



Cyber Security for Blockchain
Slovenská Technická Univerzita v Bratislave

UNIMASTER
Easy access to European Masters

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15-26 August 2022
Bratislava Summer School
Project Report

www.eitdigital.eu

2. Executive Summary

The purpose of this paper is to explain the development of the idea carried out during the EIT Summer School in Bratislava.

The worldwide education system suffers from issues that in today's digitalized world can possibly be solved using new and secure technologies. Complex bureaucratic processes, non-existent transparency over processes, amount of time, money and human resources invested, non-existent possibility of taking courses without being enrolled in a degree program - all these are education related problems that immediately come to mind.

We chose to focus on searching for a straightforward answer to the complex administrative problems that universities are facing, specifically considering the challenges associated with the lengthy and expensive university admissions and enrollment procedures. Additionally, we also focused on students, as it is very challenging for them to follow the complete review procedure. Despite the fact that the majority of students and the administrative staff at the university in Bratislava validated the problem, we were unable to proceed along this track because of obstacles associated with validation through other universities. As a result, we moved on to a significant issue for a particular group of people: **American students**. We were able to validate the issue with the help of one of our team members who is from the US and the other five US students we spoke with throughout the summer school.

With the assistance of Balazs Horvath and Ákos Wetters , entrepreneurs and professionals, we were able to realize a more comprehensive and solid solution: **UniMaster** - a unified platform for university admission applications, where students can submit their documents only once and apply to as many programs as they like, and where universities can reach out to students and inform them about their study offer.

The report presents the following insights:

- **Problem and Solution:** a description of the problems that UniMaster is attempting to resolve and the steps it is taking to do so;
- **Business Modeling and Planning:** a detailed description of the business model, go-to market strategy, together with a competitor analysis;
- **Business Development Process:** a review of the decisions the team made during the summer school and how they affected the final product;
- **Self Evaluation:** personal review and evaluation of each of the team members.