



www.cledge.org

Mission: Cledge provides an edge to every student pursuing college by providing data-driven tools and individualized insights throughout high school that prepare them for future success.

Problem/Opportunity: 25% of students admitted into top colleges have private college counseling. However, out of those who apply to college, only 4% use a private college counselor. College admissions should be an equal opportunity process- it is not. Cledge will change this.

Through our 55 customer interviews, we discovered students rely on two main ways to retrieve information when applying to college: private college counselors and the DIY route of searching online. Historically disadvantaged populations are often the ones to follow the DIY route. This leads to mistakes in filing for financial aid, incorrect college fit- leading to higher drop-out rates, and less opportunities than a student with similar accolades who used a private college counselor.

Solution/Product: Cledge is an online learning platform to assist students who are applying to college. It is a middle ground option for students who either cannot afford or do not want the intrusive involvement of a private college counselor.

Our solution will utilize algorithms to provide personalized "learning pathways" and help students navigate the application process based on their individual situations. Learning pathways will consist of in-house recorded content from college counselors & students, interactive activities, readings, and personalized suggestions provided through data insights. This model will allow students to work at their own pace and get the help they need instantly without having to spend thousands of dollars.

Competitive Advantage: Cledge is built for students, by students. Only Cledge takes into consideration several factors including a student's financial support, geographic regions, college demographics, ability to be involved in extracurriculars, additional jobs/commitments, etc. at an accessible price. We are the first company to modernize college counseling by integrating custom algorithms into a comprehensive four-year platform.

Social Impact: Cledge operates on a freemium model where for every purchased premium account, we donate an account. This helps us remain sustainable in our business growth while maximizing our impact. Cledge will also be licensed to school districts. However, instead of a per/student pricing model, we will determine rates based on local socio-economic conditions and district size- making Cledge equally accessible everywhere.

Market: The education consulting & college counseling industry generate over \$1.9 billion annually, according to IBIS world. This number is projected to grow at an annual rate of 1.5% as the college applications landscape becomes more competitive and admission acceptances decrease. It is estimated that as demand for postsecondary education increases, the number of college students will increase at a rate of 1.1%.

Annually, over 4 million students apply to college, 160,000 of which utilize private college counselors [6]. Cledge will serve the 3.8 million students who do not currently have a reliable college counseling solution and be a supplemental resource for those who already invest heavily in college counseling. Additionally, as Cledge expands we are looking to serve the 76.8 million high school students, according to the US census, find the tools to apply to the right college.

Business Model/Go-to Market strategy: Cledge will be focusing on marketing to juniors/seniors when our product releases in order to fill our product "funnel". With a 6% conversion rate we can convert this audience to a subscriber base. Following an initial conversion, we can start marketing to freshman/sophomores to get them into the product pipeline into long-term subscribers or to convert into subscribers when they become upperclassmen. This method ensures that Cledge accounts for the high churn out rates of students by constantly replacing them with underclassmen.

Traction: Cledge has reached out to local high schools. With current approvals, we can reach over 4,000 students as soon as we release. On our website we have had over 1,000 unique web visitors and received 51 interest forms. Additionally, our team has conducted over 55 customer interviews and received 335 follows on social media within two days.

Management Team:

Ayan Gupta | CEO & Co-Founder:

- Freshman @ UW Seattle studying Computer Engineering. Has created over 3 successful community initiatives. Been featured on CBS News, Geekwire, Kiro7, King5, and other media outlets. Named 425 Business Magazine's 30 Under 30.

Faraz Qureshi | CTO & Co-Founder:

- Freshman @ UW Seattle studying Computer Science. Has developed a successful non-profit along with being involved with numerous community oriented clubs including RYPAC. Working with UW lab to develop an electronic covid mask.

More about the Team:

- Collectively raised over \$65,000 in community ventures
- Formed 6 organizations
- Been featured on news media outlets and national television

Mentors:

Mike Dierken | CTO Varsity Tutors

David Montesano | Founder & Admissions Strategist @ College Match US

Alan Leong | Professor of Entrepreneurship @ UW

Financials:

	2021	2022
Revenue	\$11,400	\$60,000
Expenses	\$8,200*	\$48,200*

*Expenses do not include salaries

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