# **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 -



# (i) 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.

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Experienced Mentorship	Proven Success	<b>Global Presence</b>
Over several decades of combined experience in student development and career guidance across diverse industries	Very high success rate with acceptance to preferred university programs for enrolled students, empowering them to build exceptional career paths	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
  - 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

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Comprehensive multi-year plan

2012-2015

Piloted the initial offering Started with our own children

2016

Journey

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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

Best Practices

VIP Framework

Top Factors for

Enablers

Cycle of

Dependencies and

Empowerment

Key Factors and

how to prepare

Timeline and Key

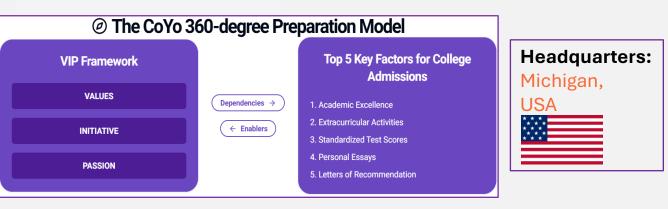
Milestones

5-Step roadmap to

planning success

- Middle School and **High School** Preparation
- Standardized test College Admissions
  - Extracurricular Activities
  - Letters of
  - Recommendation
  - Personal Statement
  - Principal Student - Parent Reviews
    - Assessment model
    - Personalized aid and curriculum
    - Case studies and Personas

Colleges are looking for well-rounded students and we prepare them for that!



# Engagement level is based on the below categories:

- 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\*\*\*\*

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- Note: The probability of success goes up significantly with early engagement.
- \*: with a 2-year engagement
- \*\*: with a 3-year engagement
- \*\*\*: with a 4-year engagement
- \*\*\*\*: 3-month duration of a personalized college mentor

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

- Two supplemental essays Research on scholarship/grant options
- Admission timeline and detailed calendar
- Full application review and validations
  - Applicant interview preparations
- Optional concierge service