

Problem

TransitioningU is a new student-centered solution designed to solve the \$16.5 billion university attrition problem¹. According to a US News College report, as many as 1 in 3 freshmen do not return to college after their freshman year². Nearly one-third of students entering two- or four-year colleges in the United States each year are low income, first-generation. First-generation low-income students are approximately four times more likely to drop out their first year than their counterparts.

A key reason these students fail, is due in part to a lack of structured systems containing the appropriate instructions, information and time sensitive “touch” needed to guide them through this period of change.

These schools know that each student that leaves their institution prior to degree completion costs that institution thousands of dollars in unrealized tuition, scholarship fees and alumni contributions (this also has an impact on personal and societal issues).

Product/Services

It is widely accepted that a formal transition system helps people adjust to the social and performance aspects of change they are going through. Our product mixes social networking functionality with that of successful “onboarding” processes.

More than just an orientation or first year seminar, the TransitioningU model is an online, structured support system that provides relevant “just in time” information and supporting resources to assist any student making the transition to college.

Our product is an online software application, that supports and guides the students through their college experience, starting year one. It will bring greater awareness to the individual on how to be successful at college as well as how to succeed in life.

Unlike competitors in the education technology space in higher education, TransitioningU is student-centered and views students as capable of making good decisions. We provide research-based information about making successful transitions accompanied by personalized recommendations aligned to each student's academic and social interest profile. Taken together, TransitioningU solves the perennial student statement; “I didn't know,” when

confronting a missed deadline, missed opportunity, or missed resource on the campus

This is accomplished by using student entered a) profile data, b) behavior/engagement data and c) perceptions of class/university/event/social experience to guide the student along the transition process. The application pushes out recommendations, event reminders, and social normed survey results that help the individual student find his/her network and obtain the appropriate resources/supports that are often underutilized.

Target Market

TransitioningU is focusing its sales and marketing efforts on:

- *Scholarship Providers* who help first generation lower income college-bound students
- *Colleges / Universities* which are focused on first-year, first-generation college student experience
- *Parents* of these students will be attracted to TransitioningU as their child will be part of 4 million first-year students annually – many not having a clue on what lies ahead for them.

Management

The TransitioningU leadership is comprised of three passionate individuals focused on making a difference in people's lives through improving transition outcomes. Co-founders [John Slevin](#), [Joshua Smith](#), and [Mustafa Wahid](#), CEO of TransitioningU.

Business Model

Our business model is a SaaS tiered model approach based on the amount of users and an initial development fee.

Pilot Markets

Several institutions have agreed to contribute to TransitioningU as subject matter experts. Some have agreed to provide resources from their institution in the initial development of the first application.

Future

TransitioningU will soon be in the hands of every first-year, first-generation, and low-income student in the US Eastern Seaboard.

Contact

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¹ Educational Policy Institute – www.educationalpolicy.org

² US News College – [Freshman Retention Rate](#)
