Campus[[1]](#endnote-1) [1] Ltd - Investment Opportunity Brief

Introduction:

Campus Ltd, was established in March 2017 in Istanbul. The company has developed a School Management Software that it is bringing to mark[[2]](#endnote-2)t [2][[3]](#footnote-1) in 2017. The company is a university spin out that was set up two university professors who have been working on the technology for over two years [3].

The company is actively seeking investment and would like to arrange a meeting with prospective investors.

Product Offering:

Campus Ltd specializes in university and school management software[4]. Our software product provides a full range of tools to allow all schools to easily and effectively manage the many recurring tasks that have traditionally been run on multiple systems or indeed on Excel worksheets.

Key Features of the Software include

* Timetable Development
* Student Attendance,
* Examination Scheduler,
* Examination Grading System and reporting
* Student record database
* School Intranet and News Forum
* Event Transportation,
* School Calendar,
* Staff Payroll

We believe that our product is the most comprehensive offering[5] available on the market with no competing products[6]. The product is fully developed and ready for market.

Founders and Management Team:

Campus Ltd was founded by Professor John Smith and Professor Josephine Boggs[7].

John is currently Professor of Software development at a leading university[8] and has a strong record of accomplishment in software development web technologies.

With over 40 published articles [9] John is considered a leading technologist in his field and has successfully secured over €4 million in EU research funding[10] over the past 5 years for a number of innovative research projects.

As chief executive officer and chief technology officer [11], John will lead this exciting new start-up company and will build a strong technical and commercial team [12]to support the delivery of the business plan.

John has secured full intellectual property rights for this product and will license [13] the IP to the company.

Market Opportunity:

The education sector in Turkey is a multi-billion euro market. [14] There are over 60,000 schools or education facilities currently operating in Turkey. This is a substantial market and we plan to initially target all schools with a direct marketing campaign [15].

We estimate that the school administration and software market at €1.2 billion [16]. We plan to secure 2% of schools over the first 12 months with 10% of schools onboard [17]by the end of year 2 and 20% of schools by year 3, which gives a projected turnover of €1 million in year 1, €5 million in year 2 and €10 million by the end of year 3.

There are currently no competitors offering the same product [18] and we will benefit from first mover advantage [19] in the Turkish market.

Investment Requirement:

The company is currently seeking to raise €100,000 investment to support the salary costs of the main founders [20] and to fund a direct marketing campaign [21]targeting all schools in Istanbul.

Current Shareholding:

|  |  |  |
| --- | --- | --- |
| Name | Shareholding | Investment € |
| John Smith | 51% | 0 [22] |
| Josephine Bloggs | 39% | 0 |
| University Seed Fund | 10% | 10,000 [23] |

Campus name is already used by a large education management software company

What does “bring to the market” mean in this context?

While they were working in University. What rights does the university have to the IP?

1. “Software” is vague. SAAS On the cloud? PC and/or mobile?
2. What do customers believe?
3. Not credible that there are no competing products – the internet is full of school management software products
4. Are they going to give up their well-paid university positions to run this new business?

Too vague, provide link to LinkedIn profile

Publishing is great for academia, not so impressive for a startup

Research funds or EU funding is not revenue.

1. A CEO with no commercial experience
2. Meaningless, what will the team look like at the end of this funding round
3. Investors will require the IP to be assigned
4. This is the total Education market – but the relevant segment is the administration software market…

Mad to do this initially – huge cost, unproven in market. Cost of marketing to 60.000 schools

1. €1.2bn/60,000 = €20k/school. That seems completely unrealistic….

% is irrelevant. 1200 schools, revenue of €1million. Seems incredible – how?

1. How many educational software products have achieved anything like this revenue in 3 years?

But lots of similar products? So not really first mover advantage….

First mover advantage can be a double edged sword – need to educate the market

1. Investors don’t want their money going to pay founders, who will own most of the business if successful…
2. How much of the €100k is going to the marketing campaign? Is this the best way to get customers?
3. The owners of the business haven’t put a penny into the business [despite the fact that they are well-off professors]. No skin in the game

What are the terms of this investment? Any restrictions on the company? Is the University following its money and investing again?

1. [↑](#endnote-ref-1)
2. [↑](#endnote-ref-2)
3. [↑](#footnote-ref-1)