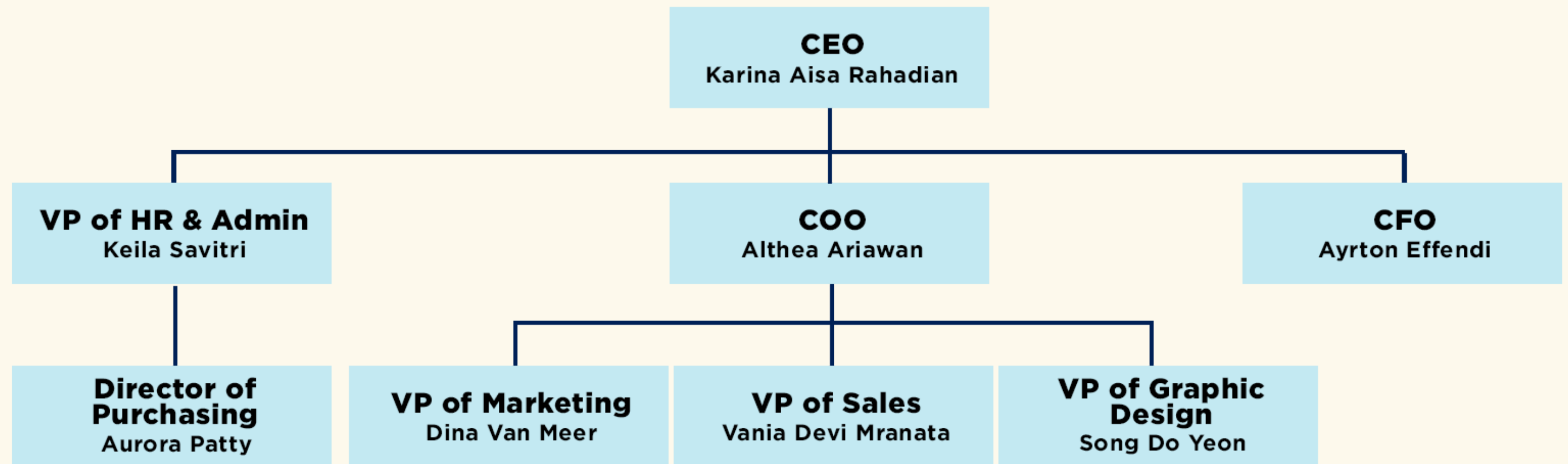
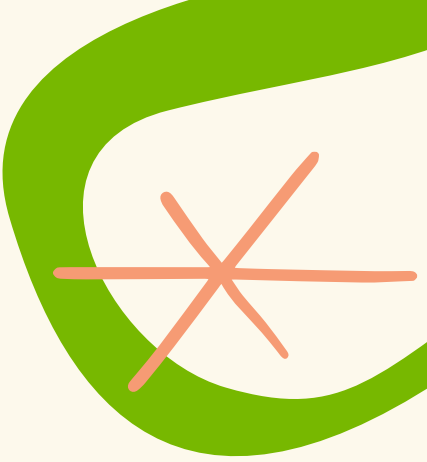
Hustle Edu by Kudeta



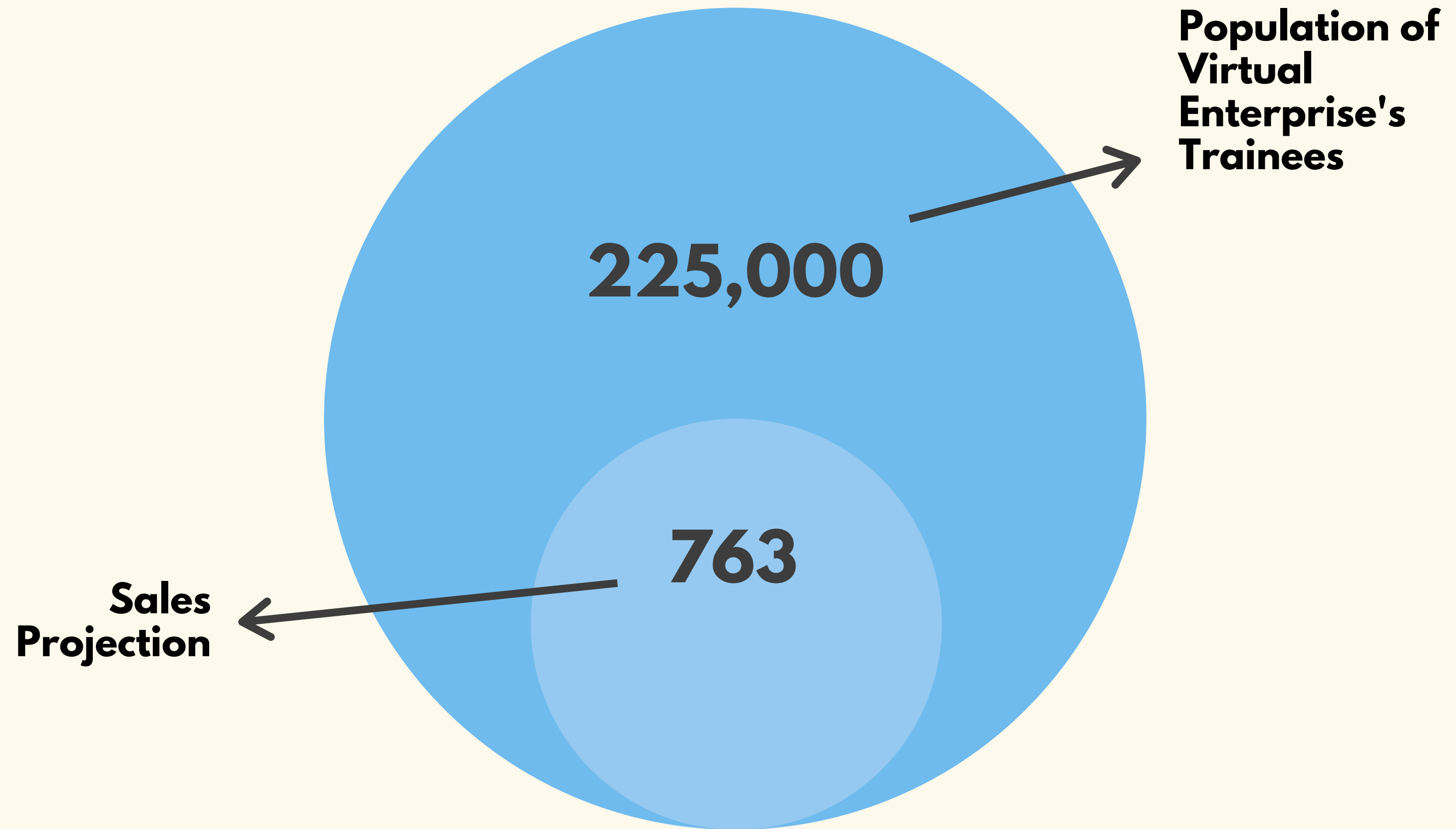
# HUSTLE

to proceed or work rapidly or energetically

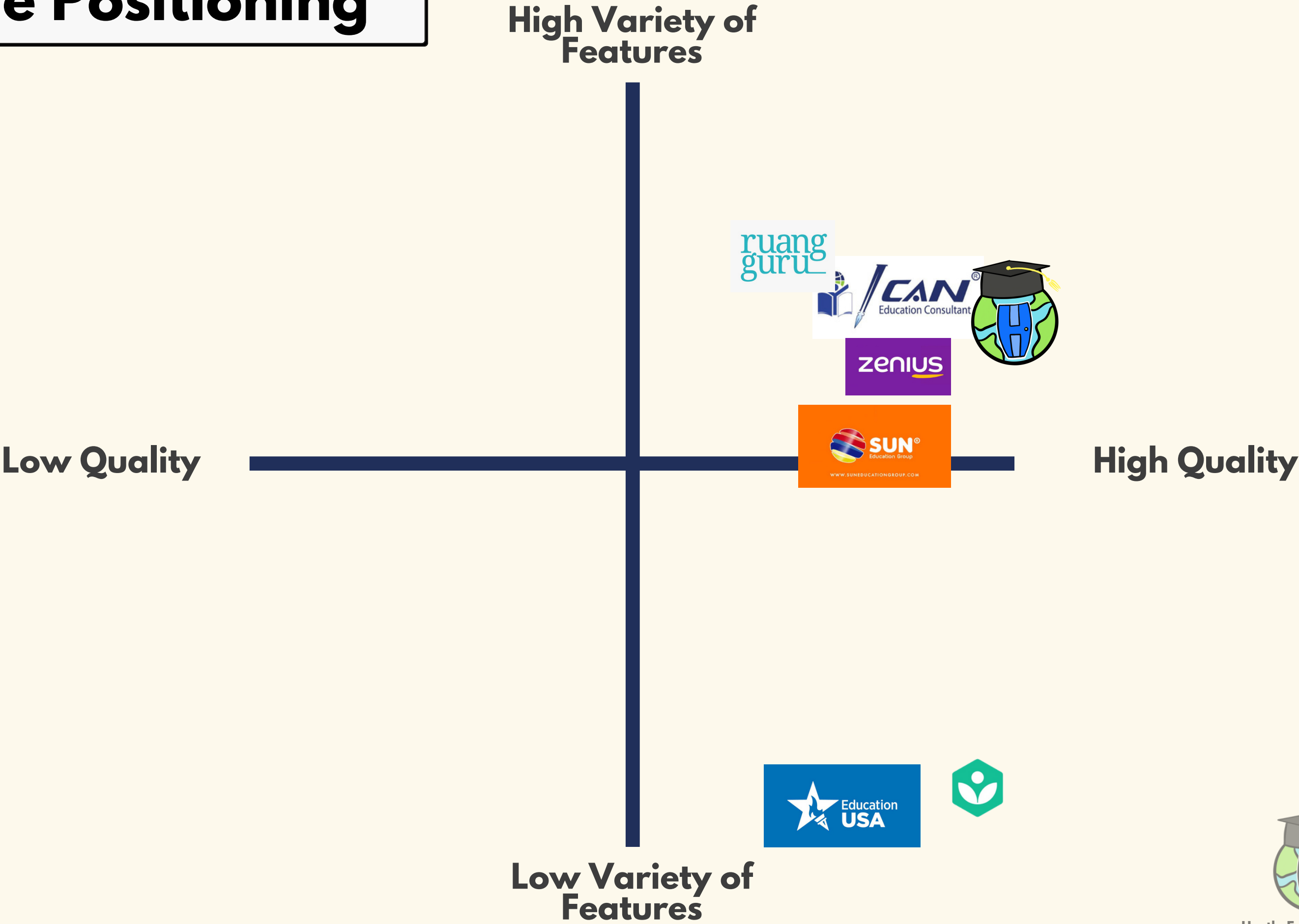




# 🔍 Market Sizing



# 🔍 Competitive Positioning



# HUSTLE EDU HAS IT ALL

**Progress  
Monitor**



**Success  
Stories**



**Online  
consultations**



**Hustle Aid**



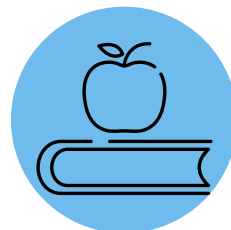
**Aptitude Test**



**Calendar**



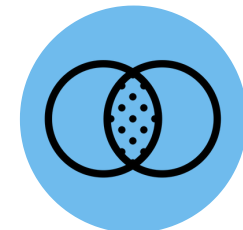
**Mock up  
Tests**



**EduTalks**



**Compare  
Universities**





**A**

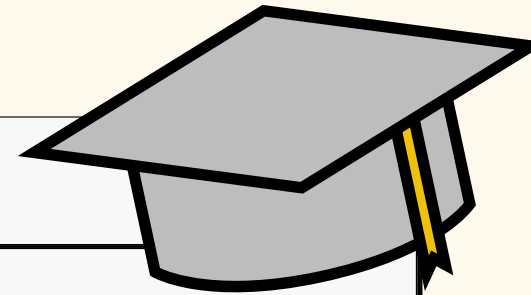


- Unlimited Counseling sessions
- A personalized progress monitor
- Test preparation including a tutor in a group of ten
- Aptitude test
- Free internet credit

**Rp 2.500.000**

\$ 177    €146

**A+**



- Unlimited Counseling sessions
- A personalized progress monitor
- Test preparation including a tutor in a group of five
- Aptitude test
- Free internet credit

**Rp 3.350.000**

\$ 238    €197

**A++**



- Unlimited Counseling sessions
- A personalized progress monitor
- Test preparation including a private tutor
- Aptitude test
- Free internet credit

**Rp 10.000.000**

\$ 710    €587

**OUR BUNDLES**



\*Suitable for students who are looking to experience HUSTLE EDU\*



Hustle Edu by Kudeta



## Sophomore

- Up for two weeks
- Displayed in pages excluding the home page
- Medium rectangle-sized video



**Rp 3.350.000**  
\$ 238    €197

## Junior

- Up for two weeks
- Displayed in pages excluding the home page
- Three positions; rectangle banner, wide skyscraper, leaderboard



**Rp 11.400.000**  
\$ 810    €668

# POST YOUR ADS

## Senior

- Up for three weeks
- Displayed on the homepage with big space
- Provide description + picture
- Comes with an advertising report



**Rp 8.350.000**  
\$ 592    €490



\*Suitable for education-based businesses to feature on our web\*



Hustle Edu by Kudeta

1

OPEN OUR  
WEBSITE

 [hustle-edu.com](https://hustle-edu.com)

2

SIGN UP OR  
LOG IN



3

FILL IN OUR  
QUESTION  
-NAIRE



4

SELECT A  
BUNDLE OR  
SERVICE

5

MAKE YOUR  
PAYMENT &  
CONFIRM

6

YOU'RE  
GOOD TO  
GO!



# 🔍 Promotion

## Introduction

- Partnering up with **local influencers** for a social media campaign
- Reach out to **schools** in hopes of **partnerships**
- **Email blast** to students in our target market age range
- **Interactive social media**, live IG, chat with tutors, promo code, and other events



## Program launch

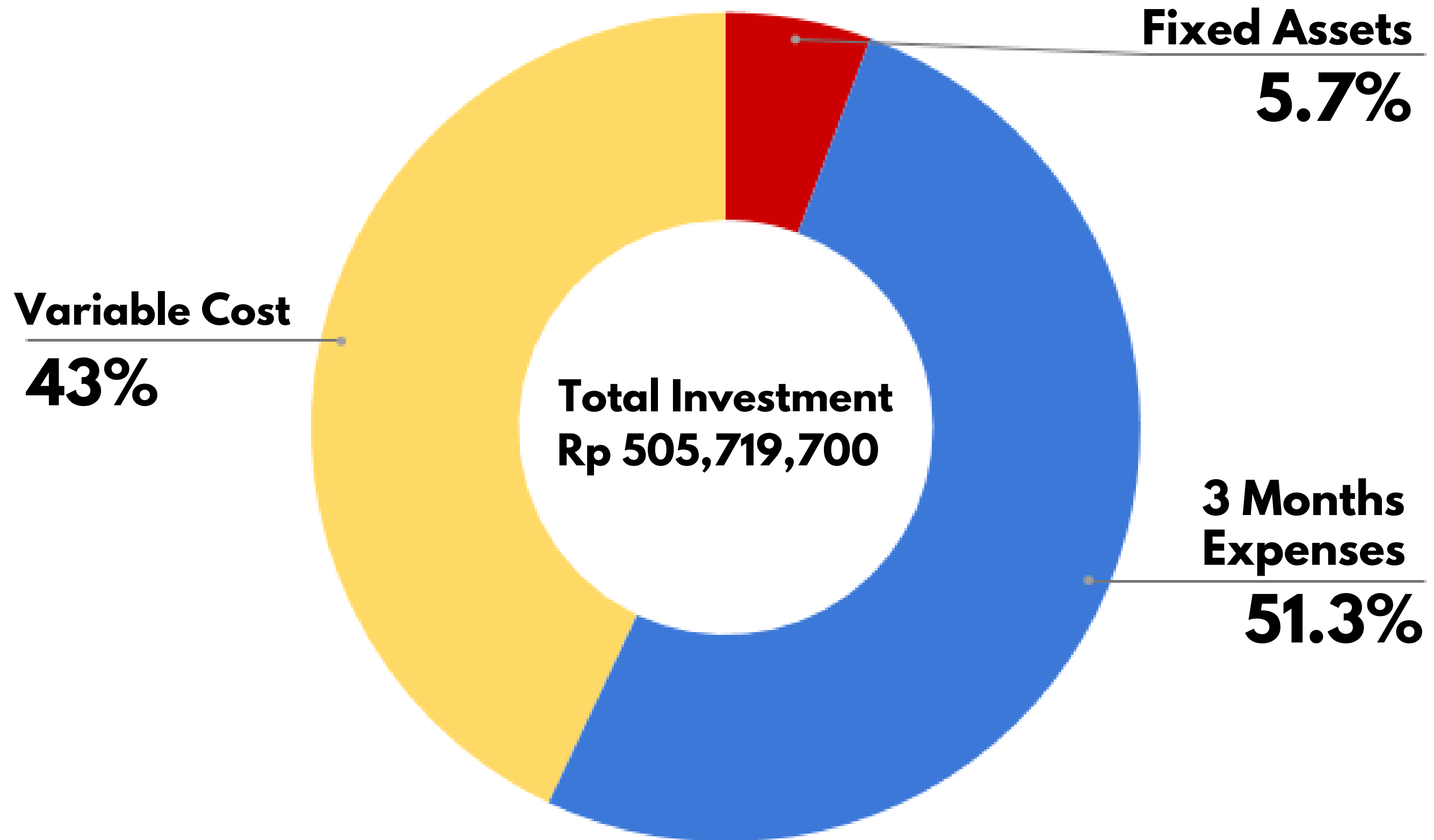
- Sustaining **partnerships with influencers**
- Place **banners** in strategic places.
- **Partner up** with the **ministry of education** to search for potential tutors
- Create relationships with **organizational bodies in multiple universities**
- **Trade fairs and events**

## Sustaining

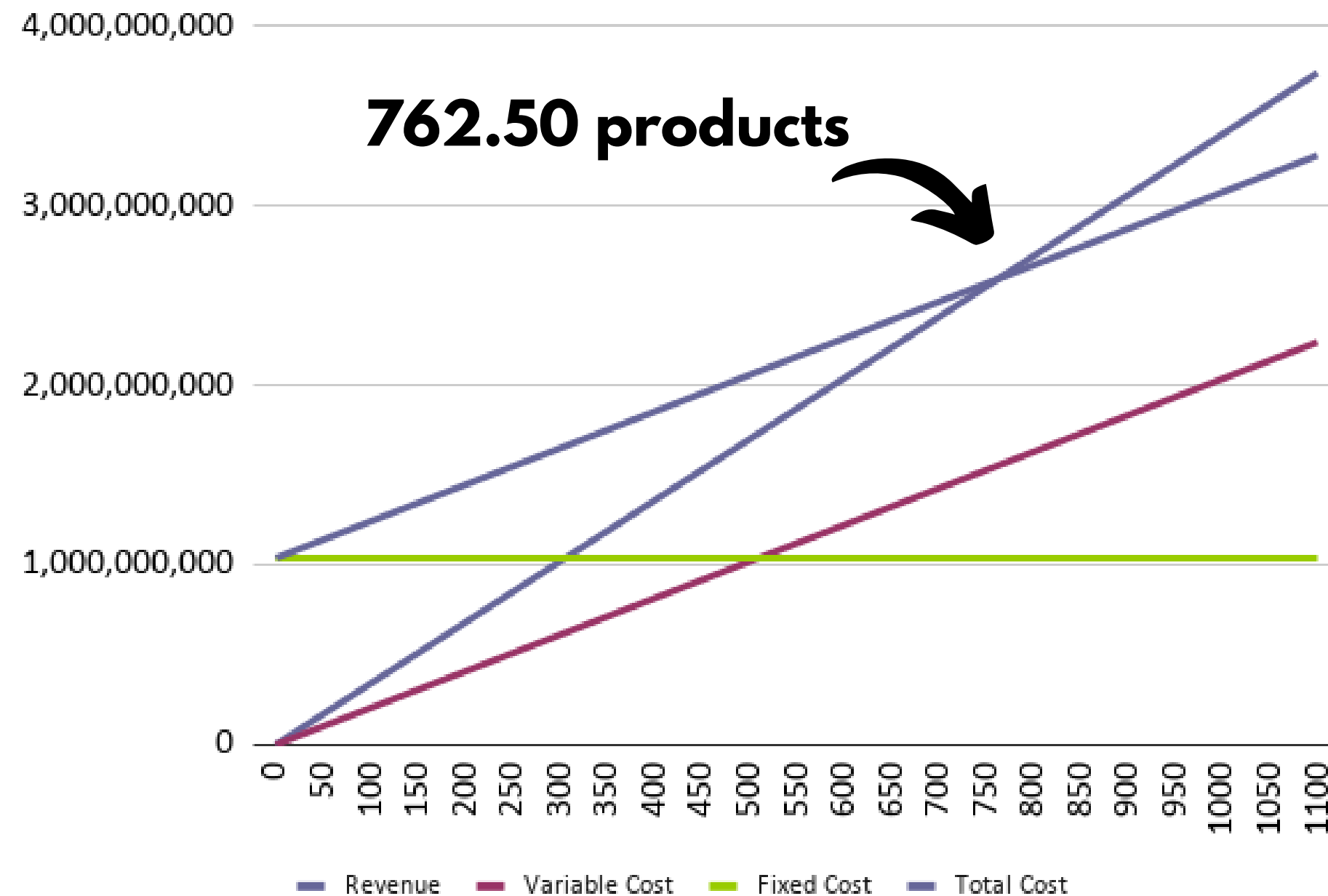
- **Uphold partnerships and social media campaigns.**
- Partner up with **schools to hold events**
- **Interactive social media**, live IG, chat with tutors, promo code, and other events
- Trade fairs
- **Free internet credit** for every bundle purchase



## 🔍 Total Investment



# 🔍 Break-Even Point



Average Selling Price per Sale **Rp3,398,650**

Average Cost of Goods Sold per Sale  
**Rp2,036,450**

Average Profit Rate **40%**

**5th Month**

Break-Even in Rupiah  
**Rp2,591,463,889**





**"Education is the most powerful weapon which you can use to change the world."**

**– Nelson Mandela**





