

Business and Platform Architecture

A simplified end-to-end briefing for founders, counsellors, operations, partnerships, product and technology.

BUSINESS

Who we serve and how value is created

JOURNEY

How a student moves from enquiry to enrolment

PLATFORM

How staff, partners, data and technology connect

Prepared by Adewale Daniel

Cloud Solution Architect

Prepared 14 August 2026 | Planning document, not legal or investment advice

Interactive presentation: <https://studyabroad.botxoft.com>

The whole business in four statements

[Platform Name] is a managed student-mobility service supported by workflow technology - not a university directory and not a guaranteed migration service.

BUSINESS

Managed marketplace + workflow SaaS

A human-led service first; software productises repeatable work after the pilot.

PROMISE

Eligibility before expenditure

Show material restrictions, real cost and missing evidence before a student commits.

PLATFORM

One shared case record

Students, staff and partners work from the same versioned facts, tasks, documents and approvals.

NORTH STAR

Verified suitable enrolments

Quality enrolments with eligibility, cost, consent, evidence and commencement verified.

Technology amplifies a governed service operation. It does not make admissions decisions, issue visas or replace regulated professional advice.

Why the opportunity exists

International education is large, but the student journey is fragmented, expensive, policy-sensitive and difficult to coordinate.

7.3m

students studying abroad globally

UNESCO, current page accessed Aug 2026

21,847

Nigerian students in the U.S. in 2024/25

Open Doors 2025 - historical demand

13

major stages in one student case

Proposed operating model

1 Search

Thousands of pages; unclear source quality

2 Decide

Fit, affordability and policy are mixed together

3 Prepare

Repeated forms, documents and manual follow-up

4 Submit

Deadlines, quality defects and missing evidence

5 Enrol

Offers, funds, permission and arrival must align

The opportunity is orchestration and trust: verified facts, visible decisions, controlled hand-offs and human help at high-risk moments.

The current strategic reality

The platform must be destination-agnostic because education policy can change faster than a marketing campaign or software release.

CURRENT POLICY ALERT - VERIFIED 14 AUG 2026

U.S. visa issuance remains partially suspended for many Nigerian F, M and J applicants under Presidential Proclamation 10998, subject to limited exceptions. Do not market routine Nigeria-to-U.S. migration as the launch promise.

OPEN

Rules currently permit the profile

Active education, application and fulfilment

CONDITIONAL

Route depends on named requirements

Explain conditions; verify before payment

RESTRICTED / MONITOR

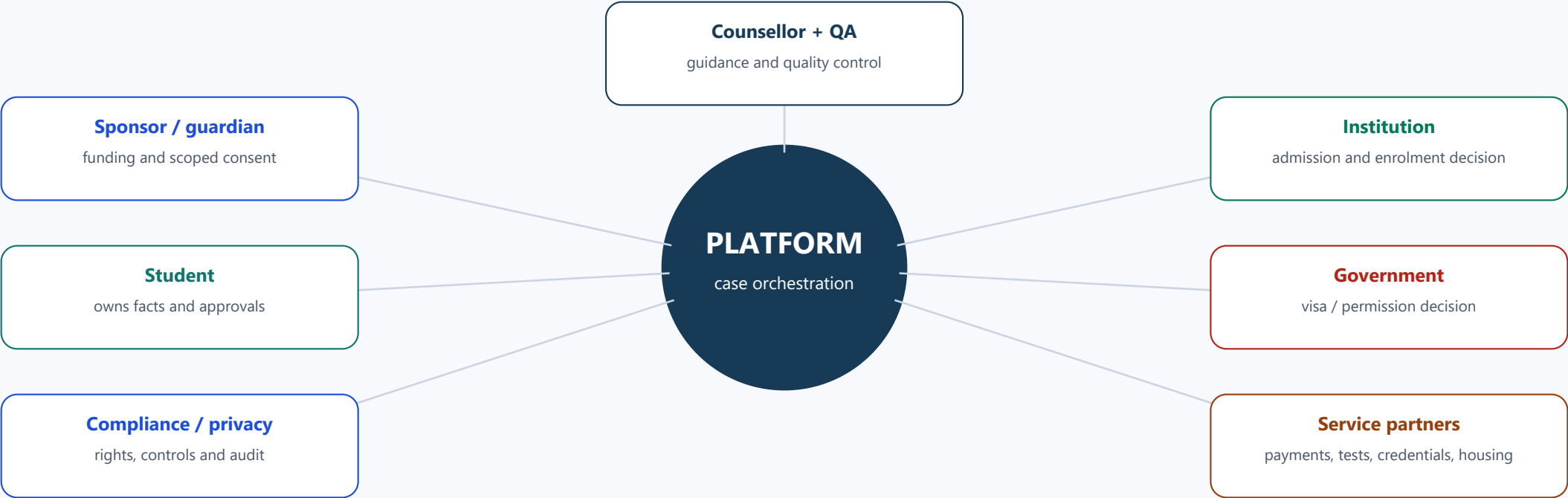
Policy blocks or severely limits the profile

Educate, reroute, waitlist or close; do not imply success

STARTUP DECISION **Launch with two currently serviceable destination playbooks for the chosen persona. Keep the U.S. as a monitored lane for affected Nigerian profiles until policy changes.**

Who participates in one student outcome

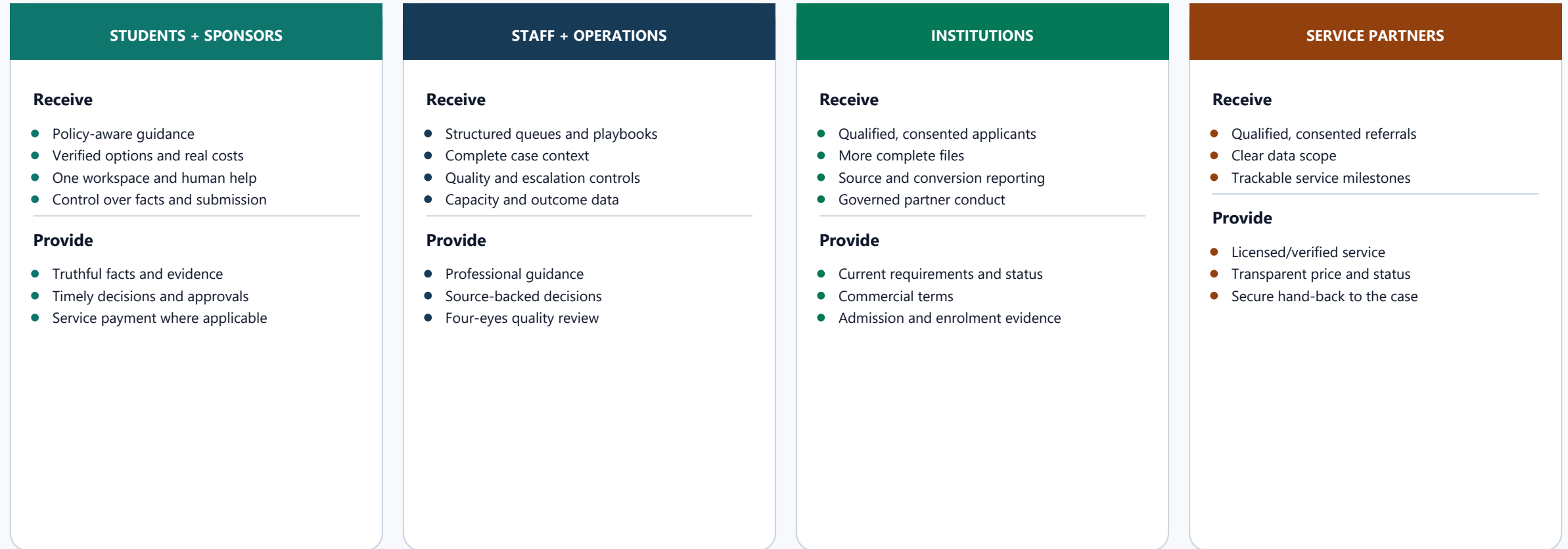
The platform coordinates different people with different responsibilities. No single party controls the complete outcome.



The platform coordinates evidence and accountability. Institutions decide admission; governments decide visas; students decide what is submitted in their name.

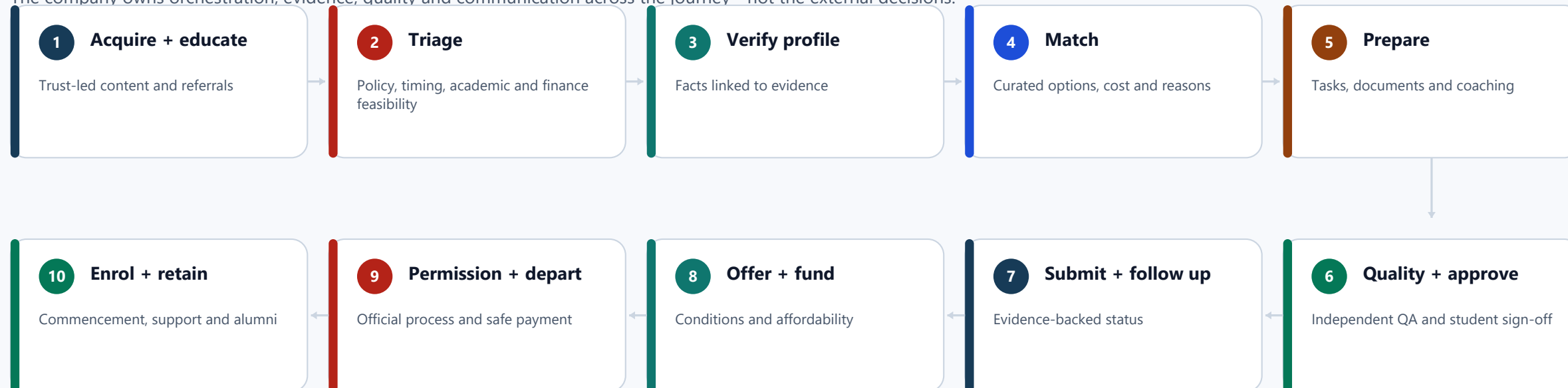
The value exchange

Each group must receive a clear benefit and provide something the shared case needs.



How the business creates value end to end

The company owns orchestration, evidence, quality and communication across the journey - not the external decisions.



A stage advances only when its required evidence and owner decision exist. Sales pressure cannot move a case through a gate.

Service model and revenue model

Start as a tech-enabled service. Productise repetitive work only after real cases reveal what deserves automation.

SERVICE TIERS

FREE FOUNDATION

Route check, education, programme exploration, high-level cost

GUIDED APPLICATION

Profile review, shortlist, tasks, documents, tracking and offer comparison

PREMIUM

More review cycles, sponsor/finance workshop, priority service and arrival support

INSTITUTION SERVICES

Qualified pipeline, campaigns, QA support, conversion and source analytics

DIVERSIFIED REVENUE



Institution placement fee

After verified enrolment or agreed milestone



Student service fee

Defined deliverables with cancellation/refund terms



Selected referral revenue

Only from licensed, disclosed service partners



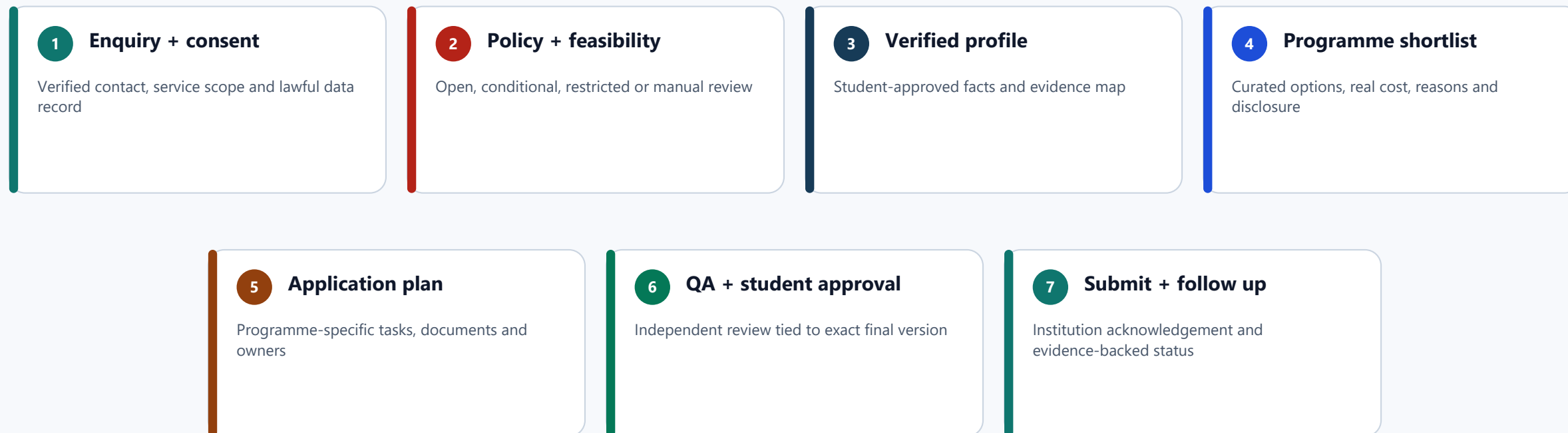
Workflow SaaS - later

Subscription for schools/agencies after product maturity

Guardrail: recommendation ranking cannot be driven by commission. Show the commercial relationship beside the recommendation and preserve credible non-paying options.

The student journey: stages 1 to 7

From first enquiry to a complete, approved application - every stage has an owner, evidence and exit decision.



Each completed stage unlocks the next. A red or conditional route can branch to reroute, waitlist, refund/deferral or case closure.

The student journey: stages 8 to 13

From an institution decision to enrolment and alumni - affordability and lawful permission remain separate gates.

8 Offer + conditions

Original decision, conditions, owners and deadlines

9 Affordability decision

Full cost, funding gap, assumptions and commitment

10 Immigration process

Official-source information and authorised referrals

11 Payment + pre-departure

Official payment route, fee/FX visibility and travel plan

12 Arrival + enrolment

Safe arrival, registration and verified commencement

13 Retention + alumni

30/90-day support, quality signal and consented referrals

Each completed stage unlocks the next. A red or conditional route can branch to reroute, waitlist, refund/deferral or case closure.

The gate model prevents harmful shortcuts

Progress means evidence completed - not the probability of admission or a visa.

1. ROUTE GATE

Is the destination open or conditional for this profile?

2. READINESS GATE

Are academic, timing, finance and evidence gaps recoverable?

3. QUALITY GATE

Has an independent reviewer checked the institution-specific file?

4. OWNERSHIP GATE

Did the student approve the exact package to be submitted?

5. COMMITMENT GATE

Can the student fund the real cost and meet conditions?

IF A GATE FAILS

RESTRICTED

Stop paid application work; explain, reroute, waitlist or close.

CONDITIONAL

Create named tasks and evidence before allowing the next stage.

QUALITY DEFECT

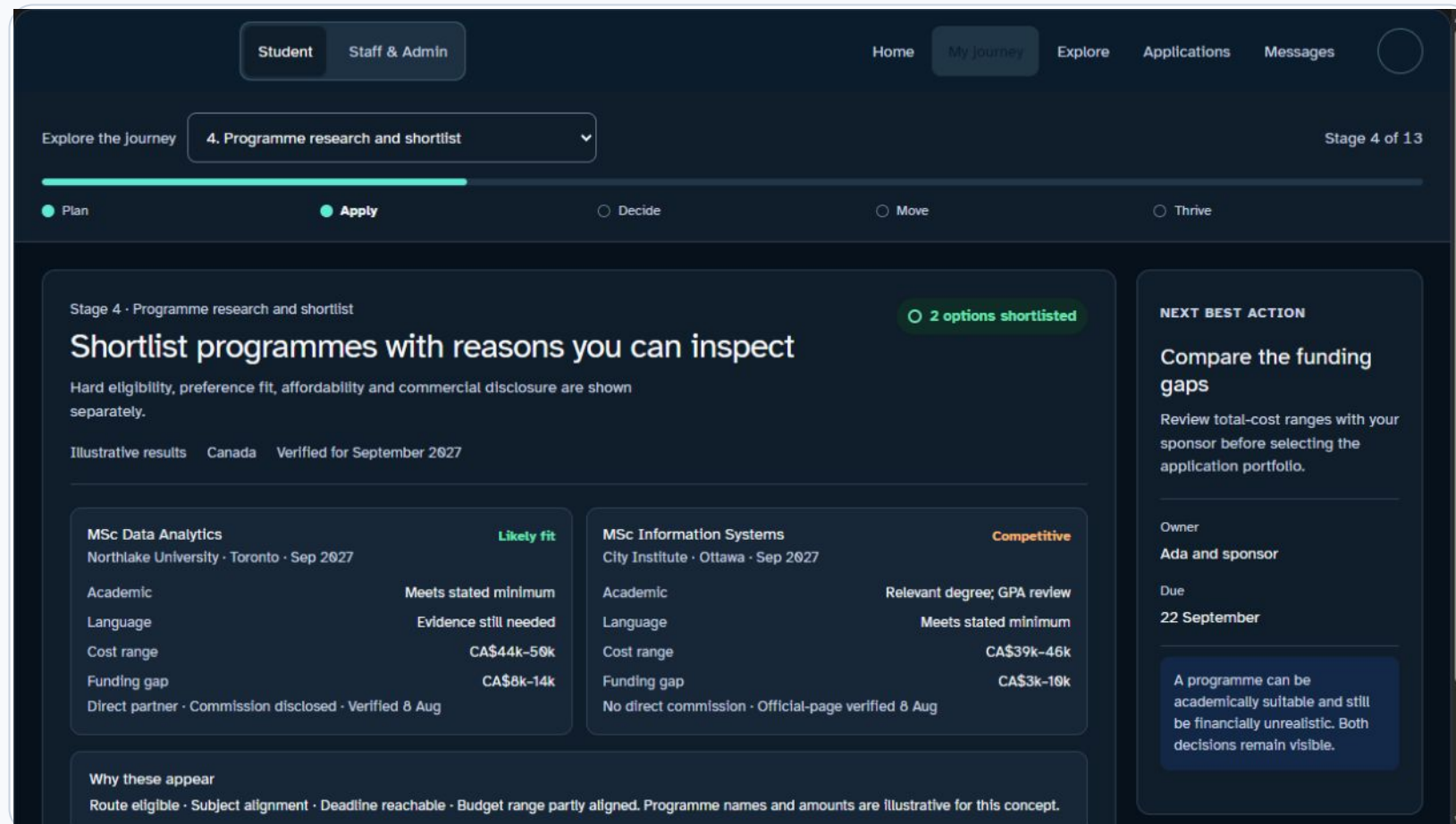
Return to preparer; never submit to protect a deadline or sales target.

POLICY CHANGE

Freeze affected cases, assess money/deadline exposure and communicate.

What the student sees

The interactive concept makes the next action, reasons, evidence and student ownership visible in one mobile-first journey.



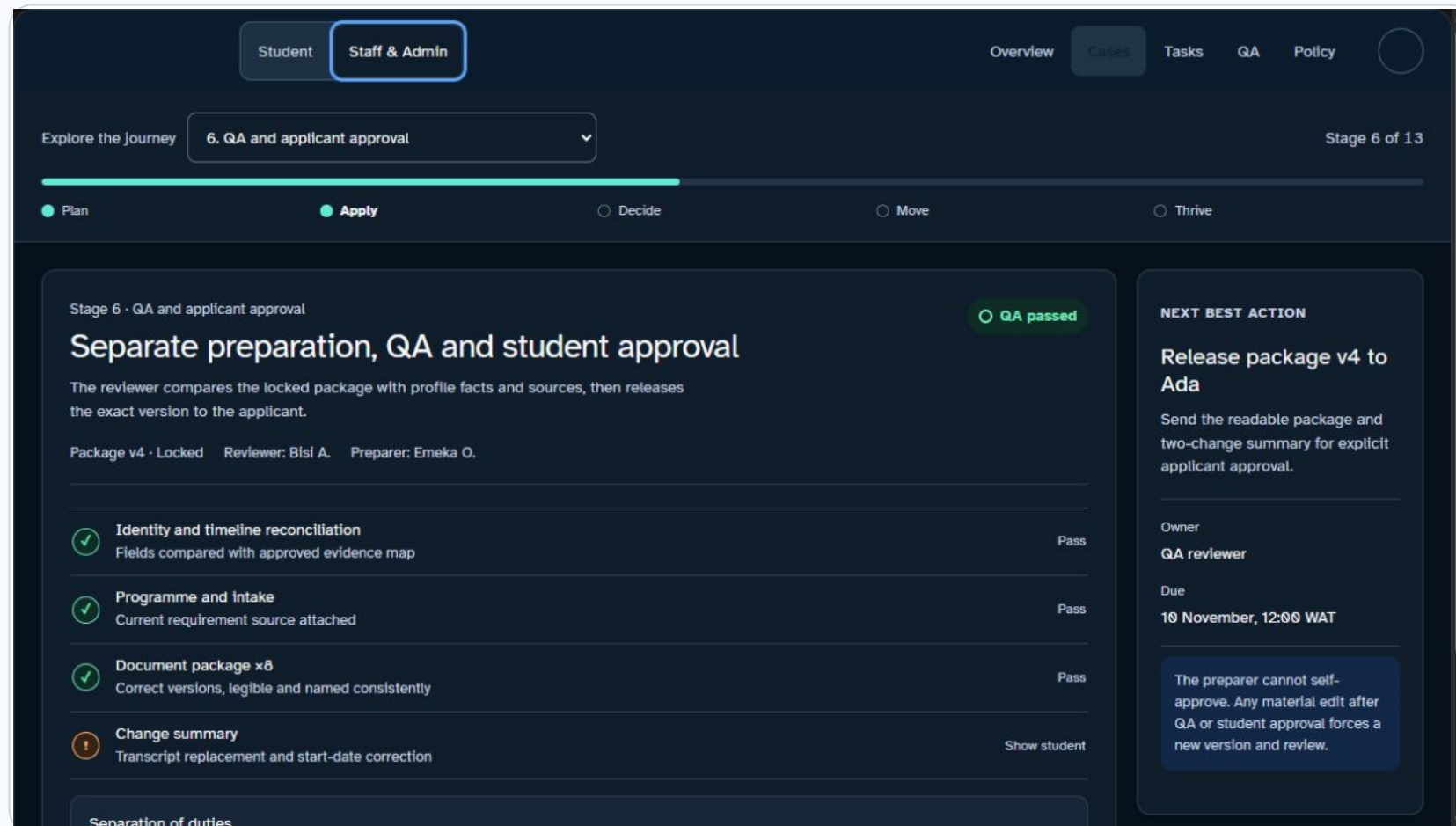
Actual interactive concept: student programme shortlist

DESIGN PROMISES

- Show restrictions before a paid application call to action.
- One priority task, with the reason and evidence beside it.
- Source, verification date and uncertainty near material facts.
- Student reviews material facts and the exact package submitted.
- Mobile-first, low-bandwidth and WCAG 2.2 AA.
- The hosted presentation links to every student and staff stage.

What staff and administrators see

The operations concept prioritises risk, deadlines, evidence and independent QA - not decorative dashboards or application volume.



Actual interactive concept: independent QA and student approval

STAFF CONTROL LOOP

- 1 See**
Prioritised queue and SLA
- 2 Decide**
Rules, facts and evidence
- 3 Act**
Scoped command with reason
- 4 Review**
Independent QA where required
- 5 Learn**
Defects, time and outcomes

Sponsors, guardians and partners get scoped views

They see only the information their relationship, consent, contract and purpose allow - never the student's full case by default.

SPONSOR / GUARDIAN

- Budget and funding plan
- Assigned tasks and deadlines
- Documents explicitly shared
- Consent, access scope and expiry
- Messages about agreed responsibilities

ACCESS GUARDRAIL

No automatic access to essays, immigration history or unrelated private records.

INSTITUTION / SERVICE PARTNER

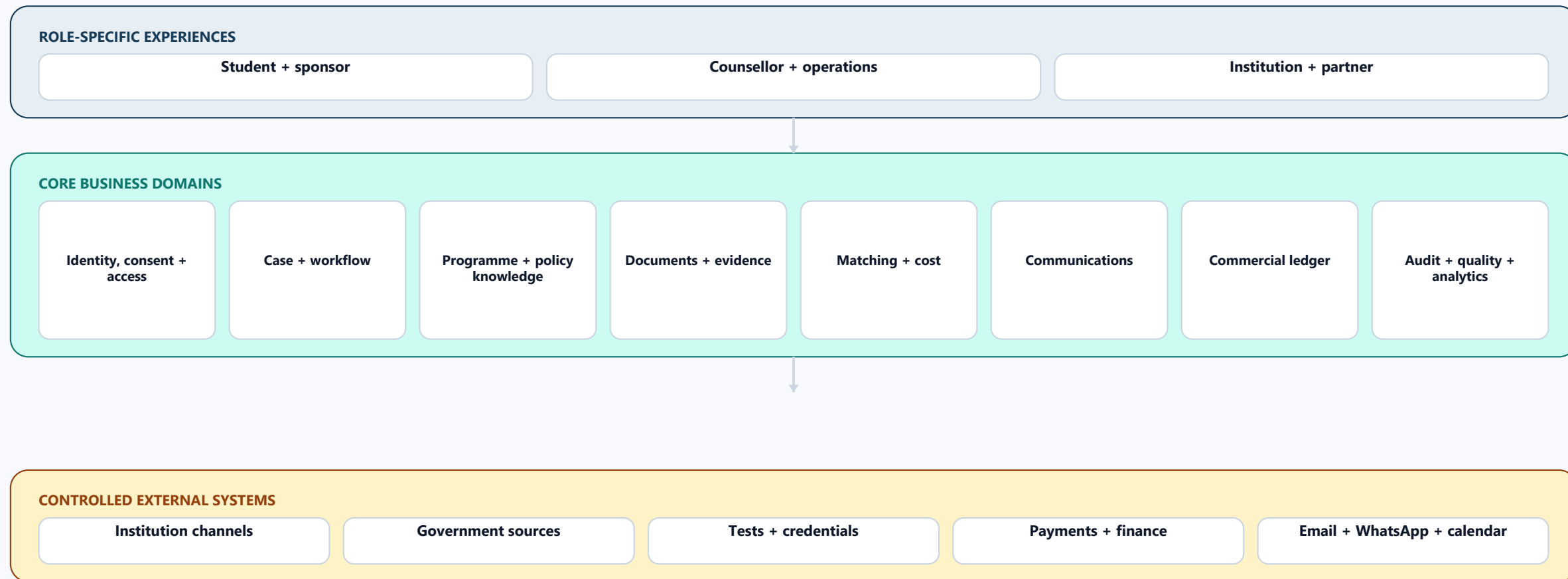
- Consented application or referral
- Programme/intake and readiness summary
- Questions and status updates
- Enrolment or service milestone confirmation
- Reconciliation and quality reporting

ACCESS GUARDRAIL

No competitor data, general case browsing or partner access without an active agreement.

The platform capability map

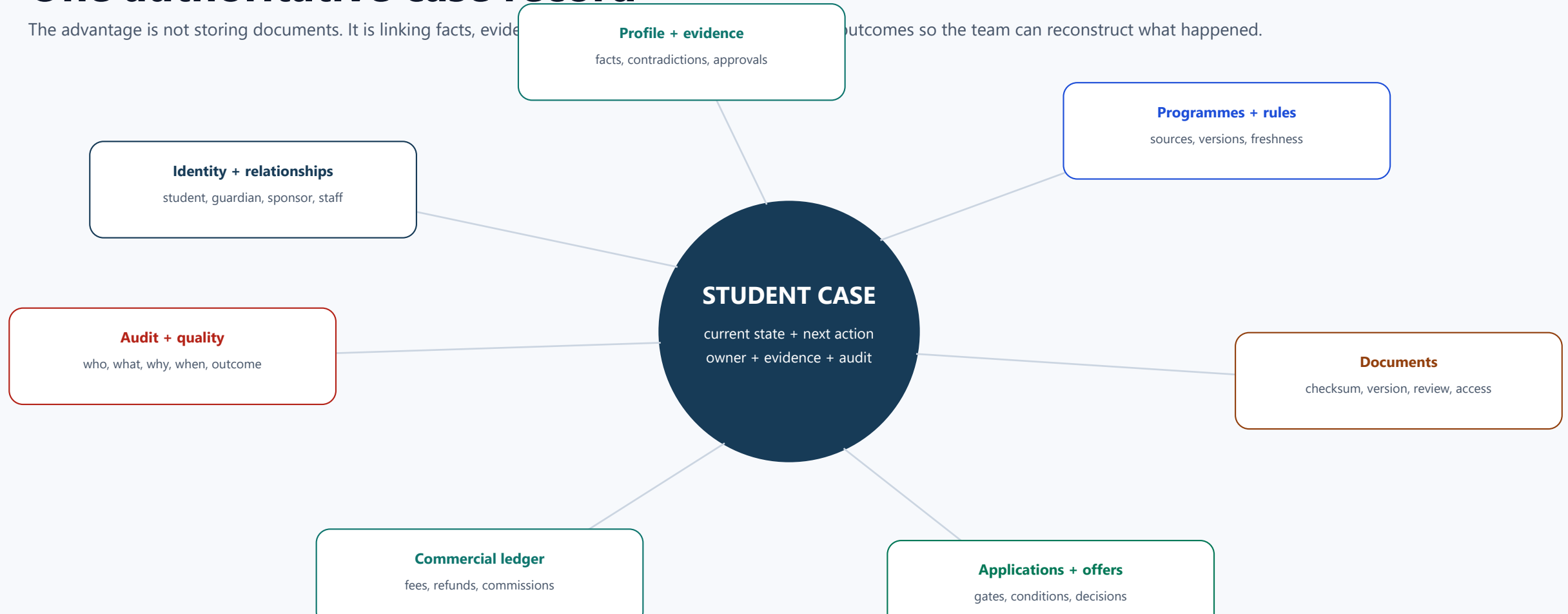
This is a logical architecture, not a plan to create many microservices. Start with one well-structured product and shared case record.



One authoritative case record

The advantage is not storing documents. It is linking facts, evidence

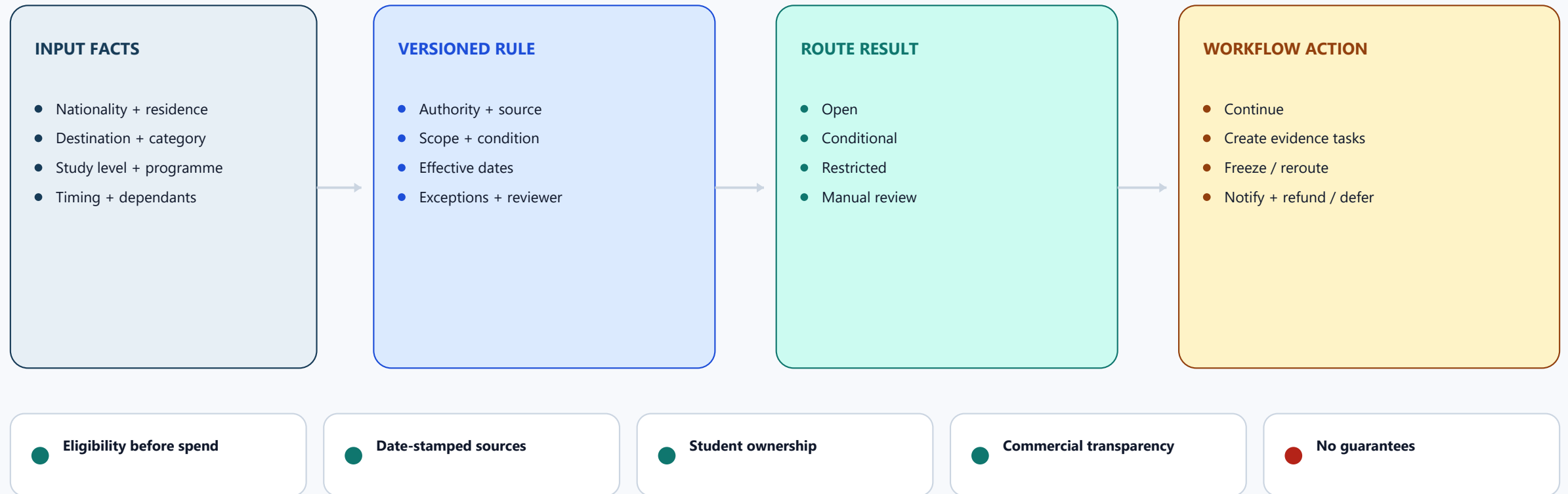
outcomes so the team can reconstruct what happened.



Every critical transition writes state, business event, audit event and notification/outbox evidence together. Status never changes only because someone clicked a button.

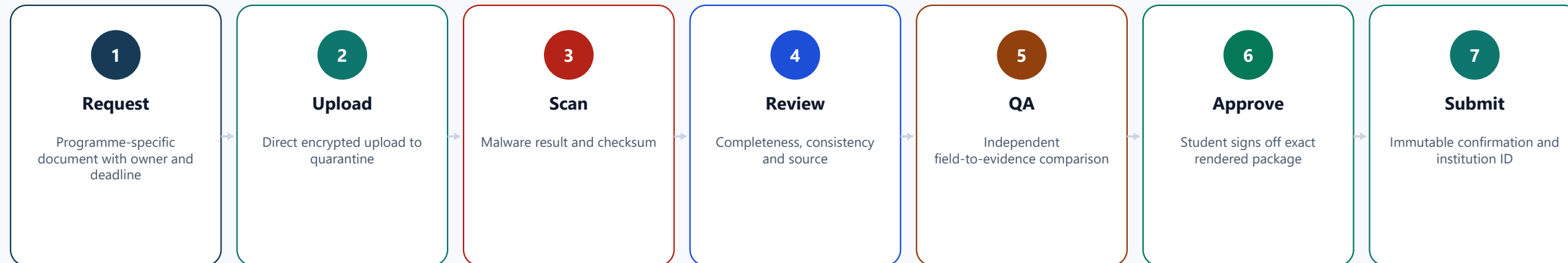
The policy engine is part of the trust proposition

It answers a narrow, auditable question: given verified facts and current sourced rules, is this route open, conditional, restricted or unresolved?



Secure documents and application quality

The document vault is a controlled evidence pipeline. A submitted version is never silently replaced.



DOCUMENT STATE

REQUESTED

UPLOADED

UNDER REVIEW

REJECTED / VERIFIED

APPROVED

SUBMITTED

EXPIRED / RETIRED

Critical rule: preparer cannot be the sole final reviewer, and the student approval must point to the exact package version submitted.

The lean launch team

The company remains human-accountable even when software and AI accelerate routine work.

Founder / managing lead

Strategy, partnerships, P&L and risk acceptance

Head of counselling + quality

Playbooks, training, allocation, escalation and audit

1-2 counsellors

Student strategy and relationship

Application / document specialist

Checklists, completeness and submission evidence

Operations + data coordinator

Queues, metrics, policy freshness and complaints

Privacy / compliance owner

NDPA, vendors, incident and legal boundary

Product / technology lead

Discovery, workflow, data and security

Authorised external experts

Case-specific immigration/legal advice

Capacity is productive minutes divided by median direct minutes per active case. Reserve 15-20% for exceptions, policy updates, training and quality review.

Decision rights: who is accountable

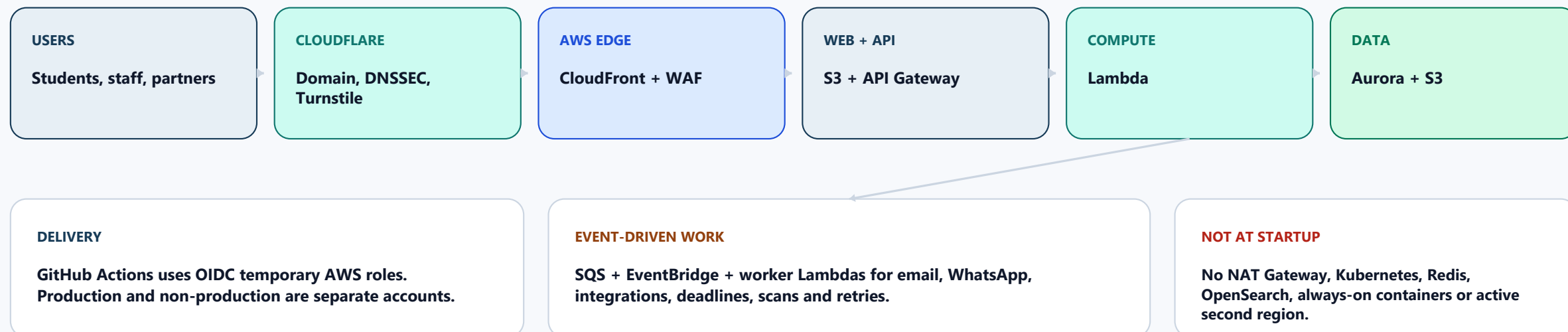
The operating model prevents the platform, a salesperson or a counsellor from taking decisions that belong to the student, institution or government.

DECISION	FINAL AUTHORITY	CONTROL
Confirm personal facts	Student	Counsellor reviews evidence
Choose shortlist	Student	Counsellor recommends; QA checks hard rules
Pass application QA	Independent QA reviewer	Preparer corrects defects
Approve final package	Student	Approval tied to exact version
Decide admission	Institution	Platform records evidence
Decide visa / permission	Government	Applicant owns declarations
Approve refund	Authorised service owner	Operations prepares; maker-checker
Publish policy rule	Named policy owner + reviewer	Impact preview required

Four-eyes review is not bureaucracy. It protects the student, the institution, the team and the evidence needed to resolve complaints.

Startup cloud architecture

Serverless, one region and low fixed cost. Add infrastructure only after a measured scale, security, contract or recovery trigger.



Cost target: roughly \$100-\$250/month for a pilot and \$300-\$600/month for a controlled live launch. The \$570 launch model remains the planning envelope.

Security, privacy and compliance are launch gates

The platform handles passports, transcripts, financial evidence, immigration history and potentially minors' data. Trust cannot be added later.

IDENTITY + ACCESS

- Separate customer and workforce identity
- Mandatory staff MFA
- Least privilege and scoped partner access
- Every privileged action logged

DATA + DOCUMENTS

- Private encrypted storage
- Malware scan and version history
- Short-lived upload/download links
- No sensitive content in logs

PRIVACY + RIGHTS

- Data inventory and lawful basis
- Retention, correction and deletion workflow
- DPIA for high-risk processing
- Cross-border transfer assessment

OPERATIONS + RECOVERY

- Four-eyes approval
- Incident and breach playbook
- Backups and restore exercises
- Complaints and evidence preservation

NIGERIA DATA PROTECTION

Engage a DPCO/counsel before live sensitive documents. Confirm registration, DPIA, cross-border transfers, processor terms, retention and incident obligations.

AI is an assistant, not an authority

Use AI where a human can verify the output against evidence. Postpone high-impact decisions where bias, hallucination or legal risk can harm a student.

GOOD EARLY USES - HUMAN REVIEW

- Classify document type and extract draft fields.
- Detect missing checklist items and mismatches.
- Summarise institution communications.
- Draft reminders from approved templates.
- Retrieve playbook guidance with sources.
- Translate draft communications for review.
- Cluster complaint and defect root causes.

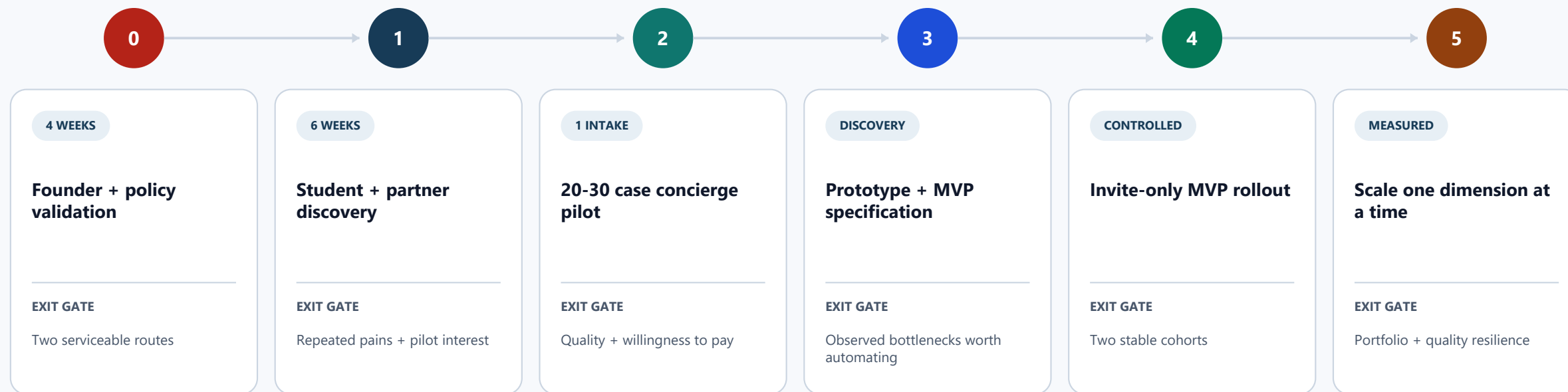
POSTPONE OR PROHIBIT

- Admission or visa probability scores.
- Automatic rejection or fraud accusation.
- Immigration legal conclusions.
- Substantive government-form answers.
- Undisclosed personal statement ghostwriting.
- Credit or financial eligibility decisions.
- Autonomous ranking shaped by commission.

Human approval remains mandatory for policy, access, payment, recommendation, submission, refund and legal-position changes. Customer data is not model-training material by default.

Validate the service before funding the full platform

The roadmap is designed to prove destination viability, demand, supply, operations, compliance and unit economics before custom software.



Do not add a new destination, customer segment and revenue product in the same experiment. The team would not know what caused the result.

What the team measures - and what it costs

The company must optimise suitable enrolments, quality and contribution - not registrations, applications submitted or unsupported success claims.

NORTH STAR

Verified suitable enrolments

Eligibility + fit + cost + disclosure + consent + lawful permission + commencement.

FUNNEL

- Qualified -> paid
- Ready -> submitted
- Offer -> permission
- Permission -> enrolled

QUALITY

- First-pass QA
- Preventable defects
- Policy misclassification
- Unauthorised submissions = 0

TRUST

- Disclosure acknowledgement
- Complaint + refund time
- Student satisfaction
- Source freshness

ECONOMICS

- Acquisition cost
- Fulfilment minutes
- Contribution per enrolment
- Revenue concentration

DEMO ONLY

\$25k-\$60k

Synthetic workflows; not for real cases

LEAN MVP

\$150k-\$240k

Essential student + staff production

RECOMMENDED

\$350k-\$500k

7-month controlled launch; point \$433k

AWS PILOT

\$100-\$250/mo

Startup architecture target

AWS LAUNCH

\$300-\$600/mo

\$570 conservative envelope

Planning estimates, not supplier quotations. The recommended NGN view uses an editable NGN 1,600/USD planning rate.

The risk landscape

Policy and trust risks can destroy the business faster than slow software. Owners and early warnings must be visible in normal operations.

HIGH IMPACT



LOWER LIKELIHOOD

LOW IMPACT

HIGHER LIKELIHOOD

CONTROL THEM IN THE WORKFLOW

- Destination lanes and concentration limits.
- Source owner, freshness date and change impact.
- Approved scripts, disclosures and call review.
- MFA, least privilege, incident and restore drills.
- Four-eyes QA and student approval evidence.
- Full-cost comparison before deposit.
- Licensed payment routes and bank-detail verification.
- Human review for AI and high-impact decisions.

What the team should decide and do next

The meeting should end with named owners, evidence deadlines and a go/no-go gate - not just agreement that the idea is promising.

1 Origin + persona

Confirm Nigeria and postgraduate-first scope.

2 Two active destinations

Approve only after current rule and counsel review.

3 Revenue model

Student-paid, institution-paid or transparent hybrid.

4 Service boundary

What we promise, exclude, refund and escalate.

5 Founder ownership

Operations/quality owner and partnerships/product owner.

6 Pilot exposure

Maximum cases, spend, refunds and policy risk.

DAY 30

Founder agreement, two destination memos,
DPCO/counsel engaged

DAY 60

30+ demand interviews, 10+ partner interviews, service
blueprint

DAY 90

10 pilot commitments, 5 supply pathways, go/no-go on
one-intake pilot

Research basis and further reading

This briefing simplifies a larger evidence pack. Time-sensitive rules must be rechecked before customer-facing use.

- [1] **UNESCO Global Convention on Higher Education - global mobility data**
<https://www.unesco.org/en/higher-education/global-convention>
- [2] **Open Doors 2025 Nigeria Fact Sheet - historical U.S. student totals**
https://opendoorsdata.org/wp-content/uploads/2026/01/OD_Nigeria_Fact-Sheet-2025.pdf
- [3] **Open Doors annual release - international students**
<https://opendoorsdata.org/annual-release/international-students/>
- [4] **U.S. Department of State - PP 10998 visa issuance suspension notice**
<https://travel.state.gov/content/travel/en/News/visas-news/suspension-of-visa-issuance-to-foreign-nationals-to-protect-the-security-of-the-united-states.html>
- [5] **Nigeria Data Protection Commission - NDP Act 2023**
<https://www.ndpc.gov.ng/ndp-act-2023/>
- [6] **Nigeria Data Protection Commission - FAQs and cross-border transfer guidance**
<https://ndpc.gov.ng/faqs/>
- [7] **AIRC Agency Standards**
<https://www.airc-education.org/agency-standards>
- [8] **EducationUSA - Five Steps to U.S. Study**
<https://educationusa.state.gov/your-5-steps-us-study>
- [9] **AWS - Aurora Serverless v2 automatic pause and resume**
<https://docs.aws.amazon.com/AmazonRDS/latest/AuroraUserGuide/aurora-serverless-v2-auto-pause.html>
- [10] **AWS - RDS Data API**
<https://docs.aws.amazon.com/rdsdataservice/latest/APIReference/Welcome.html>
- [11] **Cloudflare Registrar**
<https://developers.cloudflare.com/registrar/>
- [12] **Cloudflare Turnstile plans**
<https://developers.cloudflare.com/turnstile/plans/>

INTERNAL SOURCE SET

Study Abroad Platform Research Pack: Executive Strategy; Business and Operating Model; Student Journey and SOPs; Technology Capability Blueprint; Compliance, Risk and Ethics; Roadmap and Validation; Technology Architecture; UI/UX Blueprint; AI + Codex Cost Plan; Startup Serverless Cloud Architecture.