



A mentorship platform based on shared backgrounds
creating a level playing field in college admissions

Project Leader:

Scott Elfenbein WG'17

Team Members:

Sam DeLuccia MSE' 17

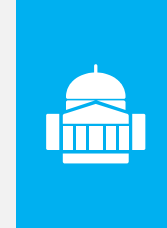
Michelle Xie WG '17

Vijay Kalvakuntla WG'17

Chelsea Atkins C'16

Market: A \$5B college recruiting market with a severe information asymmetry problem

\$5 Billion+
amount spent on college recruitment



- Marketing expense/enrollee: ~ \$1,300
- Colleges struggle to find underrepresented students
- Willing to pay \$150+/underrepresented applicant



\$150 Million+
annual market opportunity for solving asymmetry

- Pair underserved high school students with undergrads, young professionals, and grad students who have shared backgrounds to serve as admissions/guidance counselors

1 Million+
underserved students at risk for undermatching



- Underserved students represent 40%+ of high school graduates
- Most underserved students don't even apply to one college
- Guidance counselors serve students at a 450:1 ratio

brEDcrumb gives students personalized advice and automates the admissions process

brEDcrumb was founded after analyzing the friction in the admissions process that deters low-income students from finding the best school for them. The unique combination of technology and mentors – the brEDcrumb **“Role Models”** - the best solution to the undermatching problem



65% Problems that can be solved with technology

35% Problems that need volunteers

Automatable Processes

- Essay prompts, and deadline reminders
- Fee waiver claims for exams and applications
- Cost of attendance calculation
- Essay review using machine learning

Specialized Knowledge That Can Be Shared

- Scholarships for specific demographics
- Best-practice tips for essay writing
- Past essay examples
- “Successful students like you”
- Templates for resumes and essays

Role Model Led Mentoring

- Essay and resume feedback
- How to best tell their story
- Personalized encouragement to attend college
- Interview preparation
- Individualized coaching

We will provide an unmatched product that provides quality support and access to critical information

Search brEDcrumb



Jorge Hernandez



FittPitt
Pittsburgh, PA
Crumbs: 58

5

Mentoring Zone

11/20/2015

Hey Jorge! You've been matched with Juan. He can't wait to help you on your path to college. Check out his profile here to see what you guys have in common!

11/21/2015

Hey! nice to meet you. You're from Pittsburgh too?

12/8/2015

Hey! Did you upload your essay yet?

nvm, got it here. I'll send it back in 2 days

2030

SAT
deadline: 2/5

2

Waiver available:
Retake with 1 click!

Free SAT Exam Prep

1

NEEDED

ACT
deadline: 3/5

Waiver available:
Sign up with 1 click!

Free ACT Exam Prep

Top 10%
Class Rank

4.1
GPA

Free AP Classes available:
Sign up with 1 click!

3



Role Model

Juan

SAT

1940

How You Match

1st Gen College

Pittsburgh, PA

Next Check-In 3/1: Essay Review

4

Date	Activity	Crumbs
2/5	Register to retake SAT	+7
2/8	Essay review with Juan	+15
2/15	Upload Gates Scholarship essay	+12
3/5	Sign up for 1 st ACT	+20
3/14	Take SAT Exam	+10



PennState

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GRINNELL
COLLEGE



Penn



	Your State School	brEDcrumb Fee-free School	Your Reach School	Low-Cost School
Mean SAT	1760	1990	2260	1890
Mean GPA	3.82	4.09	4.24	3.97
Mean Class Rank	50%	25%	5%	20%
Application Deadline	11/30	11/16	9/28	11/28
Annual Cost to Attend	\$4,000	\$1,000	\$3,000	\$1,000
		Waiver available: Apply with 1 click!	Waiver available: Apply with 1 click!	Waiver available: Apply with 1 click!

1

Highlights needed components of the admissions process

2

1-click registration that is linked to already available national fee waivers

3

Role Model profile showing name, college admitted, matching criteria, and activities

4

Activity board awards points for completion, allowing us to track top mentees/role models

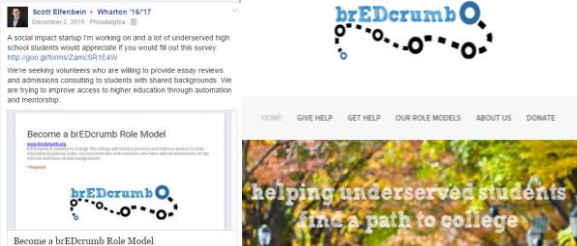
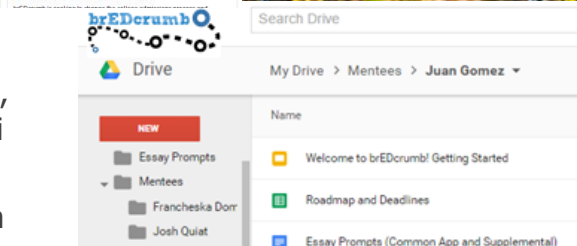


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Chat function that enables 1:1 communication (also sent via email)

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Sponsored schools seeking students who meet criteria, marketed as 2nd option

We've built one of the largest college mentorship programs in the country.... And we're still growing

<p>1</p> <p>Dec/Jan \$1,000</p>	<ul style="list-style-type: none"> Launched brEDcrumb.org, signed up 250+ volunteer admissions consultants from Top 25 schools Named Semifinalist for Wharton Business Plan Comp, UChicago-Yale EdTech Business Plan Comp, Finalist for Weiss Elevator Pitch Featured project in Wharton's MGMT 801 and MGMT 810 	
<p>2</p> <p>Feb/Mar \$5,000</p>	<ul style="list-style-type: none"> Launched MVP using Google Drive Built relationships with Code For Philly, Admissions at Hobart, Penn, Harvard, and Teach For America Philadelphia, Baltimore, and Miami Quotes for automated fee waiver claim form <\$5,000 Added Vijay and Chelsea for Finance and Operations, Advisors from Google, Deloitte Consulting, Harvard Admissions, Teach For America 	
<p>3</p> <p>Spring \$10,000</p>	<ul style="list-style-type: none"> Launch acquisition strategy for mentees focused on Spring '16 Tech integration with Code for Philly using freeware and Github Development of core Role Model evangelists who will serve as marketing/acquisition partners \$10,000: improved website with Google Drive and preliminary ecosystem 	
<p>4</p> <p>Summer \$25,000</p>	<ul style="list-style-type: none"> Our team will be in Philly developing brEDcrumb for the 2017 admission cycle Currently seeking partnerships with Management Leadership for Tomorrow, admissions offices, corporate sponsors \$25,000 profile building and development of activity tracker/scoring system Plans to add career mentoring, create-your-own scholarships, clearinghouse for local scholarships 	

We've built the best team to fix this problem



Scott Elfenbein

WG'17

Founder + CEO + Analytics

Scott worked on strategy and innovation at **Deloitte** and in analytics at **Starwood Hotels** and **Caesars Entertainment**. His previous **student movement** was covered by **NY Times** and **TIME** and made into a **documentary**



Sam DeLuccia

MSE' 17

CSO + Admissions + Product

Sam spent four years in **Admissions at Hobart & William Smith** recruiting diversity students. He is at **Penn SEAS** focused on **product design and development**

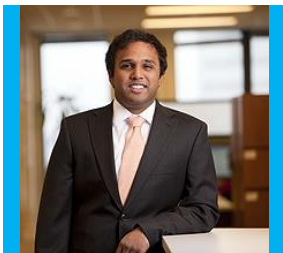


Michelle Xie

WG'17

CTO + Tech + Partnerships

Michelle has worked in national recruiting for **Teach for America** and tech consulting at **Deloitte**. She is the **President of the Berkeley-Haas Alumni Association**

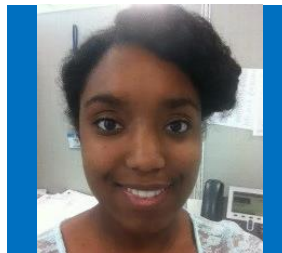


Vijay Kalvakuntla

WG'17

CFO + Finance + Mentees

Vijay has spent five years in **investment banking** and **private equity**. He was previously at **Microsoft**. Throughout his career he has also helped grow 4th and 1, an **NFL sponsored mentoring program** for high schoolers



Chelsea Atkins

C' 16

COO + Growth + Operations

Chelsea has worked for a **social impact business funded by the Clinton Foundation** and a **software development firm** focused on helping startups. She is an advisor to the Penn Innovation and Entrepreneurship residential program



You

Anywhere

Potential Role Model + Marketing

brEDcrumb always needs more inspirational Role Models. We hope you'll join us at bredcrumb.org/give-help