

DARTMOUTH

ASSOCIATES

RECRUITING  STRATEGISTS



Education's Lifeline!



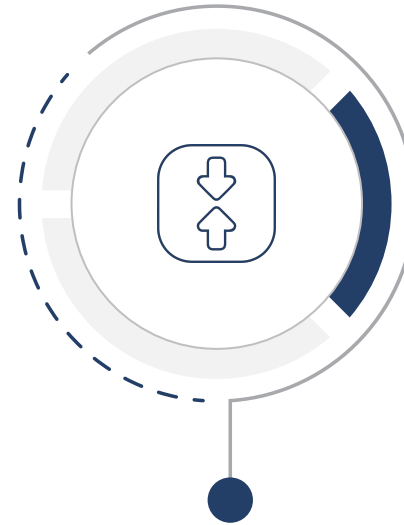
■ ■ ■ Since 2020 Over 500 Private Institutions Closed... Underserved Students lost funding forever..Dept of Education predicts closings “will triple in 10 years!”



Covid-19 fears



More competition
from online
institutions and tech
programs



Shrinking
population



Higher tuition



**Recruiters lack
sales skills to
enroll enough
students to keep
schools open**

Enrollment staff are wearing down, burning out, and quitting!



**The Only Online Sales
Training For Admission
Professionals.**



**Staff goes from from burnout to
stand out in 90 days!**





E Entrepreneurial Mindset

N New Foundational Sales Skills

R Results Oriented Strategies

O Results Oriented Implementation

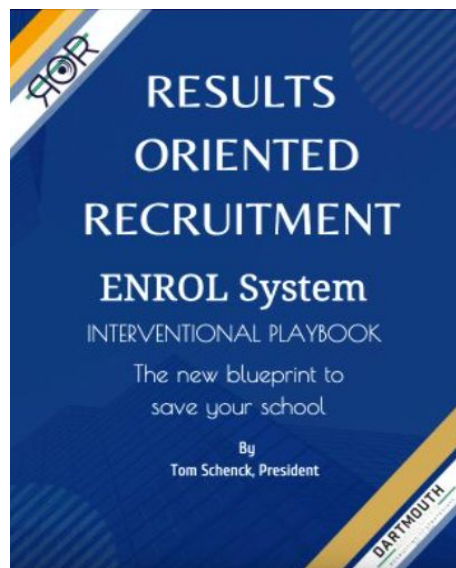
L Leadership Skills



Online Videos



Virtual Playbook



Weekly Zooms



Multi-Sensory Learning

150 pages-30 Steps

Custom Consultations

Competitive Advantage



**National
Associations**

**Regional
Associations**

Consulting Firms

**Individual
Consultants**

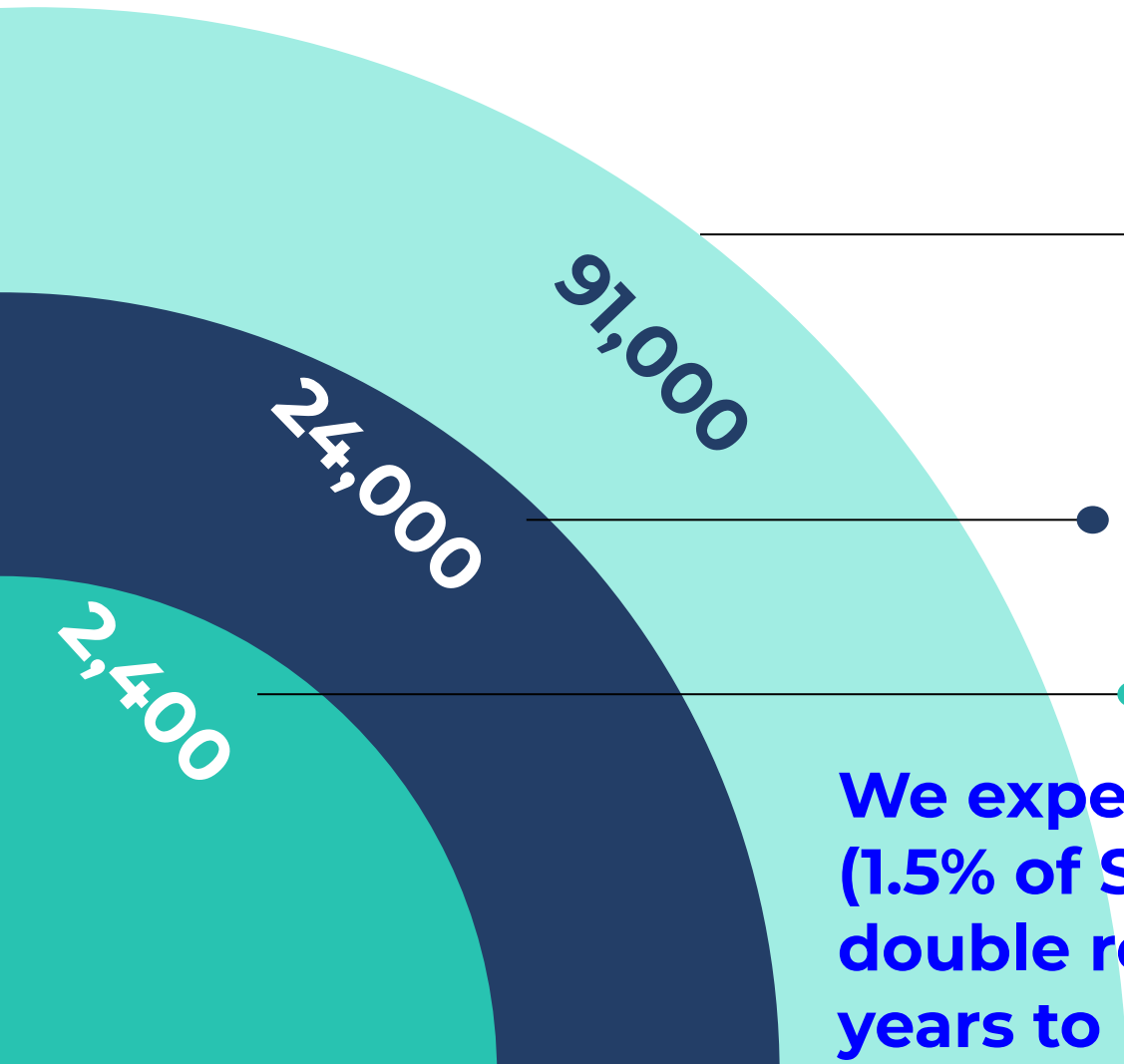
Best practices	Yes	+Yes	Yes	Yes	yes
Mktg. tools	Yes	Yes	Yes	Yes	Yes
Sales tools	Yes	No	No	No	No
Team Mgnt.	Yes	No	No	No	No
Profile tests	Yes	No	No	No	No



\$1,080,000 Projected Sales In 2024



Our target institutions are in a chronic state of under enrolment... 50% are below budget



● **TAM (Total Addressable Market)**
Total English Speaking private schools and colleges around the world: US, UK, India, Canada and Australia

● **SAM (Serviceable Available Market)**
Under enrolled institutions

● **SOM (Serviceable Obtainable Market)**

We expect 36 sales per of \$30,000 each per year (1.5% of SOM market per year), \$1,080,000, and double revenue each year for the next five years to reach= \$16,000,000.



32% increase in 3 years!





Product Milestones

2020

Bootstrapped and
Profitable in 90
Days!

2021

2023





Traction

- **\$30,000**
Training course fee
- **\$40,000**
Revenue per Average Customer
- **\$65,000**
Client Life Value
- **200%**
Customer base has grown in three years







- Annual Revenue
\$200,000



- Lead Conversion Rate
21%
- Customer Acquisition Cost
\$833.00.
- Net Promoter Score
13



Diverse Promotion

-  ! National and regional association fairs
-  ! Aggressive social media campaign
-  ! Paid virtual advertising
-  ! National magazine advertising
-  ! Commissioned sales force
-  ! Targeted CRM email campaigns





Additional Capital will allow us to:



Results!



Peter Thorp
Headmaster
Emeritus

Tom Schenck is a leader in the field of recruiting. He is a brilliant combination of long experience, imaginative strategic thinking and success, that's so important in these unprecedented and challenging times.



Michael Robinson
Head of Stuart Hall

Tom, your materials are masterful! The pedagogical organization inspires recruiters to excel and grow. Both rookies and pros know it will take them to the next level. Your secret sauce makes people great!



Robin Jarchow
Head of
Southwestern
Academy

Tom's dynamic personality and creative approach changed our team's mindset from passive to proactive... They added over 2,000 more referrals and dramatically increased our applications and enrollment!



The Team



Tom Schenck

CEO

An entrepreneur with over 40 years of successful educational leadership and top 1% sales rainmaker



Melandrew Santos

CFO

15 years in all aspects of corporate financial Oversight and SEC relations



Hagan Schenck

Vice President for Branding

New York entrepreneur, nationally recognized artist



The Team



Chiranjeev Dutt

Chief Technology Officer

A digital marketing expert, oversees all global technology,. MBA in Marketing and Finance.



Trey Prey

Dir. of Global Outreach,

Aligns podcasts across all audio and visual platforms. Previously he founded Hype Music Network



Sadat Jabeen

Chief Editor of ROR Magazine

A prolific freelance Writer, Professor of Ed Psychology,



Ceci Guzman

Operations Manager

Oversight of all divisional logistics. Highly organized, Adept at creating contingency solutions.



Advisors



Craig Candelore

Partner ,Men's Legal Center

US Army Colonel
West Point



Dr. Jerry Larson

Managing Partner

Educational Directions,
inc.. 40 years of
educational leadership as
head of school and
trustee in the US and
abroad



Patrick Finn

Founder of Schools Connections,

A global marketing firm
that matches schools and
consultants..43 years of
school leadership
throughout the
mid- Atlantic



Advisors



Mike Adams

Founder of the Compass

A series of predictive, assessment systems. Serial Entrepreneur for 40 years



Maisha Cobb

Brink Advisory Board

Strategic Mktg Exec who builds high performance organizations



Steve Morley

Founder, Esguard.io

Senior start-up Advisor for University of San Diego. Former, Founding Employee of Qualcomm



\$1 Million

Investment requested





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**THANK YOU
for your kind
Consideration!**

We Look forward to working with you.