

EDAD

Investing in the world's most
important start-ups: **Humans**

www.edad.sa

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Who we are

Our Team

we believe that our greatest asset is our talented and dedicated team of marketing professionals, get to know the individuals who drive our company forward.



Othman Almoamar
Partner
Saudi Y20 Chair



Faisal Albizioui
Partner
EDAD CEO



Rose Fallon Hassan
Director of Operations
20+ yr Global & KSA Experience



Micheal Bay
10+ years of experience in
college counseling



Abdullah Al-Edini
Youth Advisor
MiSK DCPD Alumni



Cathy Pangan
Engineering & Tech
10+ years experience



Rizna Jaldin
Accounts
5+ years experience



Jenan Kamal
Youth Advisor
MiSK DCPD Alumni



Ali Almarhoun
Youth Advisor
STEM Related Activities

Who we are

Our Coaches

We recognize that Saudi is the platform for Global Collaboration and Leadership. As such, we are keen on bringing Global Experts to inform a Saudi based solution.



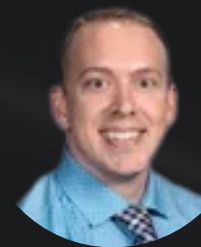
Rachel R.
Academic Expert
10+ years experience



Meredith B.
Special Needs & Linguism
25+ years experience



Dr. Waleed Seddiq
Admissions Officer
Ex Harvard Admissions



Owen R.
Academic Expert
10+ years experience



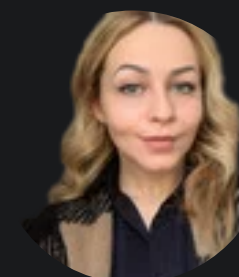
Ray B.
20+ years of experience
in college counseling



Dr. Sheila R.
SAT & Media Expert
20+ years experience



Steve F.
Writing Expert
20+ years experience



Aleksandra T.
Student Affairs
Psychologist



Kalislei R.
Admissions Officer
10+ years experience

Who we are

Our Board of Advisors

We have a deep understanding of our culture, traditions, and talents, and how they can specifically developed within our unique socioeconomic structure.



Dennis Vidach
Ex member of MIT
Admissions



Jessica B.
Current Faculty Member
University of Chicago



Robert V. PhD
Academic Expert
Educational Leadership



Prof. Frank Alegria
SAT Expert
SAT Tutor, Upenn FY



Prof. Naeem Zafar
Advisor
Professor, UC Berkeley



Ahmad Al Hussein
Advisor
Acting CEO, Richard Attias



Ferro Ferizka
Advisor
CEO of Pijar Foundation



Janet W.
20+ years of experience
in college counseling



Jeremy Krishbomb
Advisor
AI Expert

Why we exist

Nurturing the Next Generation of Global Leaders

Our Mission

Our mission is to curate extraordinary young individuals who are well rounded yet focused. Our core belief is that by 2050, many Ambassadors, Ministers, Billionaires, and Nobel Prize laureates will be EDAD Alumnus.

Our Vision

To be the global catalyst for nurturing exceptional young minds, empowering them to become leaders of tomorrow who shape a better world through their intellectual, ethical, and compassionate pursuits.

Who we service to

We deliver a full suite of leadership development services, beyond simple admission support, to empower youth and develop their profiles.



EDAD College Preparation Program [CPP]



CPP as an employee benefit



EDAD Classroom for K-12 Schools



EDAD Graduate School Preparation

Our History

Our Journey

2021

EDAD was established as a college project between 6 Saudis from Harvard, Stanford, MIT, Cornell, Princeton, and Berkeley, to help upcoming Saudi applicants.

2023

Two years later, EDAD was reformed to become a company with the team members working on it full time. A 99% success rate was achieved that year.

2025

In June 2024, EDAD signed a contract with a major entity to develop the sons and daughters of their employees as an employee benefit. That year, we achieved a 100% acceptance rate.

Business Growth

While we measure our success by long term impact of our alums, our achievements are almost unparalleled in the admission field.

10K+

To date cumulative 1-1 coaching hours

100%

Success rate in admissions for 2025 Cohort

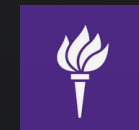
25+

Trademarked coaching strategies

150+

EDAD Alumni

A glimpse into our results



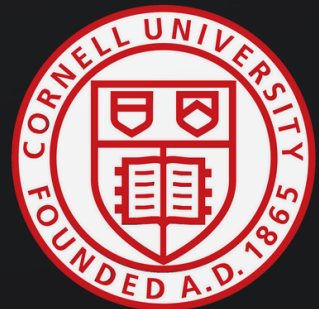
NYU



HARVARD
UNIVERSITY



UNIVERSITY OF
TORONTO



UCL

USC



COLUMBIA
UNIVERSITY



Imperial College
London

UCLA

Alumni 21-22 Spotlight

Ziad Aldohaim

Ziad Aldohaim joined the EDAD Accelerator Program in 2021, where he received personalized support and guidance throughout his college application journey. With our help, he was successfully admitted to the University of Illinois Urbana-Champaign (UIUC).

Ahmad Albadrani

Ahmad Albadrani joined the EDAD Accelerator Program with a clear vision and relentless determination. Through his hard work and the support of the EDAD team, he earned admission to the University of California, Berkeley—one of the world's leading institutions.

Abdullah Alomrani

Abdullah Alomrani, the youngest CFA in Saudi Arabia, joined the EDAD community with remarkable drive. After being waitlisted at Cornell, he continued to break barriers in the finance world and later returned to contribute to EDAD as part of the team, inspiring others with his journey and dedication.

Alumni 23-24 Spotlight

Abdulaziz Ben Jamea

Abdulaziz joined EDAD in March 2023. He was then able to launch his own research projects, and even participate at leading research institutes. Abdulaziz was one of the few Saudis to get accepted into UChicago in Fall 2024.

Fahad Bin Bader

HH joined EDAD in June 2023. He was then able to launch a successful charity project that donated \$500,000, and also worked as an intern at Amazon Web Services. HH was one of the few Saudis to get accepted into both UChicago and UCL (Direct) in Fall 2024.

Ibrahim Alyamani

Ibrahim joined EDAD in October 2023. He then launched his own artistic magazine and conducted impactful research, while also co-leading Saudi Arabia's Model United Nations. Ibrahim was one of the few Saudis to get accepted into Cornell in Fall 2024.

Alumni 24-25 Spotlight

Faisal Alomar

Faisal joined EDAD in June 2024 with an initial 29% admissions score and went all the way up to 78% achieving a 1490 SAT Score. During his experience with EDAD he was able to work on multiple start-ups and develop his poetry. Faisal got accepted into UC Berkeley Fall 2025.

Jenan Kamal

Jenan joined EDAD in February 2024 with a 41% admissions score. She then Co-founded her own organisation with 50k+ beneficiaries, worked on her SAT and with the support of EDAD she went up to a 72% admissions score. Jenan has now accepted her offer to attend UCLA in Fall 2025.

Khulaif Alrashidi

Khulaif joined EDAD in March 2024 with an initial score of 38% and less than 900 SAT Score. With the EDAD CPP he was able to achieve a 1500+ SAT Score and developed numerous tier 2 ECs achieving an overall admissions score of 82%. Khulaif is one of the few Saudis to get accepted into UChicago Fall 2025.

Executive Summary



Hackathons and competitions

Engage students in real-world problem-solving and innovation through dynamic contests.



Personality & Skills Analysis

Assess strengths, interests, and aptitudes to guide personal and career growth.



1-1 Leadership Development

Provide personalized coaching to build confidence, vision, and leadership skills.



Internships & Opportunities

Connect students to hands-on experiences that enhance skills and resumes.



Post Graduation Assistance

Support graduates with career guidance, networking, and transition into professional life.



College Applications

Offer expert help in crafting strong applications to secure university admissions.

What success looks like

Our goal is to achieve an acceptance at one of the world's best universities. Historically, these are the most significant elements that indicate strong likelihood of an acceptance:



1550+ SAT

Despite many universities announcing that they are test optional, we have noticed a continuation in SAT requirement since 2023.



\$1,000,000+ Revenue or equivalent

This achievement is categorized as Tier A – and could be in any field like research, internships, etc. Each has their own measurement.



All Advanced Classes Taken

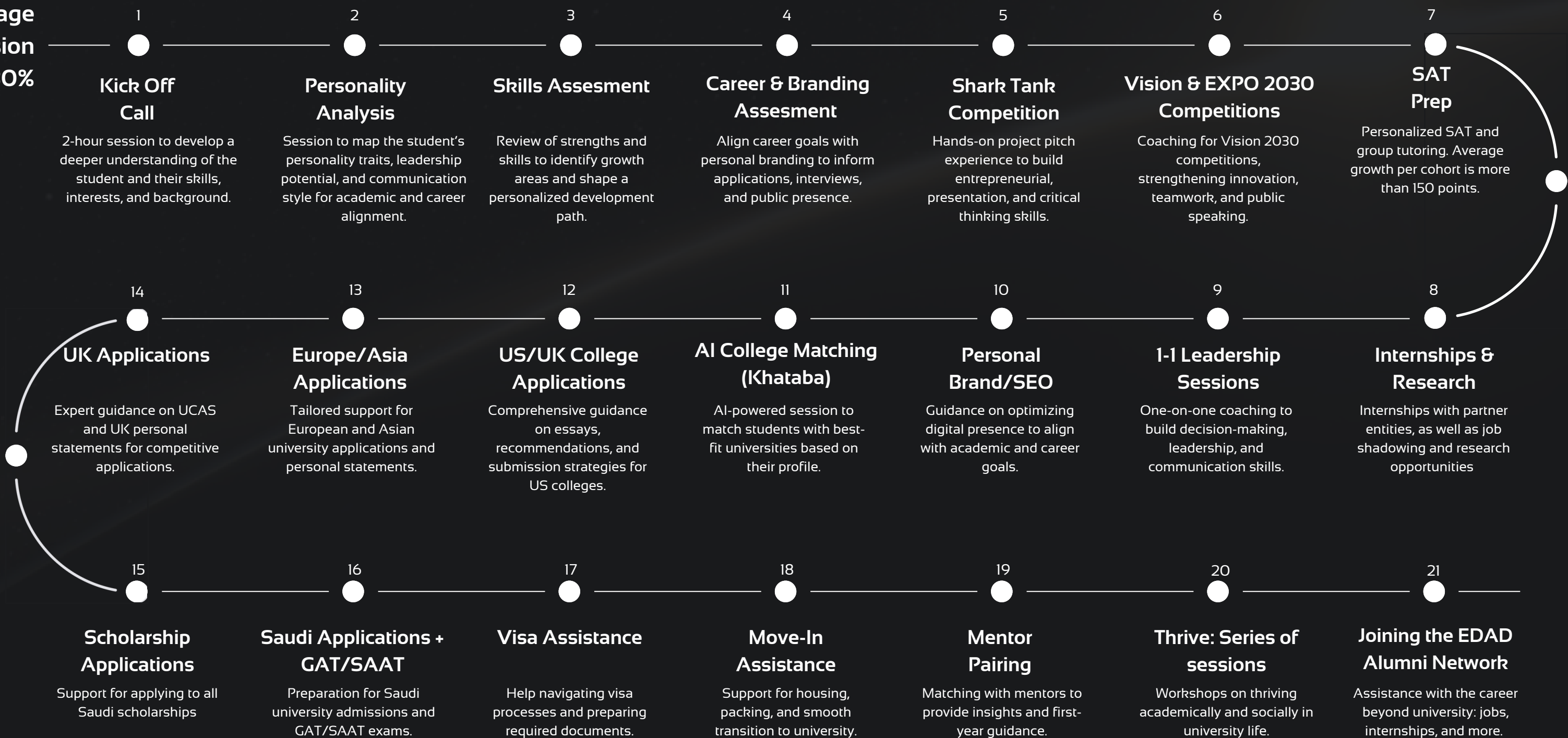
If the school offers advanced classes, all of them must be taken. If not – the student is still expected to do them externally.



4.0+ GPA

The academic rigor and GPA continue to be a fundamental factor in whether a student gets accepted or not.

EDAD Roadmap



EDAD Different Packages - Discount ends August 25, 2025

Feature	Top 100	Top 50	Rowad
Guarantee Level	Guaranteed Acceptance for a Top 100 Global University in the US or UK or a full refund	Guaranteed Acceptance for a Top 50 Global University in the US or UK or a full refund	Guaranteed Acceptance into a Rowad University
Cash-Back Rate if not accepted	100% refund	100% refund	100% refund
Private Calls	25 private call credit	50 private call credit	400 private call credit
Committee Review	Internal	Internal	Internal + External
Group Calls	100 group calls	100 group calls	100 group calls
<i>Original VAT Exclusive Tuition</i>	<i>\$25,000 (USD)</i>	<i>\$45,000 (USD)</i>	<i>\$250,000 (USD)</i>
<i>Post Discount Tuition</i>	<i>\$15,000 (USD)</i>	<i>\$25,000 (USD)</i>	<i>\$185,000 (USD)</i>

Please note that we offer monthly, quarterly, and semiannually payments, with merit-based discounts when applicable.

All prices are in USD and are VAT **exclusive**. They do not include VAT,

Why should students pursue top universities?

Executive Summary

The paper analyzes the multifaceted benefits of top global universities versus Saudi institutions. It demonstrates how elite education yields superior monthly salary increments, expansive alumni networks, enhanced lifelong career trajectories, and global mobility. The study highlights that investing in top universities improves long-term professional success and international leadership prospects.

01

Post Graduation Salary

Immediate post graduation salary average delta (difference) between Top Saudi and Top Global

02

Extensive Network

Diverse alumni connections that span multiple industries, creating a fertile ground for fresh ideas & collaborations

03

Employment Rate

High placement percentages bolstered by top universities to market demands, ensuring graduates are well-prepared for the future .

04

Wealth & Career Trajectory

Access to a wide array of lucrative career pathways, each structured to help maximize initial earning potential.

Note that this table does not consider tuition into the university, as both studying in Saudi and top colleges is free for Saudi citizens for universities covered by the Saudi Scholarship(s)

Average Return on Investment

Element	Average, graduating from top Saudi university	Average, gradating from top global univerity	Δ (difference)	First 10 Years difference
Post Graduation Salary [Assuming no Raise]	10,000 SAR	22,500 SAR	12,500	\$400,000 1,500,000 SAR

EDAD Investment ROI = 7,900%

This **only** assumes a fixed, no raise, post-graduation salary for 10 years and not considering long-term value.

Please note that the average spending in the US to achieve admission into an Ivy League, excluding school tuition, is around \$50,000

Frequently Asked Questions

01

How will EDAD fit into the schedule?

- Minimize input and maximize output
- We know the things that matter and focus on them
- Presence of a team rather than alone

02

Will this program also help with KSA?

- Yes.
- Goal is to open as many doors as possible, then based on acceptances a decision can be made
- SAT is used by KFUPM and KAU at the moment

03

What was the success rate last year

- 100%

04

Is it safe to study abroad?

- We have a fully developed guide
- Safe if you follow the rules
- Connect them with mentor from same uni
-

05

What majors do you focus on?

- We have more than 20 different advisors in various fields, ranging from AI to art to medicine and beyond

06

Why do we need EDAD?

- Ask Alumni
- Ask older students who graduated from school

Closing Message

Conclusion

Over the past decade, we have dedicated ourselves to nurturing and empowering youth, helping them reach extraordinary heights in fields ranging from research to leadership. With every milestone achieved, we grow more inspired by their limitless potential.

As we move forward, we are eager to continue unlocking new talents, shaping a generation of leaders ready to drive innovation and make a lasting impact on the global stage. The future is bright, and we cannot wait to see what youth will accomplish next.



Faisal Albizioui
Partner



Othman Almoamar
Partner

[Click here to book a call with us](#)