



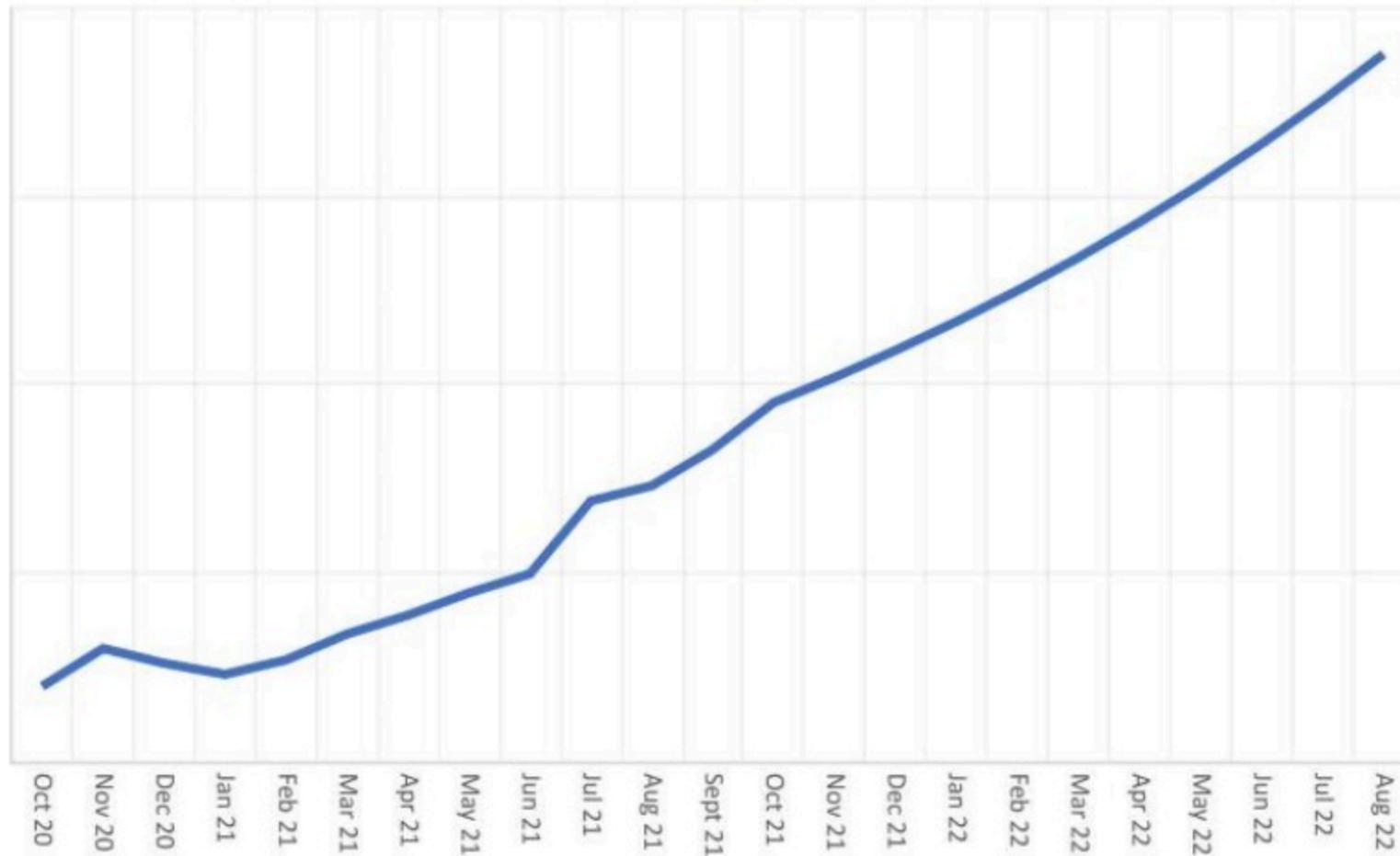
# EMPOWERLY

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The fastest growing platform for  
personalized college & career guidance

# EMPOWERLY HAS GROWN 6X IN ONE YEAR

Monthly Sales



**XX%**  
Margins

**20%**  
MoM  
Growth





## THE PROBLEM

Students lack personalized, accessible, high-quality college and career guidance

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**470:1** average student to high school counselor ratio

**38 minutes** of counseling on average per student per year

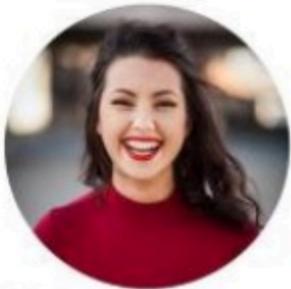
**12+ college applications** on average per student

**50% drop since 2010** top university admission rates



# STUDENTS ARE MATCHED TO THEIR BEST FIT COUNSELORS

Empowerly helped me get accepted to an entrepreneurship summer program, start my own environmental nonprofit, and intern with a professor at Stanford University. I worked with Empowerly on 50+ essays and finished all of them by November. ***I was accepted to MIT, Columbia, Duke, Carnegie Mellon, USC, and more.*** I also have a deeper insight about my career and the impact I want to make in the world.



**EMPOWERLY STUDENT**  
MIT CLASS OF 2023



**EMPOWERLY COUNSELOR**  
RICE B.S. COMPUTER SCIENCE  
SOFTWARE ENGINEER

I started with Empowerly because I wanted to help aspiring college students go through the application process. For my own application process, having lived all over and coming to the U.S., there were hoops to jump through and no standard process. It took lots of time to figure it out. I wanted to give back to students who were going through the same thing. I love mentoring my students. ***Empowerly makes working with students enjoyable and easy!***



# TECHNOLOGY & DATA ENABLES OUR COUNSELORS TO BE SUCCESSFUL

UI DESIGNED  
BY-AND-FOR  
DIGITAL NATIVES

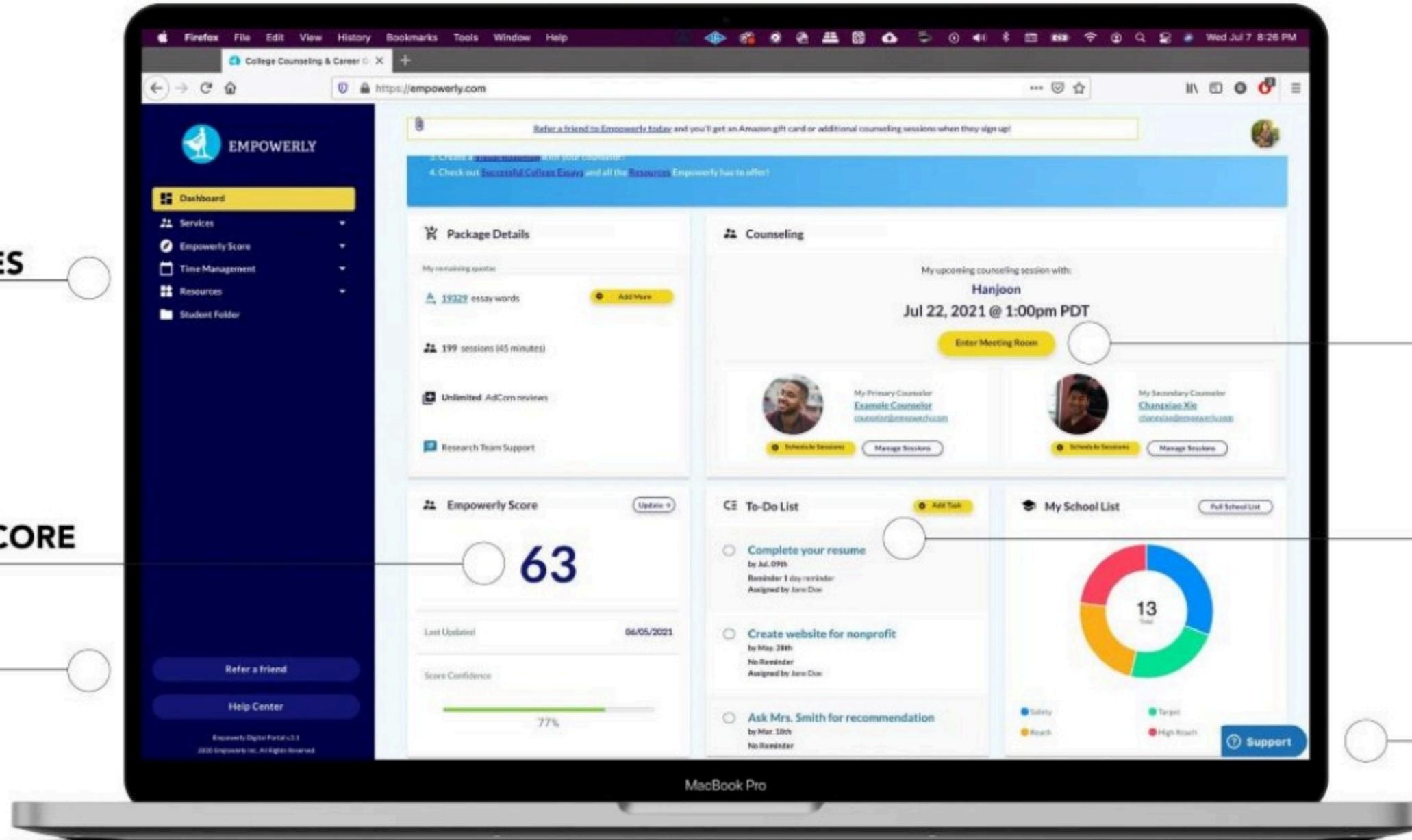
EMPOWERLY SCORE

UPSELLING

MATCHING  
SYSTEM

INTEGRATED  
CURRICULUM

EFFECTIVE  
USER SUPPORT



# CUSTOMER ACQUISITION

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- 1 Referrals
- 2 SEO/Content Marketing
- 3 Paid ads



LTV:CAC



Organic + Referrals



Margins



# WE'VE UNLOCKED THE UNDERLYING DRIVING METRICS TO SCALE

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## SALES METRICS/CLOSE RATE

- **XX%** close rate from consult to close
- Average close time of XX

## MARKETING

- **X:X** CAC:LTR
- **XX% Paid / XX% Organic**

## METRICS FOR SUPPLY

- Average counselor capacity of **XX** students
- **XX%** annual counselor retention
- Always maintain **2 months ahead** of available counselor capacity

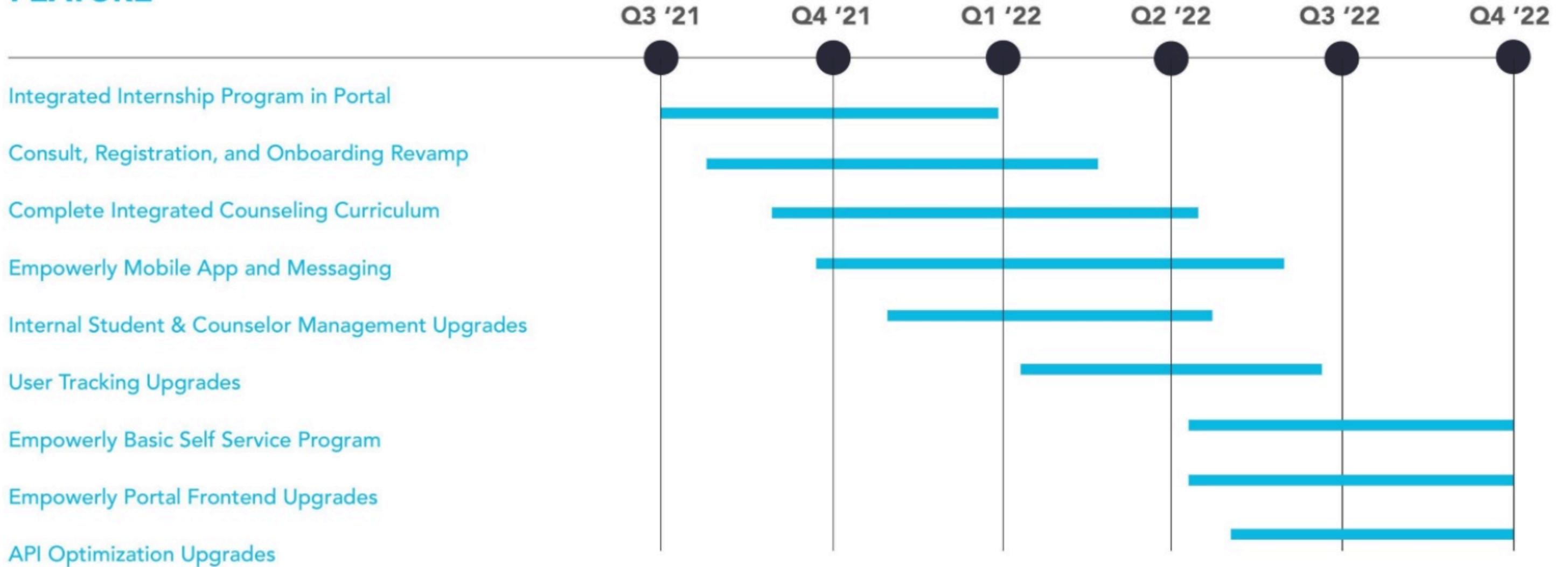
## METRICS FOR DEMAND

- **4.8/5** rating
- **XX Month** average Empowerly tenure



# EMPOWERLY SCALES TECHNOLOGY FOR PROCESS AUTOMATION, ML-ENABLED GUIDANCE, AND PREVENTATIVE QUALITY CONTROL

## FEATURE



# MULTILEVEL CUSTOMER GROWTH STRATEGY

Empowerly reaches students across 30+ US states and 10+ countries



# \$47B ADDRESSABLE US MARKET OPPORTUNITY

**\$10B**

2021 TAM  
COLLEGE  
COUNSELING

**\$14B**

2021 TAM  
INTERNSHIP & CAREER  
COUNSELING

**\$3B**

2021 TAM  
GRADUATE SCHOOL  
COUNSELING

**\$20B**

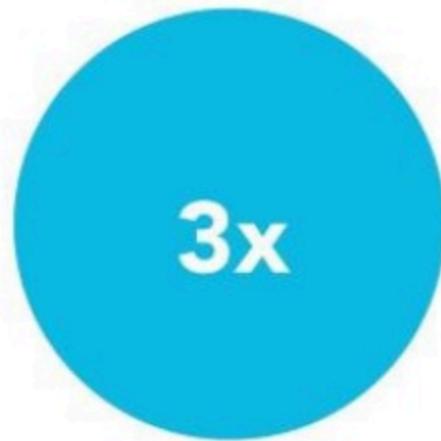
2021 TAM  
STAFFING & RECRUITING



# STUDENT SUCCESS THROUGH EMPOWERLY



Students accepted into top 100 school



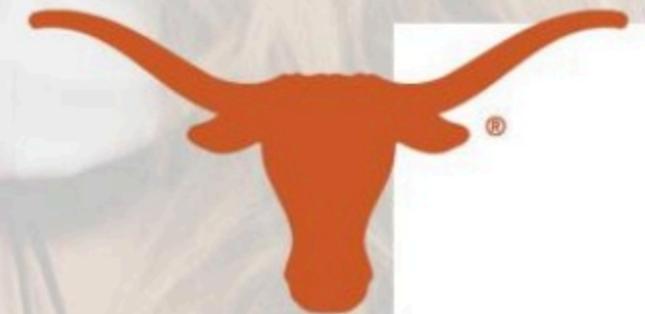
Improved admissions rates



Students accepted into one of their top 3 choice schools



HARVARD UNIVERSITY



# EMPOWERLY INVESTORS

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GOODWATER  
CAPITAL



FJ LABS

Berkeley  
SKYDECK

 TRANSLINK CAPITAL

Azure  
CAPITAL PARTNERS



Startx



## USE OF FUNDS

- Grow product & engineering team
- Invest in existing and new acquisition channels
- Build mobile app





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