

Squired

Media Kit



Successful College Essays ▾ For Mentors

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“We know one-to-one tutoring can reliably increase education outcomes by two standard deviations (the Bloom two-sigma effect); we have the internet; why haven’t we built systems to match every young learner with an older tutor to dramatically improve student success?”

Marc Andreessen, April 2020

The Problem

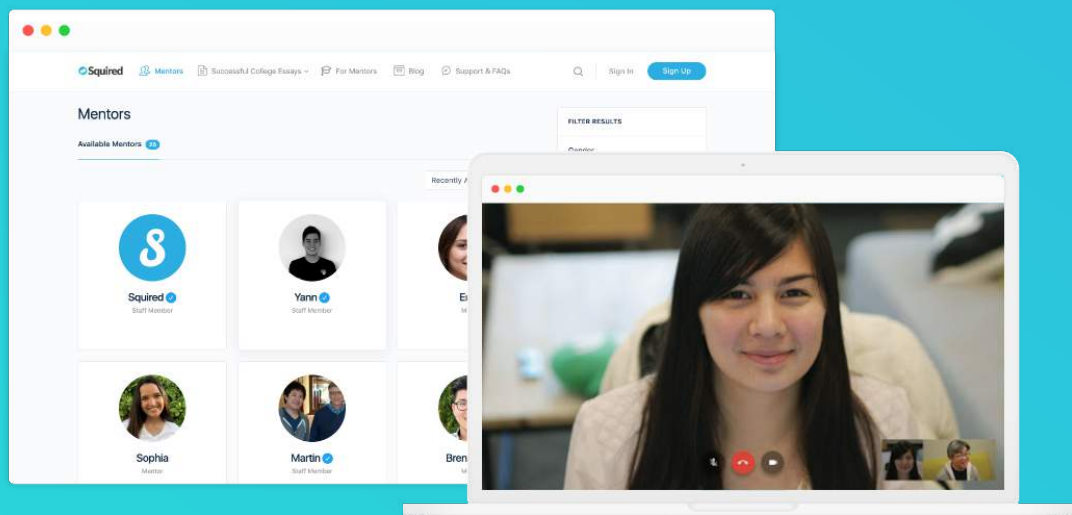


While colleges have sought to reduce barriers to students, they are frequently criticized as drivers of inequality, with low and middle income students being left behind by an increasingly complex system that favors those who can afford personalized help.

Regardless of their socioeconomic status, students are let down and left behind by a system that favors the kind of one size fits all advice pushed by the college admissions industry and an overwhelmed guidance infrastructure where the average counsellor is advising over 400 students of vastly different needs, strengths and goals.

With administration budgets already stretched thin, schools are unable to provide the kind of one to one mentoring that makes a real difference in students' lives and greatly improves outcomes. The vastly different schools, programs and majors that students apply to makes it incredibly difficult to find informed mentors who can provide guidance from first hand experience. The internet should solve this problem, but has yet to.

Through a platform connecting students to mentors who were in their place just a few years before, Squired connects students with experienced mentors for one-to-one guidance from people who understand and share their interests, strengths and goals. That personalized mentoring allows applicants to get world class admissions help at a small fraction of the cost of traditional college consultants.



What is Squired?

Squired connects students applying to competitive universities with mentors who have been through the process themselves, to offer help and advice with the college application process.

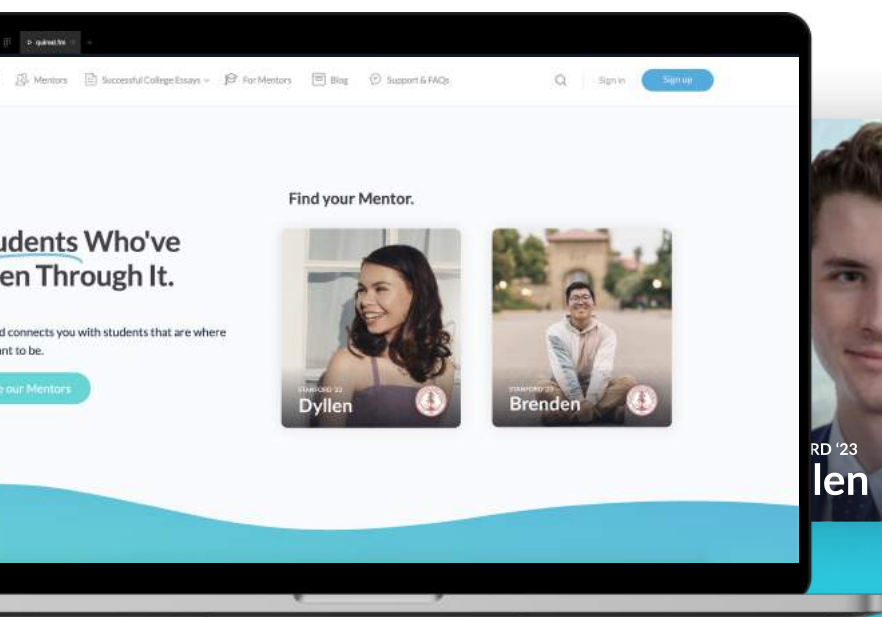
Features of Squired include:

- Mentors offer essay editing, feedback, interview prep, and guidance from first hand experience at a rate significantly below traditional college consultants.
- Students can see Mentors' profiles, essays, and stats to match with mentors with similar interests, strengths and goals.
- Mentoring sessions are enabled through a 2-way approval scheduling system over video chat, offering students world class application advice no matter where they live, which school they go to, or who they know

Our Story

Squired was born out of a frustration with the lack of transparency and accessibility to quality information on the college application process throughout our own college application experiences. In 2016, we launched IvyApps.org. The site offered free profiles, essays and written advice from successful applicants to top universities, giving every student a chance to see inside the application process. Since then, IvyApps has grown to reach over 150,000 students across the US and 183 other countries worldwide. As we grew, students came to us to ask about connecting directly with mentors featured for one-to-one help, while students who had used the site to get into college came back to offer their own essays and help.

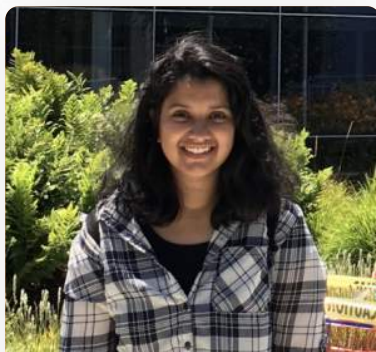
In June of this year we launched the Squired platform to bridge that gap: connecting students seeking help with those most able to provide it.



Value Proposition

Benefits of Squired include:

- **Personal:** Squired enables personal connections between students and mentors. Our detailed profiles and essays allow students to get to know mentors on the platform before booking or getting in touch.
- **Affordable:** Squired's mentors are students themselves, and offer mentoring at a price significantly below traditional college consultants. Furthermore, our online only model and use of content marketing allows us to eliminate nearly all of the costs associated with in person college consulting and tutoring services. Our unique model of shareable user generated content allows us to bring in targeted traffic interested in our Mentors without any ad spend.
- **Accessible:** Squired is entirely online, allowing students and parents to access our platform regardless of where they live, who they know, or where they go to school.



PRINCETON
UNIVERSITY



HARVARD
UNIVERSITY



Stanford University

Testimonial: Eesha's Story

Eesha discovered Squired while she was in high school at the Jayshree Periwal International School in India. She used Squired's free essay content to help craft her own essays when applying for American schools, and has been accepted by various prestigious schools including Yale, Columbia, Dartmouth, and Princeton. After being accepted to Princeton University, Eesha reached out to give back to students going through the process themselves, and has come onboard as a Squired mentor. Eesha has mentored students as far away as Zimbabwe. Here are their testimonials:



Squired was a fantastic initiative; more than just giving fretting students access to some great essays.

I was a user on Squired back in 2016 when it was named IvyApps. For me, reading all those essays on Squired gave me a great deal of reassurance and reminded me that I didn't need to worry about writing a pathbreaking essay: an honest, compelling story would be enough.

Eesha - Princeton '23
Squired Mentor



It was a great experience for me! Eesha went through the application process very thoroughly considering the stage I am at right now. Getting advice from Eesha was very helpful. She addressed parts of the application I was unclear about such as the letters of recommendation.

The session was great! Thank you to Squired staff and Eesha.

Stacey - Student from
Bulawayo, Zimbabwe
Squired Student

Our Team



Alex Thorburn-Winsor

Founder, Business Strategy

Alex is an experienced entrepreneur that started Squired to address the lack of transparency in the admissions process. Alex previously started HowLongtoRead, a reading platform with over 2mm users that was featured in the New York Times as one of their top edtech tools for students.



Martin Zhang

Product Management

Creative consultant specialized in digital media strategy. Experience working with consumer tech companies in the US and China on branding, UX and web development projects. Martin leads Squired's product design.



Yann Youten

Mentor Recruitment & Curriculum

Experienced curriculum developer with a focus on online teaching, including at QKids working with students and in teacher recruitment. Yann leads Squired's mentor recruitment and onboarding.



Serina Ahmad

Mentor Relations and Content

Serina studies International Relations and Film at King's College London, and is passionate about sharing her experiences with students going through the application process.



Toan Nguyen

Student Marketing & CRM

Experienced in email marketing and CRM in Asia, Europe and Canada. Toan has worked in digital marketing with Nintendo Europe and is passionate about technology, gamification and digital marketing.

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