ConnecPath

Connect Students to Best-fit Colleges 10x faster

PRESS RELEASE

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ConnecPath named one of top 10 edtech startups of the year

ConnecPath has been recognized as one of the top 10 Edtech Startups of 2017 by Education Technology Insights magazine, wins Edvation Summit 2017, plans spring update for its mobile app.
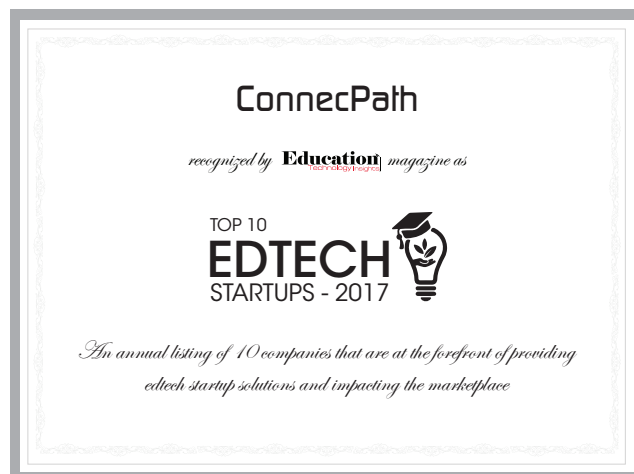
MILPITAS, CA – ConnecPath has been recognized as one of the top 10 Edtech Startups of 2017 by Education Technology Insights magazine. The acknowledgement was given in the December edition of the publication where ConnecPath founder, Leo Sanada, described how the app has been revolutionizing the college application process.

Link to the article: https://edtech-startups.educationtechnologyinsights.com/vendor/connecpath-ushering-ai-in-student-counseling-cid-167-mid-28.html

"Our vision is to increase the college and career readiness of young students on a massive scale to steer them towards a better career path," Sanada said.

The founding team of ConnecPath includes Sanada. a tech-savvy CEO with an education background, and Pradeep Reddy, a CTO with a strong tech background.

Sanada meet with Reddy in Silicon Valley in July 2017 and quickly assimilated the tech genius/expert into ConnecPath.

ConnecPath

recognized by **Education** Technology Insights *magazine as*

TOP 10
EDTECH
STARTUPS - 2017

An annual listing of 10 companies that are at the forefront of providing edtech startup solutions and impacting the marketplace

"We saw a great fit as a founding team," Sanada said.

The origins of ConnecPath go back to where Sanada was doing an internship at Skyline High School in Ann Arbor while he was completing his MBA at the University of Michigan. During his time at the high school Sanada recognized a need in the college counseling process and set out to solve it with a AI-power chat-bot app that acts as a virtual career counselor.

Reddy has been working in the software development industry for over 10 years. He has a passion for AI and a background as a VR researcher and data scientist and his skills and talent fit into the ConnecPath vision.

Thanks to the help of StartupHouse Foundry Program, an incubator program based in San Francisco, the company incorporated and fast-tracked their growth.

"The biggest lesson I learned was that without proving the concept of business by gaining traction, hardly any investors get interested in a startup business," Sanada said of the program.

"The experience made me more prepared to talk with stakeholders such as target users and investors."

By September, ConnecPath launched its mobile app in both the Apple App Store and Google PlayStore, making it accessible to a large group of students on both OS. They released a web version early in December.

The company has been rapidly growing since their inception and earning recognition and respect across the industry.

In November, ConnecPath won the Edvation Summit 2017 competition, which was held in Tokyo. The award is a feature booth at the SXSWedu conference to be held in Austin, Texas March 5-8.

The startup was pitted against five other finalists but was able to win over the judges with its AI-focused app.

"The fact that high school seniors receive around 10 minutes of time to make one of the biggest decisions of their lives in what college to apply for – and even if that is the right choice for them – formed the backbone of our winning pitch at Edvation Summit," Sanada said at the time.

"It's our objective to provide more support and faster access to information, unleashing the power of AI to save time, orchestrate teamwork and enrich subsequent student and guidance counsellor conversations."

Over the past few months, ConnecPath has developed a fabulous user experience for students on a massive scale. The founders are dedicated to delivering personalized support to each teen using the power of technology and scalability. They have also heavily invested time and effort to polish the AI-driven solution.

The app continuously adds new features for counselors to help make their job easier with a more positive impact for high school students.

Users can anticipate big updates to the mobile interface in the Spring 2018, which will increase student engagement even more.

About ConnecPath

ConnecPath Inc. is an education technology company that increases college and career readiness of young people in massive scale to maximize their future potentials.

Students have historically had to make important decisions about college and careers independently and with limited information. Not any more. ConnecPath's collaboration platform brings the power of artificial intelligence to students and educators, putting an end to that uncomfortable journey. With ConnecPath, students find pathways that fit their individual passions and competencies with amazing speed. ConnecPath was founded in September 2017 and is headquartered in Silicon Valley.

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Top 10 EdTech Startups - 2017

Online learning, being a conspicuous trend today, has brought a paradigm shift in the education sector. As a consequence of the changing preferences of students, and the eagerness of teachers and the educational institutions alike, EdTech has been making rapid strides. According to an EdTechX Global and IBIS Capital report published this year, the EdTech market is estimated to reach $252 billion by 2020. That said, the disruption brought in by technologies such as virtual reality, augmented reality, gamification, and artificial intelligence, has been instrumental in enriching the overall learning experience. Additionally, learning management systems and Massive Open Online Course (MOOC) platforms conducive with the mobile-first strategy have further streamlined the pedagogy of academic content.
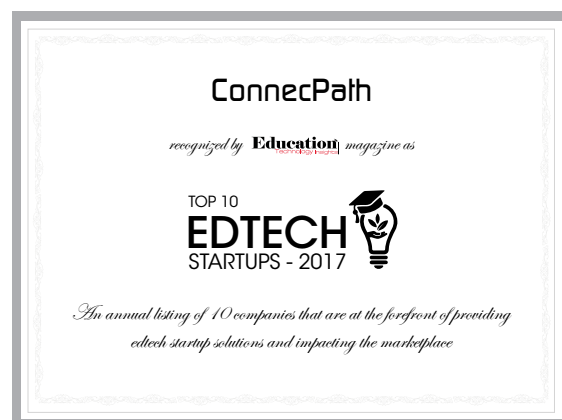
One major breakthrough has been the online dissemination of academic instructions and creation of proprietary courses which has spurred seamless student-teacher interactions for a holistic inculcation of knowledge anywhere, anytime. While, at the same time, cloud computing has helped educators increase

their reach without bearing the burden of expenditure and reducing the cost for consumers. Transparency in grading students is yet another milestone achieved by most EdTech companies. Today, the dynamism surrounding the EdTech domain has sparked the curiosity of several educational institutions that are looking to deploy best-in-class technology to assist students.

In the last few months, we have analyzed scores of EdTech startups and shortlisted the companies that are at the forefront of tackling challenges in the education space. A distinguished panel comprising of CEOs, CIOs, and analysts including our magazine's editorial board has selected a list of companies that exhibit innovative technologies and approaches.

This list provides a look into how education technology can be leveraged, to gain a comprehensive understanding on how to incorporate them into the systems for optimizing the learning process.

We present to you Education Technology Insights' "Top 10 EdTech Startups – 2017".

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TOP 10
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STARTUPS - 2017

An annual listing of 10 companies that are at the forefront of providing edtech startup solutions and impacting the marketplace

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Company:
ConnecPath

Key Person:
Leo Sanada
Co-Founder & CEO
Pradeep Reddy,
Co-Founder & CTO

Description:
Provides a best-in-class comprehensive suite of high school student counselling solutions

Website:
connecpath.com

ConnecPath
Ushering AI in Student Counseling

Despite the empirical evidence of the effects of counseling on student outcomes, when there is just one counselor to attend 491 kids, students become mere numbers. In the thick of increasing student to counselor ratio, there is an opportunity for innovation to take over. As such, a company like ConnecPath was born. The yearning to become a catalyst in the education sector led ConnecPath to provide unparalleled student counseling to address the predicaments in the realm of career education. "Our vision is to increase the college and career readiness of young students on a massive scale to steer them towards a better career path," asserts Leo Sanada, co-founder and CEO, ConnecPath.

With an aim to increase the college and career awareness of students on a massive scale and maximize the potential of young people, ConnecPath has developed a state-of-the-art mobile application, which also available in the web browser version. The application leverages the huge knowledge base of artificial intelligence (AI)—Cheryl—to cater to the needs of students in terms of career questions. ConnecPath's AI chatbot interacts with students answering basic questions related to college applications and career exploration—how many schools should I apply for? or how to fill out FAFSA form? If Cheryl's knowledge base contains the relevant information, students are instantly provided with answers.

In case Cheryl can't accurately answer a question, it automatically posts it on the "Forum" if a student permits. Exclusively created for each high school, the forum is integrated within the application to enhance counselor productivity while delivering a more personalized way to mentor students. In an effort to consolidate every high school student of a specific school in the same virtual classroom, the Q and A forum offers a holistic view of questions posted by students through a single window. High school counselors can access the forum to respond to each question which is an efficient way of answering essential questions tailored to meet the needs of students of the same grade through complete visibility.
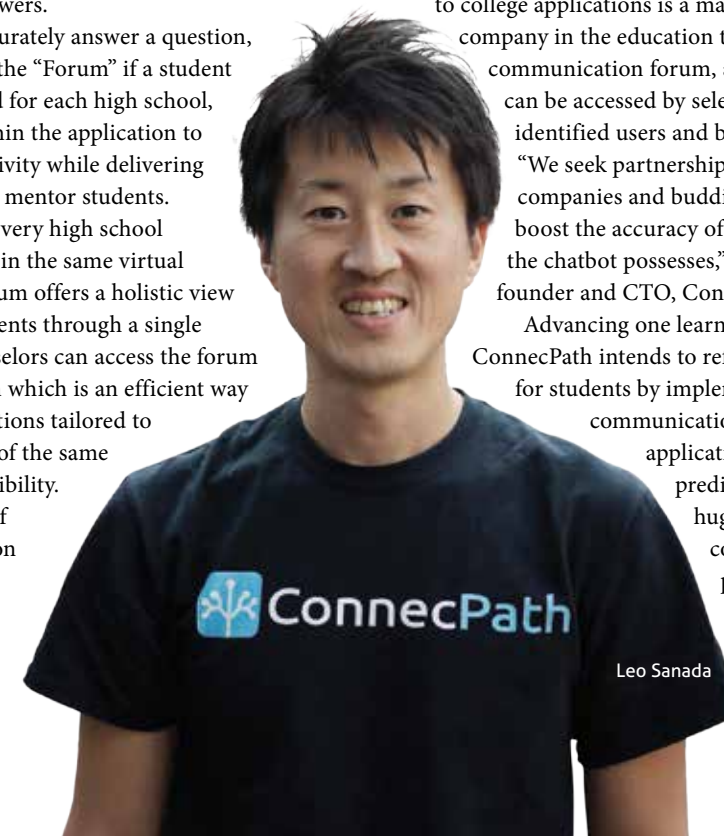
To bolster the privacy of students and the information they share on the forum, ConnecPath generates a school code that is unique to each high school, every

time a school administrator creates an account. The code is distributed to students of the same school who can then sign up for the application using the same code. Being a public space, the forum is utilized as an interactive space where students are advised to adhere to certain mandates. Students are strictly instructed to refrain from sharing personal or confidential data on the forum. Should a student upload private information inadvertently, like their GPA or parents' income level, the counselors possess the ability to delete them from the forum.

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> ## Our vision is to increase the college and career readiness of young students on a massive scale to steer them towards a better career path
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ConnecPath's chatbot and interactive forum that pertain to college applications is a major differentiator for the company in the education technology space. The unique communication forum, although a public domain, can be accessed by selective people who are identified users and bona fide school counselors. "We seek partnership with admission consulting companies and budding content creators to boost the accuracy of the knowledge base that the chatbot possesses," asserts Pradeep Reddy, co-founder and CTO, ConnecPath.

Advancing one learning step at a time, ConnecPath intends to refine the chatbot experience for students by implementing a conversational communication system in the intuitive application. "We also plan to leverage predictive algorithm to evaluate huge data sets, after the 2018 college application cycle, to provide more educational and instructional suggestions to the next cycle of students," concludes Sanada. ET

Leo Sanada