

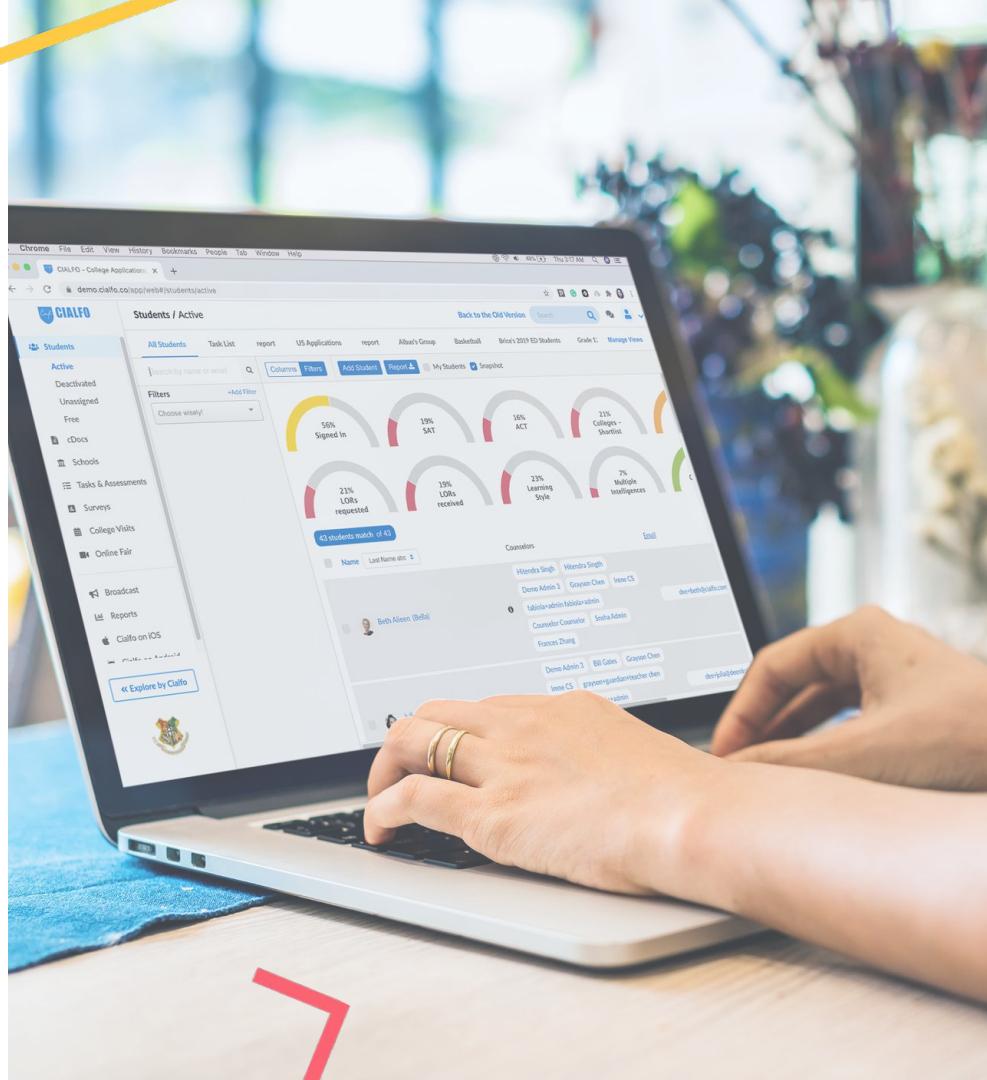


# Making Education Accessible

The screenshot displays the CIALFO platform's user interface. On the left, a sidebar menu includes: Students, cDocs, Reports, Inbox, Progress, Schools (highlighted), Broadcast 2.0, College Visits, Resources, Account, Groups, Team, Settings, Chat with CIALFO, Help Center, Community, and Edi Chrome Ext. At the bottom of the sidebar are the CIALFO logo and Logout links. The main content area shows a search results page for 'Schools' under the 'Undergraduate' tab. It displays 202 schools matching the query, with a filter for 'Popular on CIALFO'. A search bar and filters for 'Regions' and 'City Type' are also present. Below the search results is a table listing schools with columns for Portals, City Type, and SAT (my school). A mobile phone icon overlays the search results, showing the 'Discover colleges' screen with a search bar, 'By region' section (USA, United Kingdom, Canada, Germany), 'Popular filters' (Popular Colleges, Financial Aid, Accepts IELTS, Accepts TOEFL, Accepts SAT, Accepts ACT), and 'By program' section (Microscope, Brain, Test tubes).



# Increasing Student Engagement & Parent Satisfaction



# CIALFO

**Citius, Altius, Fortius**  
meaning  
**Faster, Higher, Stronger**

## OUR VALUES

HUSTLE, IMPACT, CUSTOMER OBSESSION

## OUR VISION

Making education accessible by 2030 for  
**100 million students globally**  
with information, resources and counseling



# OUR STORY & IMPACT



2 founders started a consultancy. Working with 200 students

2012

Sold consultancy to a PE firm

2017

Launched Cialfo with K-12 clients. Opened China and India offices.

2018

Launched US office. 125,000 students

2019

Launched Cialfo with university clients. 250,000 students in 70 countries

2020

2021 onwards



University Clients



Imperial College London

UNIVERSITY OF CAMBRIDGE



INDIANA UNIVERSITY BLOOMINGTON

K-12 clients

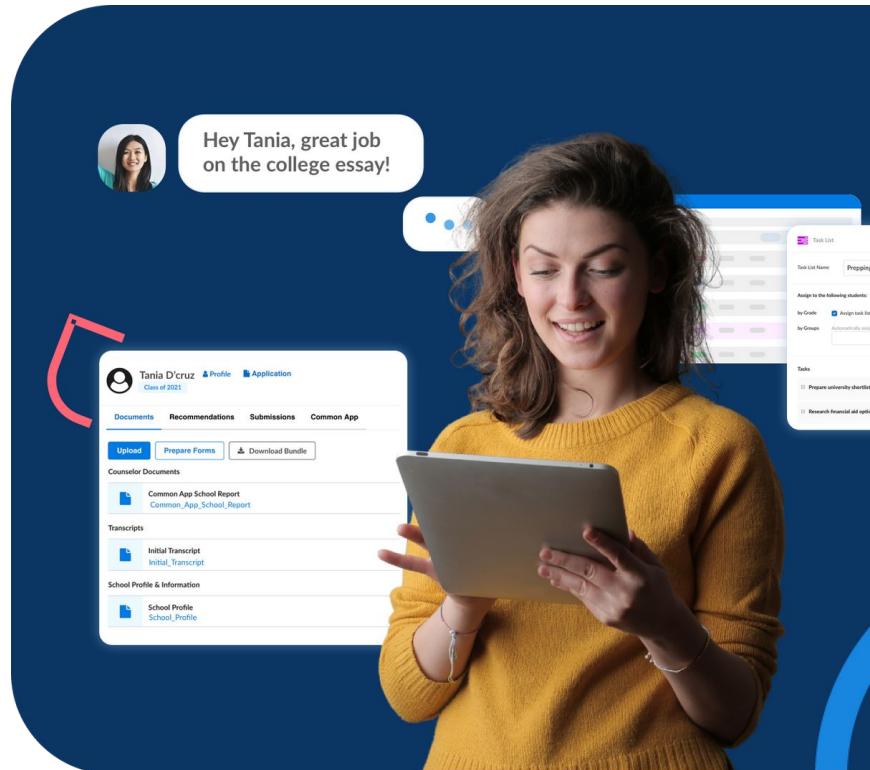


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## CIALFO AT A GLANCE

- ✓ Designed for Counselors, by Counselors
- ✓ Integration with Common App & Parchment
- ✓ Integration with most SIS systems
- ✓ Awesome Customer Service
- ✓ Refreshingly Modern & Engaging Interface
- ✓ Reporting Capabilities for Schools
- ✓ More than a Platform a Community



# LOVED BY FAMILIES, TRUSTED BY SCHOOLS

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**60**  
min

For a **counselor** to get started on Cialfo

**30**  
min

For a **student** to get started on Cialfo

**24/7**

Customer **support hours**

**2**  
hours

Average customer query  
**response time**  
(industry average: 48 hours)

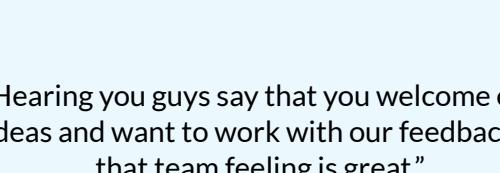
**90**  
countries

Use Cialfo



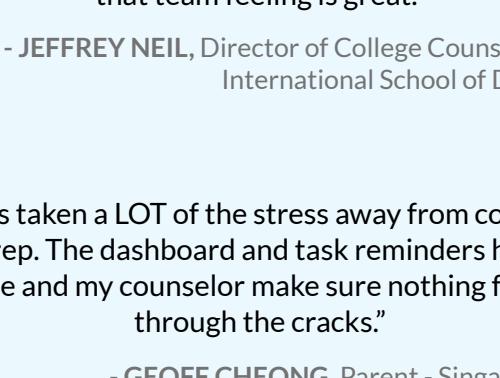
"Hearing you guys say that you welcome our ideas and want to work with our feedback... that team feeling is great."

- JEFFREY NEIL, Director of College Counseling,  
International School of Dakar



"It's taken a LOT of the stress away from college prep. The dashboard and task reminders help me and my counselor make sure nothing falls through the cracks."

- GEOFF CHEONG, Parent - Singapore



"The email notifications give me great visibility on the whole process... I feel totally involved without having to nag my child or his counselor!"

- ARUSHI KHANDELWA, Student-Japan

# CIALFO WILL EMPOWER YOUR SCHOOL



## Communication Suite

Schedule or send mass SMS text messages and emails to students and parents. Receive a full report on who's opened and clicked on your email.



## Task Management

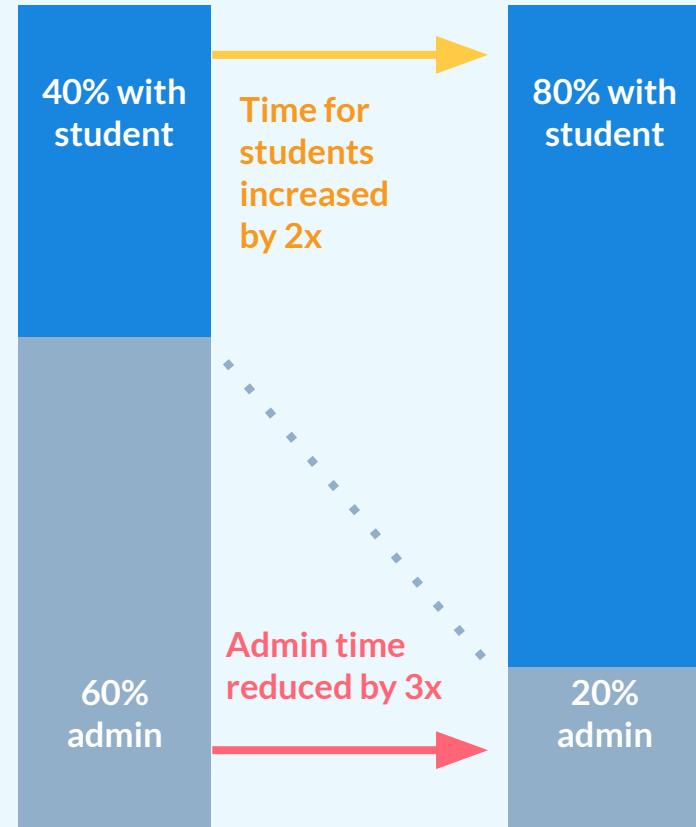
Ready-to-use and customizable task lists to keep your students on track and manage their progress.



## Parent Satisfaction

Keep guardians engaged and informed on students' progress, tasks, college fairs, and more.

## SAME HEADCOUNT, MORE TIME

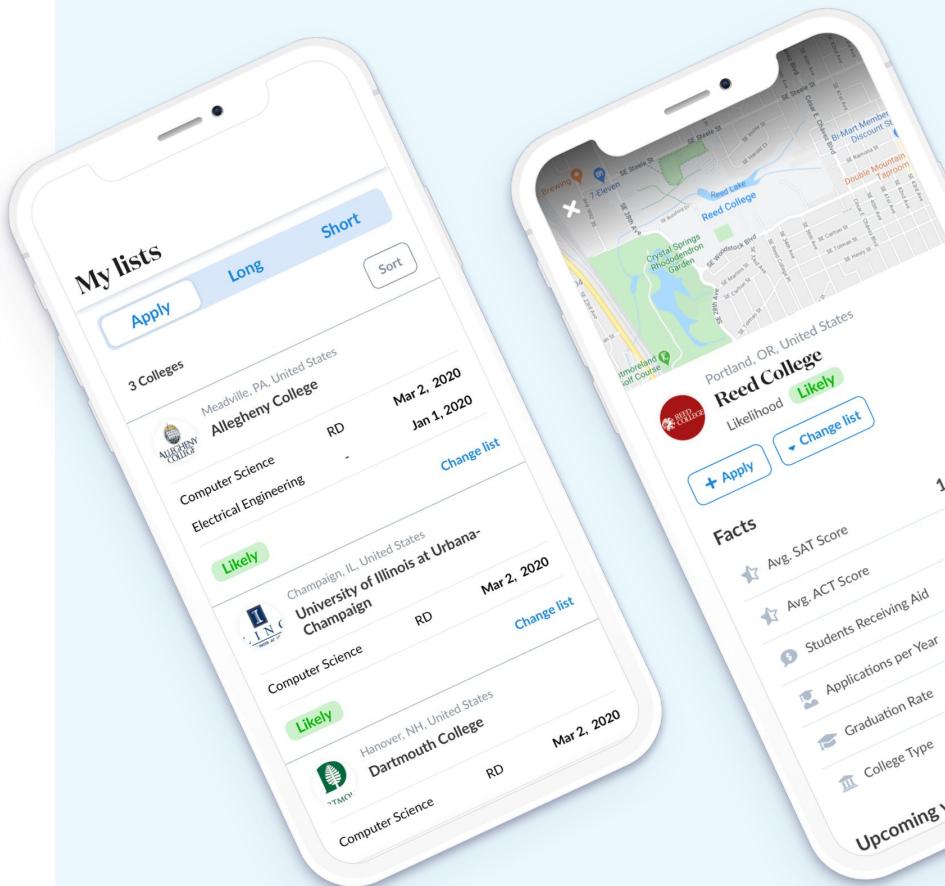


# CIALFO MOBILE APP

Cialfo is now available on App Store and Google Play, which allows the students and parents to get notifications, reminders and to edit tasks on the go. Cialfo is also integrated with WeChat.

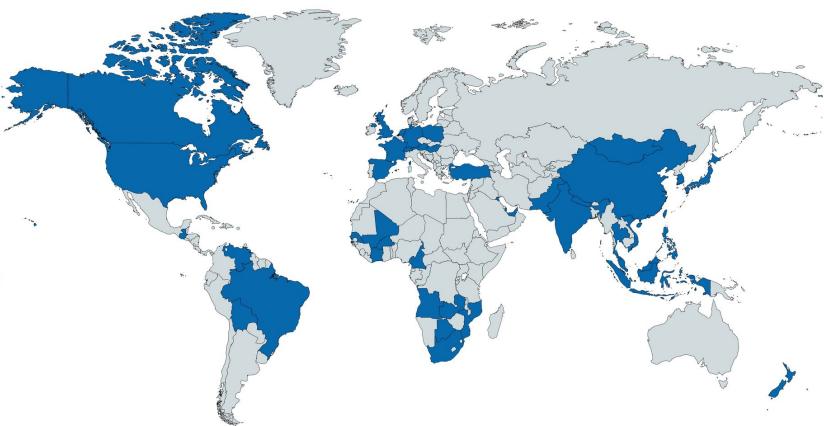
Teens spend over 7 hours a day on their phone. On the Cialfo App they can:

- Search for colleges
- Manage college lists
- Manage tasks
- Chat with counselors
- Access the online fair too!



# CIALFO GLOBAL PRESENCE

Trusted by over 1000+ schools globally in over 80+ countries, Cialfo currently has offices in Singapore (HQ), Washington D.C., New Delhi, and Shanghai.





Fast growing Singaporean EduTech with a diverse team



# We're hiring!



- Interns (HR, BD, Product, Marketing)
- Customer Success Associates
- Marketing Specialists

*Join Us & make an impact!*

# Why join?

- Diversity
- High growth & learning
- Global impact on Higher education

