

# AN ADVISOR IN YOUR POCKET



INVEST IN **LOPER**

**An educational advisor in your pocket**

[getloper.com](https://getloper.com)

Chicago IL



## Featured Investors

5150 Capital

gener8tor

ECMC Group

Ken Ruggiero - Ascent Funding CEO/Founder

**5150C**

5150 Capital 

## Syndicate Lead

5150 Capital makes early investments in early companies.

Invested in [Uptip](#)

Follow

5150 Capital makes early investments in early companies. We look for three things - 1) to believe in the IDEA, 2) to believe that the IDEA can become a \$100 million revenue BUSINESS, and 3) to believe that the FOUNDERS will turn 1 into 2.

We are excited about investing in Loper because of their early success at addressing an enormous issue - the inefficient and suboptimal allocation of high school graduates to colleges best suited for them; the process is broken and ripe for disruption. We believe that both sides of Loper's market - college customers and high school students will continue to grow rapidly.

Lastly, the founding team has the necessary mix of skills - sales & relationship management, finance, and software engineering.

**Invested \$10,000 this round**

# Highlights

- 1 \$105k '23 Revenue - \$128k ARR when annualizing paid trials. Projecting >5x for 2024 (not guaranteed)
  - 2 11 college customers - onboarded 3 paid trials in December
  - 3 100% of customers resigned
  - 4 115k downloads; >25k since Labor Day
  - 5 380% Y/Y peak season user growth - peak seasons in the fall and Feb-May.
  - 6 Check out more short-term highlights from past monthly updates in the "Updates" tab at the top!
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## Our Team



**Sam Bernstein** Co-founder and CEO

Ex-Maverick Capital; Transcend Fellow (Cohort 11)



**Eric Menna** Co-founder and COO

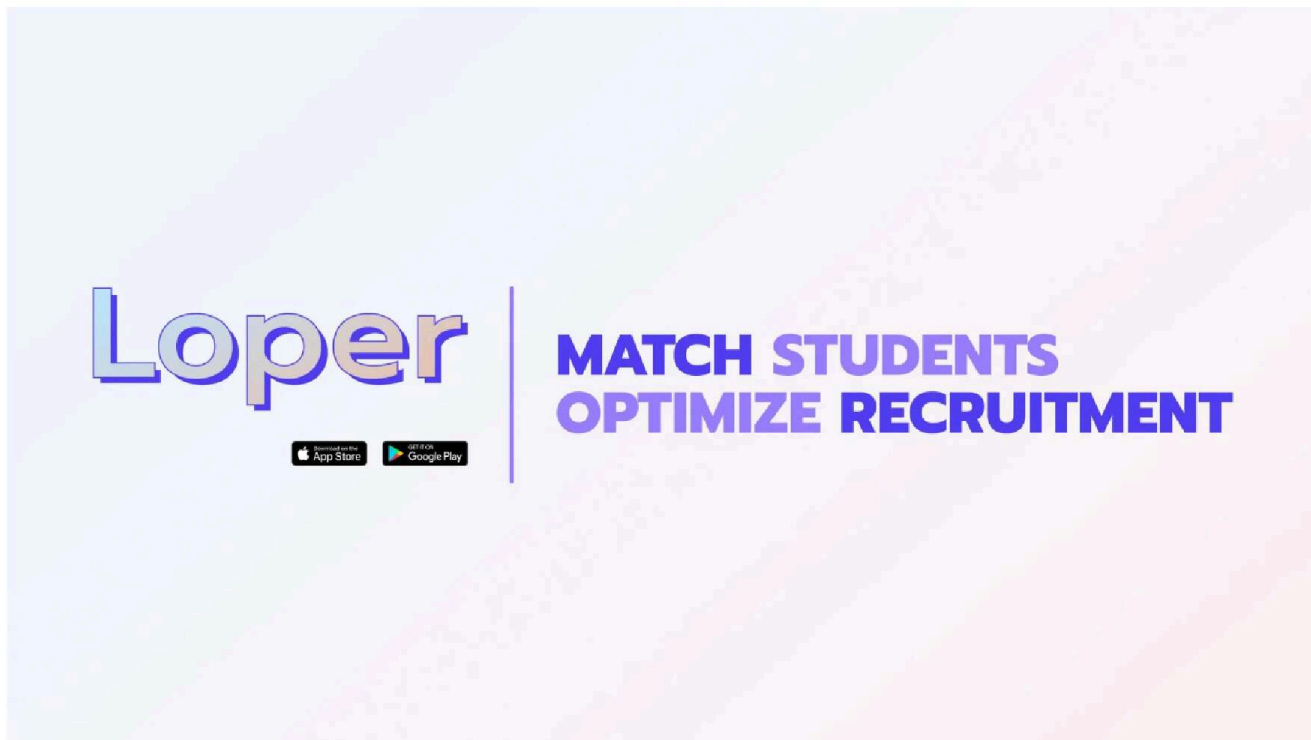
Ex-Bain; asked to present to nation's largest college access non-profit (College Advising Corps)



**Sam Eigen** CTO

Ex-WW and Ex-Barracuda; SecOps expert and built entire back-end + contributed on front-end for a variety of projects since 2011. He is also a frequent speaker at security conferences.

# Loper - WeFunder Deck



## Problem

Inefficient enrollment funnels make *everyone* suffer in higher education



**Schools pay \$1,000+** to acquire a first-time student

- Low-quality name buys at top of funnel
- Obsolete inbound lead generation



**GEN Z WANTS  
TAILORED  
CONTENT**



**17mm high schoolers** are lost each year exploring higher ed



**46%**  
want better



**60%**  
seek greater



**1 in 3**  
are 'stealth



mark better  
messaging

seen greater  
support

are better  
applicants'

Note: <https://www.ruffalonl.com/blog/enrollment/3-key-takeaways-from-the-cost-of-recruiting-an-undergraduate-student-report/#:~:text=1,side%2C%20that%20number%20is%20%24494>

## Solution

Loper guides students and improves conversion for enrollment marketing - \$100k+ '23 YTD ARR

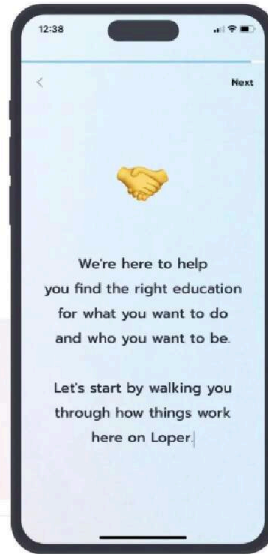


**A mobile channel lowering student acquisition costs**

- Customized student audiences
- In-app ads and messaging
- Platform analytics

"25% of our inquiries are Loper  
- this is our golden egg"

VP Enrollment & Advancement,  
Spring Hill College



**An educational advisor in your pocket**



Academic



Career



Personal



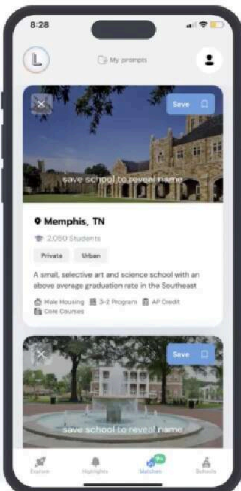
Financial

"Loper focuses so much more  
on me than other research tools"

Khadan,  
High school junior

## Product

Students love search designed for mobile natives



### Features



**Holistic recommendations**  
100s of criteria inform our algorithm



**Personalized content**  
Only see relevant ads and resources



**Gamified exploration**  
Swipe on what matters to you

### Performance

**90% apply to program matches**

**5x engagement vs. benchmarks**

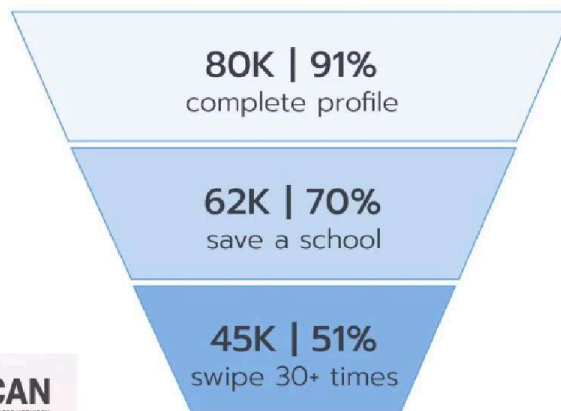
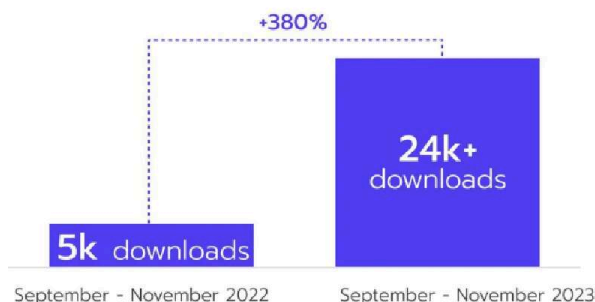
**4.9 ★ rating on Apple app store**

## User Traction

We're building a market of driven, engaged applicants

**115k+** downloads **5x** peak growth YoY

**88K** accounts



Acquisition channels (sample)



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6

## Business model

Institutions pay to recruit on Loper's high-intent channel



### Offering structure

*Annual contracts priced on...*

#### Impressions

User views on advertisements

#### Prospect leads

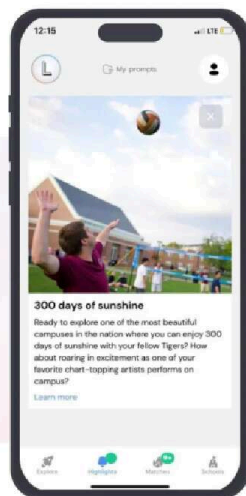
Opted-in student data for target segments

#### Segments

Unique audiences to reach on platform

#### Placements

Channels (highlights, push, profile screen)



### Example contract

*\$15K offering*

- 20k highlight impressions (No minimum)
- 10 target segments
- Opted-in leads
- 2 push campaigns
- 5 profile photos, 1 URL

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5

## Differentiation

Loper collects unique data to drive conversion and lower student acquisition costs

Competition

On-app conversion events

## Competition

NICHE  collegevine  cappex  cbss 

# Loper

95%

cost saving per  
qualified lead







10x

data points of  
lead competitor

"This app fixes a core challenge: **students want you to know** what matters, **but are reluctant** to tell you"

Former VP Enrollment Management, Aquinas College

## On-App Conversion Events

-  Matching with a school
-  Saving a school
-  Rating a school
-  Requesting information\*
-  Attending events\*\*
-  Starting an application\*\*

\*Launched Q4 \*\*2024 roadmap

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7

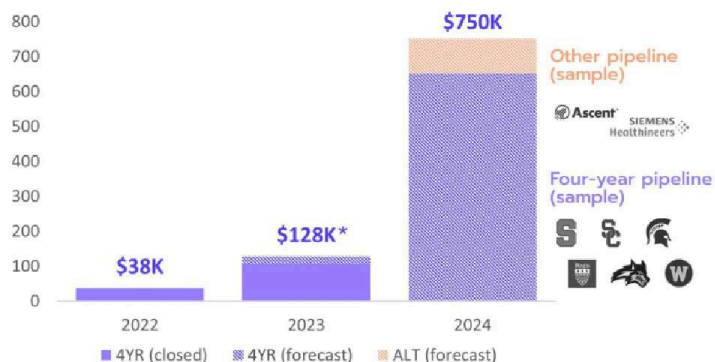
## Customer Traction

Customers are reaching prospective Gen Z applicants more effectively through Loper

\$105K Revenue  
four-year partners



100% customer retention



"Everyone needs to look at this now  
if you're worried about your brand."

AVP Enrollment Marketing,  
Siena College

"Your preparedness and your level of  
collaboration with partners are **some**  
of the best I've experienced."

Director of Enrollment Marketing,  
Valparaiso University

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8

Note: Future projections are not guaranteed

## Market opportunity

Institutions spend billions on ineffective acquisition in a broadening post-secondary landscape

### Marketing on student acquisition in higher education





Userbase



17M

students enrolled in high school every year



40M

adults with college credit lacking a degree

## Team

We're dedicated to creating stronger student outcomes with this generation's voice

### Leadership



**Sam Bernstein**  
Founder, CEO



**Eric Menna**  
Founder, COO



**Sam Eigen**  
CTO



### Recognition



**2023 North American EdTech 200**  
HolonIQ



**2023 EdTech Founder Fellowship**  
Transcend Network



**2023 Education & Work Accelerator**  
OnRamp (gener8tor + ECMC Group)



**2022 Elite 200 EdTech Startups**  
ASU+GSV

## Fundraising Ask

We are raising a \$500,000 pre-seed through a post-money SAFE

### 2024 Milestones and priorities

**350K**  
users

- Full-time react native engineer
- Expand platform readiness content
- Build learning model with historical data
- Build P2P sharing features
- Sign 40+ new four-years; pilots in non-four-years

**\$750K**  
revenue

### Fundraising history

#### Current

30% committed  
Building runway through June 2025

#### March 2023

OnRamp Education and Workforce  
Innovation Accelerator

#### February 2022

Friend/family round for May MVP launch

**Note: Future projections are not guaranteed**

**Note: \$50k-\$124k / \$500k is anticipated to be raised via WeFunder**