



## **First AI-Powered “Personalized Virtual College Advisor” to Be Rolled out Nationwide**

### **Human Resources Departments and Benefits Administrators to Provide Revolutionary Employee Voluntary Benefit**

#### ***Decision to Offer myKlovr Platform as B2B Feature Follows Rapid Success in B2C Marketplace***

**NEW YORK, NY, August 21, 2018** – Based on its exponential growth in recent months among a consumer base, [myKlovr](#), the first-ever artificial intelligence-enabled virtual college-counseling platform, is now being offered to corporate human-resources departments and benefits-administrators as an innovative new tool for attracting and retaining key talent.

Between February and June, the monthly average daily new users of myKlovr's virtual college advisor grew a whopping 700%. In light of the brisk business-to-consumer (B2C) market acceptance, myKlovr announced it was launching its business-to-business (B2B) tool, specifically targeting human resources departments, benefit administrators and professional employer organizations ([PEOs](#)), as well as private equity run portfolio companies, seeking benefit related personalized game changing solutions.

[MyKlovr](#) offers its users - both students and parents - educational specific resources such as personalized digital college prep and specific education AI based tools. MyKlovr is better known by the people in the know, as the only recognized integrator of educational financial solutions – soup to nuts - offering amongst others, access to student loans, scholarships, educational grants, credit cards and the now well known, “myKlovr education based, college application performance guarantee”. The platform utilizes data-driven artificial intelligence to maximize every high school student's college admission chances. It is not only packaged efficiently as a post-tax voluntary benefit for employees and their families, but is made available to them via the convenience of payroll deductions. Further, the service can be paid by either the employer, employee, or both.

*“In today's competitive job market, every advantage an employer can offer to an employee – and to his/her family - makes a substantial difference,”* said Gustavo G. Dolfino, Founder and CEO of myKlovr. *“Increasingly, both parents are working, and they're stretched for both time and resources. Their college-bound children are stressed, because they're dealing with overstretched guidance counselors, and private college counseling may, and generally is, prohibitively expensive.”*

In 2017, only 28% of US public high schools had college counseling staff, according to the National Association for College Admission Counseling. The US Department of Education cited as many as 482 students for each public school counselor, with an average of only 38 minutes of college-guidance counseling provided to each individual student on a yearly basis.

*“The idea to share myKlovr with employers, benefits market places, benefits administrators and PEOs emerged from our conversations with parents who have used the platform,”* Dolfino added. *“MyKlovr is designed as an employee benefit to fit the modern workplace, where work-life balance plays a major role for both employees and employers.”*

#### **Delivering Students Solutions, One Student at A Time ®**

##### **About myKlovr:**

A division of Student Global, LLC. [MyKlovr](#) is the first-ever Artificial Intelligence enabled virtual college counseling platform.

[Learn how myKlovr can help your employees while strengthening your employer value proposition.](#)

##### **Press and Media Inquiries**

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