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## Backgrounder

ApplyBoard is the world's largest online platform for international students to apply to study at the best institutions in Canada and the United States. ApplyBoard's mission is to empower people around the world to access the best education, driven by the belief that education is a right, not a privilege. With its headquarters in Canada's Kitchener-Waterloo tech hub and representatives in China, India, Nepal, Vietnam, and Bangladesh, ApplyBoard is a global company that is revolutionizing the way students experience the application process. The company now employs over 170 staff members across its locations.

The ApplyBoard platform is easy to use, efficient, and precise. By gathering information such as a student's academic background, areas of interest, and financial situation, the platform matches students with the most suitable school and program. The company's diverse team of industry experts is fueled by a passion for culture and innovation, and helps students through every step of the application process.

Founded in 2015, ApplyBoard was created by three former international students who experienced the complexities and frustrations of the application process firsthand. ApplyBoard Co-Founder and CEO Martin Basiri faced challenges when he decided to pursue his Masters in Engineering in Canada. Despite receiving a scholarship offer, Martin faced a wide range of obstacles from paperwork, to securing a student visa. By the time his application was approved and he was enrolled into courses, it had been roughly one year. Alongside his brothers Meti and Massi, who themselves left their native Iran in 2010 to study in Canada, Martin recognized the various similar difficulties faced by international students studying abroad. The Basiri brothers knew there was a better way and thus, ApplyBoard was born.

Today, ApplyBoard has built partnerships with 1,200+ of the best secondary and post-secondary educational institutions across Canada and the United States and works with 1,500 international recruitment partners around the world. The company has assisted over 45,000 students with the international education process.



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