COLLEGE SCHOLARSHIPS

Find Scholarships

24/7 Chat Support

Virtual Learning

STUDENTS AREN'T RECEIVING ENOUGH GUIDANCE.

RISING COLLEGE COST

Student Loan Debt is Out of Control

500%
Rising
College Cost

$5,000
Annual Family
Savings

$1.5T
Student Loans

Costs have skyrocketed since 1982

Families' savings are not enough

Student loan debt is out of control

LACK OF GUIDANCE

Guidance Counseling is not enough

475:1 RATIO
Student to Guidance Counselor

38 MINUTES
4 Years of Guidance

$2.3 BILLION
Unclaimed Scholarships

MOBILE SOLUTION

One-Stop-Shop

 Google Classroom Curriculum with Social Learning

 24/7 Chat Support Services

 Deadline Reminders SMS

SOFTWARE SOLUTION

Student Dashboard

Virtual Student Experience

24/7 Chat + FaceTime Support
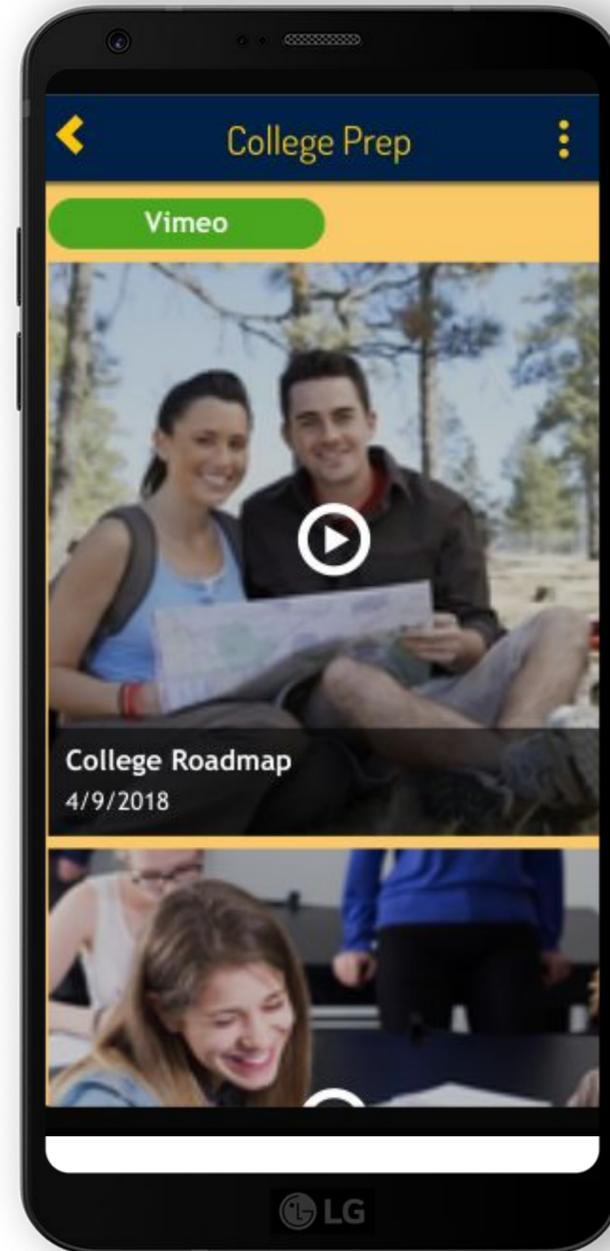
Document Sharing Portal

TRACTION

15,000+ students locally
High Schools

20,000+ students locally
Corporations-Employee Benefits

2,000+ students locally
Youth Organizations

PARTNERS

COMPETITIVE LANDSCAPE

	PLATFORM Q EDUCATION	Career Cruising	NAVIANCE College Connection for High School Students	CCNO College Coaching Network
Online Video Platform	✓	✓	✓	✓
Classroom Curriculum	✓	✓	✓	✓
Mobile App				✓
24/7 Support Staff				✓
Virtual College Fairs	✓			✓
Internships	✓			✓

MARKET OPPORTUNITY

16 Million
Potential Partners

EdTech National Market

198K
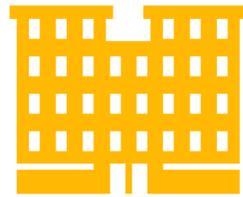**Potential Partners**

EdTech/FinTech Target Market

POTENTIAL PARTNERS

38,000 High Schools
Public and Private

160,000 Corporations
100-249 Employees

37 National Youth Organizations
5,000 Students Minimum

BUSINESS MODEL

Subscription Model

Silver Plan

$1500
paid annually

100 users

White-labeled App
Digital Training Materials
24/7 Support Staff
Award Winning Curriculum

Gold Plan

$2,500
paid annually

250 users

White-labeled App
Digital Training Materials
24/7 Support Staff
Award Winning Curriculum

Platinum Plan

$3,500
paid annually

Unlimited users

White-labeled App
Digital Training Materials
24/7 Support Staff
Award Winning Curriculum

GTM STRATEGY

PARTNERSHIPS

Big Brother Big Sisters EMPOWERING POTE

AMERICAN FEDERATION OF LABOR & CONGRESS OF INDUSTRIAL ORGANIZATIONS AFL CIO

GC-4 Grandview C-4 School District

UNIVERSITY ACADEMY LEARNING TO SOAR

Young Achievers Science and Math Pilot School

the Y FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

youth entrepreneurs®

Urban League of Greater Kansas City

Sales Funnel

Awareness

Interaction

Interest

Action

MARKETING

Events

Email Drip

Referrals

Direct Sales

Customer Acquisition

CAC($/customer) $913.00   **Customer Retention Rate** 94%   **Customer LTV** $8,380

FINANCIALS

	2019	2020	2021
CUSTOMERS			
Partners	920	4600	13,800
Student	1,380,000	6,900,000	34,500,000
Revenue			
NEW	$ 1,927,400	$ 9,637,000	$ 48,185,000
Recurring	$ 12,000	$ 1,734,660	$ 9,665,911
Expenses			
S&M	$ 466,740	$ 2,333,700	$ 11,668,500
R&D	$ 30,000	$ 90,000	$ 270,000
EBITDA	$ 1,442,660	$ 8,947,960	$ 45,912,411
Inflection Points	**250K Seed Round**	**9 Million+ EBITDA**	**Series A Round**

CCN TEAM

Claude Harris
Founder and CEO

Previous Wealth Manager

Anthony J. Kozuch
CTO & Co-founder

Senior Software Engineer
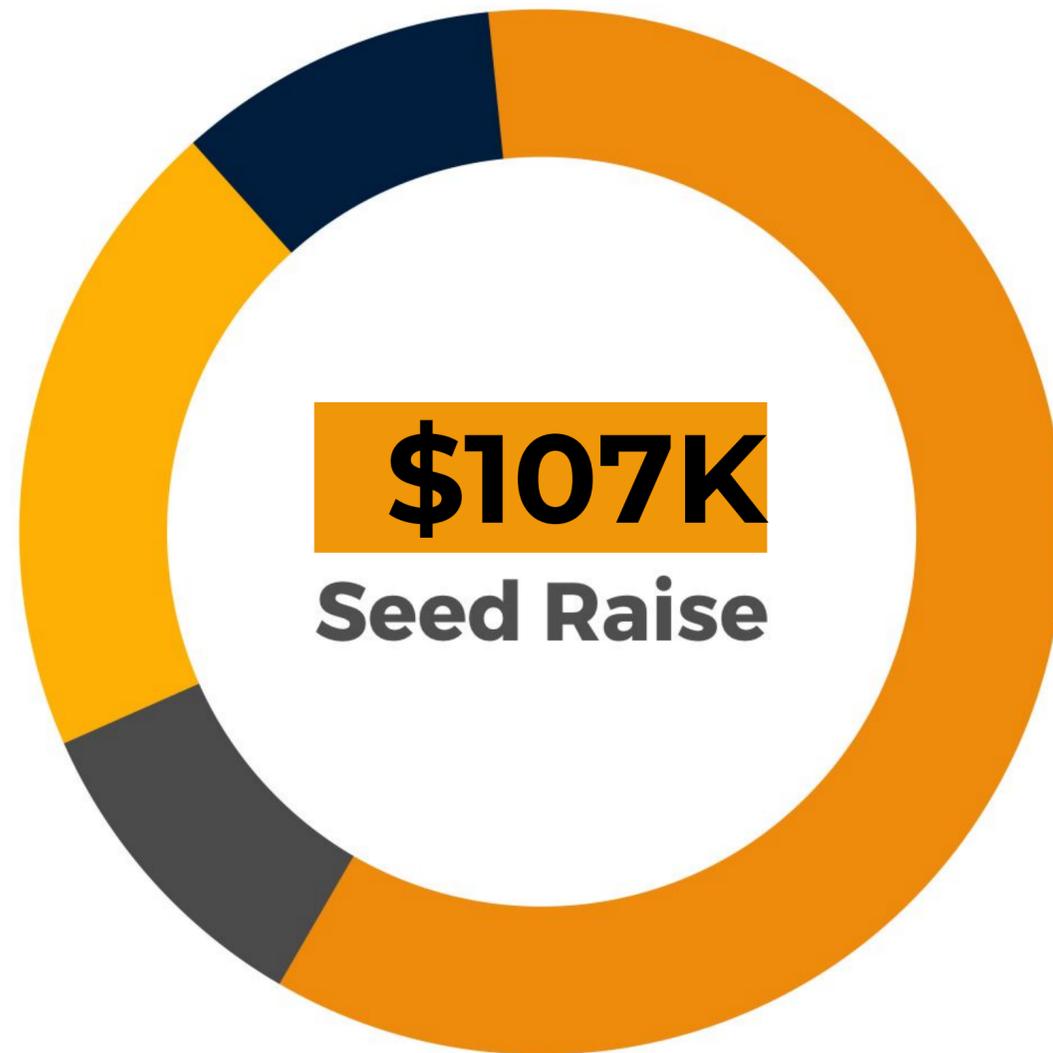
Dionne King
Advisor

DMK Consults

Bridget Locke
Advisor

Manager of Strategic
Communications,
Park University

USE OF FUNDS

$107K
Seed Raise

Virtual College Fair/App Integration: 50%

API Integration Guided Path, Common App, NCAA Clearinghouse core curriculum.
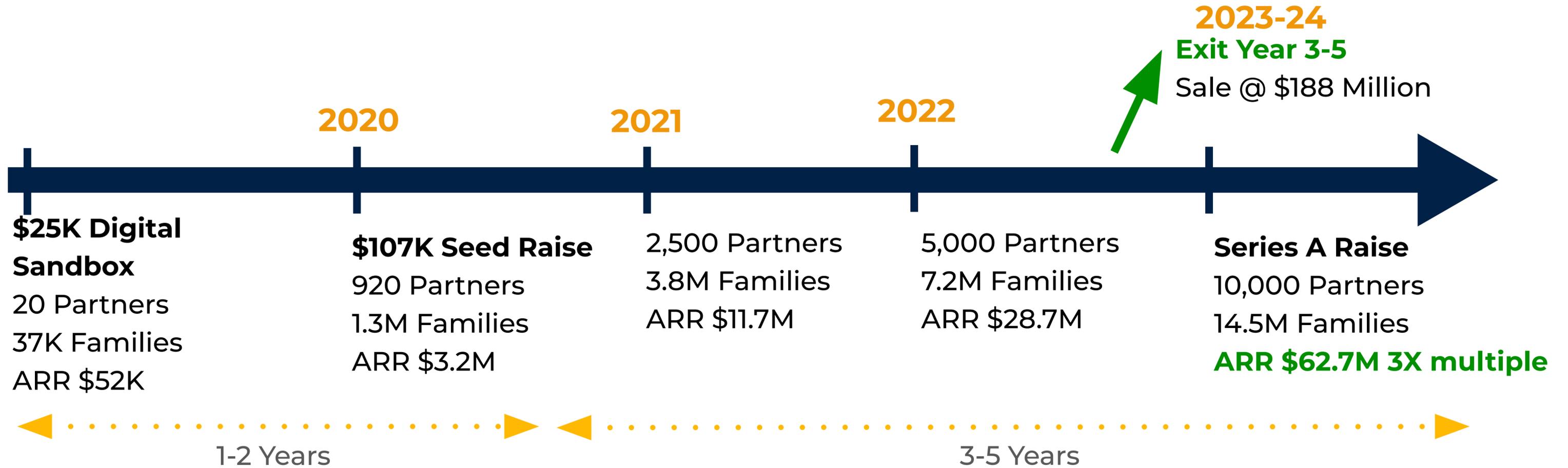
Infusionsoft Drip Campaign: 20%

Automating the initial sales process through video landing pages, automation and tracking

Sales and Marketing Team: 20%

Video Production: 10%

Re-branding training videos

EXIT STRATEGY

2023-24
Exit Year 3-5
Sale @ $188 Million

2020   **2021**   **2022**

$25K Digital Sandbox
20 Partners
37K Families
ARR $52K

$107K Seed Raise
920 Partners
1.3M Families
ARR $3.2M

2,500 Partners
3.8M Families
ARR $11.7M

5,000 Partners
7.2M Families
ARR $28.7M

Series A Raise
10,000 Partners
14.5M Families
ARR $62.7M 3X multiple

1-2 Years   3-5 Years

MassMutual
FINANCIAL GROUP

Potential Acquirers

PEARSON
VUE
AUTHORIZED
TEST CENTER

TPG
GROWTH

PLATFORM Q
EDUCATION

Hellman & Friedman

Why College Coaching Network?

- Scholarship Guidance
- 24/7 Chat Support Services
- Virtual College Planning Community

Claude Harris, CEO

admin@collegecoachingnetwork.com