

MYTONOMY FAQ

WHAT IS MYTONOMY?

Mytonomy is a catalog of video and written testimonials from people who have recent and/or relevant experience in making decisions about what college to attend, what major to pick, and more broadly, what career path to consider.

Because content contributors are asked for detailed HS & College activity information in their profile, users can quickly see if that person's background is similar to their own, allowing them to weight the advice appropriately.

Based on the real life experience of current school counselors and high school students, Mytonomy has crafted a list of questions that it's content contributors answer, for each school, major, and key topic, in our catalog. An easy to use set of pull-downs allow the user to navigate to the desired content quickly, making the college research process more efficient.

WHAT ARE MYTONOMY'S BENEFITS TO STUDENTS & PARENTS?

For High School Students, Mytonomy makes the abstract decision of going to college, more real, by presenting "what it looks like to go to UVA" or "study biology". If you are a potential science or engineering major, you may have to make major-related decisions sooner in your education. If you are considering liberal arts as a major, it may not be obvious what career path to take, but we aim to show you what other folks in your position have done successfully.

For College Students, Mytonomy will help you consider various career options, by sharing the actual experiences from people who used to be in your shoes. By creating a platform for generational best-practice sharing, Mytonomy will allow hard-won wisdom to be passed on, in a critical juncture of every young adult's life.

For Parents, Mytonomy can help ignite the power of self-motivation in your student. It can help your student aspire to great heights, regardless of your own specific circumstances, by providing multiple role models (like them) who have achieved key milestones (attending a school, studying a particular major, working at a great company). Financially, Mytonomy can help to select the right schools to apply to, potentially saving application fees, college visit expenses, and worse-case, extra semesters in college due to picking a major late.

WHY SHOULD I CONTRIBUTE TO MYTONOMY?

The Mytonomy team believes that if given the opportunity (and made easy), most people are interested in mentoring someone like them. "Active mentoring" happens in real-life, whether through formal programs or informal two-way relationships, but often requires a dedication and commitment that more of us wish we could pull-off. Mytonomy advances "passive mentoring", where the level of time commitment is up to the mentor / contributor, and the

relationship is one-way. We hope that some of our online "passive mentors" will be inspired to become "active mentors" offline.

Additionally, companies looking to hire the best talent or build awareness in their local community, can build their brand by having their employees contribute videos on 'what a career in X' is all about.

College students who serve as advice givers, can point to their video contributions on their online resumes – giving themselves a leg up on other applications who only submit a traditional resume.

DO STUDENTS SHARE ACCOUNTS WITH THEIR PARENTS?

Student users can sign up for a free account, and can personalize which content is presented to them based on their preliminary interests. Student users can also invite their parents to share a joint account, which enables Mom or Dad to learn about today's college environment, how to pay for college and other important topics, as well. We want Mom and/or Dad to know that you are using Mytonomy.

WHAT IS MYTONOMY'S BUSINESS MODEL?

We sell subscriptions to parents, high schools & districts, and universities. We do not sell ads on our site, nor do we sell any of our user's information.

In early 2012, Mytonomy will become a "freemium" site, where some of the content is free to access, with a paid subscription required to get access to all content. A license to Mytonomy can also be purchased by a High School or School District to bring access to a group of students at one time.

Corporations passionate about supporting education in their community can become sponsors (info@mytonomy.com) and defray the costs of rolling out Mytonomy to schools in a given region.

Universities can sponsor Mytonomy as a recruiting tool: key schools that they are trying to recruit more students from can have their licenses subsidized by the University. Separately, Mytonomy can also be customized so that a university's specific questions are entered in our system, allowing their community to upload video responses.

WHAT'S WITH THE NAME?

Mytonomy is a play on the word 'autonomy'. According to some child development books, a key goal of parenting is to deliver an "autonomous child". We hope to help!