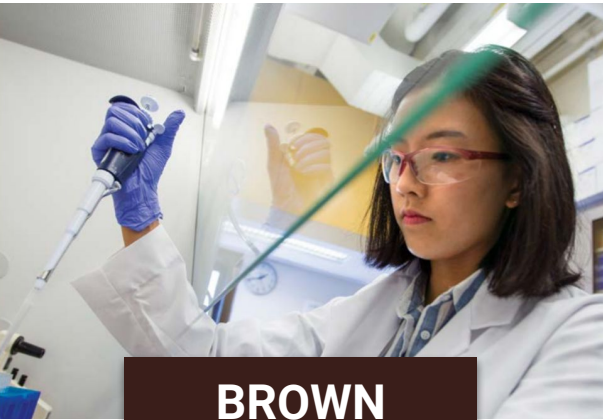


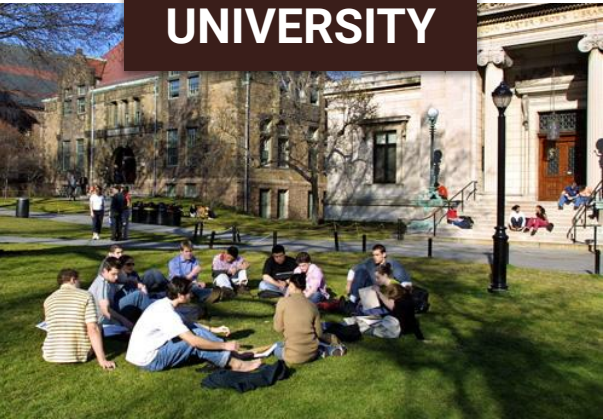


Driving the next wave of innovation in college decision-making





**BROWN
UNIVERSITY**

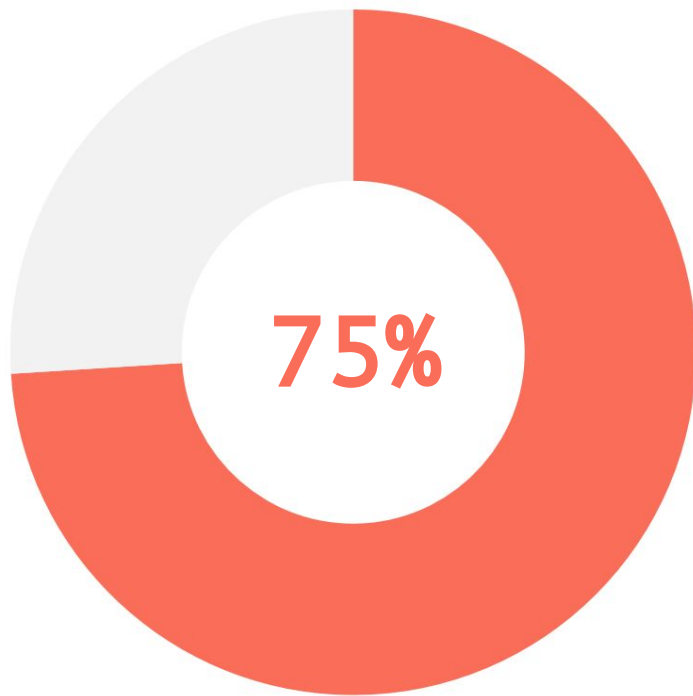


**ARIZONA
STATE**

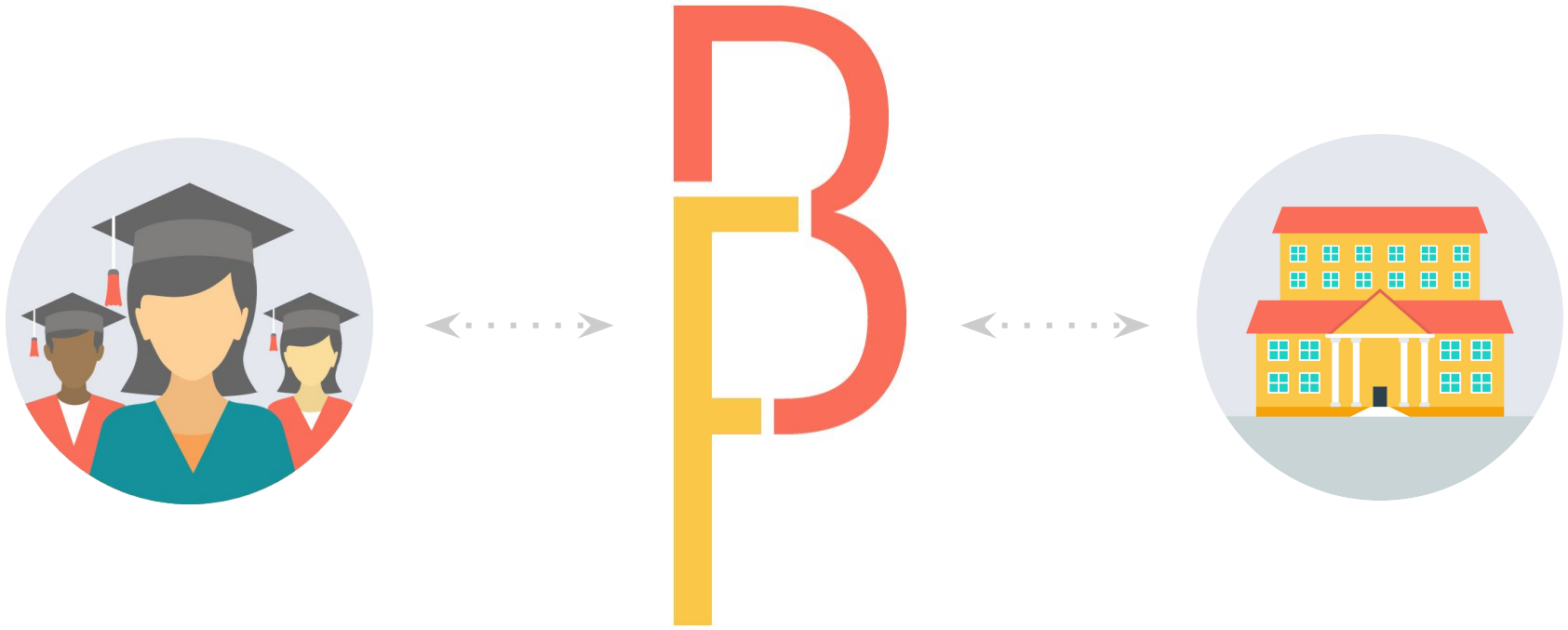


**WESLEYAN
UNIVERSITY**

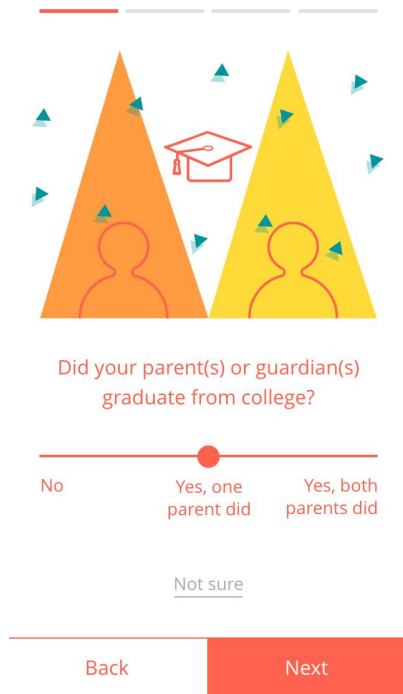




**of low-income, minority, & first-generation students
who attend college won't graduate**



**Using data and storytelling to completely reimagine
the college decision-making process**



Did your parent(s) or guardian(s) graduate from college?

No Yes, one parent did Yes, both parents did

Not sure

Back Next

Centered on Real Experiences

COLUMBIA UNIVERSITY

IVY LEAGUE

TOP 20



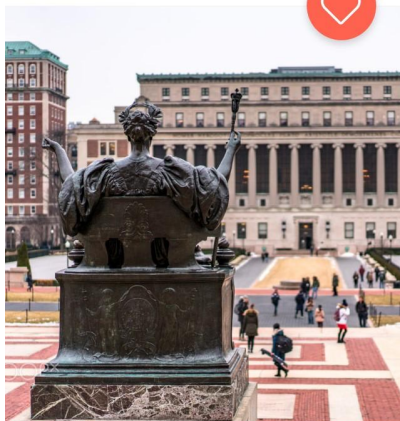
VISIT WEBSITE



VISIT FINANCIAL AID



CONTACT



Columbia University is located in:

New York, New York

More Personal + Easier to Understand

How did you balance working and schoolwork? What advice do you have? (If you had a work study and/or part-time job)



10 likes • 3 bookmarks

 **COLUMBIA UNIVERSITY**
Andy | Psychology



10 likes • 3 bookmarks

 **COLUMBIA UNIVERSITY**
Janis | Business

Videos Provide New Learnings

BUSINESS MODEL.

**100%
FREE**

for Students

**YEARLY
SUBSCRIPTION**

for High Schools

65%

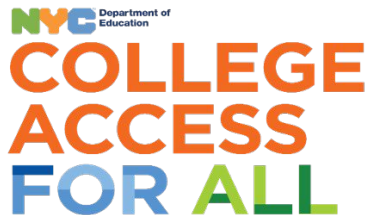
of jobs **will require**
postsecondary education

\$50b

a year **lost to**
recruiting & retention

\$55m

market
in NYC



partner

400+

high schools **added to our
sales pipeline**



Asha Owens
CEO, CTO & Co-Founder



BROWN

TEACHERS COLLEGE
COLUMBIA UNIVERSITY

- 4+ years in web development and brand consulting
- **Winner** | Palantir's Women in Engineering Scholarship
- **Semi-Finalist** | Camelback Education Fellowship
- Named one of **28 Emerging & Inspirational Black Leaders in Edtech**



Rebecca Kwee
COO & Co-Founder



COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

CREDIT SUISSE

- 6+ years in finance and college advising
- **National Research Team Member** | College Educational Quality Project
- **Associate Chair** | Teachers College Higher & Postsecondary Education Association



Winner
Best Research Award
& Grand Prize

BILL &
MELINDA
GATES
foundation

\$100,000 Grant
Ideation Tier;
NYU's Algorithm for Change

IGNITE THE MOVEMENT.

**PUBLIC
RELEASE**

Fall 2019

**50 HIGH
SCHOOLS**

Fall 2020





www.best-fit.app

asha.owens@best-fit.app



Winner



Design Leaders



Fellows



Speakers



Winner



Featured



Speakers



Semi-Finalist