

The logo for Project U, featuring the text "Project U" in a white, handwritten-style font. The text is enclosed within a white circular outline that is broken at the top and bottom, with two parallel lines above and below the circle, suggesting a stylized 'U' or a path.

for a good  
choice of study!

Discover our virtual showroom for  
higher education institutions and  
further education providers.

[www.project-u.info](http://www.project-u.info)



# Project U: Our mission

**Project U supports prospective students in shaping their individual career paths.**

Project U gives prospective students from Germany the opportunity to take control of their own future by providing them with helpful information about study choice and career planning and, at the same time, with the chance to get to know higher education institutions from both at home and abroad. This all in one digital place.

Visitors can use Project U tailored to their own needs and wishes: **consuming or interactive.**

## **Project U is the new online platform for study choice**

Project U supports prospective students in shaping their individual career paths.

The division into two target groups – in those who are interested in a Bachelor's degree and those who are interested in a Master's degree - ensures that every visitor is provided with matching content to help them on their individual path.

Project U offers a modern and pleasant ambience. The participating higher education institutions represent themselves in individually designed virtual rooms.

## **Be informed. Shape your own future.**

- ✓ Blog
- ✓ Video
- ✓ Higher education institutions
- ✓ Further education providers

# How to achieve a wide reach year-round with Project U



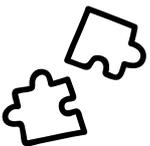
## **On demand:**

Visitors can access the online platform 24/7 to get informed about the participating institutions and to gather general information on study choice.



## **Marketing:**

As a participating institution, you will benefit from a high reach among your target group of prospective students. This is ensured by extensive marketing activities from our side.



## **Individual and customised:**

You can represent your institution in your own individually designed virtual room, which is equipped with several widgets. You can introduce yourself and your degree programmes via videos and images or set links to your own website. Visitors can access this content at any time and inform themselves in detail.



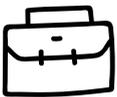
## **Contact:**

By integrating your own contact form, visitors are enabled to send their questions to your student advisory service at any time.



## **Interaction:**

A call and chat function is integrated with the option for video calls, screen sharing and scheduling appointments. Your student advisors are online and available for conversations when suitable. There is no need to block specific times.



## **Study programmes:**

Study programme listings can be easily integrated with a link to each programme website of the institution.



## **User statistics:**

As a participating institution you have access to the user statistics at any time. This allows you to evaluate the performance of your virtual room.

# Showing young people the prospects for their future

**Optimal combination of the advantages of online promotion and attending fairs**

**Unaffected by contact and travel restrictions**

**Customised presentation options for institutions**

**Information for prospective students available at any time**

**Easy contact options for visitors**

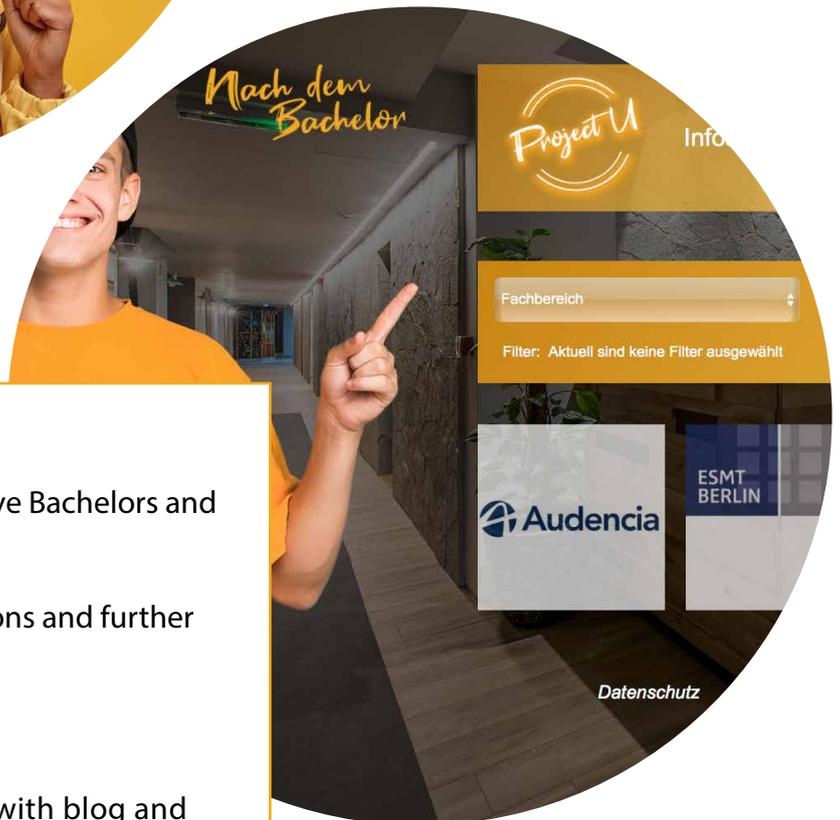


# Structure of Project U



## Home:

Division of target groups according to the need for information: Bachelors or Masters



## Showroom:

- ✓ One showroom each for prospective Bachelors and Masters students
- ✓ Overview of participating institutions and further education providers with logo
- ✓ Filter function
- ✓ Service area hosted by Project U with blog and video posts
- ✓ Each university presents itself in a virtual room with their own corporate design

# Your room - Easy to set up

## Your room:

- ✓ Individual representation and description of your institution
- ✓ Integration of links (website/pdf)
- ✓ Integration of videos
- ✓ Integration of your own contact form
- ✓ Integration of the call and chat tool
- ✓ Integrated list of study programmes

## You can easily set up your room yourself:

1. Choose one of six **templates** and design it with your own images or upload a complete design
2. **Select widgets**, define a function, and label and position them
3. Add a **description** of your institution
4. Check and release **study programmes**
5. Set up the **communication tool**

We are happy to assist you with any questions you might have.



# Your Room: Examples



# Booking options and booking form

## Present yourself in your own virtual room on Project U!

Choose your preferred booking duration and present your institution in the Project U showroom to provide prospective students with detailed information. You will get your own virtual room, which will be displayed in one or both showrooms according to your choice.

Booking duration	Price (net)	Please select
6 months	5,450 EUR	<input type="checkbox"/>
12 months	9,990 EUR	<input type="checkbox"/>

## Display our institution in the showroom for... *(single or multiple selection possible)*

Bachelors programmes	Masters programmes
<input type="checkbox"/>	<input type="checkbox"/>

<b>Institution</b>	<b>Contact person</b>
<input type="text"/>	<input type="text"/>
<b>Phone</b>	<b>E-mail</b>
<input type="text"/>	<input type="text"/>
<b>Place and date</b>	<b>Signature</b>
<input type="text"/>	<input type="text"/>

The prices stated in this document are quoted exclusive of German statutory VAT and refer to the display in both showrooms. Please send the completed booking form to [service@bo-co.eu](mailto:service@bo-co.eu). You will receive a booking confirmation and an access link to your individual area so that you can set up your room. All prices are valid until August 31, 2022.



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choice of study!

We look forward to informing you personally about Project U.

The border concepts team

*You are welcome  
to contact us!*

**Here is how you can reach us:**

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