

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

getting
admitted at
your dream
university

knowing the
cutoffs and
eligibility for all
top
universities

knowing
about the top
abroad
university

enhancing
education
and career
path

What do they HEAR?

what friends say
what boss say
what influencers say

efficient
university
admission
predicting

variety of
courses
offered

large
variety of
university
available

What do they SEE?

environment
friends
what the market offers

User
Friendly

Applicants'
Convenience

Demolishing
Geography

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

You'll gain
access to expert
advice through
curated
resources.

You can
connect it to
your phone
or email

college
application
information on
the same
platform.

PAIN

fears
frustrations
obstacles

Computer
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
admissions
data