

NOW IN EARLY ACCESS



CampusCompass

Stay on track. From day one to graduation.

An AI-powered early-warning platform for higher education — built to catch a struggling student before it becomes a dropped class, lost tuition, or a missed graduation.

campuscompass.ai





The problem

Students fall behind quietly — and it costs everyone when no one catches it in time

U.S. higher-ed institutions lose an estimated **\$30B+ per year** in wasted tuition and lost revenue because roughly **38% of enrolled students** drop out quietly, without timely intervention reaching their support network.

~38%

of students who start a bachelor's degree do not finish within 6 years

~24%

of first-time freshmen never return for their sophomore year

93%

of 4-year colleges already run some early-alert system — most only reach the school, not the family



Early intervention already works — where it's actually built in

Georgia State's GPS Advising system used student data to trigger timely advising outreach for at-risk students — raising the university's 6-year graduation rate by roughly 23% and saving students an estimated \$21M in tuition from earlier completion.



The solution

CampusCompass syncs live LMS data to flag at-risk students, drafts a permission-gated action plan, and alerts advisors and families before a class is dropped



Real-time graduation tracking

Projected graduation date, pace, and financial impact — recalculated the moment a grade changes.



At-risk course alerts before they cost a semester

Aria flags a slipping grade early enough to actually do something about it.



Aria — a permission-gated AI advisor

Built into every dashboard, 24/7 — notifies the right person, but never acts without a human's OK.



Multi-LMS sync via Edlink

Canvas is live today; Blackboard and Moodle are underway on the same integration layer.



Parent dashboard

Everything surfaced automatically — nothing for a family to dig for.

Future expansion: the same engine already runs a K-12 version — progress tracking, counselor alerts, and pathway planning for grades 9-12 — planned as a second market once the higher-ed beachhead is proven.



THE DIFFERENTIATOR

Meet Aria



Most “AI advisors” in ed-tech are a chatbot bolted onto a dashboard. Aria is built to act — with a person's permission, every time.



Notices

Aria continuously watches grades, pace, and course status across every connected dashboard.



Confirms

Before acting, Aria explains exactly what it wants to do and asks — nothing happens silently.



Acts

Notifies the right person — advisor or parent — or proposes a recovery action. Logged, every time.



Stays visible

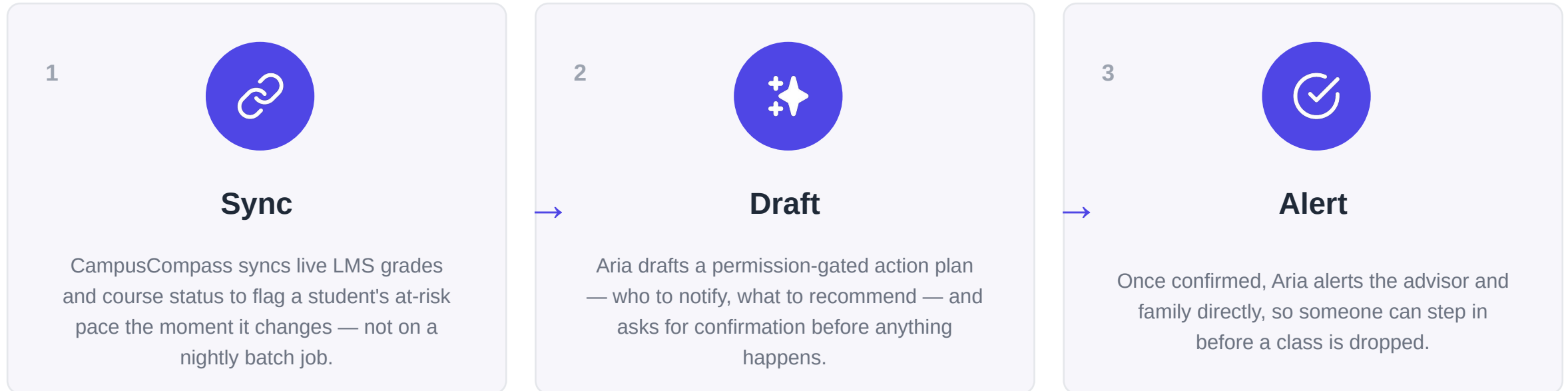
Every action is auditable and shown to the people affected — full transparency, not a black box.

Agentic AI is becoming standard across ed-tech. The differentiator is doing it safely — permission-gated, fully auditable, and built to include the whole support network, not just the institution.



How it works

Three steps from live LMS data to a family knowing before it's too late — not a technical architecture diagram



Built on a real engineering foundation — not a mockup

A working graduation engine recalculates projected grad date, pace, and financial impact in real time. Grade calculations are tested against real synced LMS data — including edge cases like modified letter grades (A+, D-) that generic implementations miss. Every Aria-initiated action is written to an audit log, with role-based access built with FERPA/COPPA in mind from day one.



Built for everyone in a student's corner

Four audiences, one shared, real-time picture



Students

Know where you stand, always
— real-time tracking, early alerts,
and an advisor that's never too
busy to answer.



Parents

Stay informed without hovering
— see progress and get notified
early, before a report card is a
surprise.



Advisors

Spend less time hunting, more
time helping — Aria surfaces
who needs attention and lets you
act directly.



Administrators

See the whole picture — real-
time retention data by major, and
response tracking.



Market opportunity

A specific, winnable beachhead — not the entire global ed-tech category

\$4.2B

U.S. higher-ed student retention software market — the specific category CampusCompass sells into, not general ed-tech spend.

\$350M

Initial beachhead: mid-sized 4-year universities lacking a built-in family alert system today.

~15-20%

Estimated category CAGR as retention software shifts from reactive alerts to real-time, AI-assisted platforms.

Why this beachhead, not the whole market

- Mid-sized universities are big enough to have a real retention budget, but small enough that a single technical founder can close and support the first deals directly.
- These schools are the least likely to already have an entrenched Starfish or Civitas contract — the near-term wedge is schools with no platform today, not a displacement sale.
- A \$4.2B specific category (not a \$456B global ed-tech figure that includes hardware, corporate learning, and K-12) is the honest number a university retention-software buyer actually represents.

Competition



Real incumbents exist in higher ed — here's the structural gap CampusCompass is built to close

	CampusCompass	Starfish (EAB)	Civitas Learning
Alert behavior	Aria takes permission-gated action directly	Flags & alerts — staff must act manually	Predictive insights — staff must act manually
Family visibility	Parent/guardian access built in from day one	Not a core feature	Not a core feature
Data model	Connects family + advisor around one shared view	Isolated within institutional staff tools	Isolated within institutional staff tools
LMS/SIS integration	Multi-LMS via Edlink middleware	Direct per-institution integration	Direct per-institution integration
Company maturity	Early access, single technical founder	500+ institutions, 10+ years	Founded 2011, established base

Unlike legacy systems that isolate alerts within institutional silos and require manual staff action, CampusCompass engages the student's outside support network with permission-gated automated interventions. Switching costs are real — the near-term wedge is schools with no existing platform today, not displacing an entrenched EAB or Civitas contract on day one.



Business model

Straightforward, usage-aligned pricing — familiar to how this category already buys



Per-student

annual licensing

Usage-aligned pricing

Institutions pay based on actual enrollment, not a flat guess — cost scales with real adoption, not a negotiated ceiling.

Pilot pricing steps up over time

Early pilots are priced to reduce first-mover risk, then step up to standard pricing once the platform has proven value — see Financials for real numbers.

A familiar structure

The same per-student licensing model used by Starfish and Civitas Learning — procurement teams already know how to evaluate and budget for it.



Go-to-market

Land one institution, prove the model, expand — the standard motion in this category



Land

Enter through a single pilot institution — not a broad launch. Prove the product works against real data, real users.



Prove

Gather real outcomes and a genuine case study before expanding — the credibility that unlocks the next conversation.



Expand

Land-and-expand from there: one department to a full campus — the highest-ROI motion in ed-tech.



Repeat

Each proven institution becomes the reference for the next — compounding credibility, not starting from zero each time.

Right now: outreach underway with four institutions across multiple states — including one with hands-on technical validation already complete.

Why this pace, not faster: this market buys slowly by nature. Higher ed follows academic-year cycles with multi-stakeholder approval. A sequential, proof-first rollout is the realistic path here — not a shortcut we're choosing to avoid, but how this category actually buys.



HONEST STATUS

Where we are today



Our early-access platform has completed end-to-end LMS integration testing and built a pipeline of **4 target university pilots** representing over **25,000 potential student seats**.



Now in early access

The platform is live and fully functional. No institutional customers signed yet — this is deliberate, not a gap we're hiding.



Real technical validation

Our first real integration partnership: full SSO and course-sync verified end-to-end against Edlink's live LMS sandbox — not a mockup or a slide claim.



Building the pilot pipeline

Introductory meetings underway with four institutions across multiple states — including one with hands-on technical validation already complete.



Deliberate sequencing

Roadmap prioritizes proving outcomes with a first real pilot before broader go-to-market — see Go-to-Market for why.



Team

Deep technical execution, with a clear plan to close the commercial gap



Randy Jones

Founder & Lead Engineer

Randy Jones brings 25+ years of enterprise software engineering to lead product development — including the full graduation engine, LMS integration layer, and Aria's permission-gated action system already live today.

Closing the commercial gap

Today, this is a single technical founder. This \$500K raise funds a dedicated sales lead to run university procurement, plus strategic ed-tech advisors to guide the sales cycle.



THE ASK

Funding

\$500K

Pre-Seed Round

Keeping the founder's day job — this raise funds the company, not a founder salary.



Sales lead hire — \$280K

18-month loaded comp to convert our 4 already-warm pipeline conversations — not to generate demand from zero.



Legal & compliance — \$50K

Contracts, data-privacy review, and the operational groundwork institutional procurement requires.



Infrastructure — \$60K

Scaling LMS coverage beyond Canvas and hardening the platform for real institutional load.



Pilot travel & support — \$50K

Getting in front of pipeline institutions and supporting pilots hands-on.

Subtotal \$440K + ~14% contingency (\$60K) = \$500K

What this buys: 12-month milestones

- Convert 2 of the 4 already-warm pipeline institutions to signed, live deployments
- Expand LMS integration coverage beyond Canvas, building on the existing Edlink architecture
- Onboard the sales lead in parallel with the first pilot conversion, not before pull is proven





Financials

Unit economics modeled across a weighted institution-size spread, not one repeated number

\$4 → \$8

per student / year

Pilot-year price stepping up to standard pricing once value is proven

5K–20K

small / med / large mix

Blended pipeline model — medium anchored to Morgan State's real 11,559 enrollment

\$49K → \$97K

blended ACV / institution

Average across the small/medium/large spread, pilot vs. standard pricing

~75%

estimated gross margin

COGS ~25% of revenue: hosting, AI API costs, integration & support

5-year revenue path

Year 1

\$49K

1 institution signed at pilot pricing

Year 2

\$195K

1 at standard + 2 new pilots signed

Year 3

\$487K

3 at standard + 4 new pilots signed

Year 4

\$975K

7 at standard + 6 new pilots signed

Year 5

\$1.66M

13 at standard + 8 new pilots (21 total)

Modeling note: pricing (\$4 → \$8/student) and new-institution-per-year pace are our own working assumptions, not published or contractually confirmed. Institution sizing blends a small/medium/large spread (~5K/~12K/~20K students) rather than repeating one institution's size — medium is anchored to Morgan State's real enrollment. Gross margin (~75%) is a directional SaaS-industry estimate, not derived from our own realized costs yet.

What's next

The foundation is built. Here's where it goes from here.

- Next 3 months: complete first end-to-end pilot integration with a real institution
- 3-6 months: expand LMS coverage across additional major platforms, building on Canvas
- 6-12 months: onboard the sales lead funded by this raise
- 6-12 months: begin K-12 expansion planning once the higher-ed beachhead is proven



Randy Jones

Founder & Lead Engineer

randy@campuscompass.ai

25+ years of full-stack software development across enterprise and government-grade systems.

NOW IN EARLY ACCESS

Get in touch

hello@campuscompass.ai

General inquiries

pilot@campuscompass.ai

Pilot program requests