

Describe your idea with one concise sentence

Universities offer mutually beneficial partnership plans to companies to support student financing needs. Students get scholarships, paid projects and internships to finance the cost of attendance for a 4 year degree programme.

Draw and describe the ideal user

Title THE USER

Name: Robert

Age Group: 18-22 years

Profession: Student

Any Other Key Characteristics:

From a low income family.



Concisely describe what is happening:

Robert has an admission offer from a 4-year graduate degree programme. However, he is unable to afford the cost of attendance. He is searching for various ways to sponsor his education.

Title : Searches for need based scholarships and subsidized education loans offered by the University



Concisely describe what is happening

Robert contacts the college admission and financial assistance committees to find out different scholarship options provided by the University.

Title : Applies and wins scholarship and loan subsidy



Concisely describe what is happening

Robert applies to several need based scholarships and loan subsidy schemes. Some of them are awarded based on merit such as a high SAT score and high school marks or have a special application process/ test. While some are open only for specific student groups based on diversity, nationality, academic concentration, etc. depending on the company/financial sponsor priorities. University vets all student applications and awards funding to students based on need, merit and other factors. Robert is able to qualify for a scholarship that covers a portion of his financial needs and loan subsidy.

Title: Identifies other sources of funding



Concisely describe what is happening

Robert comes across further earning opportunities through his college bulletin board, careers website, etc. He identifies requirements from partner companies where they need college students for a few hours of work per week for conducting customer research, focus groups, product beta tests, data entry work, etc.

Title: Works on paid projects



Concisely describe what is happening

Robert works with partner companies for 10-20 hours per week and is paid on an hourly or monthly basis depending on the project. The earnings help him to cover his daily expenses, cost of books, laptop, etc.

Title: Applies for Innovation Challenges and Contests



Concisely describe what is happening

Robert participates in technical/business/idea presentation contests organized by partner companies.

Title: Wins financial rewards



Concisely describe what is happening

Robert wins the contests and is offered financial rewards and in some cases the opportunity to do a summer internship at the partner company that had organized the contest.

Title Earning through Internship



Concisely describe what is happening

Robert completes a student internship during the summer break at a partner company and earns money to cover his tuition fees and living expenses.

Title Full time job offer



Concisely describe what is happening

Robert does impressive work during his internship, paid research projects and corporate run innovation challenges. As a result, he is able to secure a full time job offer from one of these companies upon graduation. This will provide him a stable source of income to pay off the student loans. Some companies also offer education loan relief schemes to its employees where they repay their loans in part or in full.