



PARTNERSHIP GUIDE

UniStart Partner Pack

Everything You Need to Know About Partnering With UniStart

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Your complete guide to the UniStart partnership opportunity

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Welcome to the UniStart Partner Network

We're excited to explore how we can grow together. UniStart represents a unique opportunity to connect with a verified, engaged student audience that larger platforms simply cannot reach with the same level of precision and trust.



Our Mission

UniStart helps EU citizens with settled and pre-settled status navigate UK university applications and access student finance guidance. We bridge the gap between aspiration and achievement for a community that has historically been underserved by traditional student platforms.



Our Unique Audience

Verified EU students with confirmed settlement status and Student Finance eligibility. This is a niche, underserved demographic with genuine purchasing power and long-term commitment to life in the United Kingdom.



Platform Overview

Mobile app available on iOS and Android, plus a comprehensive web platform focusing on university applications, student finance guidance, and exclusive student discounts from trusted partner brands.

About UniStart

We help EU citizens with settled or pre-settled status in the UK discover funded university courses, understand Student Finance, and access exclusive student discounts. Our platform was built from first-hand experience of the challenges faced by this community.

Our Unique Audience

UniStart students represent a carefully verified community with genuine credentials and purchasing power. Every user on our platform has been through our triple-verification process, ensuring that partners only engage with legitimate, funded students.

- ✓ EU citizens with verified settled or pre-settled status
- ✓ Confirmed university enrolment or active applications
- ✓ Student Finance eligibility verified through documentation
- ✓ Long-term UK residents with strong purchasing power

This verification process sets UniStart apart from mass-market student platforms that rely solely on email domain verification. Our students are real, funded, and ready to engage with quality brands.



Platform Overview

UniStart provides a comprehensive ecosystem designed to support EU students throughout their UK university journey, from initial research through graduation and beyond.



Mobile App

iOS and Android apps for on-the-go access to university guidance, student finance tools, and exclusive discounts. Push notifications keep students engaged with time-sensitive offers and important deadlines.



Web Platform

Comprehensive web platform at unistart.app with full course directory, resource library, and discount marketplace. Optimised for desktop research sessions and detailed comparison tools.



University Applications

Step-by-step guidance through the UK university application process and UCAS system, specifically tailored for EU citizens navigating post-Brexit requirements and documentation.



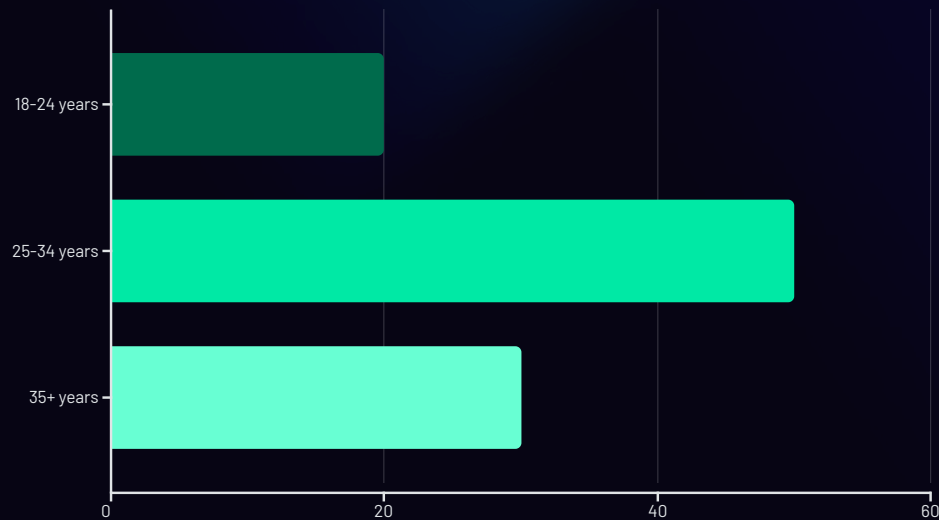
Student Discounts

Exclusive verified discounts from partner brands across all categories. Each offer is curated to match student needs and budgets, ensuring high relevance and engagement rates.

Student Demographics

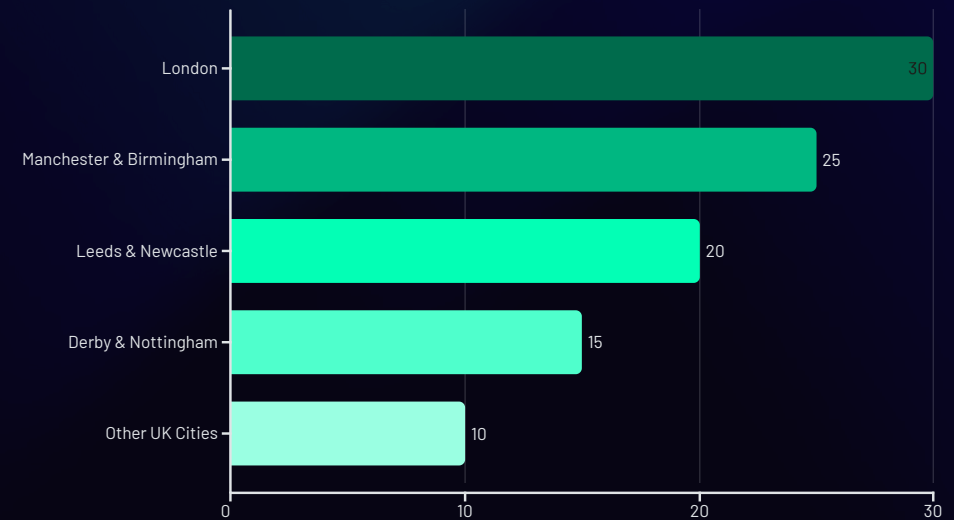
Understanding who UniStart students are helps partners create offers that truly resonate. Our community represents mature, committed learners with established lives in the UK.

Age Distribution



Half of our students are aged 25-34, representing mature learners with established careers and higher disposable income than traditional school-leavers.

Geographic Distribution



Strong presence across major UK cities, with concentration in areas with significant EU communities.

Top Student Nationalities

A diverse European community with legal UK residency and long-term commitment to building their futures in the United Kingdom.



 **Romanian**

Largest community with strong representation across all UK regions



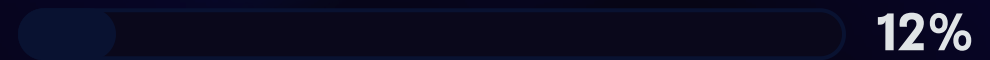
 **Polish**

Established community with multi-generational UK presence




 **Italian**

Growing community concentrated in London and major cities



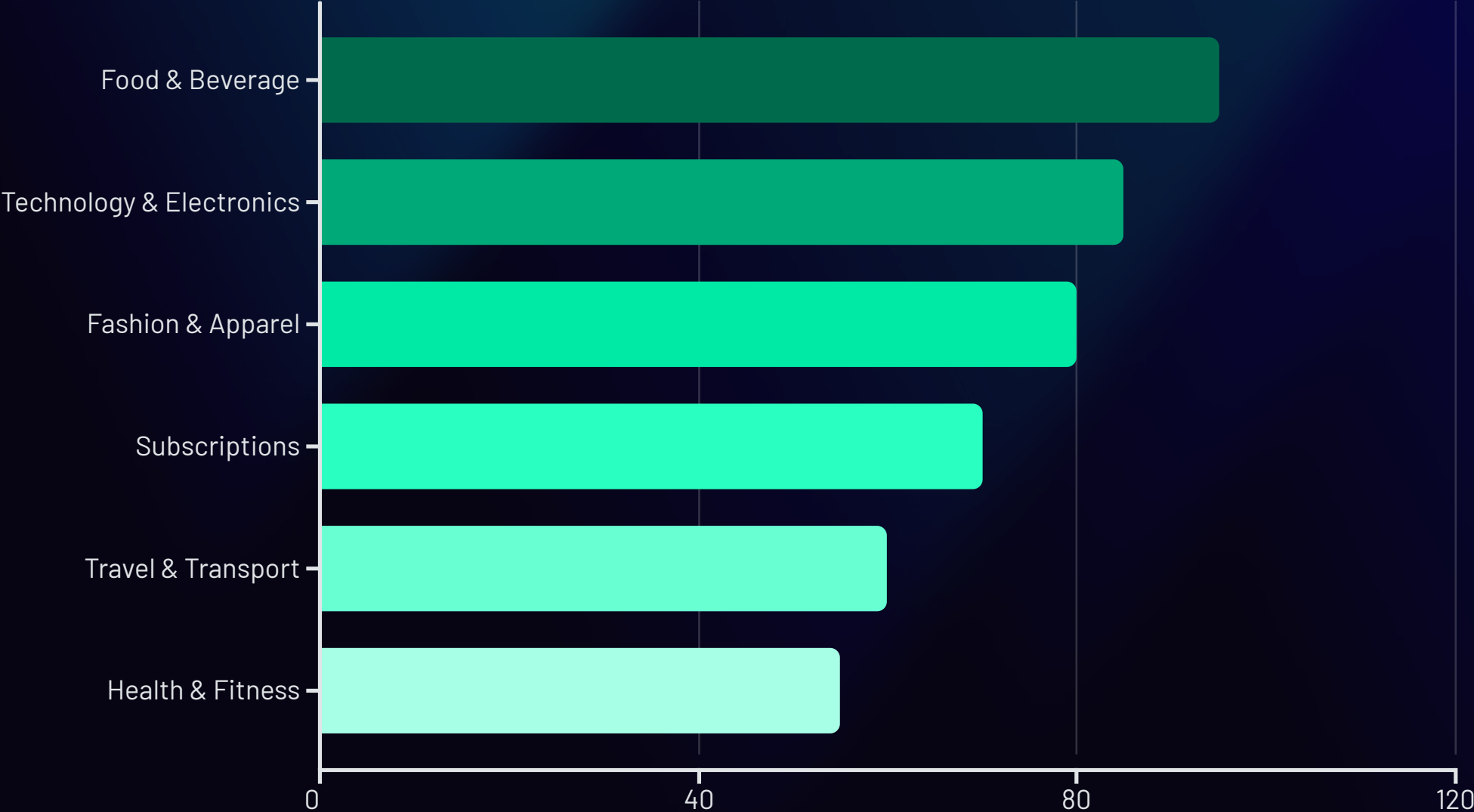
 **Spanish**

Young professionals pursuing UK qualifications

 Additional nationalities include Bulgarian (10%), British (3%), and other EU nations (7%). All students have verified settled or pre-settled status confirming their right to study and work in the UK.

Student Spending Patterns

What categories are most popular among UniStart students? Understanding these preferences helps partners craft offers that genuinely resonate.



Essentials First

Students prioritise essentials and experiences. Food delivery and dining out are highly popular across all age groups.



Tech-Savvy

This demographic values digital services and subscriptions. Streaming, software, and productivity tools see high engagement.



Quality Focus

Mature students often prefer quality over the cheapest option, making them receptive to premium brand partnerships.

Partnership Benefits

What you get as a UniStart partner — designed to deliver genuine value without the complexity or cost of traditional marketing channels.



Verified Student Audience

Triple verification: Settlement status + university enrolment + Student Finance eligibility. This is significantly higher quality than email-only verification used by mass-market platforms. Every student you reach is genuinely eligible and funded.



Free Partnership (Early Access)

No setup fees, no monthly charges, no commission. Join our founding partner programme at no cost as we grow together. We believe in proving value before asking for investment.



Founder-Level Support

Personal onboarding assistance, offer optimisation guidance, and direct communication with the UniStart team. No automated systems or chatbots — real people who understand your brand and objectives.

Partnership Benefits (Continued)

Additional advantages that make UniStart the smart choice for brands seeking quality student engagement.



Brand Visibility

Featured placement in app discount section, email marketing to matched students, social media promotion, and seasonal campaign inclusion. Your brand reaches students across multiple touchpoints throughout their journey.



Niche Targeting & Low Competition

Access an underserved demographic that larger platforms don't specifically target. Fewer brands competing in each category means higher visibility for your offer and better engagement rates.



No Long-Term Commitment

Month-to-month partnership. Pause or end anytime with 30 days notice. We earn your continued partnership through results, not contracts. Performance speaks louder than lock-ins.



Quality over quantity approach: Verified, funded students with real purchasing power. Ready to start? Contact us at support@unistart.app to discuss your brand's unique opportunity.

A background image showing four students (two men and two women) walking along a paved path on a university campus. They are dressed in casual attire like sweaters, jackets, and jeans. The path is lined with trees and a modern building with large glass windows is visible in the background. The entire image has a dark blue overlay.

What Discount Offers Work Best?

Successful Offer Types That Students Love

What Discount Offers Work Best?

Understanding which discount types resonate most with students is crucial for maximising engagement and redemptions. Our data shows that students respond differently to various offer structures depending on the product category and perceived value. The key is finding the balance between attractiveness to students and sustainability for your business.



Percentage Discounts

15-25% off ★ Sweet spot
(most popular)

10-15% off - Good entry point

25-50% off - Great for
seasonal/clearance

Best for: Most product categories



Fixed Amount Discounts

£10 off £50 - Fashion,
electronics

£15 off £75 - Higher ticket
items

£5 off £25 - Food & beverage

Best for: Driving minimum spend



Other Popular Offers

Free delivery (highly valued by
students)

Buy-one-get-one (F&B,
entertainment)

Extended free trials
(subscriptions)

Best for: Building loyalty

Tips for Success

Do's and Don'ts for Student Offers

DO

- Keep redemption simple (code or direct link)
- Set realistic minimum spend requirements
- Offer real value but stay sustainable
- Make terms clear and transparent
- Consider seasonal promotions
- Test and optimise based on feedback

AVOID

- Excessive restrictions and exclusions
- Complicated multi-step redemption
- Unrealistic minimum spend amounts
- Very short expiration periods
- Excluding most popular items
- Hidden terms and conditions



Pro Tip: Make the discount valuable but sustainable for you. 15-25% is the sweet spot for most categories - attractive to students while protecting your margins.

Seasonal Campaigns Calendar

Year-Round Student Shopping Periods (4 Annual Intakes)



UniStart students enrol throughout the year with **4 main intake periods**: January-February, May-June, September, and November. This means consistent student activity and spending year-round.

Q1: January - March

1

January-February (Intake 1)

**New Year / New Semester /
Fresh Intake**

Student activity: New enrolments, semester start, fresh start mindset

Focus: Fitness, organisation, subscriptions, tech, supplies

Ideal offers: New year discounts, starter kits, subscription deals

2

February

Valentine's Day

Focus: Dining, experiences, gifts

Ideal offers: Couples deals, date night specials

3

March

Spring Preparation

Focus: Spring fashion, travel planning

Ideal offers: Seasonal refreshes, early travel deals

Q2: April - June

1

April

Easter / Spring Break

Focus: Travel, entertainment, spring clothing

Ideal offers: Holiday specials, travel essentials

2

May-June (Intake 2)

Second Intake Period / Exam Season

Student activity: New enrolments + existing students in exams

Focus: Study support, stress relief, post-exam celebrations

Unique opportunity: Professional clothing for graduates entering workforce

Seasonal Campaigns Calendar (Continued)

Peak Periods + Continuous Opportunities

Q3: July - September

July-August

Summer Period

Focus: Travel, moving, summer essentials

Ideal offers: Summer sales, relocation deals

September (Intake 3 - LARGEST)

Freshers Week - Peak Enrolment Period

Focus: Tech, furniture, clothing, all student essentials

Peak opportunity: Largest spending period of the year

Q4: October - December

October

Mid-Semester Sustained Activity

Focus: Entertainment, subscriptions, food & beverage

November (Intake 4)

Fourth Intake + Black Friday/Cyber Monday

Dual opportunity: New students enrolling + existing students shopping

December

Christmas / Winter Break

Focus: Gifts, celebrations, holiday shopping

Year-Round Opportunities

1

Monthly flash sales

Keep engagement high between intakes

2

Birthday discounts

Personal student milestones

3

Achievement celebrations

Exam results, project completions

4

Payday alignment

Student Finance payment dates (3x per year)



Unlike platforms focused only on September, UniStart has **4 intake periods** creating year-round student activity and spending opportunities.

Partnership Launch Process

From Inquiry to Live in ~7 Days



📧 We'll keep you updated at each step via email and are always available for questions.

Performance Tracking

How We'll Keep You Informed

Current Reporting

Monthly Email Reports Include:

- Number of students who viewed your offer
- Number of redemptions (clicks/code uses)
- Peak engagement times
- Basic demographic insights

Frequency: Monthly summary reports

Delivery: Via email to support@unistart.app

Response time: We respond to questions within 24 hours

Coming Soon Dashboard

Self-Service Partner Portal (In Development)

- Real-time redemption tracking
- Detailed student demographics
- Conversion funnel analysis
- Comparative benchmarking
- Download reports & insights



Early Access Benefit: Founding partners get early access when we launch the dashboard!

Brand Guidelines

Assets We'll Need From You

Logo Requirements

- **Format:** PNG or SVG
- **Size:** Minimum 500x500px
- **Background:** Transparent preferred
- **Quality:** High resolution for all uses

Offer Creative (Optional)

- **Banner image:** 1200x630px
- **Product photos:** High resolution
- **Brand colours:** Hex codes
- Any existing student offer materials

Copy Requirements

- **Offer title:** Max 50 characters
- **Description:** Max 150 characters
- **Terms & conditions:** Clear and concise
- **Redemption instructions:** Step-by-step

UniStart Brand Colours

Primary Blue: #3B82F6

Dark Blue: #1E40AF

Success Green: #10B981

Use these if creating co-branded content

Partnership Terms

Simple, Transparent, Fair

✓ **FREE Partnership**

What "Free" Means:

- No setup or listing fees
- No monthly subscription
- No commission on sales (currently)
- Cancel anytime with 30 days notice

What We Ask:

- Competitive student discount (minimum 10%)
- Fair terms and reasonable restrictions
- Timely redemption fulfilment
- Collaborative partnership attitude

🔮 **Future Transparency**

As We Grow, we may introduce:

- Performance-based commission (% of sales)
- Premium tiers with enhanced features
- Featured placement add-ons

Founding Partners Will:

- Receive 90 days advance notice
- Get favourable grandfather pricing
- Have option to maintain current terms

📄 We believe in transparency. You'll always know what to expect, and we'll honour our commitments to founding partners.

Frequently Asked Questions

1

How do students verify their eligibility?

Students upload Home Office settlement documentation, university acceptance letters, and Student Finance approval through our secure app. We manually verify each student (2-3 business days).

2

How long does the partnership approval process take?

Typically 1-2 business days for partner approval after you submit your inquiry.

3

Can I update or change my offer later?

Yes! Email support@unistart.app anytime to update discount percentage, terms, or to pause/resume your partnership.

4

How is UniStart different from UNiDAYS or StudentBeans?

We focus exclusively on EU students with verified UK settlement status and Student Finance eligibility. This means a niche audience, less competition for your discount, and students with confirmed purchasing power.

5

What's the catch with the "free" partnership?

No catch. We're early-stage and building our partner network. As we scale, pricing may be introduced for new partners, but founding partners will keep favourable terms.



Have more questions? Email us at support@unistart.app - we typically respond within 4 business hours.

NEXT STEPS


Your Journey to Launch

We're thrilled to have you on board! Here's your simple roadmap from approval to going live. The entire process takes just 7-10 days, and we'll be with you every step of the way.




✓ Email Approval

Send us your confirmation within 48 hours and we'll get the ball rolling immediately. A simple reply is all it takes to kickstart your partnership journey.



✓ Prepare Your Assets

Gather your logo, brand guidelines, and any promotional offers you'd like to feature. We'll provide a handy checklist to make this super easy.




✓ Schedule Kick-off Call

Book an optional call with our team to discuss your goals and fine-tune your strategy. We're here to listen and collaborate!



✓ Finalise Offer Together

Working side by side, we'll craft the perfect offer that resonates with students and aligns with your brand values.



✓ Go Live!

Within 7-10 days total, your offer goes live to thousands of eager students. Time to celebrate and watch the results roll in!

Let's Grow Together!

We can't wait to partner with you and help your brand connect with the student community. Our dedicated team is here to support you at every stage.



Email Us

support@unistart.app



WhatsApp

+44 7459 328 582



Website

www.unistart.app

Your Partnership Contact

George handles all partnerships and will personally ensure your success with UniStart.
Reach out anytime!

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