

## The business of helping kids get into college

- 1 Getting into college is something worth celebrating but the process of getting into college 26. In 2007, Neha Gupta was a recent college graduate, and the memory of applying to schools was still fresh: It was a confusing experience that sparked arguments with her parents and left Gupta feeling isolated. To bring in cash, she started offering to help parents and students navigate the intense, draining application process, and as her clientele grew, College Shortcuts was born. Today, the Houston-based business has nearly 100 Ivy League-educated employees helping teens across the country target potential schools and perfect their applications while providing a heavy dose of emotional support.
- 2 “This company started with \$500 and a really ugly logo,” Gupta says. “A friend who was a graphic designer helped me with it, and it was hideous. We had nothing. The phone number on our website was my cell number.” To drum up early business in a world that hadn’t yet been transformed by social media, Gupta went analog: “I put an ad in the newspaper just to see if families needed assistance.”
- 3 When prospective clients reached out, Gupta would arrange an in-person-meeting: essentially an interview in which students’ parents decided whether or not she was trustworthy. “Being the nerd that I was, I showed up to people’s homes in a suit with a two-page résumé in hand,” she says. It helped her win over moms and dads, and as a young 20-something, she was more easily seen as an ally by teens. “We’re not the nagging parent or the crusty counselor,” she says. “We’re the helpful sibling. Once people saw that, moms were like, ‘You’re hired.’”
- 4 Gupta was a one-woman show at first. However, she had exhausted her bandwidth within three months. “Our first employees were friends of mine, other top students who wanted to do this part-time,” she says. Before too long, she was getting requests from outside Houston. (“Moms talk,” Gupta says.) As she considered a long-term plan to scale, she focused on taking advantage of new technologies that were already being embraced by teens. “I could have opened an office in other cities and been a blip in those markets, but we’re in a time when the internet enables you to have



a team all over the country,” she says. “We can embrace video chat, work with kids across the country, and have the same impact.”

- 5 As the company has evolved over the past 12 years, one thing has remained constant: Gupta and her team acknowledge and embrace that their clients are at a complicated moment in their lives. “I look at my competitors and it’s a lot of data-driven males using technology to give XYZ results,” she says. “That’s great and we have data as well but this is about someone’s child leaving home for the first time. We make it clear that we have the heart to help these students go from teen to adult.”

adapted from *entrepreneur.com*, 2019

## Tekst 8 The business of helping kids get into college

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- 1p 26 Which of the following fits the gap in paragraph 1?
- A costs more than most can afford
  - B could be made more challenging
  - C is nothing short of excruciating
  - D should be a communal activity
- 1p 27 What is the point made about College Shortcuts in paragraph 2?
- A It had to print its own promotional materials.
  - B It made optimal use of online marketing tools.
  - C It took a while before it became profitable.
  - D It was initially a very small-scale operation.
- 2p 28 Zijn de volgende beweringen over Neha Gupta in overeenstemming met de inhoud van alinea 3-4?  
*Noteer 'wel' of 'niet' achter elk nummer op het antwoordblad.*
- 1 Ze ging standaard bij mensen thuis langs om hen te overtuigen haar in te huren.
  - 2 Ze had aanbevelingen van familie verzameld om te bewijzen dat ze goede resultaten leverde.
  - 3 Ze huurde vrienden in om haar personeelskosten laag te houden.
  - 4 Haar bedrijf groeide als gevolg van mond-tot-mondreclame.
- 1p 29 What is the main difference between College Shortcuts and other companies offering the same service, according to paragraph 5?
- A College Shortcuts also offers its services to postgraduates.
  - B College Shortcuts has the best reputation in this field.
  - C College Shortcuts hires a high proportion of female employees.
  - D College Shortcuts makes use of scientifically proven methods.
  - E College Shortcuts pays attention to the clients' personal needs.

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### Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift.