



Press Kit

September 10, 2025



AI admissions guidance, built for students and counselors.

Company Overview

DreamCollege.ai is an award-winning AI-powered college admissions platform that helps students make smarter decisions and enables counselors to support more families with less effort. The platform delivers personalized guidance on majors, colleges, essays, scholarships, and career pathways. With the new B2B Partner Platform, schools, independent counselors, and international agencies can now provide admissions support at scale – combining efficiency, personalization, and equity in one place.

Key Facts

Founded: 2024

Headquarters: Dallas, TX

Users Served: Students across the U.S. and global markets

Recognition: Named “Top AI-Driven College Admissions Counseling Platform of 2025”

Quick Links

- **Website:** www.dreamcollege.ai
- **LinkedIn:** [/dreamcollege-ai](https://www.linkedin.com/company/dreamcollege-ai)
- **Media Contact:** julia.liang@dreamcollege.ai
- **Book a demo**





Julia Liang, Co-Founder & CEO of DreamCollege.ai

Leading the use of AI to expand access to personalized college admissions guidance worldwide.



[Image Download](#)

Julia Liang is the Co-Founder and CEO of DreamCollege.ai, where she leads the development of AI-powered solutions designed to transform college admissions counseling. With a background spanning finance, education, and technology, Julia combines operational discipline with a vision to make admissions support more personalized, scalable, and accessible.

Prior to founding DreamCollege.ai, Julia held senior technology leadership roles at Goldman Sachs and PNC, where she focused on leading digital transformation and AI product innovation. She earned her MBA from Cornell University, specializing in innovation, and business and social impact.

Motivated by the gap between demand for admissions counseling and the limited capacity of counselors, Julia co-founded DreamCollege.ai to empower both students and the professionals who guide them. The platform has since been recognized as the Top AI-Driven College Admissions Counseling 2025 by Education Insider, DreamCollege.ai has been featured in Yahoo Finance, MarketWatch, and Morningstar. .

Julia is also a frequent speaker on the future of education technology, equity in admissions, and the responsible use of AI in student guidance.



FOR IMMEDIATE RELEASE

Release Date: Wednesday, September 10, 2025

DreamCollege.ai Unveils College Counselor B2B Platform, Bringing Scalable AI Personalization to Schools and Agencies Ahead of NACAC 2025

Dallas, TX – September 10, 2025 – DreamCollege.ai, an award-winning platform for college admissions counselling powered by AI, announces the launch of its new B2B Partner Platform. This solution is designed specifically for independent and school-based college counsellors, as well as global education agencies, and will be showcased at NACAC 2025 in Columbus, Ohio.

DreamCollege.ai will be at Booth #514 and host a Solution Showcase session on Saturday, September 20.

Addressing the Challenge: Personalization at Scale

College counselling faces mounting pressures with overloaded counsellors, stressed students, and confused parents. DreamCollege.ai tackles these issues by merging human expertise with Agent AI technology to deliver:

- Comprehensive profile assessments
- Best-fit major and college recommendations
- AI-powered essay tutoring for brainstorming, feedback, and authenticity
- Application strategy tools to boost acceptance chances
- Scholarship Finder tailored to student profiles
- Extracurricular planning to enhance student positioning

The new Counselor Admin Portal enables B2B partners to support hundreds of students efficiently, offering streamlined access and comprehensive oversight.

CEO Perspective

"Counselors and agencies are overwhelmed. Students are stressed. Parents are confused. Our vision is to bring clarity, personalization, and equity back into the admissions journey through intelligent tools that amplify, not replace, the irreplaceable role of counselors."

– Julia Liang, Co-Founder & CEO

A True AI Co-Pilot for Counselors

The platform introduces flexible B2B packages with:

- Bulk student seat options with centralized Counselor Dashboards
- Real-time, personalized recommendations for every student
- Smart collaboration tools for student-counselor and counselor-counselor sharing
- Progress tracking, insights, and reporting
- Custom branding, onboarding, and training support

Meet DreamCollege.ai at NACAC 2025

Visit Booth #514 in Columbus, OH, or attend the Solution Showcase session, "Empower Students, Scale Counselor Impact: How DreamCollege.ai is Reshaping College Counseling with AI," led by CEO Julia Liang on Saturday, September 20. Demos and partnership consultations will be available throughout the conference.

About DreamCollege.ai

Recently named Top AI-Driven College Admissions Counseling 2025 by Education Insider, DreamCollege.ai is featured in Yahoo Finance, MarketWatch, and Morningstar. Founded by Julia Liang, Cornell MBA and former Goldman Sachs and PNC executive, DreamCollege.ai aims to democratize elite admissions guidance, giving every student access to world-class support and empowering counsellors worldwide.

Learn more at: www.dreamcollege.ai | Media Contact: [Julia Liang](mailto:Julia.Liang@dreamcollege.ai)

Product Overview

Who It's For

- **Independent Counselors** who need to serve more students without sacrificing quality.
- **School Counselors** managing large caseloads with limited time and resources.
- **International Agencies** supporting global families seeking U.S. and Canadian admissions guidance.

What It Does

DreamCollege.ai is the award-winning AI-powered admissions platform built to empower counselors and scale student support. It combines advanced AI with a counselor-first design to deliver personalized admissions guidance at scale.

Key Features:

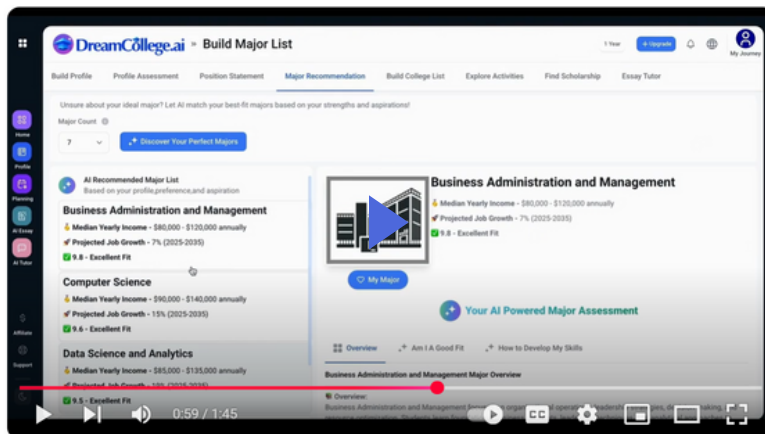
- **Counselor Admin Dashboard:** Role-based tools for lead counselors and staff, with student progress tracking, profile insights, and reporting.
- **AI Essay Tutor:** Brainstorming, structure feedback, and authenticity checks to strengthen student essays.
- **College & Major Matching:** Recommendations tailored to each student's profile, interests, and goals.
- **Scholarship Finder:** Matches students with best-fit scholarships based on academics and extracurriculars.
- **Application Strategy Tools:** Guidance on timelines, school lists, and application positioning to improve admissions outcomes.
- **Extracurricular Planner & Career Explorer:** Helps students identify activities and pathways that strengthen their applications and align to future opportunities.
- **Custom Branding & Training:** Custom branding options, onboarding, and training for schools and agencies.

Why it Matters

- **Personalization at Scale** → Every student gets tailored support, while counselors can manage hundreds of students efficiently.
- **Amplify, Don't Replace Counselors** → AI co-pilot tools reduce workload but keep the human relationship at the center.
- **Equity & Access** → Expands admissions support to students who might otherwise be overlooked, leveling the playing field.
- **Global Partnerships** → Built for schools and agencies operating across borders, with flexible packages and revenue-sharing models.

Packages for Partners

- **Bulk Student Seats** (scalable for small practices to large agencies)
- **Role-Based Dashboards** for counselors and team members
- **Flexible Pricing** to match organization size and needs



Named Top AI-Driven College Admissions Counseling 2025 by Education Insider
Featured in Yahoo Finance, MarketWatch, and Morningstar

Suggested Headlines & Social Copy for Sharing

1. Industry Innovation Angle

DreamCollege.ai launches AI co-pilot for counselors, redefining admissions guidance at NACAC 2025

College counseling is overwhelmed. DreamCollege.ai is stepping in with an AI co-pilot for schools, agencies, and counselors. See the launch at #NACAC25 → www.dreamcollege.ai/counselor



[Image Download](#)

2. Human + AI Partnership Angle

New DreamCollege.ai platform blends human expertise with AI to scale personalized admissions support

Students need personalization. Counselors need scale. DreamCollege.ai's new B2B platform makes both possible. Learn more at #NACAC25 → www.dreamcollege.ai/counselor

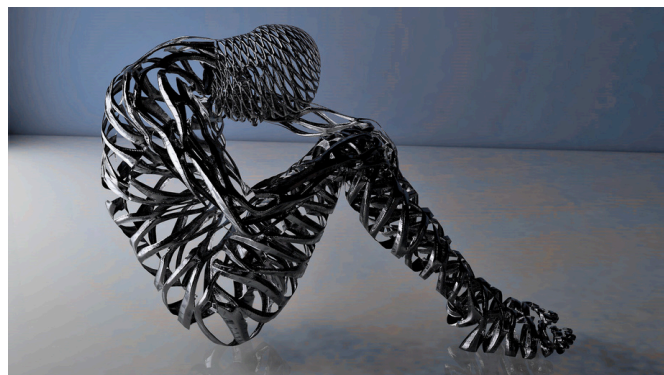


[Image Download](#)

3. Equity & Access Angle

DreamCollege.ai expands mission to democratize elite admissions guidance for every student

Equity in admissions isn't optional. DreamCollege.ai is bringing AI-powered, counselor-first guidance to schools + agencies worldwide. Full story → www.dreamcollege.ai/counselor



[Image Download](#)

Quotes for the Media



1. Mission & Equity Angle

"Every student deserves access to thoughtful admissions guidance, no matter their zip code or background. Our goal is to scale the reach of counselors without ever losing the human connection that makes this journey meaningful."

– Julia Liang, Co-Founder & CEO, DreamCollege.ai

2. Innovation & Technology Angle

"AI should never replace counselors, it should empower them. With DreamCollege.ai, we're giving schools and agencies the tools to provide personalized support to hundreds of students at once, with insights that feel one-to-one."

– Julia Liang, Co-Founder & CEO, DreamCollege.ai

3. Industry & Future Outlook Angle

"College admissions has become increasingly complex, and both families and counselors are under pressure. By combining technology with expertise, we can shift the focus back to opportunity and outcomes, rather than stress and uncertainty."

– Julia Liang, Co-Founder & CEO, DreamCollege.ai

4. Counselor Testimonial

"DreamCollege.ai is a great tool that offers affordable, personalized, and structured guidance across all core aspects of college admissions. It shines in helping you get organized especially when you are handling multiple schools as an admission consultant."

– International School Counselor



Meet DreamCollege.ai at NACAC 2025

The **NACAC National Conference** is the premier annual gathering for college admission counseling professionals, drawing thousands of school counselors, independent education consultants, college admission officers, and education organizations from around the world. The event offers unmatched opportunities for professional development, networking, and exploring the latest innovations shaping higher education access.

This year's conference will take place in Columbus, Ohio, bringing together leaders committed to advancing equity and improving the college admissions journey for students everywhere.

Where to Find DreamCollege.ai

Exhibit Booth: #514 (Exhibit Hall)

Visit our booth to explore DreamCollege.ai's new B2B Partner Platform, see the Counselor Admin Dashboard in action, and schedule 1:1 demos with our team.

Solution Showcase Session:

Empower Students, Scale Counselor Impact: How DreamCollege.ai is Reimagining College Admissions with AI



Saturday, September 20



9:30am – 10:15am



Solution Showcase Theater

Presented by Julia Liang, Co-Founder & CEO of DreamCollege.ai

[Book a demo](#)