

Feature Comparison Matrix

College & Career Readiness Platforms

Legend

- ✓ Full feature available
- ⚠ Partial/Limited feature
- ✗ Not available or not mentioned
- ◆ Unique/Standout strength for that platform

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

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

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

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

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
- 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

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	US dominant	MEDIUM market leader but legacy
SCOIR	12%	1M+ users, 2,000+ high schools, 1 in 8 graduates	US growing fast (40-50% annual growth)	HIGH innovation, pricing, momentum
SchooLinks	Growing	Hundreds of thousands (Chicago 350k, Houston 200k, Dallas 150k)	US state compliance (Texas strong)	MEDIUM-HIGH pricing, state focus
Xello	15-20% (est.)	20,000+ institutions, 9M+ students	Canada + US (28-year history)	MEDIUM-HIGH career focus, pricing

SUMMARY: MAIA'S FEATURE GAPS & ADVANTAGES

CRITICAL GAPS (High Threat)

1. Common App Integration Depth

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

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)

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

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)

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

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

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

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

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

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

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

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)