

Web Based College Admissions Information, Advice and Counseling Application for High School Students and their Parents, Powered with Live Chat, Text Messaging, and a Database of over 3,000 Colleges and Universities



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Interview conducted by:
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CEOCFO: Ms. Choy, what is the concept behind Edmission?

Ms. Choy: Edmission is an education technology company that offers high quality, personalized, and affordable college admission advice for high school

students and parents. In the US public school system, one school counselor serves an average of 491 students, and many of those students do not really get enough college admission help and resources from their school counselors. That leaves them to explore other options such as private college counseling, which often costs thousands of dollars. As you can tell, it is unaffordable for many families. Therefore, the idea behind Edmission is to leverage technology and create an alternative option so that students can get the college admission help they need.

CEOCFO: How do you work with a student and/or parent?

Ms. Choy: We have a Web application, which is www.edmission.us, where students and parents can create a free account and start building an admission profile. Based on the profile, we generate personalized recommendations to help them reach their college goals. Besides the admission profile, our platform also offers on-demand college admission advice via the live chat and text messaging. Those are the key ways through which we communicate with the students and parents.

“Edmission believes that all students deserve the help they need to pursue higher education. For the price of a dinner each month, students will not only get the personalized help but also a support system that guides them through the college admission process and help them reach their goals.”- Angela Choy

CEOCFO: Is that your EdviceNow, which you recently launched?

Ms. Choy: Yes, EdviceNow is our newly launched live chat and text messaging function.

CEOCFO: How do you come up with good advice for the students?

Ms. Choy: When students build their admissions profile, our platform allows them to enter information in different categories. Besides the basic information such as GPA and test scores, we also allow them to highlight their achievements, extracurricular activities, and their involvements in those activities. We also encourage them to enter their intended majors and the type of colleges they want to go to. For example, are they interested in going to a large public university that offers many different majors? Do they have any preference in class sizes? Based on their profile data, we then generate personalized recommendations to guide these students towards their goals. However, we recognize that

every student's situation is different. Therefore, our live chat and the text messaging functions are designed for students to share any concerns or ask questions that are specific to their situation. Through these channels, we can keep a close communication with the students and provide good advice in a timely manner.

CEOCFO: *Do most students know what they want or do you have to help them with those decisions?*

Ms. Choy: Some students are very clear about what they want and they just want to know the best way to get there, while some students would like us to give them some more guidance. We have a list of questions that we use to ask students. For example, we ask them why they are interested in certain schools or majors. And you'll be surprised how many students make decisions based on the comments and suggestions given by their peers, by their parents and by other people that they know. However, we always make sure they take into consideration that the experience and knowledge of their friends and family may not be the best fit for them. And by going through those questions, it also helps them explore their own interests.

CEOCFO: *What is your business model?*

Ms. Choy: We have a subscription-based model. Creating an admission profile is free for anyone, but we charge a monthly subscription fee if they want to chat with our college advisors via live chat and text messaging.

CEOCFO: *Have there been other attempts to do a similar Web based application and counseling, and if so what is different about what you offer? What do you understand about the process that others do not?*

Ms. Choy: The reason why we use the subscription model is that we want to give students and parents the flexibility they need. The traditional college counseling would typically require you to buy a whole package or to book for an one-hour appointment with an advisor. However, there may be times when a student or parent has a question that needs to be answered right away. In other cases, some students may not even have enough questions to fill the entire hour. With our subscription model, they can get unlimited access to our college counselors for that month. They can simply hop onto our website, type in their questions on the chat, and get response from our advisers. That way we can create a truly flexible and efficient experience for them.

CEOCFO: *How long has Edmission been available?*

Ms. Choy: We were founded in January 2016, and we launched our first version in September of the same year. EdviceNow was recently launched in March 2017.

CEOCFO: *How are you reaching out to student and parents?*

Ms. Choy: We are mostly reaching out through social media like facebook and twitter. We also have some connections with associations and organizations like Mother's Groups and Parents Groups. That is how we try to get the word out.

CEOCFO: *Is there a particular demographic that is using your platform and services more than others?*

Ms. Choy: Many of our users are from California and they joined Edmission after they heard about us through their friends. Majority of them are high school sophomore and junior. We also find that many of our students' parents are both working professionals and they are very open-minded in terms of using technology to help guide their children's path to college.

CEOCFO: *How do you keep up to date with changes in policies, academia and social trends at the 3,000 colleges? What technology do you have in place to make sure your information is the latest?*

Ms. Choy: We have different data sources feed into our platform and our website is regularly updated whenever the admission and school data are available. In the future, we would like to work directly with colleges to display more customized data for our users.

CEOCFO: *What surprised you in the process of getting to where you are now with Edmission?*

Ms. Choy: That is a good question. I'm surprised to hear how eager these students are to use technology to make their learning more effective and fun. The more I learn and hear from the students, the more I feel there is such a huge opportunity to leverage technology to replace or as a supplement to the way that students learn in schools. It will be interesting to see more innovations around personalized learning and collaborative learning. And I think planning for higher education and getting personalized help will definitely be part of that overall experience.

CEOCFO: *Are you seeking funding, partnerships and investments?*

Ms. Choy: We are currently building a counselor's portal on our website to work directly with the college admission counselors. The portal is designed to create more seamless interactions between the counselors and their students. This will be another way for us to expand our business and use the revenue to fund our product development.

CEO/COO: *Putting it all together for our readers. Why pay attention to Edmission?*

Ms. Choy: We take students' journey to college very seriously and our team is here to help them reach the goals. I immigrated to the United States when I was in high school and I did not get much help when I applied for college. So I know how frustrated it could be when you don't get the help you need. Edmission believes that all students deserve the help they need to pursue higher education. For the price of a dinner each month, students will not only get the personalized help but also a support system that guides them through the college admission process and help them reach their goals.

