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THE YOUNG & PROFESSIONAL PROFILE

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PrepMe Founders

Super Hero Entrepreneurs in Education

Karan Goel, 23, CEO & Co-Founder and Avichal Garg, 24, also a Co-Founder are putting a very important spin on preparatory education in the US. These bright young entrepreneurs have found innovative ways to bridge technology and SAT preparation (among others) all while making it fun and worthwhile through their company **PrepMe.com**. These Stanford and University of Chicago grads, already armed with their master degrees, are making their marks in preparatory education and business. You may recognize them as they have already been featured in FORTUNE Small Business for their innovative approach and has also recently been recognized as

one of America's Top 25 Entrepreneurs Under 25 by BusinessWeek Magazine. Karan and Avichal take some time with The DesiConnect magazine to share how they got started, words of wisdom and what's in store for the future. Learn more by checking them in this week's Young & Professional profile.

Blog (new)

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About the company

PrepMe is a premium test preparation company dedicated to bringing high-quality, personalized test preparation to students across the world at an affordable price. We accomplish this by using our adaptive learning technology which identifies a student's strengths and weaknesses, then adapts to that student's needs. We couple our online curriculum and technology by hiring top students at elite universities to be personal essay coaches for our students, to help guide them through the program, answer their questions, and grade their essays. We offer preparation programs for the ACT, PSAT, and the SAT.

Some of our newest features include the PrepMe Precocious Program for students in 6th-8th grade who are looking to take the SAT. Precocious students need a course designed for them. We analyze their strengths and weaknesses in order to tailor a custom course to fit their needs. PrepMe's program will push them to improve in all areas.

We are also working with charter schools, which buy our customized programs for their students - this has been launched with our ACT Program.



resumé

Company
PrepMe.com

Founded
May 2001

Website
www.prepme.com

Name
Karan Goel, 23,
CEO & Co-founder

Avichal Garg, 24, Co-founder

Hometown
KG: It's complicated. Born in New Delhi, lived in Saudi Arabia, the U.K., the U.S. (most recently in Cincinnati and that's how Avichal and I met)

Your Ad Here

What are your day-to-day responsibilities?

KG: Managing staff, business development, customer service, marketing, and making sales

AG: Strategic guidance, product vision and direction, technology/engineering management

Most notable milestones

KG: Being recognized for our innovative approach and success by being on the front cover of FORTUNE Small Business

AG: Building our core software platform, which adapts to each student's strengths and weaknesses to create a customized learning experience

What's the niche?

We have been where our clients want to be. We have been through what they went through and that means that we understand their needs and have broken the traditional mold of classroom-based test prep to deliver something truly unique and highly impactful to our students.

We do this by combining the power of adaptive learning technology with the personal touch of a private tutor, which each student receives. We are the only ones in the industry to offer this hybrid model.

Each PrepMe student gets a unique program and is given a high level of support from their tutor. We care about each individual student's success and it shows in our results.

What's in store for the future?

We'd have to kill you if we told you. Just kidding. You will see us roll out narration for our courses, our full ACT program, a new website with lots of additional free resources for students, and our branching into new technology platforms such as mobile devices. We will also be working to make our SAT/ACT prep programs more accessible to students who couldn't afford them otherwise.



achieve their dreams.

We would like to be contacted by anyone who thinks we offer a valuable service and would like to help more families learn about us.

AG: Born in Rajasthan, lived in Texas, Kentucky, and then Cincinnati, Ohio

Current residence

KG: Chicago, IL
AG: Mountain View, CA

Education

KG: The University of Chicago: B.A. Economics (2004), MBA Finance and Entrepreneurship (2006);
AG: Stanford University: B.S. Computer Science (2005), M.S. Management Science (2005)

Work Experience

KG: Metcalf Fellow at The Pritzker Organization and Summer Consultant at The Boston Consulting Group;
AG: Product Manager at Google – worked on the algorithmic ranking part of the search engine and now on the core advertising engine

Ethnicity

Indian

Who would you like to be contacted by?

We want to help families who care about their children's education and future careers. We want to help these students and their families

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Want to get in touch with Karan Goel, Avichal Garg?

It's not enough to just read about what young, driven, and forward-thinking individuals are doing out there. It's important to connect with them! Go ahead and send our profilee a quick email to say hello! If you have a question, want to give kudos, or just want to drop them a line - we encourage you to reach out!

CREDITS

Interview by [Sheena Singh](#)

Introduction by [Sumaya Kazi](#)

Edited by [Sumaya Kazi](#)

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