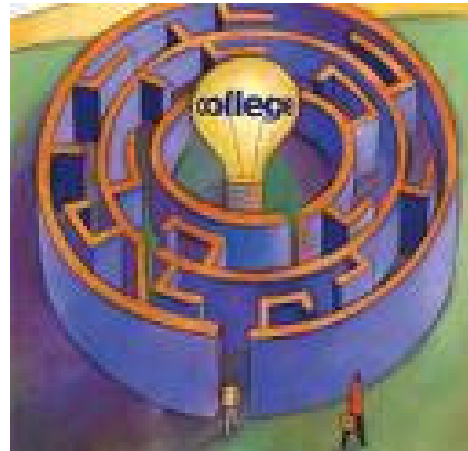


College Prep

The Problem:

- The maze. Information overload & scarcity at once
- Reliability
- Credibility
- Money
- Time
- Anxiety



Target Markets:

- College-bound high school juniors and seniors
- Their parents
- Counselors



Our Solution:

- collegeprep.org
- College Prep magazine
- College Prep Boot Camp