



180Degrees
CONSULTING

November 2025

STRATEGIC ROADMAP

Translating LyncFit into a UK Higher Education engagement strategy

Identifying attractive business opportunities and designing the launch wedge for a UK student community platform

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1.0/ LyncFit should enter UK higher education through a society-first wedge — protecting £200M+ in annual tuition exposure and owning an engagement layer the incumbents do not address

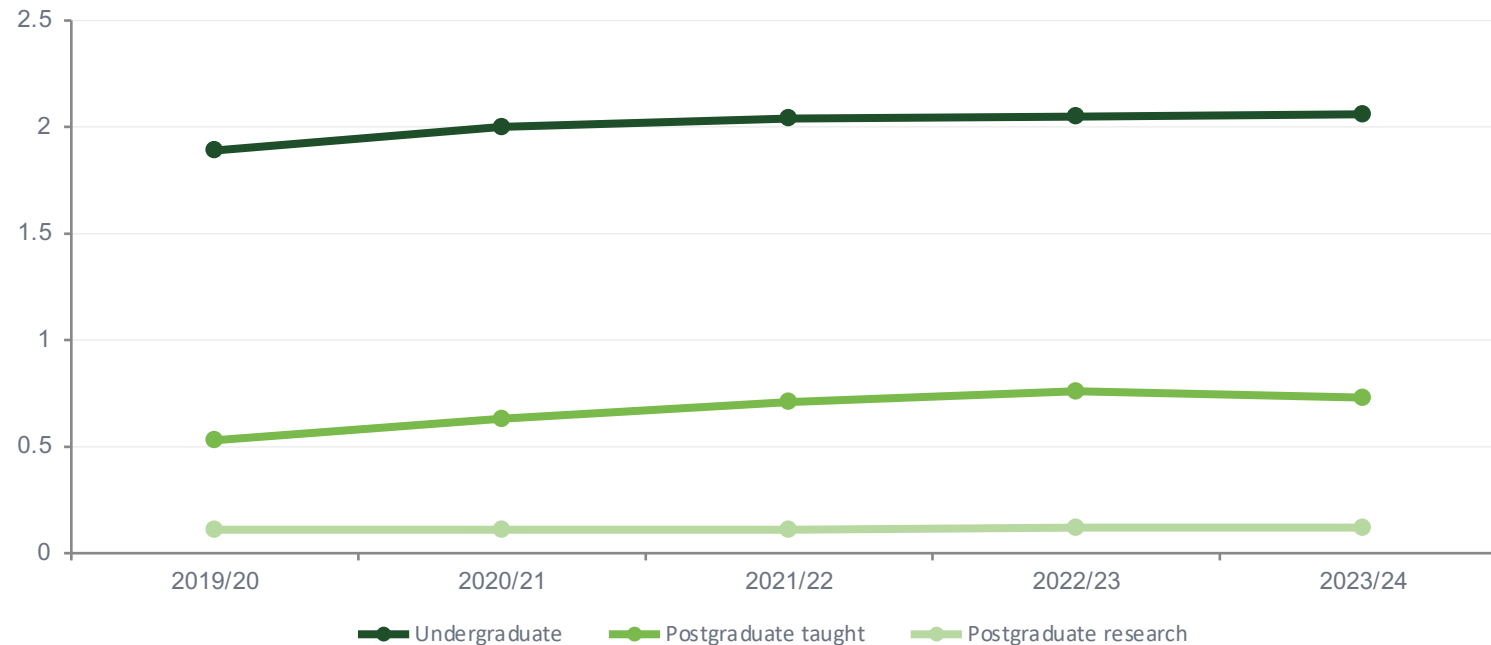
I Where the value sits	II Where to play	III What it unlocks
<ul style="list-style-type: none"> ▶ 28% of UK undergraduates considered leaving in 2023 — a 814K-student intervention window sitting on top of the 5.3% who actually leave¹. ▶ ~50% of dropout drivers are wellbeing (43%) and belonging (7%) — addressable through engagement, not academic intervention. ▶ OfS Condition B3 turns continuation into a regulatory threshold² — sub-80% institutions face fines, funding restrictions, or deregistration. 	<ul style="list-style-type: none"> ▶ Pursue a UK-wide play across all 168 OfS-registered providers — anchored by tier-1 institutions (Imperial, UCL, LSE, Manchester) for category credibility, with Warwick & Birmingham as the proof-point pilot. ▶ Differentiate against MyDay / Ready Education (admin-first, 700+ unis³) on interest-based peer matching and embedded engagement signals. ▶ Enter via SU buyers (£1–2/student); upsell into Student Experience (£2–3) and Provost-level retention (£3–5). 	<ul style="list-style-type: none"> ▶ A defensible UK-HE platform serving 100+ universities and 5M+ students within five years — owning the engagement layer no incumbent addresses. ▶ A 1–3% attrition reduction translates to ~5.8K–17.4K students retained annually across a 580K-user exposed base — protecting £161M–£484M of UK tuition revenue⁴. ▶ Three monetisable tiers — SU subscription, institutional licence, and premium analytics — averaging £3–5 / student / year.

<p>154K students leave UK HE annually <i>HESA T3</i></p>	<p>~£28K lost tuition per UG dropout (3-yr) <i>£9,250 × 3</i></p>	<p>57% of students self-report a mental health issue <i>Student Minds 2022</i></p>	<p>12% say their university handles MH well <i>Tab/CALM 2023</i></p>
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1. HEPI / Advance HE Student Academic Experience Survey 2023 (28% considered leaving); HESA T3 non-continuation 2019/20 (5.3%).
 2. OfS Condition B3 sets numerical thresholds: 80% continuation, 75% completion, 60% progression.
 3. Ready Education / PebblePad disclosure (combined institutional reach).
 4. Outputs of the Python-based ML/NLP retention-impact simulator (see p. 25): 1–3% × 580K exposed users = 5.8K–17.4K students retained/year × ~£27.75K lost tuition per UG dropout.

2.1/ UK higher education is a £40B+ sector that has grown 15% in five years – but 2023/24 marked the first postgraduate-taught decline, exposing volatility in the highest-margin segment

UK student enrolments by level, 2019/20–2023/24 (millions)¹



A **Volume momentum holds**

Total enrolment rose from 2.5M to 2.9M (+15%) between 2019/20 and 2023/24.

B **PG taught was the engine – 37% growth**

Postgraduate taught added ~200K students over 4 years, outpacing all other levels.

C **First PG-taught contraction in 2023/24**

PG taught fell ~5% year-on-year – tighter visa rules² and weaker international flows mark a turning point.

2.9M	Total students (2023/24)	168	OfS-registered providers	£41B	Estimated annual sector revenue ³	+15%	5-yr enrolment growth
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1. HESA Higher Education Student Statistics 2023/24, Table at start of period (Aug 1).

2. UK Graduate Route restrictions for dependants of taught Master's students introduced Jan 2024.

3. Estimated from HESA / OfS finance data – tuition + research grants + other operating income.

2.2/ Four pressures are converging on UK universities — together, they are turning engagement from a 'nice-to-have' into a strategic priority



REGULATORY

OfS Condition B3 sets numerical floors

- Continuation: 80% threshold
- Completion: 75% threshold
- Progression: 60% threshold
- Breach can trigger fines, loss of student-support funding, or full deregistration



FINANCIAL

Each dropout is a multi-year revenue loss

- £9,250 tuition / student / year
- ~£28K lost per UG who leaves in Year 1
- Fixed-cost base means margin loss is near-total
- Recruitment to replace each dropout: ~£1,500



MENTAL HEALTH

Demand is rising faster than provision

- Disclosure up 6x since 2010/11 (1% → 5.8%)
- 57% of students self-report a MH issue
- Only 12% rate their uni's MH support well
- Mental health is the #1 cited reason students consider leaving (34%)



BELONGING

Loneliness is widespread — and predictive

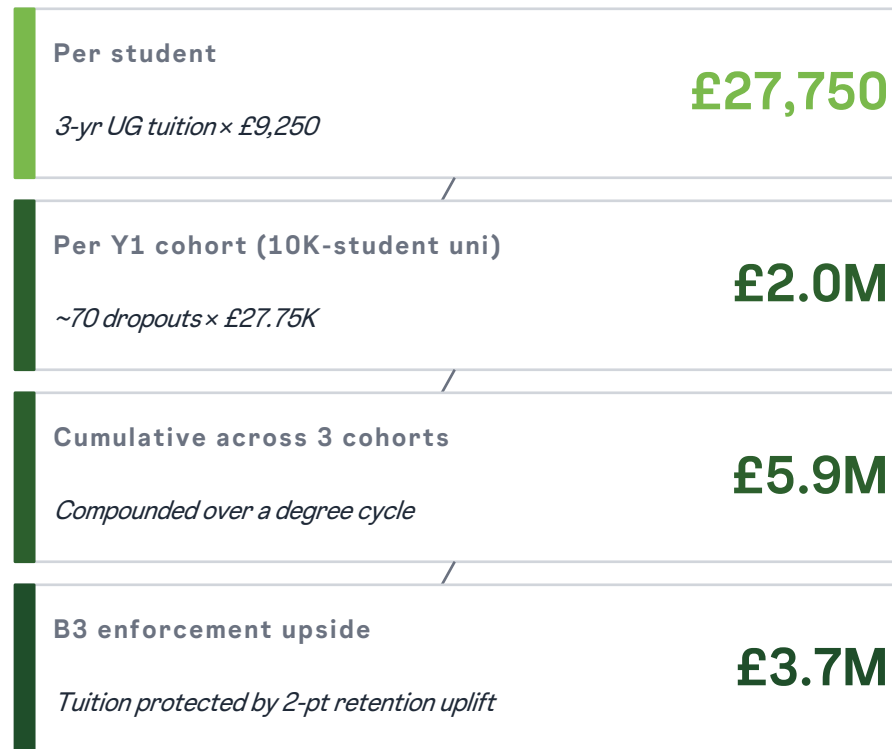
- ~75% of students feel lonely (HEPI/Unite)
- 17% have no university friends at all
- 31% of international students often lonely
- Sense of belonging is a robust predictor of continuation

TAKEAWAY *Universities now need an engagement layer — not just a comms layer — to address regulatory, financial, and student-wellbeing pressures simultaneously.*

2.3/ Dropout exposure cascades from £28K per student to multi-million-pound institutional loss – and B3 risk concentrates it on the weakest-engagement universities

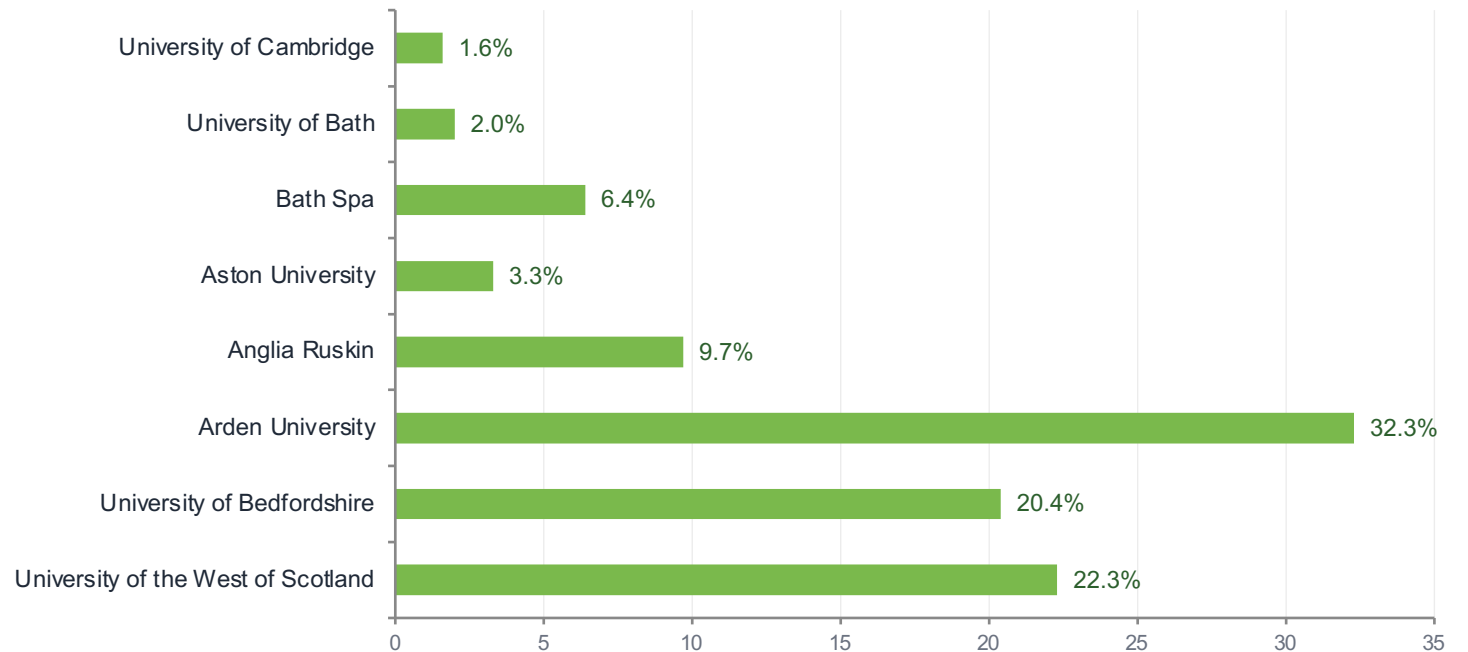
ILLUSTRATIVE

Dropout exposure cascade¹



Non-continuation rate (%) — selected UK universities, latest available

OfS B3 minimum continuation threshold = 20% dropout (i.e. 80% continue)

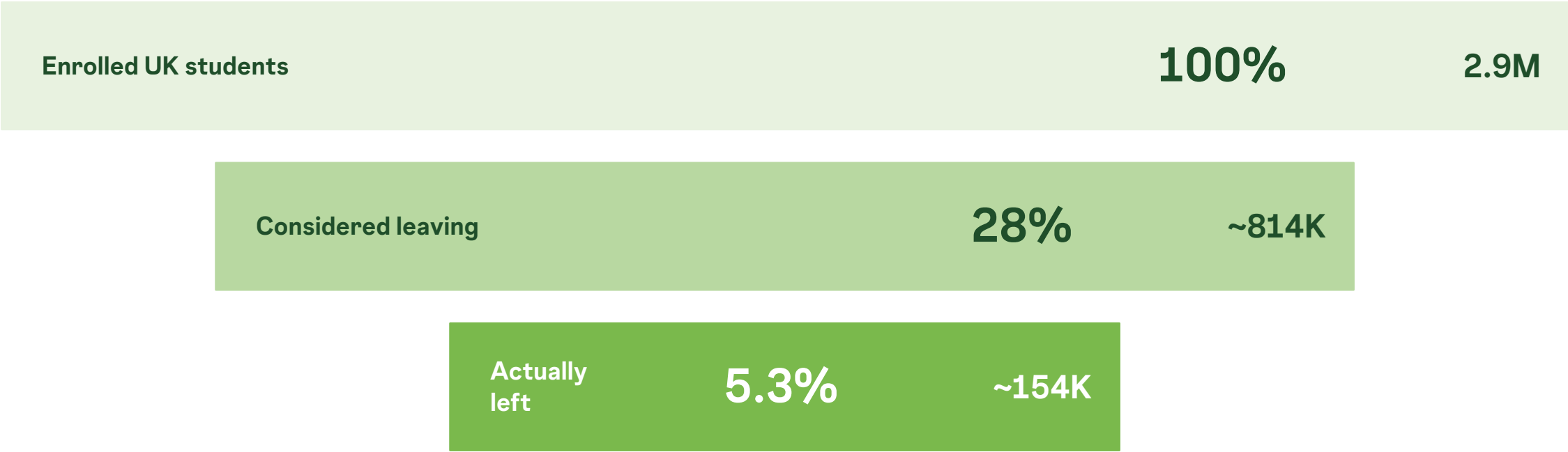


1. Per-student loss = £9,250 annual tuition × 3 years. Per-cohort and cumulative figures assume ~7% dropout in a 10K-student institution. B3 upside = 2-point uplift across two intake cohorts.

2. OfS B3 numerical thresholds (continuation 80%, completion 75%, progression 60%) introduced under the 2018 Higher Education and Research Act.

3. HESA non-continuation T3 (UK-domiciled full-time undergraduate entrants, 2019/20 academic year, % no longer in HE).

3.1/ The intervention window is 5× larger than the actual dropout rate — most struggling students are reachable before they decide to leave



Top cited reason for considering to leave (2023)

Mental / emotional health — **34%**

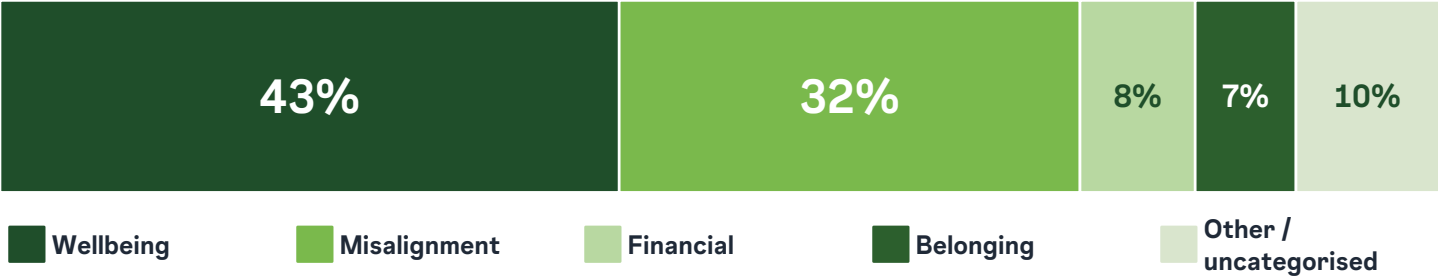
Cost-of-living concerns have doubled as a cited reason since 2021.

660K students in the *'wobble zone'* — *considered leaving but did not.*
This is the addressable population for an engagement intervention before dropout becomes irreversible.

TAKEAWAY *Engagement platforms intervene in the 660K-student gap between 'considered leaving' and 'actually left' — where universities currently have almost no leading indicators.*

3.2/ Across UK dropout drivers, ~50% are addressable through engagement (wellbeing + belonging) – and almost none are addressable through teaching alone

Distribution of cited reasons for non-continuation



What sits inside each category (HEPI 2023 reason codes)

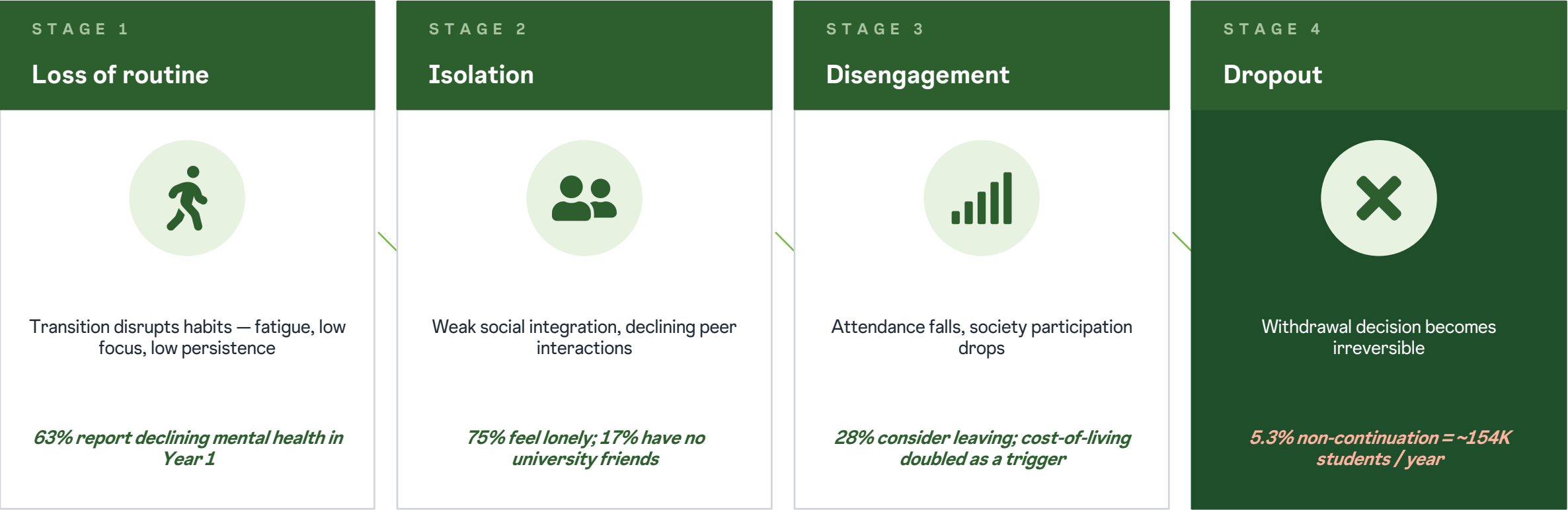
Wellbeing (43%)	Mental/emotional health (29%), physical health (3%), family/personal (5%), study-life balance (6%)
Misalignment (32%)	Course content/delivery not expected (11%), wrong institution (5%), workload (6%), level mismatch (4%), support gaps (6%)
Financial (8%)	Financial difficulties (8%) – cost-of-living rising fastest as a driver
Belonging (7%)	No connection with peers (3%), wider experience not as hoped (4%)

Addressability through engagement platforms

Wellbeing <i>Routine, peer activity, signposting</i>	HIGH
Belonging <i>Interest matching, repeat interactions</i>	HIGH
Financial <i>Free events, rewards, low-cost activity</i>	MID
Misalignment <i>Pre-arrival expectation-setting only</i>	LOW

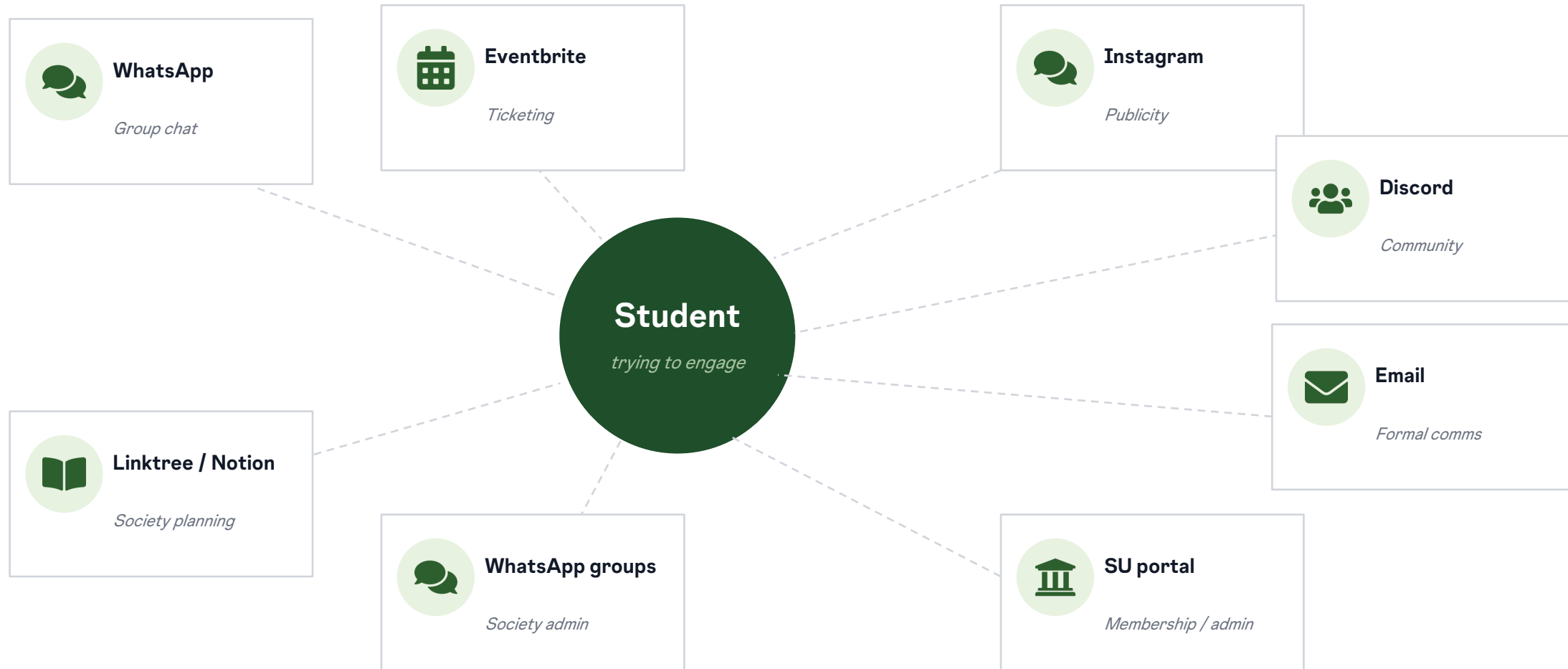
TAKEAWAY *LyncFit's product – interest-based peer activity – is squarely addressed at the two largest buckets (wellbeing 43% + belonging 7%) that no incumbent owns.*

3.3/ Attrition is a behavioural funnel, not a single academic event — and engagement provides the earliest detectable signals



TAKEAWAY *The leading indicator is participation, not grades. Engagement data — captured by LyncFit at the event/attendance level — surfaces at-risk students before they reach the disengagement stage.*

4.1/ Students currently navigate 6–8 fragmented tools — none of which were designed for them, and none of which produce institutional insight



TAKEAWAY The result is discovery friction for students, zero institutional visibility for universities, and no leading indicators — engagement data is the missing leading signal.

4.2/ UK HE incumbents own admin & comms; consumer apps like Strava prove gamification — but no player addresses belonging signals or B3 retention flags

	UK HE INCUMBENTS				CONSUMER COMPARABLES		LYNCFIT
CAPABILITY	MyDay <i>Ready Ed</i>	SUMS <i>SU ops</i>	Society® <i>Community app</i>	Eventbrite <i>Ticketing</i>	Strava <i>Fitness + clubs</i>	Meetup <i>Interest groups</i>	LyncFit <i>Engagement</i>
ENGAGEMENT CORE							
Centralised event publishing & RSVP	✓	●	●	✓	●	✓	✓
Society / community admin	●	✓	✓	○	●	✓	✓
University comms backbone	✓	●	○	○	○	○	●
Interest-based peer matching	○	○	○	○	●	●	✓
INSIGHT & RETENTION LAYER							
Gamified engagement loops	○	○	○	○	✓	○	✓
Engagement analytics & belonging signals	●	○	○	○	●	○	✓
Retention risk flags (B3-aligned)	○	○	○	○	○	○	✓

LEGEND Full Partial Not addressed

WHITESPACE *Strava proves the gamification model; LyncFit adds interest matching, belonging signals, and B3 retention flags inside the HE context.*

1. Coverage assessed against public product pages, customer disclosures, and category positioning as of May 2026. Strava and Meetup included as consumer comparables — Strava for fitness-based gamified community (LyncFit's DNA), Meetup for interest-based group formation.

5.1/ Four opportunity areas — each addresses a different buyer, a different willingness to pay, and a different time-to-revenue

A — Society Digitalisation

B2B2C via Students' Unions

Primary buyer: SU General Managers, Society Presidents
Willingness to pay: £1–2 / student / year

Time to revenue: 0–6 months
Indicative UK size: ~£10M UK annual market

Replaces fragmented WhatsApp + Eventbrite stack; fast adoption; builds network effects.

B — Wellbeing & Belonging at Scale

B2B via Wellbeing & Student Experience services

Primary buyer: Director of Student Experience, Wellbeing Lead
Willingness to pay: £2–3 / student / year

Time to revenue: 6–18 months
Indicative UK size: ~£25M UK annual market

Plugs gap between disclosure (5.8%) and the 57% who self-report MH issues.

C — Retention Infrastructure

B2B with University Leadership / Provost

Primary buyer: VP Student Experience, Registrar
Willingness to pay: £3–5 / student / year

Time to revenue: 12–24 months
Indicative UK size: ~£40M UK annual market

Engagement signals become a leading indicator of at-risk students; directly tied to B3.

D — Insights & Analytics

Premium SaaS tier across institutional buyers

Primary buyer: Director of Strategy, Institutional Research
Willingness to pay: +25–40% premium uplift

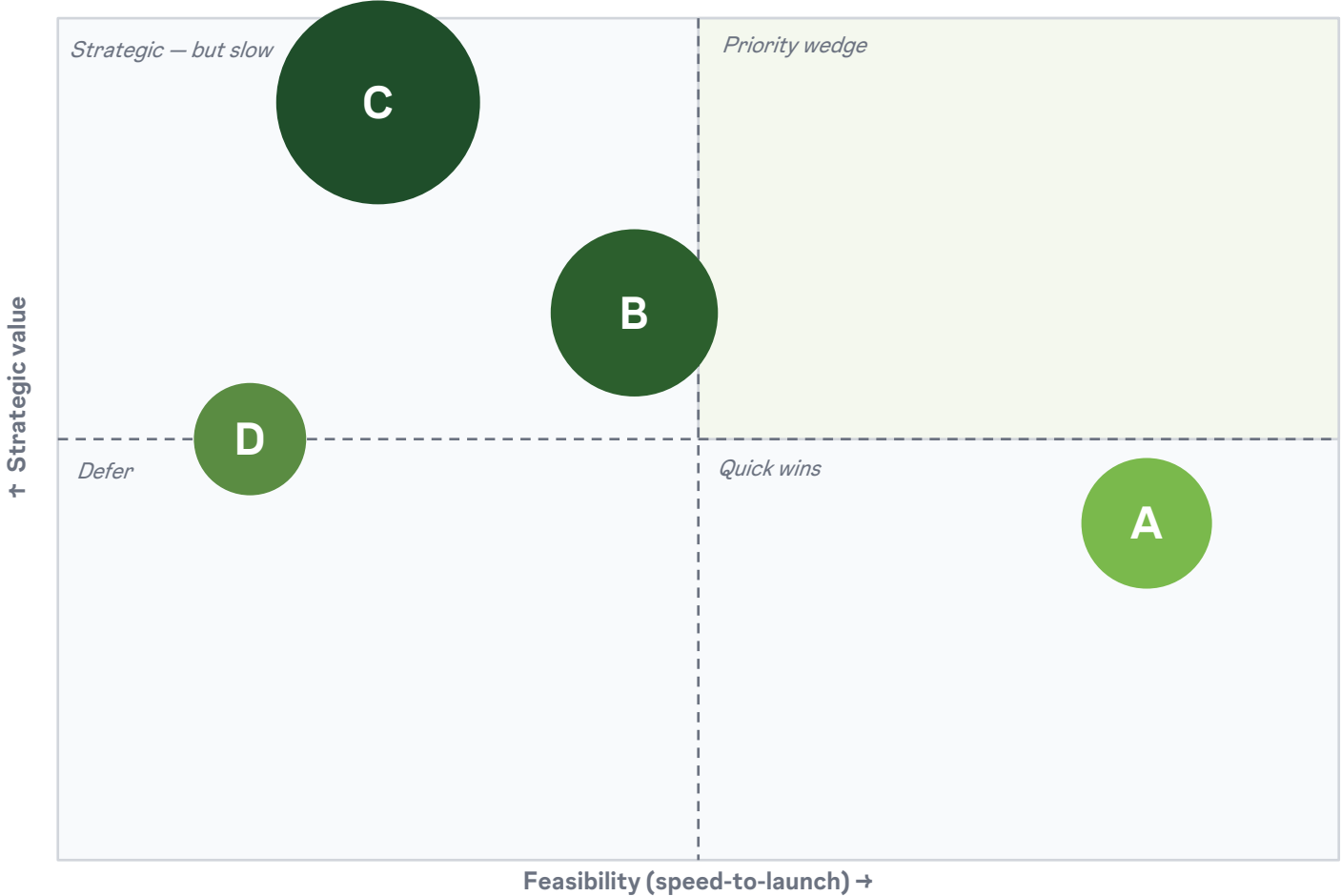
Time to revenue: 18–36 months
Indicative UK size: Margin expansion on installed base

Aggregated belonging / engagement benchmarks across consenting institutions.

5.2/ Society digitalisation is the highest-feasibility wedge — and unlocks wellbeing and retention as natural expansion paths

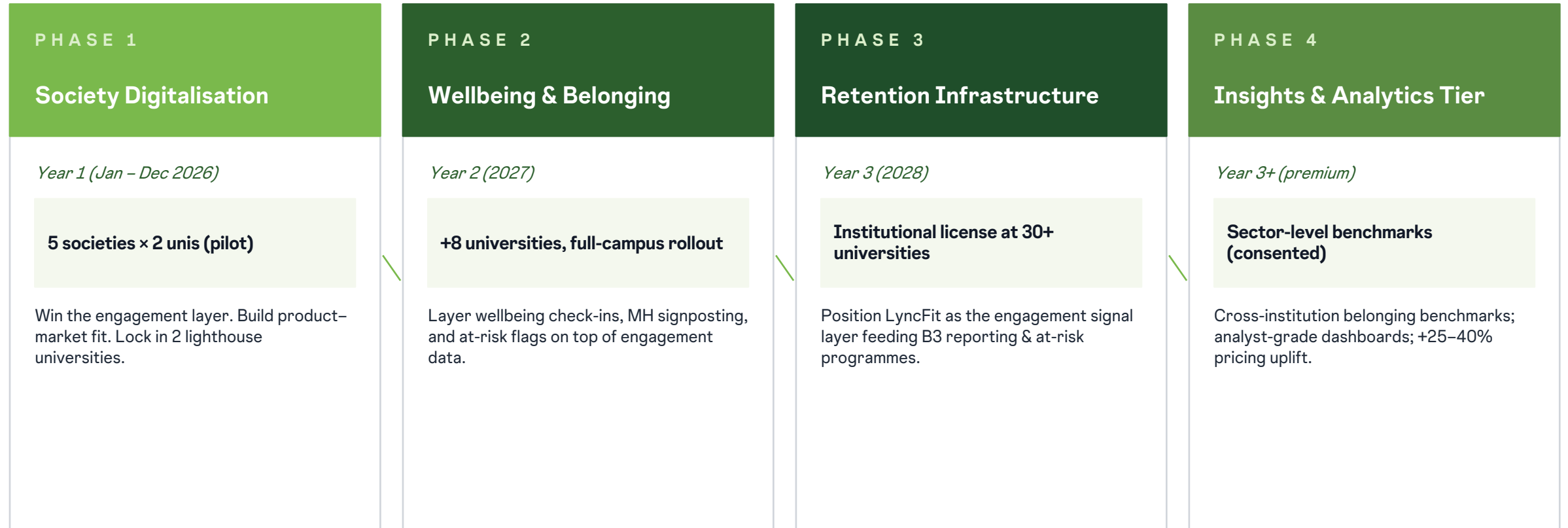
OPPORTUNITY PORTFOLIO

- A** **Society digitalisation**
Highest feasibility — pilot wedge
- B** **Wellbeing & belonging**
High value — Phase 2 expansion
- C** **Retention infrastructure**
Highest strategic value — Phase 3
- D** **Insights & analytics**
Premium tier on installed base



TAKEAWAY Pursue Opportunity A first (Society digitalisation) — it is the fastest path to scale, builds defensible network effects, and produces the data needed to unlock B and C.

5.3/ Sequence opportunities as a staircase — each phase unlocks the data, network, and buying relationships required for the next



TAKEAWAY *Phase 1 produces the data that justifies Phase 2; Phase 2 outcomes earn the leadership conversation in Phase 3; Phase 4 monetises analytics from the installed base.*

6.1/ Three tiers of target universities — start with engaged Russell Group lighthouses, scale into B3-exposed post-92s, then convert prestige institutions

<p>TIER 1 — BEACHHEAD</p> <p>Engaged Russell Group / large SUs</p> <p><i>Pilot — Year 1</i></p>	<p>EXAMPLE INSTITUTIONS</p> <p>Warwick · Birmingham · Manchester · Nottingham · Leeds</p> <p><i>~30K students each (~150K combined)</i></p> <p>Decision-maker: SU CEO / General Manager</p>	<p>PITCH ANGLE</p> <p><i>'Win societies first.' High-resource SUs, deep society infrastructure, lighthouse references.</i></p>
<p>TIER 2 — VOLUME</p> <p>Post-92s with B3 exposure</p> <p><i>Year 2</i></p>	<p>EXAMPLE INSTITUTIONS</p> <p>Bedfordshire · UWS · Wolverhampton · Coventry · East London · Anglia Ruskin</p> <p><i>~15K students each (~150K combined)</i></p> <p>Decision-maker: PVC Student Experience / Registrar</p>	<p>PITCH ANGLE</p> <p><i>'Retention infrastructure.' B3 dropout >15%; engagement data directly addresses regulatory exposure.</i></p>
<p>TIER 3 — LIGHTHOUSE</p> <p>Top-brand Russell Group</p> <p><i>Year 3</i></p>	<p>EXAMPLE INSTITUTIONS</p> <p>UCL · Oxford · Imperial · Cambridge · LSE</p> <p><i>~20K students each (~100K combined)</i></p> <p>Decision-maker: Director of Student Experience</p>	<p>PITCH ANGLE</p> <p><i>'Belonging at scale.' High loneliness among international cohorts; cohort-level analytics narrative.</i></p>
<p>TAKEAWAY <i>Beachhead at Warwick & Birmingham first — they have the highest societies-per-student density (~600 societies, 75K students combined) and are the right reference for both Tier 2 and Tier 3 pitches.</i></p>		

6.2/ Build the minimum society-grade product first; defer everything that doesn't accelerate pilot adoption

MUST

Pilot launch — Q1 2026

- ✓ Society pages + admin roles
- ✓ Event publishing + RSVP
- ✓ Interest tagging + onboarding
- ✓ Attendance tracking
- ✓ Push notifications + calendar sync
- ✓ University-email verification
- ✓ Basic group chat / forum per event

SHOULD

Q2–Q3 2026

- ✓ AI-powered peer / event matching
- ✓ Gamification (streaks, points)
- ✓ Society leaderboards
- ✓ Wellbeing-event signposting
- ✓ Accessibility / inclusion features
- ✓ Custom branding per SU
- ✓ Engagement dashboard for SU staff

COULD

Q4 2026 – 2027

- ✓ Rewards & perks marketplace
- ✓ Wellbeing pulse check-ins
- ✓ Accommodation-partner deals
- ✓ Society budgeting / finance
- ✓ Mentorship matching
- ✓ Career-events module
- ✓ University-level analytics

TAKEAWAY *Resist the temptation to build wellbeing/analytics features in Year 1 — they unlock revenue in Phase 2+, but only after the Phase 1 product earns pilot adoption.*

6.3/ Design the Warwick & Birmingham pilot to generate evidence on engagement, belonging, and B3-relevant retention signals – not just usage

SITES Warwick + Birmingham <i>Active Res partnership in place</i>	COHORT ~10 societies × 2 unis <i>Mix of sport, cultural, academic, wellbeing</i>	USERS ~1,500–2,500 students <i>75K combined population</i>	DURATION 5 months (Jan–May 2026) <i>Term-aligned</i>	COST Free during pilot <i>SU agrees to data sharing</i>
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FIVE-MONTH PILOT TIMELINE

ONBOARDING Jan–Feb <ul style="list-style-type: none">• Society reps trained• Interest tagging launched• First 5 events live	ENGAGEMENT Feb–Apr <ul style="list-style-type: none">• Weekly attendance tracked• Push & matching live• Weekly cohort syncs	MEASUREMENT Apr–May <ul style="list-style-type: none">• Belonging survey wave 2• Attendance vs. baseline• Retention readout for SUs
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PILOT SUCCESS CRITERIA (PRIMARY)

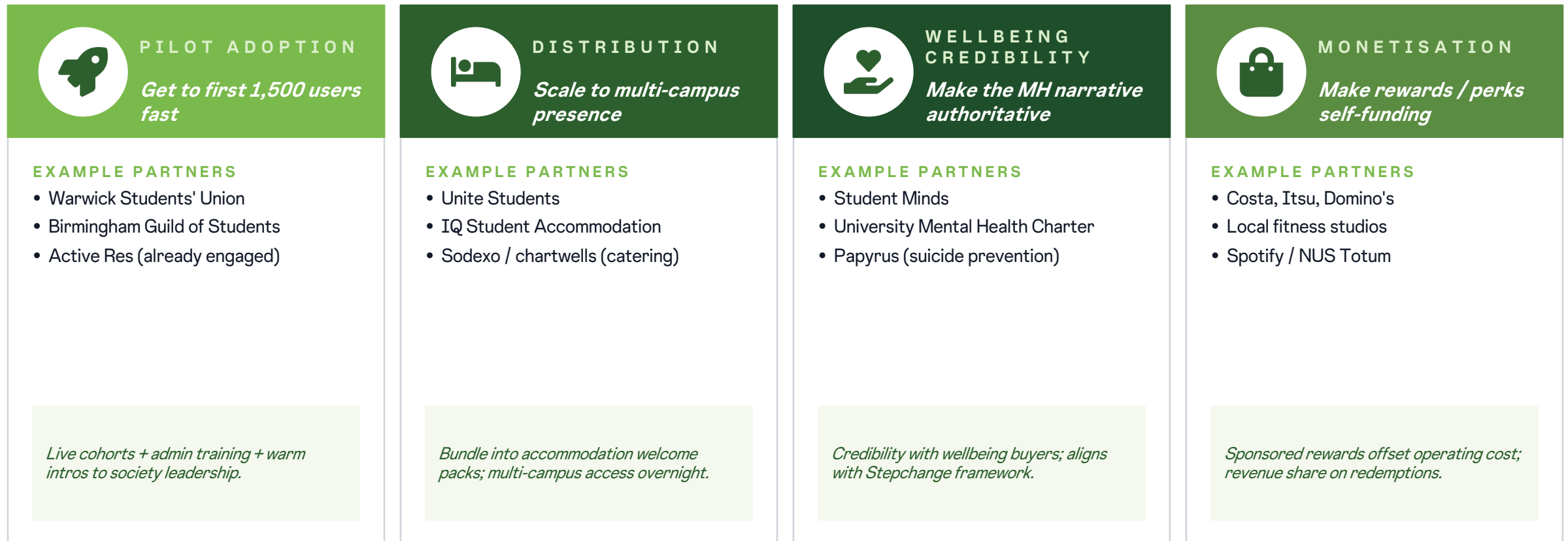
≥ 40% Weekly Active Users in pilot societies	≥ 3 Events per society per month	+20% Attendance vs. pre-pilot baseline	+10pt Belonging score uplift in pilot cohort	≥ 8.0 Society admin NPS
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6.4/ Lead with SU buyer relationships — then use engagement data to upsell into the wellbeing budget, and finally into university leadership

<p>BUYER 1</p> <p>Student Union General Manager / CEO</p> <p><i>PRIORITY: Member engagement & society health</i></p>	<p>MAIN PAIN</p> <p>WhatsApp/Eventbrite/Insta sprawl; no single source of truth for society activity</p>	<p>TRIGGER EVENT</p> <p>Annual SU strategy refresh; new term planning</p>	<p>CYCLE / OFFER</p> <p>1–2 mo · Free pilot → £1–2/student/yr</p>
<p>BUYER 2</p> <p>Director of Student Experience / Wellbeing Lead</p> <p><i>PRIORITY: Belonging, mental health, NSS scores</i></p>	<p>MAIN PAIN</p> <p>Disclosure-rate vs. true-prevalence gap; can't see at-risk students until too late</p>	<p>TRIGGER EVENT</p> <p>B3 reporting cycle; new academic year planning</p>	<p>CYCLE / OFFER</p> <p>4–6 mo · Institutional licence £2–3/student/yr</p>
<p>BUYER 3</p> <p>PVC / Registrar / Provost</p> <p><i>PRIORITY: Continuation, completion, B3 compliance</i></p>	<p>MAIN PAIN</p> <p>Engagement is a leading indicator they currently can't see</p>	<p>TRIGGER EVENT</p> <p>B3 breach risk; OfS engagement review</p>	<p>CYCLE / OFFER</p> <p>6–12 mo · Retention tier £3–5/student/yr</p>

TAKEAWAY Each buyer is a wedge into the next — pilot data from SUs unlocks the wellbeing conversation; wellbeing outcomes unlock the retention conversation with leadership.

6.5/ Build four partnership lanes that each accelerate a different growth lever — adoption, distribution, credibility, and monetisation



7.1/ Measure across three layers — engagement (what users do), outcomes (what changes for students), and business (what unlocks scale)

L1 — ENGAGEMENT <i>Leading indicators (weekly)</i>	L2 — OUTCOMES <i>What changes for students (quarterly)</i>	L3 — BUSINESS <i>Scale & revenue (quarterly)</i>
WAU / MAU <i>Target: ≥40% / ≥70% within 8 weeks</i>	Belonging score (HEPI-aligned) <i>Target: +10pt vs. baseline</i>	Institutional contracts (live) <i>Target: ≥2 paid by end of Y1</i>
Events per society / month <i>Target: ≥3</i>	Loneliness self-report <i>Target: -15pt vs. baseline</i>	ARR (Y1 / Y2 target) <i>Target: £150K / £1.2M</i>
Repeat-attendance rate <i>Target: ≥35% of users attend ≥3 events</i>	Society participation rate <i>Target: +25% vs. pre-pilot</i>	NRR (existing-customer growth) <i>Target: ≥120%</i>
Interest-tag completion <i>Target: ≥80% of onboarded users</i>	At-risk-flag → intervention conversion <i>Target: ≥50% of flagged students contacted</i>	Contract value / student / yr <i>Target: £3 (blended; tier-dependent)</i>

TAKEAWAY L2 is the bridge between L1 (what proves product-market fit) and L3 (what closes institutional contracts) — invest in measuring belonging properly from day one.

7.2/ Year 1 sequences five workstreams — pilot, product, partnerships, GTM, and funding — toward two paid institutional contracts



T A K E A W A Y *End Q1: pilot live + MVP funding closed. End Q2: pilot readout. End Q3: 5 unis in pipeline + seed round on. End Q4: 2 paid contracts + seed close (~£500K target).*

7.3/ Six material risks — each has a defined owner and mitigation tied to the Year 1 plan

RISK	SEVERITY	DESCRIPTION	MITIGATION	OWNER
Low pilot adoption	HIGH	Society leaders fail to onboard; weekly active falls below 25%.	<i>SU-led onboarding incentives; gamified first-event push; admin-facing dashboard.</i>	Faaris (Pilot Lead)
GDPR & data privacy	HIGH	University legal teams block engagement data use for retention insights.	<i>Granular consent at onboarding; UCISA-aligned data architecture; opt-in aggregation only.</i>	Inheritance (Product)
Competitive response	MED	Ready Education bolts a 'society engagement' module onto MyDay.	<i>Speed via depth — peer matching, gamification, and integrated rewards as moat; lock 2 lighthouse contracts early.</i>	Emmanuel (Founder)
Engineering scaling	MED	Engineering capacity insufficient for Phase 2 multi-uni rollout.	<i>Hire 2 product engineers post-seed; modular tenant architecture from Day 1; defer COULD features.</i>	Inheritance (Product)
Founder bandwidth	MED	Two co-founders running pilot + product + sales + funding simultaneously.	<i>Hire Project Manager + designate Active Res as pilot operations partner.</i>	Emmanuel (Founder)
Multi-stakeholder selling	MED	University buying cycles are long; SU and university leadership disagree on priorities.	<i>Lead with SU sponsor; use pilot data to bring leadership along; pre-line up Active Res references.</i>	Hanan (GTM)

7.4/ Six concrete actions for Emmanuel & Inheritance over the next 30/60/90 days

NEXT 30 DAYS

1 Confirm pilot scope & SU sponsors

Lock 10-society cohort across Warwick & Birmingham; secure Active Res sign-off.

2 Finalise MUST feature backlog

Cut to a single ruthlessly-prioritised list; freeze SHOULD/COULD for now.

NEXT 60 DAYS

1 Belonging & engagement measurement plan

Define baseline survey, attendance tracking schema, NPS instrumentation.

2 Founder pitch deck (institutional)

Build a 12-slide university-facing deck — adapted from this strategic plan.

NEXT 90 DAYS

1 Wellbeing partner conversations

Begin Student Minds + Mental Health Charter alignment chats for Phase 2 narrative.

2 Phase 1 readout template

Pre-build the case-study readout LyncFit will publish at pilot end (May 2026).

T A K E A W A Y *Decisions to make in the next two weeks: (1) freeze the MUST feature list, (2) confirm the 10-society pilot cohort, (3) sign off on the belonging measurement protocol.*

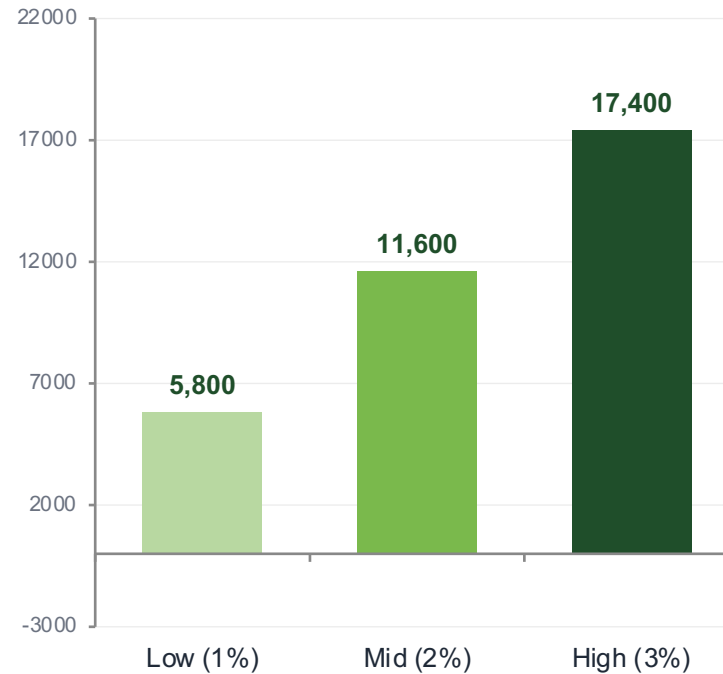
7.5/ A Python-based ML/NLP retention-impact simulator projects 5.8K–17.4K UK students retained annually — sized to inform C-suite roadmap discussions and resource allocation

ILLUSTRATIVE

MODEL ARCHITECTURE

- 1 Data ingest**
HEPI SAES 2023 reason taxonomy, HESA T3 non-continuation, OfS B3 outcomes, demographic & program-level features.
- 2 ML classifier**
Python (scikit-learn / XGBoost) gradient-boosted predictor estimates non-continuation probability per student profile.
- 3 NLP signal layer**
BERT-based sentiment on open-text student-experience responses; engagement-proxy features feed back into the classifier.
- 4 Excel scenario layer**
Translates per-student probabilities into low / mid / high cohort-level retention scenarios with tuition-value overlays.

PROJECTION: STUDENTS RETAINED PER YEAR



Tuition revenue protected per year (3-yr UG basis):

£161M £322M £484M

KEY INPUTS

- EXPOSED BASE**
580K students (20% UK UG+PG)
- BASELINE DROPOUT**
5.3% (HESA T3 2019/20)
- ATTRITION REDUCTION**
1–3% (engagement lift)
- AVG TUITION / UG**
£27,750 (3-yr × £9,250)

5.8K – 17.4K
students retained annually

1. ML classifier trained on HESA dropout taxonomy + HEPI Student Academic Experience Survey 2023 micro-data, calibrated against published non-continuation rates.
 2. NLP layer: BERT-based sentiment on open-text responses provides engagement-proxy features for the classifier; outputs sense-checked against published belonging benchmarks.
 3. Excel scenario layer aggregates per-student probabilities into cohort-level scenarios. Tuition-value overlays use £9,250 × 3 years (illustrative UG only).

Methodology

RESEARCH APPROACH

Secondary data

HESA student statistics 2019/20–2023/24; OfS non-continuation T3; HEPI/Advance HE Student Academic Experience Survey 2023; Commons Library briefings CBP-8593 and CBP-9195.

Competitor scan

Desk review of UK student-app vendors (MyDay/Ready Education, SUMS, UK MSL StudentLink, Society®, Eventbrite) — public product pages, customer counts, and PebblePad acquisition disclosure.

Hypothesis testing

Four founder-team hypotheses tested against the secondary evidence base (see Appendix B): poor wellbeing → dropout; lack of belonging → dropout; low campus engagement → dropout; stress without intervention → dropout.

Quantification

Re-categorisation of HEPI dropout-reason data into wellbeing (43%), misalignment (32%), financial (8%), belonging (7%), other (10%). Sizing built bottom-up from HESA student counts × tiered WTP estimates.

LIMITATIONS & NEXT RESEARCH

- ▶ Dropout reason data is self-reported and ranks the primary reason only — real causation is multi-factorial.
- ▶ Re-categorisation contains a 10% 'other / uncategorised' bucket; treat shares as directional, not exact.
- ▶ Sizing assumes a £3–5 / student / year blended WTP — validate via 8–12 SU & Director of Student Experience interviews in Phase 1.
- ▶ Competitive landscape relies on public information; pricing comparables for MyDay and SUMS are inferred.
- ▶ Retention-impact simulator (p. 25) projects 5.8K–17.4K students retained annually under 1–3% engagement-lift scenarios.

ILLUSTRATIVE IMPACT MODEL

Assumptions:

- 580K UK students exposed to LyncFit (20% of UG+PG)
- 1–3% reduction in non-continuation among exposed users
- Average lost tuition per UG dropout: ~£27,750 (3-yr × £9,250)

Annual students retained: 5.8K – 17.4K

Cumulative tuition value (3-yr basis): £161M – £484M (illustrative)

Sources & references

- **Higher Education Statistics Agency (HESA)** — *Student statistics 2019/20–2023/24; Non-continuation table T3*
- **Office for Students (OfS)** — *Condition B3 numerical thresholds; provider register; 2023–24 FTE data*
- **HEPI / Advance HE** — *Student Academic Experience Survey 2023 (Neves & Stephenson)*
- **House of Commons Library** — *CBP-8593 'Student mental health in England' (April 2025)*
- **House of Commons Library** — *CBP-9195 'Equality of access and outcomes in higher education' (July 2024)*
- **Advance HE** — *OfS B3 numerical thresholds guidance*
- **Wonkhe** — *OfS Outcomes (B3) data 2025 analysis*
- **Student Minds** — *2022 student survey — 57% self-reported MH issue*
- **The Tab / CALM** — *2023 student survey — 12% rate uni MH support well*
- **Ready Education / PebblePad** — *MyDay product information; acquisition disclosure*
- **UK MSL** — *StudentLink product disclosures*
- **SUMS** — *Students' Union Management System product information*
- **createyoursociety.com** — *Society® product disclosures*
- **HEPI Unite Students Applicant Index** — *International student belonging & loneliness data*
- **HEPI 'Heart of the Matter'** — *Student loneliness and belonging (Feb 2023)*
- **King's College London** — *Student MH problems 'almost tripled' study*
- **University of Warwick / Birmingham SUs** — *Society counts (250–300+ at each)*
- **Crimson Education (blog)** — *The £9M dropout problem analysis*
- **Tandfonline / Pedler & Willis** — *Sense of belonging in HE: retention, motivation*
- **LyncFit (client)** — *Project Brief; Spreadsheet data; Founder hypotheses framework*

All percentages and figures cited in this deck are drawn from publicly available data or stated assumptions. Where exact figures are not directly comparable across sources, the most conservative interpretation has been used. See Appendix A for methodology.