

Ready, Set, Pitch!

A formal pitch and a case for a 20 second limit

If you've ever been an undergraduate you know just how difficult four-year planning can be. Between classes you want to take, classes you have to take, and your major requirements, four-year planning is difficult and time-consuming. Meanwhile, colleges are trying to make sure you graduate on time because statistics like percentage of four-year graduates directly impact their college rankings, so what's everyone to do? Thankfully, now there's CourseRoad. CourseRoad is a four-year, online academic planner for undergraduates. Students can add their classes and get instant feedback on all of their requirements. Since I launched the site as a college freshman here at MIT last April—um—we've had an explosive amount of growth here—approaching a 50% undergraduate adoption rate. The plan is to market CourseRoad directly to universities themselves as a subscription service. We've already pinged a few places and discovered an immense unfulfilled demand for this kind of product. CourseRoad—because students should spend their time doing what they love, not trying to figure out how to get there.