# COLLEGEFIT

*The Glassdoor for Financial Aid and Scholarship Information*

# The Problem: Information Gap

## Students

- Students lack sufficient guidance to determine which colleges are the best academic, extra-curricular and financial fit
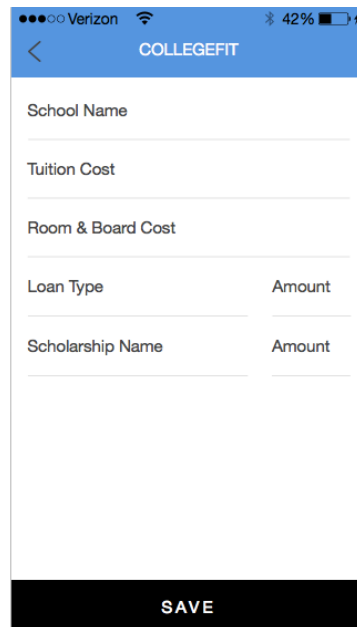
## Colleges

- Colleges have a limited advertising budget to market scholarships and financial aid to a diverse pool of candidates

# The Solution: Bridging the Information Gap

Use machine learning to combine data scraped from social networks and crowdsourced student info to provide accurate, personalized recommendations on the best schools, financial aid and scholarship programs for each student
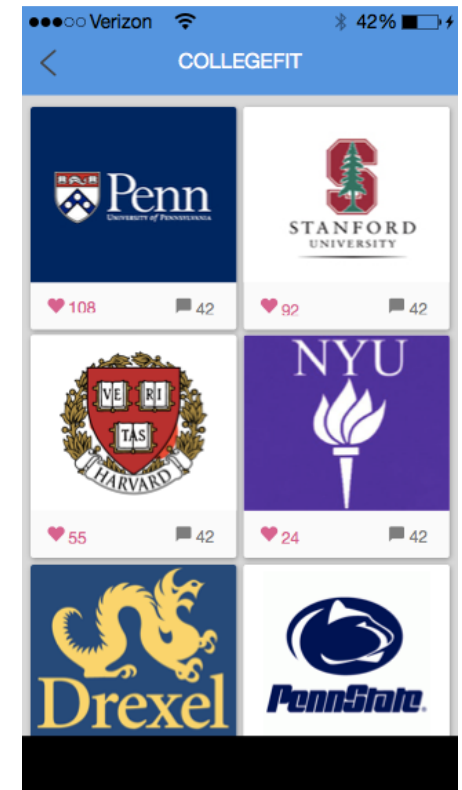
Utilize data mining to collect information from social networks to determine which students get accepted to undergrad & grad programs

Recruit current students to fill out demographic, admissions, & financial aid info

Utilize supervised learning algorithms (Naive Bayes & Linear Regression) to analyze college, scholarship and financial aid options

Provide customized college & financial aid info to applicants

# Market: Undergrad and Graduate College Students

16.7 million U.S. high school students

17.5 million U.S. undergrad & grad students

4,599 private and public U.S. colleges

## Competition

### DecisionDesk

**Description:**
Online application service that aggregates student profiles for colleges

**How we're different:**
Free service that helps students throughout entire application process

### Princeton Review & College Board

**Description:**
Admissions prep orgs. with college database

**How we're different:**
Facilitate student-to-student financial aid data sharing

### Fastweb

**Description:**
Scholarship website for college students

**How we're different:**
Utilize machine learning to provide personalized scholarships recs
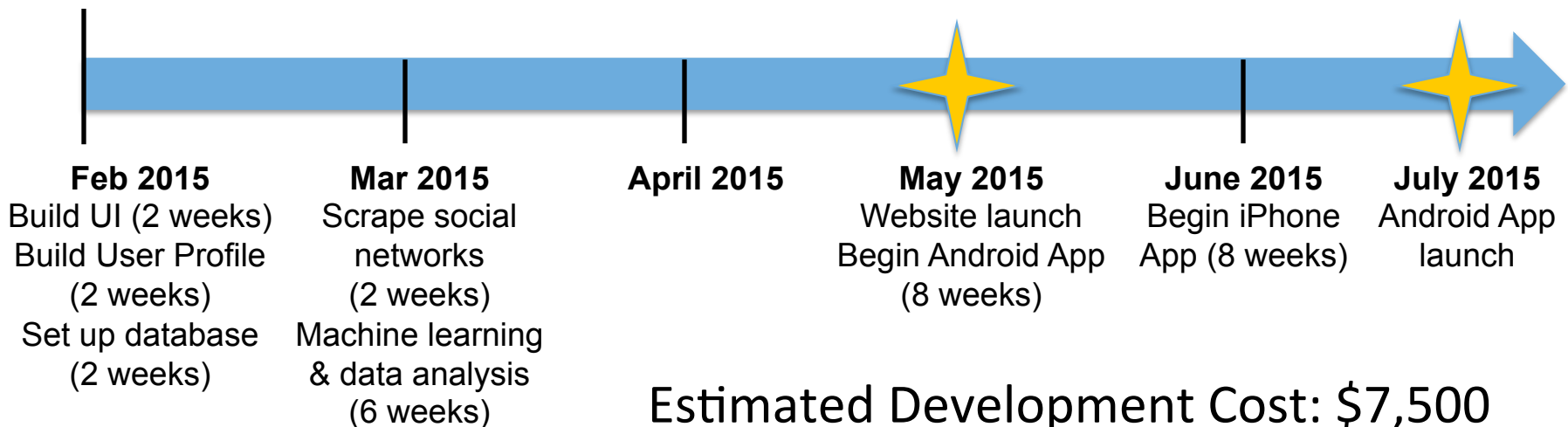
# Implementation & Timeline

**Student Outreach**

Advertise through blogs, social media, partnerships with student clubs to target high school, undergrad students, graduate students & parents

*Free for students*

**Partnerships**

Partner with universities & loan providers to advertise programs, scholarships & loans to specific demographics

*$5k per campaign*

**Feb 2015**
Build UI (2 weeks)
Build User Profile (2 weeks)
Set up database (2 weeks)

**Mar 2015**
Scrape social networks (2 weeks)
Machine learning & data analysis (6 weeks)

**April 2015**

**May 2015**
Website launch
Begin Android App (8 weeks)

**June 2015**
Begin iPhone App (8 weeks)

**July 2015**
Android App launch

Estimated Development Cost: $7,500

# Team

**Son Ca Vu (CEO)**
*Wharton MBA '16*
*Stanford '10 Management Science & Engineering*
*4 years of experience in management consulting for tech & financial services & in non-profit management*

**Nishank R Shinde (CTO)**
*UPenn MS Electrical Engineering '15*
*BITS Pilani (Pilani, India) '12 Electrical & Electronics Engineering*
*2 years of experience in designing hardware and intelligent IT software systems*

**Aria Florant (Student Outreach)**
*Wharton MBA '16*
*Stanford '10 Comparative Studies in Race & Ethnicity*
*4 years experience in college advising for low-income students*

**Akeesha Washington (Partnerships)**
*Penn GSE MS Education Entrepreneurship '16*
*Penn GSE MS School & Mental Health Counseling '13*
*Kutztown University '06*
*7 years of experience as professional school counselor*