

Premium HOME > TECH

Empowerly coaches students through applications to top colleges like Princeton and Stanford. Check out the 13-slide pitch deck it used to raise \$10 million.

Riddhi Kanetkar 11 hours ago



Empowerly cofounders Changxiao Xie and Hanmei Wu. Empowerly

Empowerly, a startup that coaches students through their college applications, has raised \$10 million in fresh funding.

San Francisco-based Empowerly was founded in 2018, and makes its money by matching students with counselors who help to simplify the college application process by offering personalized guidance. Other services include essay editing and a startup internship program.

The startup has come up with its own metric, the Empowerly 'score', to assess students' extracurricular and academic achievements and measure how competitive their application is for their chosen course. Empowerly says it has helped students land spots at colleges such as Stanford, Yale, and Princeton, and that it has a cohort of more than 100 counselors.

"During the pandemic, there was a lot more interest in remote learning and edtech," Hanmei Wu, cofounder and CEO, told Insider. "It was definitely a better time to fundraise than when I first started."

The financing round was led by Goodwater Capital, which has previously invested in Spotify, fintech Monzo, and delivery giant Getir, bringing its total funding raised to \$12 million.

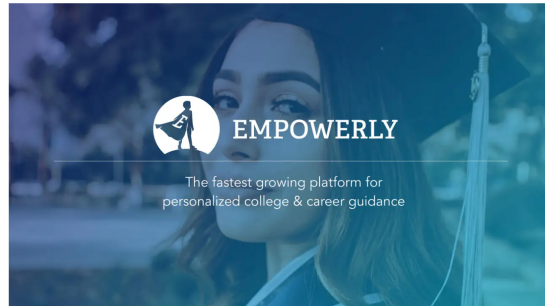
While the number of pre-pandemic exits in edtech weren't "big enough for investors", there are now "more fundraises and more opportunities for innovation in the sector," added Wu.

The shift to remote learning and work has allowed startups such as Empowerly to democratize access to higher education for students across the world, said Eric J. Kim, cofounder and managing partner of Goodwater Capital. "Their community of counselors and admissions experts are collectively re-inventing how students approach their college admissions process and beyond."

Globally, a record \$17.04 billion was plugged into edtech startups in 2021, according to Pitchbook data.

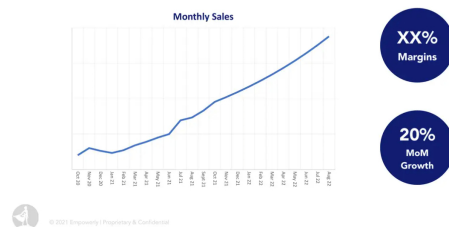
Wu plans to expand the startup's services beyond college applications, and is gearing the launch of Empowerly's mobile app, as well as the growth of its product and engineering team.

Check out the pitch deck Empowerly used below.



Empowerly

EMPOWERLY HAS GROWN 6X IN ONE YEAR



Empowerly



Empowerly

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

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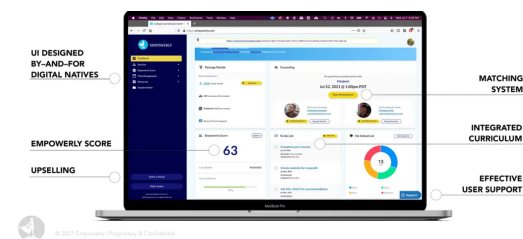
I started with Empowerly because I wanted to help aspiring college students go through the application process. For my own application process, having lived all over and coming to the U.S., there were hoops to jump through and no standard process. It took lots of time to figure it out. I wanted to give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

EMPOWERLY COUNSELOR
RICE B.S. COMPUTER SCIENCE
SOFTWARE ENGINEER

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Empowerly

TECHNOLOGY & DATA ENABLES OUR COUNSELORS TO BE SUCCESSFUL



Empowerly

CUSTOMER ACQUISITION



Empowerly

WE'VE UNLOCKED THE UNDERLYING DRIVING METRICS TO SCALE

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

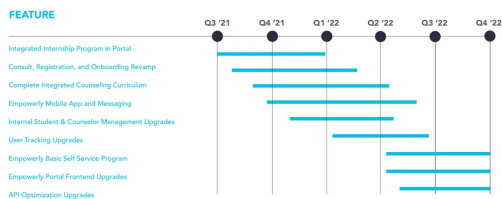
- Average counselor capacity of XX students
- XX% annual counselor retention
- Always maintain 2 months ahead of available counselor capacity

METRICS FOR DEMAND

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

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



Empowerly

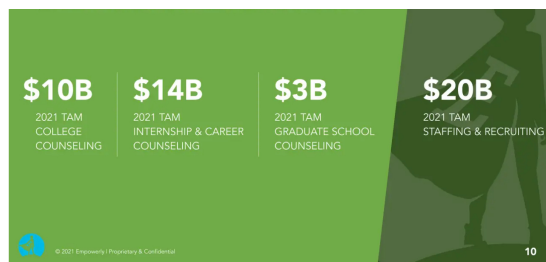
MULTILEVEL CUSTOMER GROWTH STRATEGY

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



Empowerly

\$47B ADDRESSABLE US MARKET OPPORTUNITY



Empowerly

STUDENT SUCCESS THROUGH EMPOWERLY



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Empowerly

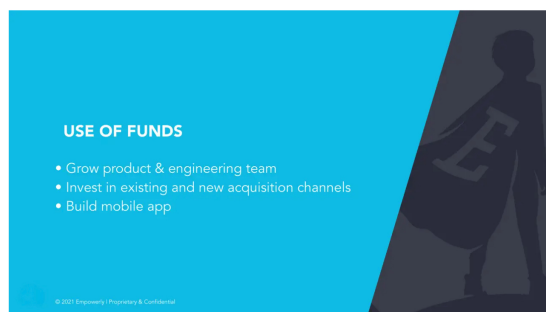
EMPOWERLY INVESTORS



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Empowerly



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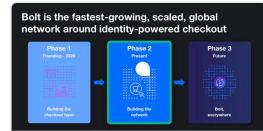
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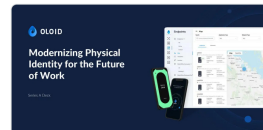
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Premium TECH

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Premium TECH

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