

Student *Fin Aid* Journey



70%
Of FinAid recipients want to see improvements

Student Issues
1. Complicated
2. Paper-based
3. Generic

Too Difficult

4: FIND
Scholarships

A scholarship of only **\$500** influences where a student enrolls

\$100M
In college scholarships go un-awarded each year

Can't Find Scholarship

9: GRADUATE

3: START
FinAid Process

2: APPLY
To Schools

Students apply to **3+ schools** on average

71%
Of full-time college students get federal aid

5: REVIEW
Award Letters

One-in-five borrowers does not understand the basic terms of his or her loans

8: ATTEND
School

Rinse & repeat from #3 every year college is attended

Student Issues
1. Confusing language
2. Info overload
3. Not mobile, digital

Don't Understand

7: ENROLL
RETAIN

86%
Of students own a smartphone

6: FINALIZE
Aid

40%
Of low-income students fail to enroll because of complicated FinAid processes

1: SEARCH
For Schools

Student Issues
1. How much will this cost?
2. What value will I get?
3. Is this the right school for me?

Verification
Professional Judgments
SAP Appeals