



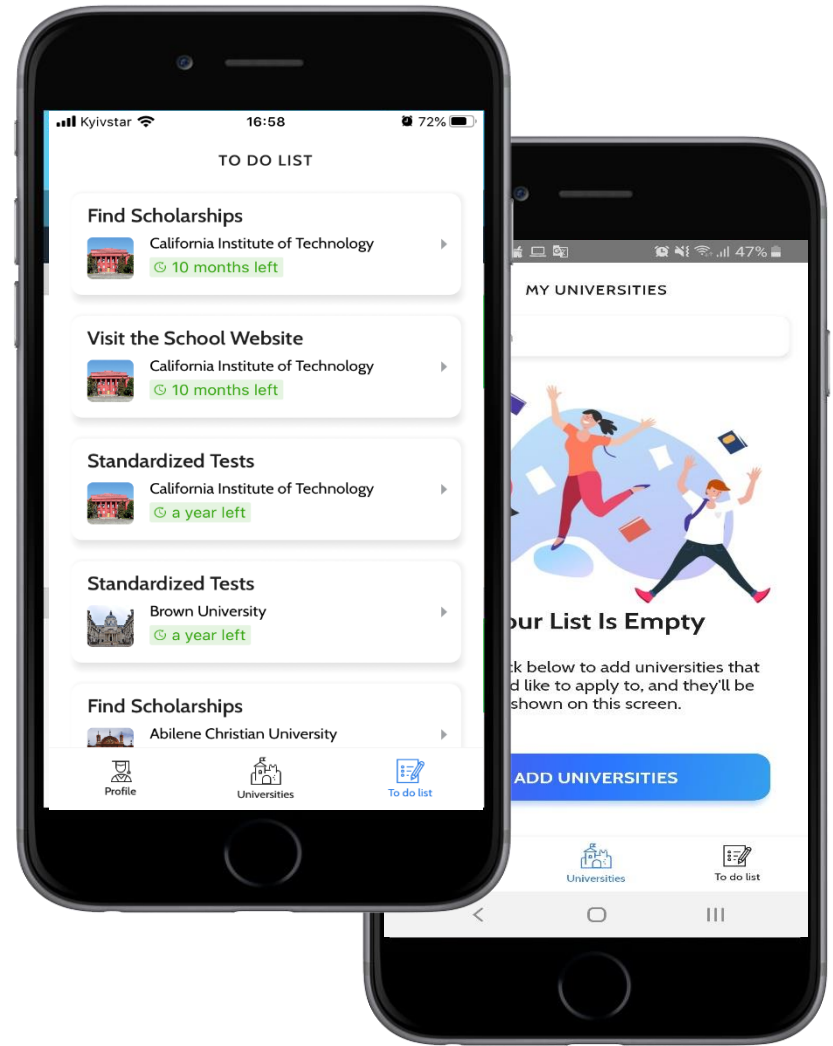
AppLyst

solly@applyst.me

<https://www.applyst.me/>

A Mobile and Web Application helping students organize, manage and track their college applications.

Also an Add-on for all College Selection Sites.



Problem worth solving

Applying to a U.S. College is a long, complicated, expensive yet very important process having a significant impact on one's future. There are many college selection sites, but no easy method to Manage & Track this multi-college Application Process

Our solution

AppLyst is a multiplatform College Application App, providing personalized, pre-loaded and detailed To-Do/Task lists, making the college application process easier and manageable. Multiple College Database, Deadlines, Reminders, Calendar Sync & more

Yearly Target market



- Over 20 yrs old. 6m
- Up to 18 Years: 2.5m
- Foreign Students
- Source: nces.ed.gov

Market size \$2.2B Per Year

Competitive landscape

Competitors	How our solution is better
<i>NextTier</i>	They are College Selection + Managing (Acquired)
<i>ApplyKit</i>	They are College Selection + Managing (Acquired)
<i>CollegeData</i>	Limited Features. Limited College Data

Funding needed

\$500K

Complete the Sellable Mobile,
Tablet & Web application, Incl.
Back-end, Auto-fill, and App.

Aggressively Market product to the
US and Asian Pre-College market

Sales channels

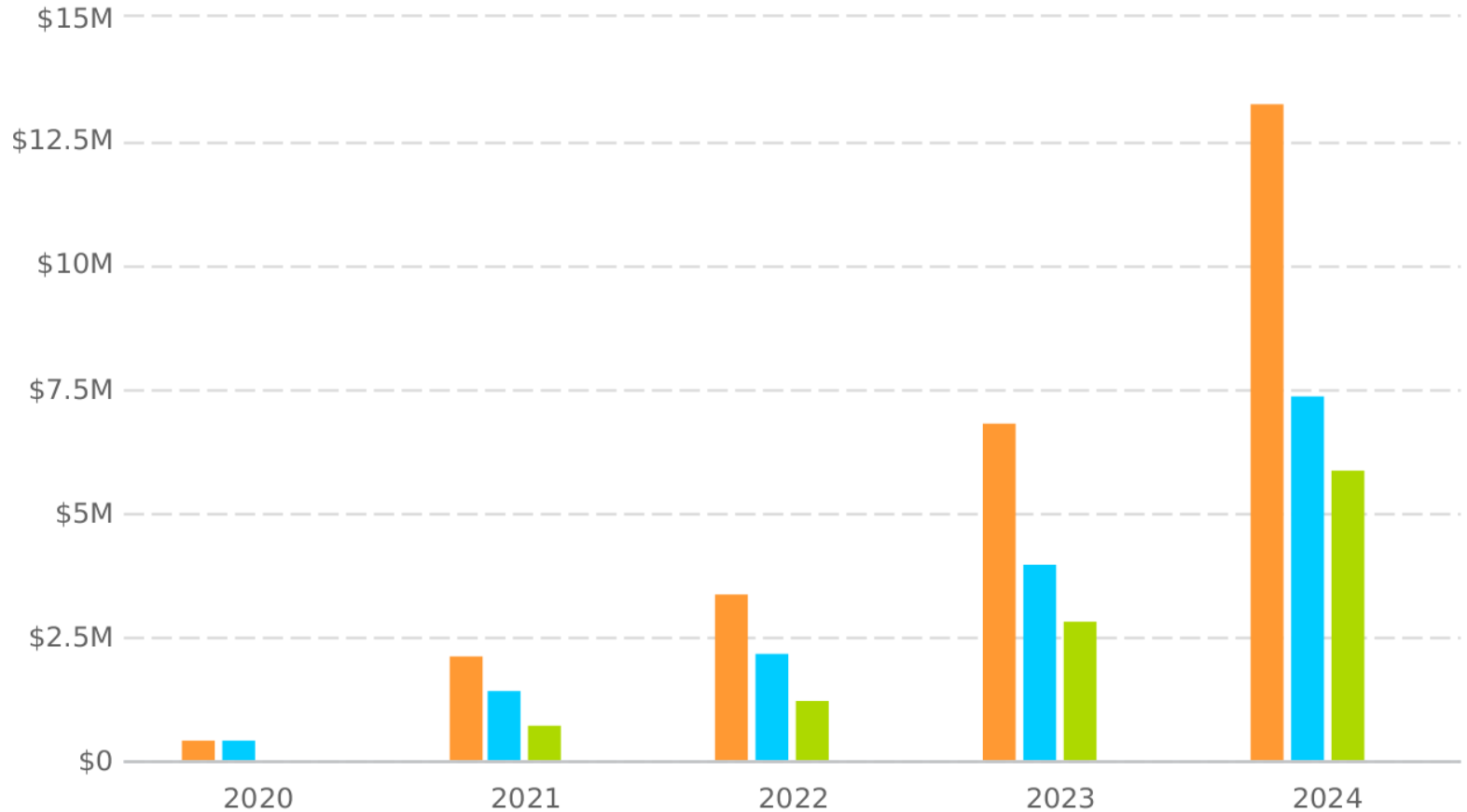
Sales channels will be through online places that potential students and their Parents use to research potential colleges. We will collaborate with Counselors and College Search sites and extensively use Social Media. We project 1.3M Paid Users.

Marketing activities

- ASO – Application Search Optimization
- Facebook (Targeted Posts)
- Instagram
- Twitter (Promoted Posts)
- College Selection Websites
- University Partnerships/Contacts

Financial Highlights by Year

Revenue Expenses & Costs Net profit Net loss



Milestones

Timetable for Completion - Updated

- Redo the Back-end and College Database – 2 months – **DONE!**
- Redo Mobile Application with new design and features - 3 months – **DONE!**

MVP is now on the Apple App Store and the Google Play Store

- Create Web version of app – 2 months
- Create Autofill Application – 3 Months
- Create Additional Features – 3 Months

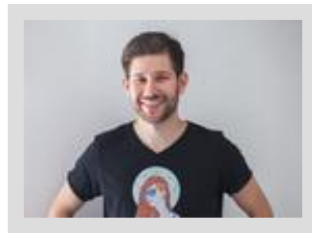
Team and Key Roles



Solly Tamari

CEO - Co-Founder

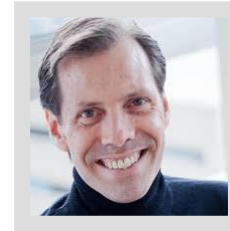
An experienced & effective R&D and General Manager, an entrepreneur & an activator. Has managed and started several successful companies



Anton Trakht

VP-R&D - Co-Founder

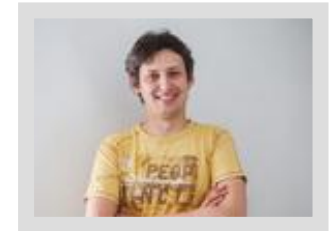
CEO of Kultprosvet (a software dev. company), with 10 years experience in technology plus brings the full resources of his company. 30+ emp.



Bruce Neimeyer, Ph.D.

VP - Devlpmnt & Mrkting

Over 30 years in enrollment management. Was President of the New Jersey Association for College Admissions Counselors (NJACAC) and various committees for NACAC.



Stas Volnyansky

CTO

A software developer with 17 years of experience in various technologies including mobile and web development and project architecture.

Advisor



Mike Telem - Advisor

- VP & Co-Founder of Inshitera. Sold his company to Marketo after raising \$6.5 Million.
- GM New Business - Clarizen - Leading new product initiatives and driving them to market.
- Now: Co-founder, KEMTAL - The virtual personal trainer that can actually see you
- Also: EU SMEi Startup Coach - European Commission - Helping EU Startups with go-to-market, product positioning and messaging, etc.