



knowing the enhancing What do they
THINK AND FEEL? getting cutoffs and education admitted at eligibility for your dream and career all top universuty path universities what really counts major preoccupations worries & aspirations

efficient

large

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amolichina

Applicants!

HICAT

knowing the enhancing getting cutoffs and education admitted at eligibility for your dream and career all top THII universuty path universities What do they HEAR? efficient large variety of variety of university courses admission university what friends say offered available predicting what boss say what influencers say

You'll gain
access to expert
advice through
curated
resources

You can coonect it to your phone or email college
application
information on
the same
platform

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What do they SEE? emolishing user Applicants' Convenience Geography friendly environment friends what the market offers

## PAIN

fears

frustrations

obstacles

omputet Literacy Security Concerns

Authenticity

## GAIN

"wants" / needs
measures of success
obstacles

simplifies college research access all of your college application

You'll unlock exclusive college admission data

