

# Feature Comparison Matrix

## College & Career Readiness Platforms

### Platform Overview

Platform	Founded	Focus	Market Position	Price/Student
Maia Learning	2010	International, Comprehensive CCR	Growing challenger	~\$10
Naviance	Early 2000s	Market leader, Comprehensive CCR	#1 (40% share)	\$8-12 (est.)
SCOIR	2013	Modern CCR, Network-based	#2 (12% share)	\$4.80
SchooLinks	2015	State compliance, K-12 CCR	Fast-growing	\$3.50-5.51
Xello	1997	Career-first, K-12 CCR	Established (15-20% est.)	\$3.60

### Legend

✓ Full feature available

⚠ Partial/Limited feature

✗ Not available or not mentioned

◆ Unique/Standout strength for that platform

## 1. STUDENT PROFILE & PORTFOLIO

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Student Digital Profile/Portfolio	✓	✓	✓	✓	◆
Resume Builder	✓	✓	✓	✓	✓
Activity/Achievement Tracking	✓	✓	✓	✓	✓
Skills & Competencies Tracking	✓	⚠	⚠	✓	✓
Micro-credentials/Badges	✓	✗	✗	✓	✗
Shareable Portfolio (external)	✓	⚠	✓	✓	✓

### Key Insights

- **Maia and Xello** have strong portfolio/reflection features
- **Xello** particularly emphasizes student-centered portfolio ("About Me")
- **Micro-credentials** are unique to Maia and SchooLinks

## 2. CAREER EXPLORATION & PLANNING

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Career Interest Assessment	✓	✓	✓	✓	◆
Personality Assessment	✓	✓	✓	⚠	◆
Learning Style Assessment	⚠	⚠	⚠	⚠	✓
Work Values Assessment	⚠	⚠	⚠	⚠	✓
Career Profiles/Database	✓	✓	✓	◆	◆
Career Pathways Mapping	✓	✓	✓	✓	✓
Career Test-Drives/Simulations	✗	✗	✗	✗	✗
Labor Market Data Integration	⚠	✓	⚠	✓	✓
Career Mentor Videos	⚠	⚠	⚠	⚠	✓

### Key Insights

- **Xello** is the clear career exploration leader (career-first since 1997)
- **SchooLinks** has 1,000+ career profiles with robust data
- **Maia** has career features but not the standout differentiator

### 3. COLLEGE SEARCH & RESEARCH

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
College Search/Database	✓	✓	✓	✓	✓
College Matching/Recommendations	✓	✓	✓	✓	✓
Scattergrams (historical data)	✓	◆	✓	✓	✓
Virtual Campus Tours	⚠	⚠	⚠	◆	✓
VR Campus Tours	✗	✗	✗	✓	✗
Cost/Financial Aid Calculator	✓	✓	✓	✓	✓
International University Database	◆	⚠	⚠	✗	⚠
University Direct Apply (bypassing apps)	✗	✗	✗	✗	✗

#### Key Insights

- **Naviance** has deepest historical scattergram data (25+ years)
- **Maia** strongest in international university databases
- **SchooLinks** has VR campus tours (unique)

## 4. COURSE & ACADEMIC PLANNING

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
4-Year Course Planning	✓	✓	✓	◆	◆
6-Year Course Planning (middle school)	⚠	⚠	⚠	✓	✓
Graduation Requirements Tracking	✓	✓	✓	✓	✓
A-G Eligibility (California)	✓	✓	⚠	✓	⚠
GPA Tracking/Calculation	✓	✓	✓	✓	✓
Course Prerequisites Tracking	✓	✓	✓	✓	✓
Electronic Signature (4-year plans)	⚠	⚠	⚠	✓	⚠
State-Specific Compliance Automation	⚠	⚠	⚠	◆	⚠

### Key Insights

- **SchooLinks** dominates state-specific compliance (Texas CCMR, PGP automation, TEA accountability)
- **Xello** strong 4-year planning with interactive drag-and-drop
- **Maia** has California A-G expertise
- **SchooLinks** unique with electronic signature workflows

## 5. COLLEGE APPLICATIONS

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Application Tracking Dashboard	✓	✓	✓	✓	✓
Application Deadline Tracking	✓	✓	✓	✓	✓
Common App Integration	✓	✓	✓	✓	✓
Coalition App Integration	✗	✗	◆	✗	✗
UC/CSU Bulk Submission	✓	✓	⚠	✓	⚠
UCAS Integration (UK)	⚠	✗	✗	✗	⚠
Recommendation Letter Management	✓	✓	✓	✓	✓
Transcript Request/Delivery	✓	✓	✓	✓	✓
Document Tracking (submissions)	✓	✓	✓	✓	✓

### Key Insights

- **SCOIR** has NEW Common App integration 2025-26, eliminates duplicate rec requests)
- **SCOIR** has "Apply Coalition with Scoir" (direct Coalition app submission)

## 6. ASSESSMENTS & CURRICULUM

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Built-in CCR Curriculum/Lessons	⚠	⚠	⚠	◆	◆
Self-Guided Learning Modules	⚠	⚠	⚠	✓	✓
SEL (Social-Emotional Learning)	✓	⚠	⚠	⚠	⚠
Financial Literacy Curriculum	⚠	⚠	⚠	⚠	✓
21st Century Skills	✓	⚠	⚠	✓	✓
Standards-Aligned Content	⚠	⚠	⚠	✓	✓
CASEL Competencies	⚠	✗	✗	✓	⚠

### Key Insights

- **Xello** has most comprehensive built-in curriculum (K-12 age-appropriate)
- **SchooLinks** emphasizes curriculum with Scope & Sequence organization
- **Maia** has SEL features as differentiator

## 7. WORK-BASED LEARNING (WBL)

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
WBL Experience Tracking	✓	⚠	⚠	◆	◆
Internship/Job Shadow Management	✓	⚠	⚠	✓	✓
Industry Partner Portal	✗	✗	✗	◆	✗
Industry Partner Database/CRM	✗	✗	✗	◆	✗
WBL Opportunity Matching	⚠	✗	⚠	✓	✓
Service Learning/Volunteer Tracking	✓	⚠	⚠	✓	✓
Apprenticeship Tracking	⚠	✗	⚠	✓	✓
Supervisor Verification/Evaluations	⚠	✗	✗	✓	⚠

### Key Insights

- **SchooLinks** is the WBL leader - Industry Partner Portal (unique), dedicated CRM, comprehensive tracking
- **Xello** has integrated WBL module (built-in, not add-on)
- **Naviance** weak on WBL (recent addition 2025)

## 8. COUNSELOR & STAFF TOOLS

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Counselor Dashboard	✓	✓	✓	✓	✓
Caseload Management	✓	✓	✓	✓	✓
Student Progress Tracking	✓	✓	✓	✓	✓
Bulk Messaging/Communications	✓	✓	✓	✓	✓
College Rep Visit Scheduling	✓	◆	✓	✓	⚠
Event Management	✓	✓	✓	✓	✓
Task Assignment	✓	✓	✓	✓	✓
Form Management (eSignature)	⚠	⚠	⚠	✓	⚠

### Key Insights

- **Naviance** has RepVisits (dedicated college rep scheduling platform)
- **SchooLinks** has eSignature workflows
- All platforms have strong counselor tools (core feature)

## 9. REPORTING & ANALYTICS

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Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Real-Time Dashboards	✓	✓	✓	◊	✓
District/Campus/Student Level Reports	✓	✓	✓	◊	✓
Data Exports	✓	✓	✓	✓	✓
State Compliance Reporting	⚠	⚠	⚠	◊	⚠
CCMR Tracking (Texas)	✗	✗	✗	◊	✗
CCMR Outcomes Bonus (Texas funding)	✗	✗	✗	◊	✗
CTE Program Completion Dashboard	✗	⚠	✗	◊	✗
Graduation Predictions	✗	⚠	⚠	✓	⚠
Alumni Outcomes Tracking	⚠	⚠	⚠	◊	⚠

## Key Insights

- **SchooLinks** dominates state compliance and specialized reporting (Texas CCMR, CTE, alumni outcomes)
- **SchooLinks** has unique CCMR Outcomes Bonus tracking (predicts district funding)
- Most platforms have basic reporting; SchooLinks excels in specialized/compliance reporting

## 10. INTEGRATIONS & TECHNICAL

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
SIS Integration	✓	◊	✓	✓	✓
SSO (Single Sign-On)	✓	✓	✓	✓	✓
Common App Integration	✓	✓	✓	✓	✓
Parchment Integration	✓	⚠	⚠	⚠	⚠
Slate/CRM Integration	⚠	⚠	◊	⚠	⚠
EdFi Certified	⚠	⚠	⚠	⚠	✓
API Access	⚠	✓	⚠	✓	⚠
SFTP/Data Exchange	✓	✓	✓	✓	✓

### Key Insights

- **Naviance** has deepest PowerSchool SIS integration (owned by PowerSchool)
- **SCOIR** is Slate Preferred Partner (strongest Slate integration)
- **SCOIR** has best Common App integration, eliminates duplicate recs)
- **Xello** is EdFi certified (data interoperability standards)

## 11. AI & INNOVATION

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
AI-Powered Recommendations	✓	⚠	◊	◊	✗
AI Letter Writing	✓	⚠	✗	✗	✗
Predictive Analytics/Chances	⚠	⚠	◊	⚠	✗
AI Chatbot/Assistant	⚠	⚠	✗	⚠	✗
Intelligent Matching	✓	✓	◊	✓	✓
Machine Learning Models	⚠	⚠	◊	◊	✗

### Key Insights

- **SCOIR** is AI leader: Scoir AI 2.0 (predictive chances by round, balanced list scores, intelligent match) - powered by "tens of millions" of outcome records
- **SchooLinks** announced "Agentic Layer" (Sept 2025) - "AI that moves beyond chatbots"
- **Maia** has AI letter writing (2024 launch) - unique feature
- **Xello** has NO announced AI features (vulnerability)

## 12. ACCESSIBILITY & LANGUAGES

Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
Multilingual Support	◆	⚠	⚠	⚠	◆
Number of Languages	12+	Few	Few	English	130+ (AI)
Deep Localization (cultural)	◆	✗	✗	✗	⚠
WCAG 2.2 Accessibility	⚠	⚠	⚠	⚠	✓
Mobile App (iOS/Android)	⚠	✓	✓	⚠	✓
Mobile Responsive Web	✓	✓	✓	✓	✓
Parent/Guardian Portal	✓	✓	✓	✓	✓

### Key Insights

- **Maia** strong multilingual (12+ languages with deep localization) - international school advantage
- **Xello** has 130+ languages (professional + AI translation) but less deep localization
- **Xello** is WCAG 2.2 Level AA compliant
- **SCOIR** mobile app: 4.8/5 rating (5,460+ reviews)

## 13. SPECIAL FEATURES & UNIQUE DIFFERENTIATORS

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Feature	Maia	Naviance	SCOIR	SchooLinks	Xello
K-5 Elementary Coverage	⚠️	✗	✗	✓	✓
International Schools Focus	◆	⚠️	⚠️	✗	⚠️
70+ Countries Presence	◆	✗	✗	✗	⚠️
Three-Sided Network (students-schools-colleges)	✗	⚠️	◆	✗	⚠️
College Enrollment Marketing Tools	✗	⚠️	◆	✗	⚠️
Free Statewide Access Model	✗	✗	✗	⚠️	◆
Direct Admissions Support	⚠️	⚠️	⚠️	⚠️	⚠️
University Direct Apply (bypass apps)	✗	✗	✗	✗	✗
Career Test-Drives	✗	✗	✗	✗	✗
College Communities/Ambassador Program	✗	✗	⚠️	✗	✓

## Key Insights

- **Maia** unique in international presence (70+ countries, 12+ deep languages)
- **SCOIR** unique three-sided network + college enrollment marketing platform (\$12K-\$42K/college revenue)
- **Xello** has statewide free-access model (Florida K-12, New Hampshire HS)
- **Xello** has College Communities (ambassador program)

## 14. PRICING & BUSINESS MODEL

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Platform	Price/Student	Model	Key Pricing Notes
Maia Learning	~\$10	Per-student (\$2,000/200 students)	Higher pricing justified by international, comprehensive features
Naviance	\$8-12 (est.)	Per-student, quote-based	Highest pricing, lacks transparency
SCOIR	\$4.80	Per-student (\$4.80 avg, \$6-8 reported)	Transparent, competitive pricing
SchooLinks	\$3.50-5.51	Per-student, district bundles	Aggressive pricing, LAUSD \$3.50
Xello	\$3.60	Per-student (Kansas City contract)	Very competitive, ~50% less than Maia

### Pricing Ranking (Low to High)

- 1. Xello: \$3.60
- 2. SchooLinks: \$3.50-5.51
- 3. SCOIR: \$4.80
- 5. Naviance: \$8-12 (est.)
- 6. Maia: ~\$10

### Key Insights

- **Maia's pricing challenge:** 2-3x more expensive than Xello, SchooLinks, SCOIR
- **Maia must justify premium** with international, localization, comprehensive platform

## 15. MARKET POSITION & SCALE

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Platform	Market Share	Customer Scale	Geographic Focus	Threat to Maia
Maia Learning	~5-8% (est.)	18,000+ schools/universities, 2.5M+ students, 70+ countries	International (70+ countries)	N/A
Naviance	40%	10M+ students, 40% of US high schools	<b>US dominant</b>	<span>MEDIUM</span> market leader but legacy
SCOIR	12%	1M+ users, 2,000+ high schools, 1 in 8 graduates	US growing fast (40-50% annual growth)	<span>HIGH</span> innovation, pricing, momentum
SchooLinks	Growing	Hundreds of thousands (Chicago 350k, Houston 200k, Dallas 150k)	US state compliance (Texas strong)	<span>MEDIUM-HIGH</span> pricing, state focus
Xello	15-20% (est.)	20,000+ institutions, 9M+ students	Canada + US (28-year history)	<span>MEDIUM-HIGH</span> career focus, pricing

# SUMMARY: MAIA'S FEATURE GAPS & ADVANTAGES

## CRITICAL GAPS (High Threat)

### 1. Common App Integration Depth

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**Gap:** SCOIR has NEW 2025-26 Common App integration (syncs lists, eliminates duplicate rec requests)

**Maia Status:** Has integration but not at SCOIR's depth

**Impact:** HIGH - counselors demand seamless Common App workflows

**Action:** URGENT - Audit integration depth, match SCOIR's features

### 2. Pricing Competitiveness

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**Gap:** Maia ~\$10/student vs. Xello \$3.60, SchooLinks \$3.50-5.51, SCOIR \$4.80

**Impact:** HIGH - 2-3x more expensive

**Action:** Justify premium OR consider tiered pricing model

### 3. AI Innovation (Predictive Analytics)

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**Gap:** SCOIR has Scoir AI 2.0 (tens of millions of records, ML models), SchooLinks has Agentic Layer

**Maia Status:** Has AI letter writing (unique) but lacks predictive analytics

**Impact:** HIGH - AI is becoming table stakes

**Action:** Develop predictive acceptance chances, college/career matching AI

### 4. Career Exploration Depth

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**Gap:** Xello (career-first since 1997, 14x engagement)

**Maia Status:** Has career features but not differentiated

**Impact:** MEDIUM-HIGH - career readiness is half of CCR mandate

**Action:** Enhance career profiles, assessments, WBL integration



## MODERATE GAPS (Medium Threat)

### 5. Elementary Coverage (K-5)

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**Gap:** Xello K-12, SchooLinks K-12 (elementary-specific content)

**Maia Status:** Typically 6-12 (NEW K-5 Pathfinders launched 2024/2025)

**Impact:** MEDIUM - creates lock-in from kindergarten

**Action:** Expand K-5 Pathfinders depth and marketing

### 6. Work-Based Learning Platform

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**Gap:** SchooLinks (Industry Partner Portal unique), Xello (integrated WBL module)

**Maia Status:** Has WBL tracking but less comprehensive

**Impact:** MEDIUM - WBL is growing requirement

**Action:** Develop Industry Partner Portal, employer CRM, robust WBL tracking

### 7. State-Specific Compliance Automation

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**Gap:** SchooLinks dominates (Texas CCMR, PGP auto-complete, CCMR Outcomes Bonus, TEA reporting)

**Maia Status:** Some state features (California A-G) but not automated compliance

**Impact:** MEDIUM in US domestic - limits sales in Texas, compliance-heavy states

**Action:** Build state-specific dashboards (Texas CCMR, Florida, etc.)



## MAIA'S UNIQUE STRENGTHS & ADVANTAGES

### 9. International Presence

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**Advantage:** 70+ countries (SCOIR US-focused, SchooLinks US-only, Xello mostly North America)

**Strength:** MAJOR - international schools are Maia's safe zone

**Action:** DEFEND - double down on international market

## **10. Deep Multilingual Localization**

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**Advantage:** 12+ languages with deep cultural adaptation (vs. Xello's 130 AI translations)

**Strength:** HIGH - translation ≠ localization

**Action:** Emphasize quality over quantity, cultural relevance

## **11. AI Letter Writing**

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**Advantage:** Unique feature (no other platform has this)

**Strength:** HIGH for counselors - saves time, efficiency

**Action:** Market heavily, expand AI capabilities

## **12. Customer Service Excellence**

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**Advantage:** Legendary support vs. Naviance poor support (3.2-3.7/5)

**Strength:** HIGH - switching driver from Naviance

**Action:** Maintain high-touch support, use as sales differentiator

## FINAL THREAT ASSESSMENT

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Competitor	Overall Threat to Maia	Primary Threat Areas	Safe Zones from Maia
Naviance	MEDIUM	Market dominance (40%), brand recognition	Legacy platform, poor support, international weak
SCOIR	HIGH	AI innovation, pricing, momentum (40-50% growth)	International weak, no elementary, less comprehensive
SchooLinks	MEDIUM-HIGH	Pricing (\$3.50-5.51), state compliance, K-12, WBL, \$88.3M funding	International zero, English-only, US-only
Xello	MEDIUM-HIGH	Career-first (28 years), pricing (\$3.60), K-12, statewide contracts	International limited, no AI, translation vs. localization

## **BOTTOM LINE**

Maia's international dominance, deep localization, counselor expertise, and comprehensive platform are powerful differentiators. However, Maia faces significant threats from:

- **SCOIR** (innovation, AI, pricing)
- **SchooLinks** (pricing, state compliance, WBL)
- **Xello** (career-first, pricing, statewide contracts)

### **Priority Actions:**

1. Deepen Common App integration
2. Develop predictive AI (match SCOIR's Scoir AI)
3. Justify pricing premium OR develop tiered model
4. Enhance career exploration depth
5. Build Texas CCMR + state compliance dashboards
6. Expand WBL platform
7. Double down on international markets (safe zone)