

**\* blackbullion**

# Money Ready for Uni

Cutting-edge, digital recruitment  
and onboarding support for universities.



# Last academic year over 30,000 students got ready for university through MRU

Money Ready For Uni (MRU) is a fully-digital package to transform your recruitment, outreach and onboarding strategies.

MRU focuses on building the financial case for attending university by covering:

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Students have long been presented with disparate, confusing and conflicting information which leads to regret or anxiety throughout the process. It's time to fix it.

— Vivi Friedgut, Founder of Blackbullion

University Funding

Budgeting for Students

Info for Parents

Clearing

First in Family

Student Lifestyle

Scholarships and Bursaries

# Managing prospective students' questions has never been so easy

By embedding MRU into your recruitment and outreach strategies, you will be able to:



**Signpost** prospective students to the right financial information.



**Promote** scholarships and bursaries available at your university.



**Encourage** prospective students to apply for scholarships/funds ahead of the start of term.



**Provide** first in family, care leavers/givers and estranged students with additional support, addressing specific financial needs they might have.



**Manage** all prospective students (and then onboard them) in one place.

# Digital package to expand your student support

- 1 Learning bundle
- 2 Scholarships and Bursaries Hub
- 3 Student Money Guide for all things finance
- 4 Analytics dashboard
- 5 Promotional assets

The collage features several digital assets:

- Promotional Banner:** A light blue banner with the text "Don't leave it to luck" and "Prepare for the financial reality of university life, before you land on campus." It includes "Register" and "Log in" buttons and a pink cat figurine.
- Budget calculator tool:** A card titled "Tool Budget calculator" with a "Create a budget →" button. The background shows a calculator.
- Analytics dashboard:** A card titled "Budgeting →" showing "567 Students started" and "329 Students completed". It features a circular progress indicator for "Average score" at "82% +6%".
- Hardship Fund Card:** A card for "Hardship Fund Bullion University" with a range of "£100–£2,000" and a "Learn more →" button.

# Learning bundle

Full content library suitable for potential applicants making a decision about going to university in England, Scotland, Wales or Northern Ireland.

The screenshot displays the Blackbullion website interface. At the top, the navigation bar includes the Blackbullion logo, 'Learning' and 'Funding' tabs, and a user profile for 'Lisa Johnson' with a notification bell showing '64'. Below the navigation, the main heading is 'Money Ready for Uni' with the Bullion University logo. The content area features a grid of eight interactive cards:

- Student Loan Repayment Estimator** (Tool, 3 min): It can be difficult to put the numbers into perspective. Our estimator tool will put your student loan figures in context. [Estimate your repayments →](#)
- Futureproofing** (Pathway, 6 min): Know how to prepare for any unexpected costs, and develop good financial habits early on in your university career. [Start pathway →](#) 0%
- University Funding UK** (Pathway, 6 min): Ensure that money doesn't get in the way of your university experience as we explain how to make the most of your cash. [Start pathway →](#) 0%
- Student Lifestyle** (Pathway, 6 min): Make the most out of your uni experience and find out how to cut costs on necessary spending such as food, fashion and accommodation. [Start pathway →](#) 0%
- Fees and Funding** (Pathway, 14 min): A clear, concise guide to the university fees and funding processes. [Start pathway →](#) 0%
- Why University?** (Pathway, 6 min): We'll give you all the information you need to work out if going to university is the right choice for you. [Start pathway →](#) 0%
- Budget calculator** (Tool, 6 min): Understand, and plan for, your financial circumstances at university with this easy to use budgeting calculator. [Start pathway →](#) 0%
- Parents and guardians** (Pathway, 21 min): Everything you need to know to support your student financially through higher education. [Start pathway →](#) 0%

# Scholarships & Bursaries Hub

Students can view all scholarships and bursaries available at your university (as well as other external funds), understand eligibility criteria and how to apply.

The screenshot shows the Blackbullion Scholarships & Bursaries Hub interface. The top navigation bar includes the Blackbullion logo, 'Learning', and 'Funding' tabs. The user is logged in as 'Lisa Johnson' with a profile picture and a notification bell icon showing '64'. Below the navigation, there are tabs for 'Funding' and 'My applications'. The main content area is titled 'Funding' and features a grid of funding opportunities. Each card includes the name of the fund, the provider, the amount, a 'Learn more' link, and a small icon representing the provider.

Funding Opportunity	Provider	Amount	Learn More Link
Hardship Fund	Bullion University	£100–£2,000	<a href="#">Learn more →</a>
Short Term Loan	Bullion University	£300–£500	<a href="#">Learn more →</a>
DSA Contribution	Bullion University	£200	<a href="#">Learn more →</a>
Vice-Chancellor's Scholarship	Bullion University	£1,400	<a href="#">Learn more →</a>
RIBA Boyd Auger Scholarship	RIBA	£6,000	<a href="#">Learn more →</a>
Elwyn Jones Memorial Scholarship	Elwyn Jones Memorial Trust Fund	£1,500	<a href="#">Learn more →</a>
NHS Bursary	NHS		<a href="#">Learn more ↗</a>
Childcare Grant	GOV.UK		<a href="#">Learn more ↗</a>
Green Sustainability Scholarship	Greenmatch		
Annual Grant Scheme	Craft Pottery Charitable Trust	£1,600	
Technology Scholarship	Bullion University	£300–£500	
DSA Contribution	Bullion University	£200	

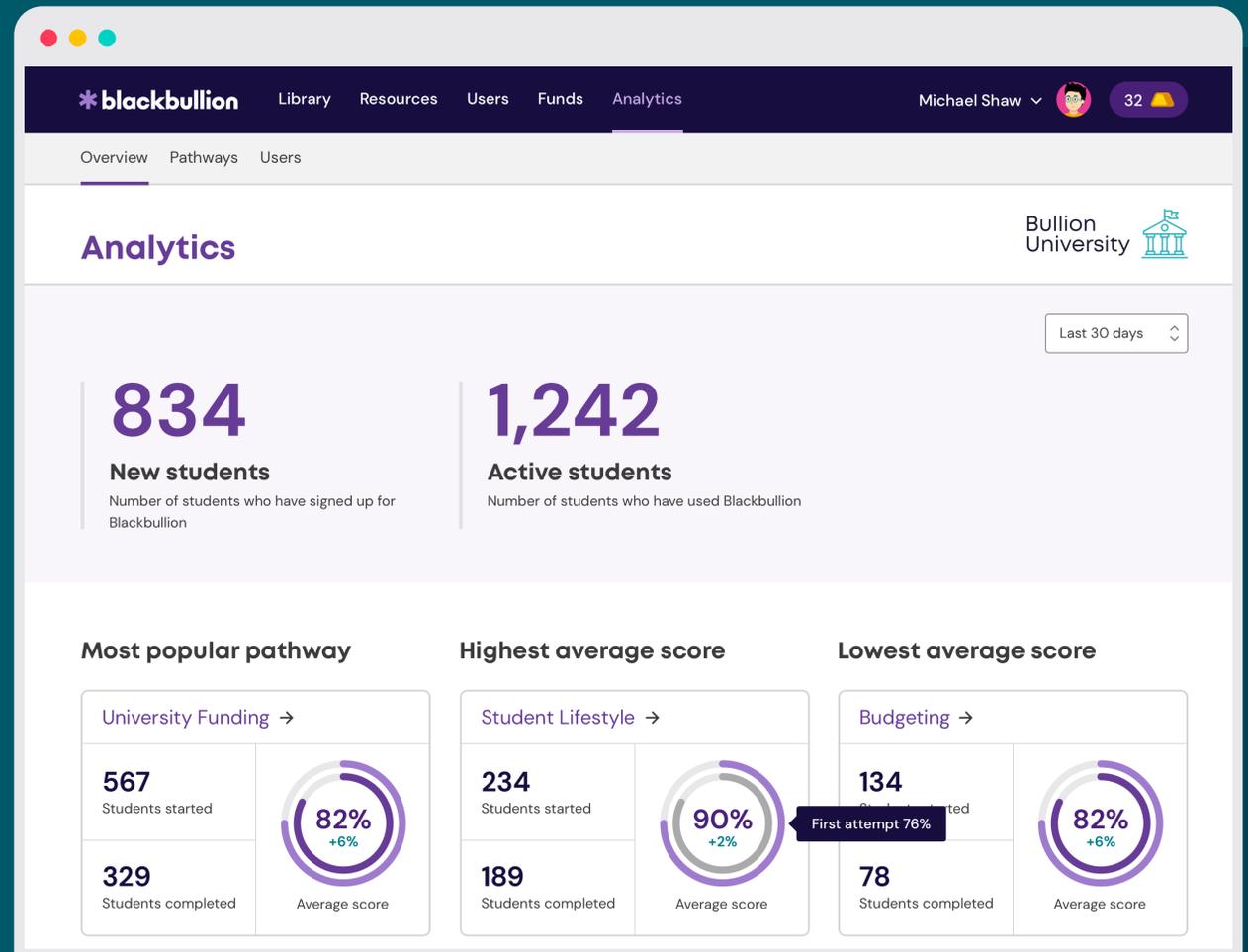
# Digital Student Money Guide



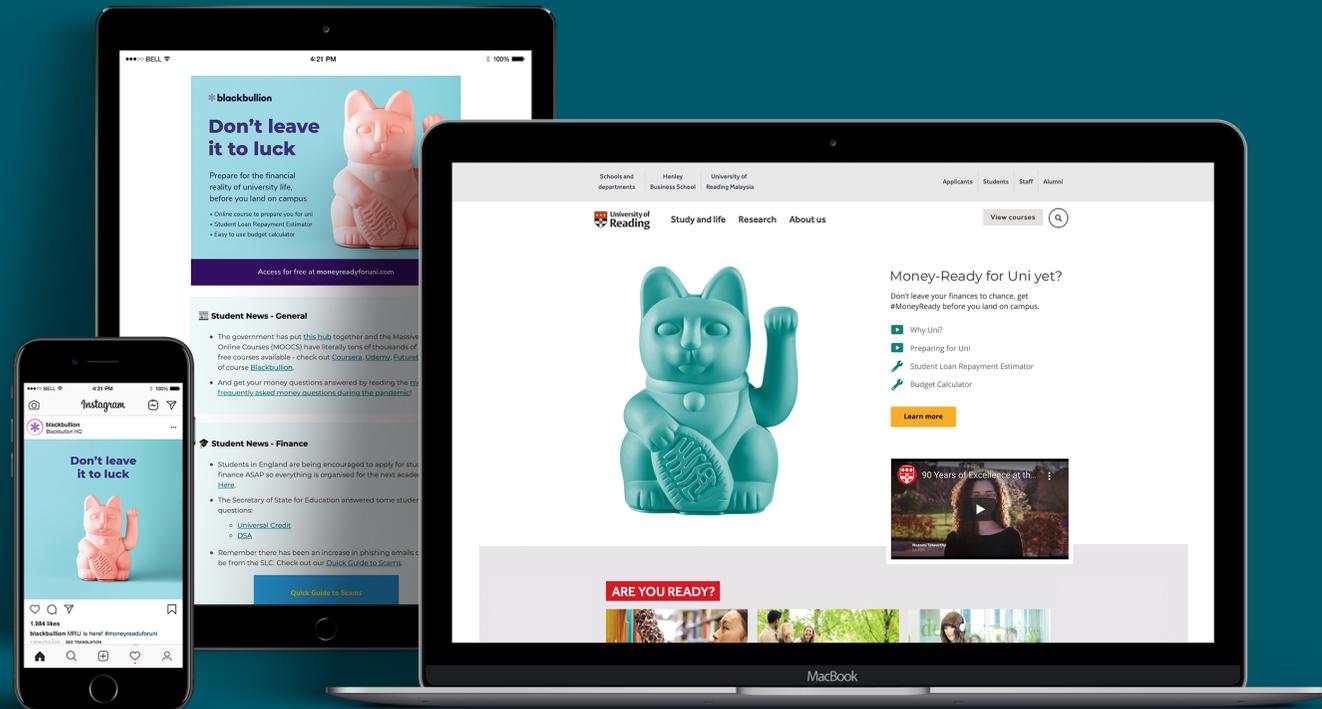
This digital guide helps to answer immediate questions and guide students to sign up to the learning platform Money Ready For Uni to learn more about university finance, and funding available at your university.

# Analytics dashboard

Centralised dashboard to view student engagement, track and contact prospective students.



# Promotional assets



From presentation slides and digital flyers to social media images and newsletter templates, we provide you with everything you need to integrate MRU into your existing communications.

# It takes less than a week to implement

2 days

System  
set up

1 day

Adding  
of funds

1 day

Admin  
onboarding

“

If you are preparing for an exam — you are going to study and revise... so why wouldn't you plan a budget for your time at University?

— Liverpool John Moores University

“

Our partnership with Blackbullion is about embedding a positive financial mind set from day one, helping students manage their finances proactively throughout their university career and beyond.

— University of Reading

# A solution for proactive university teams looking to kick it up a notch

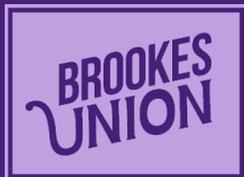
## Who's it for?

- **Finance Support** teams who need to efficiently singpost students to the relevant information around student funding, university-specific funds, and manage prospective students in one place.
- **Outreach** teams looking to provide specific resources for first in family candidates, care leavers, estranged students and others
- **Recruitment** teams looking to explain the financial case for joining university more clearly and transparently.
- **Marketing** teams looking for innovative ways to attract school leavers by providing them with cutting-edge resources and knowledge.

# Helping you build the financial case for attending university, at all student touchpoints

Easily integrate MRU into:

- Open Days / Virtual Open Days
- Clearning
- Outreach events
- Digital Q&A / forum discussions
- Chat bot FAQs
- Applicant events
- Digital signposting via:
  - Newsletters
  - Website
  - Social media



Blackbullion has given us a distinct starting point at Open Days. Prospective students and parents are introduced to Blackbullion and provided with access specific modules designed to answer questions around: funding, living costs, debt, bursaries and the availability of additional support.

— Sheffield Hallam University

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# Get in touch

We'd love to show you a live demo, or answer any questions about this package!

Drop us a note at [hello@blackbullion.com](mailto:hello@blackbullion.com) and we'll be happy to chat.

[blackbullion.com](https://blackbullion.com)