



for a good choice of study!

*Think about the
future today!*

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

www.project-u.info



Project U: Our mission

How can we find relevant information to make the right choice of study, when important channels such as physical study fairs or open days are not available?

Many young people currently ask themselves this question after finishing school or graduating with a Bachelor's degree.

Project U has the answer:

Project U gives prospective students from Germany the opportunity to take back 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
- ✓ Videos
- ✓ Higher education institutions
- ✓ Further education providers

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



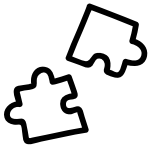
On demand:

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. For this purpose, we use the communication tool Oko-mo. The great advantage: Your student advisors are online and available for conversations during their normal working hours. As there is no need to block specific times, the participation in the showroom can be simply integrated into the working day.



Study programmes:

Study programme listings can be easily integrated.



Coming soon:

One Live Afternoon-Talk per quarter and detailed user statistics.

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 during university working hours

Coming soon: Afternoon-Talks with live presentations



Outlook: Live Afternoon-Talks and user Statistics

Focus on personal contact: Project U invites prospective students to a Live Afternoon-Talk once every quarter.

- ✓ Live presentations by experts
- ✓ Live presentations by higher education institutions
- ✓ Chat and call campaign with student advisors from participating institutions

Dates and times for 2021 coming up soon.

During these events, we kindly ask all participating institutions to be available for prospective students via the chat and call tool.



User statistics – Detailed statistics and reports for your room:

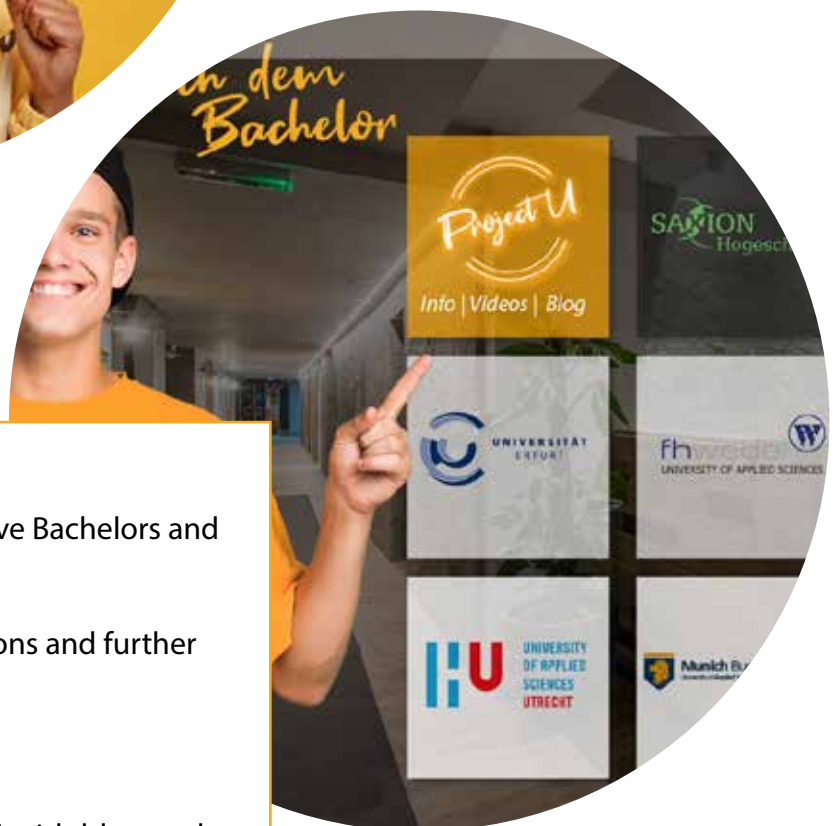
- ✓ Number of impressions and interactions
- ✓ Average time on page
- ✓ Reports downloadable online

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 room 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
3 months	2,990 EUR	<input type="checkbox"/>
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"/>

Institution	Contact person
Phone	E-mail
Place and date	Signature

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 studentrecruitment@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 December 31, 2021.



for a good
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:

E: studentrecruitment@bo-co.eu

T: +49 2562 9938 200

border concepts GmbH
Bahnhofstraße 40
48599 Gronau (Westf.)
Germany