

Decoding the Path to Success

CoYo empowers students to excel academically and personally, paving the way for admissions to top universities and successful careers.

- Own Your Future -

Ready to Start Your Journey?

About Us

We are dedicated professionals with a mission to guide and support students, preparing them for successful admissions to top-tier US universities and shaping outstanding career paths.



Experienced Mentorship

Over several decades of combined experience in student development and career guidance across diverse industries



Proven Success

Very high success rate with acceptance to preferred university programs for enrolled students, empowering them to build exceptional career paths



Global Presence

Serving students in the US and selectively abroad

Leadership Team Experiences

- Top professionals with business experiences across multiple industries with special passion for grooming students for superior careers
- Each consultant has expertise in several domains and has success stories shaping superior career paths for students in local communities
- Highly educated and experienced mentors and coaches focused on students' success
- Very high success rate for enrolled students

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| <ul style="list-style-type: none">❑ Purpose/interest/mission alignment❑ Research and personalized sessions❑ Extra-curricular and course selections❑ Detailed research on 5 universities❑ Resume prep with multiple iterations❑ Personal Statement essay❑ Comprehensive multi-year plan | <ul style="list-style-type: none">❑ Two supplemental essays❑ Research on scholarship/grant options❑ Admission timeline and detailed calendar❑ Full application review and validations❑ Applicant interview preparations❑ Optional concierge service |
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Our Journey

2012-2015

Piloted the initial offering

Started with our own children

2016

Formally launched the CoYo Model

Achieved initial successes

2018

The CoYo Playbook launched

For students and parents

2024

Ready to scale globally

Expanding across global locations

The CoYo Playbook

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| <ul style="list-style-type: none">▪ Best Practices▪ VIP Framework▪ Top Factors for College Admissions▪ Dependencies and Enablers▪ Cycle of Empowerment▪ 5-Step roadmap to planning success▪ Key Factors and how to prepare▪ Timeline and Key Milestones | <ul style="list-style-type: none">▪ Middle School and High School Preparation▪ Standardized test▪ Extracurricular Activities▪ Letters of Recommendation▪ Personal Statement▪ Principal – Student – Parent Reviews▪ Assessment model▪ Personalized aid and curriculum▪ Case studies and Personas |
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Colleges are looking for well-rounded students and we prepare them for that!

The CoYo 360-degree Preparation Model

VIP Framework

VALUES

INITIATIVE

PASSION

Dependencies →

← Enablers

Top 5 Key Factors for College Admissions

1. Academic Excellence
2. Extracurricular Activities
3. Standardized Test Scores
4. Personal Essays
5. Letters of Recommendation

Headquarters:

Michigan,
USA



Engagement level is based on the below categories: *Note: The probability of success goes up significantly with early engagement.*

- ❑ Senior Year
- ❑ Junior Year*
- ❑ Sophomore Year**
- ❑ Freshman or Middle School Year***
- ❑ College student for Masters Program*
- ❑ Identification of qualifying scholarships or grants
- ❑ Optional Concierge Service****

- *: with a 2-year engagement
- **: with a 3-year engagement
- ***: with a 4-year engagement
- ****: 3-month duration of a personalized college mentor

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Please contact us at info@coyoinc.com with any questions.

Services