



StepUp

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Help international students adapt more efficiently to local life and academic environment

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Introduction

Chinese international students often face challenges when adapting to a new academic and social environment in the U.S. Although information is widely available, it is often fragmented, scattered across platforms, and difficult to turn into clear action.

Therefore, StepUp aims to address this gap by providing personalized, structured, and practical guidance that helps students navigate local life, daily tasks, and campus resources more confidently.

Functions & Mission Process

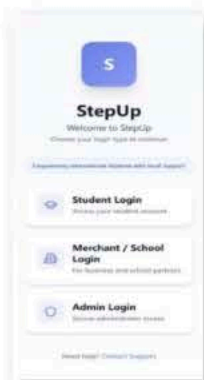


Figure 1. Login Page

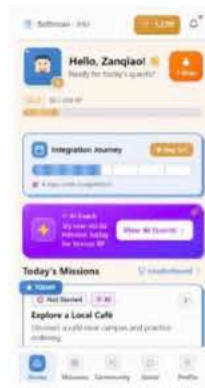


Figure 2. Home Page



Figure 3. Mission Details

- Clear step-by-step task guidance
- Seamless transition from planning to real-world action
- Continuous feedback through progress tracking and rewards

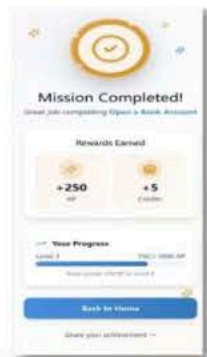


Figure 6. Mission Completed Page

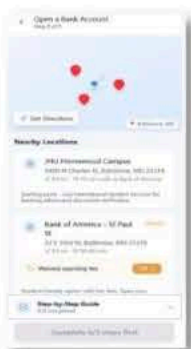


Figure 5. Map Guide Page

Business Model & Customer Groups



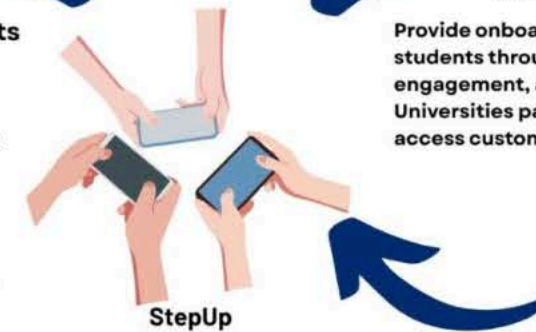
Chinese internal students
(Freemium + Premium Subscription)

Users access a freemium model: basic guidance is free, while premium features (personalized plans, AI recommendations, social matching) require subscription.



Universities and institutions
(Annual Partnership Fee)

Provide onboarding support for international students through StepUp, improving retention, engagement, and student satisfaction. Universities pay an annual partnership fee to access customized integration tools and analytics.



StepUp



Local businesses
(Commission + Promotion Packages)

Local businesses gain targeted exposure to international students through promotions, ads, and curated recommendations. StepUp earns commission and promotion fees.

Market Size & Future Plan

Initial Market size

Rednote (Chinese social media site) valuation (\$30B) ÷ active users (0.3B × 70%) = value per user = \$143
 \$143 × 237,500 Chinese students in the U.S. × 25–33% newly arriving each year × 60% potential adoption

\$5M - \$7M

The total number of international students in the U.S. is about five times the number of Chinese students.

\$26M - \$34M

StepUp targets a large and growing international student market, with an initial focus on Chinese students in the U.S. By capturing even a modest share of this segment, the platform can achieve a \$5M–\$7M market opportunity, with strong potential to scale to \$25M+ as it expands to the broader international student population.