



Media Relations and Press Kit

## Nearly 10 Million Students in the United States Lack Access to College Counseling



**Students who attend  
selective schools  
graduate at higher  
rates and earn more.**

*- Cooke Foundation Report*

Over \$3 billion is spent on college counseling each year, however, according to the National Association for College Admission Counseling, only 33% of public schools have at least one dedicated college counselor. Some families spend thousands on private college admissions consultants that provide a leg up. Millions of other students, especially those from socio-economically disadvantaged families simply lack access to critical support that can make all the difference to a student's future success.

As the largest digital platform of its kind, PLEXUSS connects over 6 million student users with 18,000 college and universities worldwide. With the recent launch of its **MyCounselor** ecosystem, PLEXUSS' mission is to provide every student in America with access to high-quality college counseling regardless of family income.

**Black and Latinx students are more underrepresented at  
America's most selective institutions than 35 years ago.**

*- The New York Times*

**We can do better and PLEXUSS is heeding the call.**

### **CONTACT**

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## Billions Spent on Recruitment Each Year -Driving Up Tuition While Putting Hundreds of Colleges at Risk

Colleges and universities spend an average of \$2,400 to recruit a single student, a number that increases each year, driving up the cost of higher education. At the same time, many institutions are seeing dramatic declines in enrollment, putting many at serious financial risk. Students deserve a multitude of stable higher education options without being burdened by outdated, costly marketing approaches that fails to serve schools or students.



**PLEXUSS is helping address some of education's most existential challenges while expanding student access.**

**MyCounselor™**  
Powered by **PLEXUSS**

## A Gateway to Opportunity for All Students

PLEXUSS' cutting-edge technology gets to know each student so they can benefit from individualized support and guidance. Enhanced by our MyCounselor personalized counseling service, PLEXUSS technology enables students to navigate the admissions process, filling in key gaps in support for millions of students. Our proprietary algorithms enable us to match students with social capital that is specific to a student's needs. Each element of our technology helps students make informed decisions when it comes to educational opportunities that will determine their future success. Best of all, PLEXUSS is always free for students, families, and high schools!

**PLEXUSS**<sup>TM</sup>

**Where Students *Everywhere* Connect to  
Colleges, Universities, and Opportunity.**

## PLEXUSS FACTS

With 6.1 million student users and featuring over 18,000 colleges and universities worldwide, PLEXUSS is the world's largest digital ecosystem for education opportunity.

### Chief Executive Officer & Founder

JP Novin

### Corporate Headquarters

Walnut Creek, California

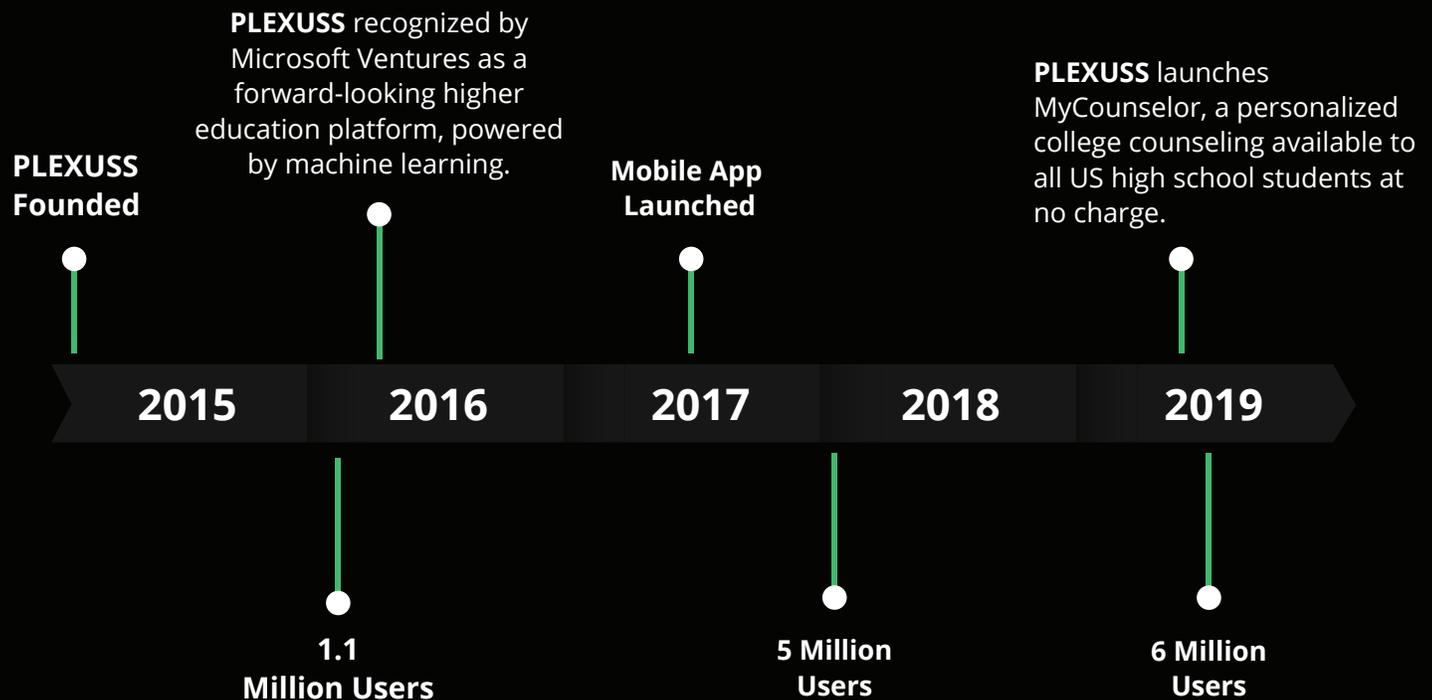
### Locations

Boston

Los Angeles

Orange County

## Timeline

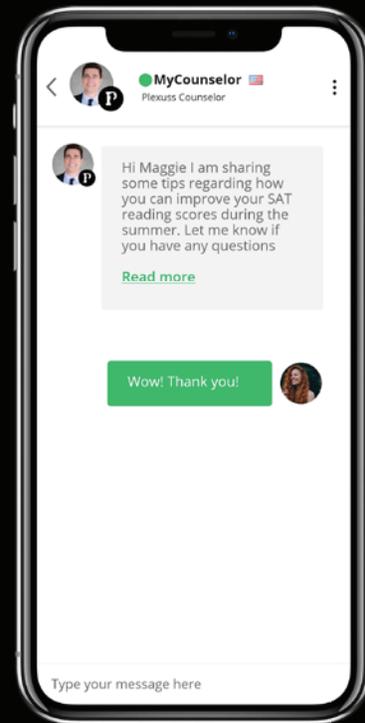


# MyCounselor™

Powered by PLEXUSS

## Democratizing College Admissions by Providing No-Cost College Counseling to All Students

- 67 % Of Public High Schools Do Not Have Dedicated College Counselors.
- Students of Color Are Less Represented at America's Top Universities Compared To 35 Years Ago.
- Students with Regular Access to College Counselors During Their Junior Year of High School Are Over 3 Times More Likely to Attend College.
- The American School Counselor Association Recommends a Counselor to Student Ratio Of 1:250 but the National Average Is 1,482 And States Such as California And Arizona Have Ratios Of 1:708 And 1:903.



**MyCounselor** is a ground-breaking platform that ensures every high school student has access to personalized college counseling, knowledge, and social capital - throughout the college admissions process. **MyCounselor** is powered by PLEXUSS, the world's largest digital ecosystem with over 6.1 million student users featuring 18,000 colleges, universities, and trade schools worldwide.

**For more information, visit [plexuss.com/myc](https://plexuss.com/myc)**

## ABOUT THE FOUNDER

### JP NOVIN

#### Chairman, Chief Executive Officer & Founder

JP has over 20 years of diverse experience in technology working for some of the most respected global leaders in the space including Microsoft Corporation. A passionate entrepreneur and technology visionary, JP has also founded four technology start-ups, creating multiple successful exits for investors and employees alike.

JP's broad experience in launching game-changing technology centric start-ups include firms specializing in providing voice-over-IP (VoIP) services to countries with limited telecommunications infrastructure, digital advertising, and mobile application development. By way of example, JP grew adHubs into one of the world's largest mobile application companies at the time, with over 2,500 iPhone and Android applications. In 2006, JP also founded downloadgps.com, one of the first providers of free GPS applications.

In 2011, JP founded PLEXUSS, a cutting-edge web-based application that relied upon state-of-the-art machine learning technologies to help students around-the-world connect with colleges and universities. PLEXUSS has benefited tremendously from JP's holistic experience in organizational leadership, building innovative products, motivating teams, and solution selling. As a result of JP's unique skill set, stewardship, and unique vision, PLEXUSS has evolved into a social ecosystem with over 6,000,000 student users and 700 partner colleges and universities. PLEXUSS has also been recognized by Microsoft and others for its proprietary machine-learning and AI-based technologies.

Besides technology, advanced product design, and social entrepreneurship, JP is passionate about building highly effective teams that innovate as well as lifelong learning. In addition to helping his employees grow, JP is committed to personal growth that can be achieved through education. JP is often sought-after to share his unique professional and personal experiences with others including serving as a regular instructor in business-related topics at University of California, Berkeley.

JP earned his B.A. in Philosophy from the University of California, Los Angeles and his Master of Business Administration (M.B.A.) from the University of California, Irvine.



## LEADERSHIP TEAM

**JOHN HALL, Ed.D.**

**Chief Strategy Officer/Chief Financial Officer**

Dr. John Hall has served as a proven leader of both public and private companies for over 20 years. John is especially passionate about education and creating opportunity for others. He founded and shepherded successful exits of technology, digital marketing, and financial services brands and founded a public company that was a category leader in education technology.

With over 15 years of specific experience in building and leading education technology related enterprises that focused on enrollment management, student success, expanding access to post-secondary education opportunities, John has become a respected subject matter expert in enrollment management, institutional sustainability, and maximizing student outcomes as it relates to non-traditional student populations.

In addition to corporate leadership, John has served as a trusted advisor to founders of start-ups, executives, major NGOs, and university presidents. He has served as a public trustee and member of the Executive Committee at Roosevelt University in Chicago, Illinois since 2011. He also served as a governor's appointee as a member of the State of California Interagency Coordinating Council.

At PLEXUSS, John oversees the Company's strategic planning and execution, business development teams, education thought leadership practice, finance, compliance, and corporate administration. John also collaborates with PLEXUSS team members as it relates to higher education best practices and product development.

John earned his B.A. in Political Science and Master of Business Administration (M.B.A.) from Pepperdine University as well as his Ed.D. in K-12 Educational Leadership from the University of Southern California.



**DAVE MONIZ**

**Vice President of Education Partnerships**

Dave Moniz has been involved in helping students gain access to post-secondary educational opportunities for nearly two decades. He has focused his career on creating win-win partnerships across education and organizations that support it. Prior to joining PLEXUSS, Dave spent a decade at The College Board building coalitions between colleges, school districts, and school sites.

Dave's work with California colleges and universities to create the District Directions program earned the highest honor from the National Association for College Admission Counseling (NACAC), for measurably improving the use of data by high school administrators to enhance their college readiness systems. His training for educators was central to the partnership between Khan Academy, College Board, and the Boys & Girls Clubs of America to prepare students for the SAT.

At Compass Education Group, Dave served as Executive Director moving the organization from a startup into a dominant position in California's test prep market. While at Sylvan Learning, he was responsible for creating curriculum and instructor training for the SAT and ACT. He helps his teams thrive by teaching how to research, prepare, and execute.

At PLEXUSS, Dave manages key education partnerships including K-12, supports PLEXUSS' thought-leadership as it relates to improving college access, and plays key roles in product design and development.

Dave earned a B.A. in English from the University of Southern California.



**SINA SHAYESTEH**

**Vice President of College Partnerships & Co-Founder**

Sina started his career on Wall Street working for some of the world's most respected investment banks including Morgan Stanley and Merrill Lynch.

Sina discovered his true calling building in higher education, leading various online marketing organizations including reply.com where he served as the General Manager of Education. Sina has held key sales and leadership positions at eBureau, Underground Elephant, and Vantage Media.

Sina has played a leadership role in building PLEXUSS' institutional client base and guiding PLEXUSS' client relationships. Sina's skills in sales, customer-focused innovation, and business development are an integral element of the Company's day-to-day success.

Sina earned a B.A. in Political Science and minors in Management Science, Law and Society from the University of California, San Diego.



**BRAD JOHNSON**

**Vice President of Business Development**

Brad Johnson is PLEXUSS' Vice President of Business Development where he is responsible for developing long-lasting relationships with higher education partners and post-secondary institutions.

Throughout his 15-year career, Mr. Johnson has played a significant role in developing and supporting recruitment and retention strategies and goals for several colleges and universities. He was responsible for building large strategic partnerships at education technology firm, Greenwood Hall, where he helped create and build its Higher Education Division. Brad helped the organization become a leading student lifecycle services provider enabling post-secondary institutions to generate nearly \$300 million in tuition revenue and serving over 1.5 million students.

As a Co-Founder and Board Member of enCircle Media, a higher ed digital marketing agency, Brad helped drive revenues to over \$20 million in three years before the company's sale in 2010.

Brad is a graduate of the University of North Carolina, Chapel Hill. In his spare time, Brad enjoys the beach, golfing and movie nights with his wife and four children.



## ANTHONY SHAYESTEH

### Vice President of Technology & Co-Founder

A highly-skilled web engineer and technology manager, Anthony oversees the PLEXUSS digital ecosystem and has led PLEXUSS evolution from a web portal to a digital platform with state-of-the-art social technologies, a web architecture with over 70,000 unique web pages, and extensive mobile applications. Anthony's leadership has enabled PLEXUSS to scale at an unprecedented rate.

In addition to managing the Company's technology infrastructure, Anthony provides critical leadership as it relates to new product initiatives, infrastructure planning, cyber security, and managing multiple engineers.

Anthony oversees the architecture design of a very intricate website with over 100,000 URLs. He takes critical product initiatives and coordinates the backend, frontend and architecture design with multiple engineers.

Anthony earned a B.S. in Computer Science from the University of California, Irvine.

