

William Kaseu

@WilliamLeBeau_1 · Founder, Opportunity AI LLC



The trusted voice for **435K+ ambitious students** across Africa and the global diaspora — navigating universities, scholarships, loans, and life abroad.

MONTHLY VIEWS

6.5M

FOLLOWERS

435K+

ENGAGEMENT

7.1%

MONTHLY DMS

15K+

WHY ME

I grew up in Volksrust, South Africa, transferred from a Texas community college to the University of Rochester, earned my master's at the University of Pennsylvania, and am now at Harvard for my Ed.M.

My audience is the next generation walking that same path. They trust me with the highest-stakes decisions of their lives — where to apply, how to fund it, which loan to take, where to bank, how to relocate, what to pack, where to stay. Over **15,000** of them message me every month asking for help. Beyond social, I run a **12,000+** member private community on Skool and have authored 15 educational guides distributed nearly 10,000 times to students across 50+ countries.

PLATFORMS

TIKTOK

300K+

@williamlebeau_1

5M views / mo
7.1% engagement
90K profile visits

INSTAGRAM

63K+

@william_kaseu

1.49M views / mo
512K reached
75% non-follower

FACEBOOK

65K+

William Le Beau

165K engagements
Reels-driven reach
Rapid growth

YOUTUBE

9K+

@williamlebeau

Long-form depth
SEO-indexed
Evergreen reach

OWNED COMMUNITY

12,000+ member private community on Skool

skool.com/study-for-free-in-the-usa-6027

Direct access
Algorithm-proof audience

AUDIENCE

Age

18-24	26%
25-34	36%
35-44	17%
45+	15%
13-17	6%

62% are 18-34 — prime decision-making age for higher education, fintech, and lifestyle purchases.

Gender

Women	50%
Men	50%

Intent signal

15,000+ inbound DMs monthly from students actively choosing schools, loans, banks, flights, accommodations and services for life abroad.

GEOGRAPHIC REACH

TikTok top markets

Ghana	13.8%
Nigeria	7.6%
Kenya	7.2%
Uganda	5.9%
South Africa	5.2%
United States	4.1%

Instagram top markets

Nigeria	23.0%
United States	8.5%
Ghana	8.0%
India	5.0%
Kenya	4.6%
Diaspora & other	50%+

Cross-platform diversification. TikTok skews toward Ghana, Kenya and East Africa. Instagram skews toward Nigeria and the diaspora. A bundle delivers genuinely incremental reach across the entire continent and the diaspora.

FEATURED PARTNERSHIP

ONGOING COLLABORATION

Gold tier · #1 ranked partner

MPOWER Financing

International student loan partner

FUNNEL CLICKS

46K+

LOAN APPLICATIONS

2,118

LEADERBOARD RANK

#1

Highest-volume creator referrer on the MPOWER platform, outperforming the next-ranked partner by 20x in monthly submissions.

CONTENT SAMPLES

TIKTOK · MPOWER

Student loan explainer

tiktok.com/
@williamlebeau_1/video/
7611284903631637773

TIKTOK · MPOWER

Getting a loan to study nursing

tiktok.com/
@williamlebeau_1/video/
7585273825860898062

TIKTOK · MPOWER

Getting a loan to study in Canada

tiktok.com/
@williamlebeau_1/video/
7621998947929754893

PARTNERSHIP RATES

TikTok integration (60-90s)	\$1,200
TikTok dedicated	\$1,900
Instagram + Facebook Reel	\$1,400
Instagram + Facebook Story set (3-5)	\$600
YouTube integration	\$1,700
TikTok + IG/FB Reel bundle	\$2,200
Full bundle (TT + IG/FB Reel + YT + Stories)	\$4,200
Usage rights (90 days, paid ads)	+50%

Rates are a starting point and flexible for long-term partnerships, bundled campaigns, and category-aligned brands. Let's find a structure that works for both of us.

IDEAL PARTNERS

Student financing & fintech

International loans, remittance, banking for newcomers, currency, credit building

Universities & pathway operators

Recruitment partnerships, study-abroad agencies, language schools, foundation programs

Fashion & lifestyle

Apparel, footwear, fragrance, grooming, luggage, lifestyle brands for young professionals

Health, wellness & beauty

Skincare, mental health platforms, telehealth, fitness, wellness for global youth

Insurance & protection

International student health insurance, travel insurance, renters and property coverage

Entertainment & community

Streaming services, events, conferences, networking platforms, dating and social apps

Test prep & applications

GRE, GMAT, SAT, IELTS, TOEFL, Common App services, admissions consultancies

Travel & airlines

Student-friendly fares, baggage solutions, multi-city carriers, travel insurance

Tech & consumer electronics

Laptops, phones, audio, software, productivity hardware for students and creators

Visa & immigration services

Visa application support, immigration legal services, document prep, relocation consulting

Telecom & connectivity

International SIM cards, eSIMs, mobile carriers, VPNs, roaming and data plans

Sports & fitness

Apparel, equipment, fitness apps, sports nutrition, wellness retreats and gym memberships

EdTech & SaaS

Productivity, AI tools, writing, research, learning platforms, language apps

Accommodation & housing

Student housing platforms, short-term rentals, dorm essentials, relocation services

Hospitality & food

Hotels, meal delivery, coffee, snack brands, lifestyle subscriptions

Career & internships

Job platforms, internship programs, career coaching, resume services, interview prep

Books, media & creator tools

Audiobooks, e-readers, learning subscriptions, creator software, podcast platforms

Automotive & ride-share

Student auto programs, ride-share apps, micromobility, driving services for new arrivals

Currently booking partnerships. Limited integration slots each quarter to protect performance.

BUSINESS

Opportunity AI LLC

US-registered · AspireIQ verified

CONTACT

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