Parameters		iDreamCareer	Mentoria	Mindler	CareerGuide.com	Univariety	Stoodnt	Careers360	Dheya Career Mentors (India)	ICS Career GPS	CareerFutura	Edumilestones	Lodestar
	Year Founded	2013	2015	2015	2009	2011	2015	2007	2013	1985	2015	2008	2015
Business	Key Product (KP)	Discovery & Admissions - Online and offline career selection, counselling, and guidance services with access to Career Encyclopedia*	Guidance services for career counselling, stream selection, course selection, job/specialization choices, career switches	Mostly online platform as well as offline services for Career selection, counselling, guidance, long term career coaching	Mostly online tools for career selection, counselling and guidance through a host of product variants and a Q/A Engine	Suite for Admission Guidance, Career Counseling, Course/ Career Selection, Psychometric Assessments, Scholarships. SOP/ Application Guidance, Subject/ Stream selection, teacher training courses	Career Discovery, Study Abroad Planning, Admissions Consulting, Job Guidance, UG/ Masters/ MBA Counseling, SAT/ ACT/ GRE®/ GMAT test preparation	Discovery & Admissions - Exams, Courses, Colleges & Career selection; Rank Predictor and misc. guidance services; college compare, College Reviews, B Tech Companion, MBBS Companion	Student Career Counseling services, Career Planning for professionals (Early/ Mid), Life mentoring	Career guidance and counselling services, Online Automated tests, Studies Abroad Guidance, Preparatory Courses, Professional Development Programmes	Guidance services for Foundation strengthening, course & stream selection, career selection, job suitability, career growth	Career assessment, counselling & guidance services through multiple nodes	Online and offline Career selection, counselling, and guidance services
	KP Media	WebUI/ Mobile App	WebUI/ Mobile App	Web UI	WebUI/ Mobile App	WebUI/ Mobile App	WebUI/ Mobile App	WebUI/ Mobile App	Web UI/ Mobile App	WebUI/ Mobile App	Web	Web	WebUI/ Mobile App
	KP Outreach	15.1 million + students	42000+ students	0.12 million students +	3.5 million +	0.1 million +	Uncertain	145 million + students	0.3 million + students	Uncertain	20,000+ students	80,000+	40000+
	KP Beneficiary	Class 9-12, Undergraduate	Class 8-12, graduates, working professionals	Class 8-Graduate	Class 9 to Professionals	Mostly Class 11-12	Student, working professional or parent	Class 9-12	Students aged 13 and above, working professionals (upto 55yrs of age)	Students of class 8-12, working professionals	Students of class8-12, graduates, professionals	5th class students to Professionals	Class 9-12
	Push factor (school collaboration)	Y (73000+ schools impacted, Pvt. & Govt.)	Y (47+ partner schools)	Y (number uncertain)	Y (number uncertain)	Y (350+ Partner Schools)	N	N	Y (number uncertain)	Y (number uncertain)	Y	Y	Y
	Pull factor (industry collaboration)	Y	Y (32+ corporate partners)	N	N	N (only 75,000+ Strong Alumni Network)	N	N	Y	Y	N	N	N
	MOOCs	Y	N (some YouTube webinars)	N	N	N (offer other platform MOOCs as distributor)	N (offer other platform MOOCs as distributor)	N	Y	N	N	N	N (only online webinars, some free)
	Train-the-Trainer	Y	N	Y	Y	Y	N	N	Y	Y	N	Y	N
	No. of trainers (counsellors) who've completed full course training program	1079 (across 114 Districts in India and the Middle East)	-	350+	1500	5,720 community counselors, 678 set up their businesses	40+ (not internally trained)	-	-	-	-	1400+ (uncertain whether fully trained)	-
Demographic, education and aspirational data acquisition from subscriber of KP		Partial (only via dedicated coaches)	Uncertain	Partial	-	Partial	Partial	-	Partial	Y	Y	Partial	Partial
Data-Privacy (selling student data to private universities & other establishments)		Data Private	Data Private	No Data-Privacy (sold through scholarship hunt events)	Data Private	No Data-Privacy	Data Private	No Data-Privacy	Data Private	Data Private	Data Private	Data Private	Data Private
Psychometric Analysis for KP (Test-and-tell)	Assessments done till date	~2 million	-	-	100000	50,000+	50,000+ students & professionals	-	-	-		45000+	
	Norm-referenced & fair for India	Y	Y	Y	Y	Y	N	-	Y	Y		-	
	Both English and non-English versions for test-takers	Y	N	N	N	N	N	N	N	N	N	N	N
	Reliability Scores Published	Y (Cronbach's Alpha)	Y (85% reliability, technical proof manual comes with paid test)	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published
	Cronbach's A - Aptitude	0.84	-	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published
	Cronbach's A - Personality	0.79	-	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published
	Cronbach's A - Interest	0.78	-	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published	Not Published
	Number of dimensions tested	3 (Aptitude, Personality & Interest)	3 (Interest, Personality, Ability)	5 (Personality, Interest, Emotional Quotient, Aptitude, Orientation Style)	4 (Motivators, Aptitudes, Interest, Personality)	4 (Motivators, Aptitudes, Interest, Personality)	1 (signature strengths)	-	4 (Personality, Aptitude, Interest, Strength)	4 (Multiple Intelligence, Personality, Interest, Learning Style)	5 (Aptitude, Study Habit, Learning Style, Multiple Intelligence, Relation Adjustment)	5	2 (Aptitudes & Interests)
	Aptitude Elements tested	5	-	10	5	5	N	-	7	7	2 (for class 8-9th), 6 (for class 10th)	-	5
	Personality Elements tested	5	-	15	-	-	N	-	-	-	18 (for Class 12th)	-	-
	Interest Elements tested	6	6	No theoretical elements revealed in report (interest profiling is done career-cluster wise)	6	6	N	-	-	-	4 [Attention, feeling for an object, Intensity (preference for some activities over others) and Duration]	-	6
	MBTI Alignment Module (MBTI Trust, Inc.)	N (separate theories back our assessments)	N	N	N	N	N	-	N	N	N	N	N
	Strong Interest Inventory (CPP, Inc.) Alignment Module	N (separate theories back our assessments)	N	N	N	N	N	-	N	N	N	N	N
	National/ International Recognitions	ASUGSV, Holon IQ, Business World, UNICEF, UNDP, Govt of India and 11 state govts. in India	N	Holon IQ, APCDA, Dept. of Science & Technology, Govt. of India	ASSOCHAM India, Indian Education Award, Action For India, Digital Woman Award, Microsoft Partner Award, National Education Excellence Award	Holon IQ	N	-	N	N	ISO 9001:2008 (not upgraded to latest version), Science and Technology Park (SciTech Park)	IAAP (Applied Psychology), ACCPH, CCCIS, ISCHS	N
Subjective Assessment Report	Exhaustive & Comprehensive	Y	Y	Y	N	N	N	-	N	Y	Y	Y	Y
	Self-explanatory edition for subscriber	Y	Y	N	Y	Y	Y	-	Y	Y	Y	Y	Y
	Stream, subject and occupation preferences	Y	Y (only occupation preferences)	Y (only occupation preferences)	Y	Y	Y (stream, subject, occupation preferences suggested)	-	Y	Y	Y	Y	Y (stream, subject combination, entrance exam, degree & specialization, colleges & tuitions suggested)
	Total suggestions (career clusters)	10 out of 21 in assessment & final 2 basis personal counseling	10 (career choices), finally 3 in consultation one-on-one with counsellor	5	3	3	35+	-	-	3	3	6 (in free suitability report), 9 top career paths (in paid report)	20+ (suitable occupations/ careers suggested)
	Format (textual, statistical, visualizations)	T, V	T,V	T, V	T,V	T,V	T	-	-	-	T,V	T,V	T,V
	Dimensional (1-D) career cluster suggestions	5 per dimension	10 (only based on interests)	N	-	-	N	-	N	N	Only for Interests: 5 (for class 10), 10 (for class 12)	N	N
	2-D fitment	Y (4 career cluster preferences)	N	N	-	-	N	-	N	N	N	N	N
	Career cluster overall fitment (3-D)	Y (10 career cluster preferences)	Y (3, during personal counselling sessions)	Y (5 suggestions)	Y (3 suggestions)	Y (3, using interest only)	N	-	N	N	Y	Y (9 suggestions)	Y (2 best-fit career pathways suggested)
	Personalized Developmental Plans	N (only offered by dedicated coaches)	Y	Y	N	N	N	Y (only through video counseling)	Y	N	Y	Y	Y
	Customized Details About Suggested Matches	N (only offered by dedicated coaches)	Y	Y	N	Y	N (only stream & study options suggested)	Y (only through video counseling)	Y	N	Y	Y	Y
Careers Information Ecosystem	Interactive & Immersive design	Y	Y	N	N	N	N	Y	N	Partial (in App only)	N	Y	N
	Available in Languages	9 (Hindi, Gujarati, Telugu, Assamese, Bengali, Marathi, Odia, Malayalam. Kannada)	N	N	N	N	N	N	N	N	N	2 (English & Hindi)	-
	Personalised feed for KP subscriber	Y (iDC 2.0)	Y	N	N	N	N	N	N	Y	N	Y	Y
	Format (textual, statistical, visualizations)	T, S (in blogs), V	T,V	T V	T V	T V	T	T V	N	-	T V	T V	T V
	Total no. of careers + occupational roles	2600+	350+ careers	150+	-	100+	-	N	22000+	350+	-	3000+	250+
	Work ethos of a career pathway	Y	Y	Y	N	N	N	N	Y	Y	Y	Y (not SMSI)	Y
	Key Role Requirements	Y	Y	N	N	Y	N	N	Y	N	N	Y (not SMSI)	N
	Objective Specialization Tracks	Y	N	N	N	N	N	N	Partial	N	N	N	N
	Full Range of Learning Opportunities (career entry	Y	Y	N	N	N	N	N	Partial	Y (not SMSI)	N	Y (not SMSI)	N
	Competencies Inventory	Y	Y	N	N	N	N	N	N	N	N	N	N
	Career Progression Pathways (how to grow in a job)	Y	Y	N	N	N	N	N	N	N	N	N	N
	Job market landscape (including wages indicators and companies) – National	Y	N	N	N	N	N	N	N	N	N	Y (not SMSI)	N
	Job market landscape (including wages indicators and companies) – International	Partial	N	N	N	N	N	N	N	N	N	N	N
	Long-term health of career pathway (Future Prospects)	Y	N	N	N	N	N	N	N	N	N	N	N
	Multi-dimensional linkage between career pathways and	Y	-	N	N	N	N	N	Partial	N	N	N	N
	Careers Exploration by Career Clusters and Pathways	Y	Y	Y	N	Y	N	N	Y	Y	N	Y	N
	Career Exploration Tool based upon Personality, RIASEC,	Y	N	N	N	N	N	N	N	N	N	N	N
	Career Exploration by Streams	Y	N	N	N	N	Y	N	Y	Y	Y	N	N
	Career Exploration by Subject	Y	N	Y	N	N	Y	N	Y	Y	N	Y (Partial)	N
	Career Exploration by broad hobbies/ life choices/	Y	N	Y	N	N	N	N	N	N	N	N	N
	Study Options by stream	Y	N	Y	N	Y	Y	N	Y	Y (by subject only)	Y	N	N
Admission assistance for higher education	National	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	International	Y	N	Y	Y	Y	Y	N	N	Y	N	Y	N
Customized Comprehensive School Report (a comparison among students and strategies for improving weaknesses, devising teaching methods, teaching aids, class conducting strategies etc.)		Y	Uncertain	Uncertain	Uncertain	Uncertain	N	N	-	-	N	N	Uncertain
Scholarship Assistance		Y	N	N	N	Y	N	N	N	N	N	N	N
Entrepreneurship Competitions Information		Y	N	N	N	N	N	N	N	N	N	N	N
Fellowship Assistance		Y	N	N	N	N	N	N	N	N	N	N	N
Olympiads directory		Y	N	N	N	N	N	N	N	N	N	N	N
Counseling & Handholding	Dedicated planners (Domain Experts for Detailed Insights)	Y	Y	Y	Y	N	Y	Y	Y	N	N	Y	Y
	Computer-aided guidance packages, skills assessment tools, psychometric tests and personal inventories	Y	Y	Y	Y	Y	N	N	Y	Y	N	Y	Y
	Interview on a one to one basis, both actively & passively (in the presence of guardians/parents)	Y	Y	Y	Y	Y	Y	Y	Y	Y (only video counseling)	Y (Telephonic/ Skype for class 8-9th & professionals)	Y	N
	Personalized human intervention & delivery (specialist, expert & current actionable knowledge of career and educational opportunities)	Y	Y	Y	Y	N	Y	Y	Y	Y (only video counseling)	Y	Y	N
	Orientation & report understanding sessions with elaboration of opportunities subjectively for every individual	Y	Y	Y	Y (45mins to unlimited, depends on price)	N	N	N	Y	Y (only video counseling)	Y	Y	Y (no free sessions)
	Help to apply for further and higher education, as well as work-based training and other employment opportunities, on a case-to-case basis	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
	Draw up action-oriented developmental plans & charting a strategy path (identifying courses, colleges and for a primary and a back-up career)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Institute shortlisting	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Scholarship management of awardees	Y	N	N	N	Y	N	N	N	N	N	N	N
	Career Plan with College Shortlisting	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Career Plan with Course Selection	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	N	Y
	Weekly awareness newsletters	Y	-	Y	N	N	N	N	N	N	-	N	N
	Regular career updates (exam dates, notifications, entrance exams)	Y	Y (only in high-end products)	Y	N	Y (dedicated news panel)	N	Y (dedicated news panel)	N	Y (Daily news panel)	Y	N	N
	Option to call career counsellor	Y	N	Y	-	-	Y	Y	-	-	N	-	Y
	Extensive Email Support	Y	Y (WhatsApp support)	Y	Y	N	Y	N	-	Y	N	-	Y
	Entrance Exam Strategy & Planning	Y	N	Y	Y	N	Y	N	N	-	N	Y	Y
Long Term Offerings	Dedicated Coach	Y	Y	Y	Y	N	Y	Y	Y	N	N	N	N
	Course Correction & Goal Tracking	Y	Y	Y	Y	N	Y	N	Y	Y	N	Y	Y
	Extensive Hand-holding	Y	Y	Y	Y	Y (Lifetime access in high-end products)	N	N	Y	N	N	Y	N
	Overseas Coach Program	Y	N	Y	Y	Y (Lifetime access in high-end products)	Y	N	N	Y	N	Y	N
Repository	Careers	550+ (1057 hours of content in 6 languages)	450+	-	1500	52	-	N	300+	350+	-	160+ (18+career clusters)	300+
	Specialisation tracks	2000+	-	-	-	-	-	N	N	-	-	-	N
	Career pathways + occupational roles	2600+	-	150+	-	100+	-	N	22000+	-	-	3000+	250+
	Colleges – Vocational	18000+	-	-	-	14,000+ universities	10000+	24000+ colleges, 900+ universities	-	Total number uncertain	-	1.6 lacs (including abroad)	300+
	Colleges – Professional	7000+	-	-	-				-		-		
	Countries	17	-	-	-	-	30+	Only India	-	15	-	8+	-
	Courses – Vocational	68000+	-	-	-	-	-	-	-	-	-	-	-
	Courses – Professional	235000+	-	-	-	-	-		-	-	-	-	-
	Entrance exams	1200+	-	-	-	150+	N	500+	-	-	N	750+	100+ (&100+ special courses)
	Scholarships + Fellowships	1200+	-	-	-	1,000+ scholarships	N	-	-	-	N	N	N
	Scholastic, meta-analytic & updated systemic investigations (SMSI) via online posts (blogs)	300+	Y (not career related, generic topics)	Y (not SMSI)	Y (not SMSI)	Y (not SMSI)	Y (not SMSI)	Y (not SMSI)	Y (not SMSI)	N (very few short blogs, mostly unrelated to careers)	Y (not SMSI)	Y (not SMSI)	Y (not updated SMSI)
Subscription Fee/ Costs	KP	3600- 9000	Rs 2499 - 4499 (including taxes, face-to-face counseling only in high-end products)	Rs. 2400-25000	2000 to 15000	Rs 2000 - 144550	Rs 2589 - 369897, psychometric test is free (highest packages for MBAs & unlimited sessions with US-based counselors) ex. rate used as on Nov 27, 2020	Free	Rs 15000- 30000 + GST	Rs 900 - 9000	Rs 2999-6999	Rs 1500-3500 (tests are free, only counselling sessions & comprehensive reports are charged)	Rs 7000-12000 (including taxes, 5-13 week programs) Rs 1500-2500 (for test reports only)
	MOOCs	4500 to 5000	-	-	-	Rs 2000 - 20000	(Udemy, Coursera & edX prices)	-	Variable	N	-	-	N
	Train-the-Trainer	15000 to 20000	-	Cost will vary depending upon the finalised program structure and inclusions	5900 to 17700	Rs 26,750 - 31750	N	-	Rs 4999 - 30000 + GST	Rs 24000 - 45000	-	Rs 12000-30000 (India context) Rs 29000 - 59000 (International)	N
Value added offerings	Letters of Recommendation Review & Writing	Y (offered only on one-to-one counselling with our experts)	N	Y	Y	Y	Y	N	N	Y	N	Y	N
	Application Essays Review & Writing		N	Y	Y	Y	Y	N	N	Y	N	Y	N
	Executive Coaching Programs		N	Y	Y	N	Y	Y (only through video counseling)	N	Y	N	Y	N
	Overseas College Profling		N	Y	Y	Y	Y	N	N	Y	N	Y	N
	Profle Building Services		N	Y	Y	Y	Y	Y (only through video counseling)	N	Y	N	Y	N
	SOP building services (reviewing & writing)		N	Y	Y	Y	Y	N	N	Y	N	Y	N
	Resume building services (reviewing & writing)		N	Y	Y	Y	Y	N	N	Y	N	Y	N
Competitive Traffic Intelligence Statistics (Taboola, Inc.,Mixpanel, Inc.,SimilarWeb Ltd., Google Analytics, & Keen.io)	Category	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Universities and Colleges	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education
	Category Rank	1.223	1.287	6718	17853	19.615	2.630	226	3.052	-	11.831	1.719	3.034
	Avg. Visit Duration	0:05:13	0:04:26	0:04:05	0:00:56	0:02:58	0:01:09	0:02:26	0:08:10	0:04:36	0:07:49	0:02:22	0:05:48
	Pages per Visit	4.69	3.76	1.75	1.46	2.9	1.25	2.44	8.87	2.94	3.71	4.22	5.12
	Bounce Rate	59.12%	63.73%	68.29%	81.62%	67.51%	84.86%	68.61%	61.22%	59.94%	71.23%	58.22%	66.14%
	Android App Downloads	5K+	500+	N	10K+	10K+	100+	1M+	-	10k+	No App	-	Uncertain
	Highest traffic from countries	India, Phillipines, USA, UAE, Pakistan, South Africa	India, USA, Phillipines, Canada, Czech Republic	India, UAE, USA, Phillipines, Pakistan	India, USA, UAE, Canada, Australia	India, USA, UAE, Canada, Papua New Guinea	India, USA, UK, Canada, Malaysia	India, USA, UAE, Saudi Arabia, Qatar	India, USA, UAE, Germany, Israel	India (100%)	India, UAE, Pakistan, Ireland, Canada	India, USA, UAE, Nepal , Canada	India, Poland, Bangladesh
	Search Traffic – Organic	98.95%	15.24%	98.75%	100%	99.41%	100%	99.87%	-	100%	100%	95.81%	100%
	Search Traffic – Paid	1.05%	84.76%	1.25%	-	0.59%	-	0.13%	-	-	-	4.19%	0%
	Direct Traffic	25.88%	33.51%	28.57%	11.23%	26.11%	10.87%	7.76%	48.06%	52.27%	-	45.98%	66.21%
	Referrals Traffic	0.82%	1.30%	0.09%	0.74%	5.69%	0.20%	0.93%	8.20%	0.74%	-	5.47%	-
	Social Traffic – Facebook	61.20%	-	19.70%	28.37%	-	9.21%	5.71%	-	-	-	-	-
	Social Traffic – YouTube	9.96%	-	21.37%	-	-	47.35%	52.12%	-	-	48.73%	-	-
	Social Traffic – Twitter	9.79%	-	6.75%	-	-	-	10.96%	24.37%	-	-	-	-
	Social Traffic – Quora	8.68%	-	-	-	77.27%	17.86%	15.67%	-	-	51.27%	-	-
	Social Traffic – WhatsApp	-	-	-	-	10.06%	-	5.44% (WebApp)	-	-	-	-	-
	Social Traffic – LinkedIn	8.13%	-	17.97%	27.76%	12.67%	21.11%	6.50%	75.30%	-	-	-	-
	Social Traffic – Reddit	-	-	-	-	-	4.47%		-	-	-	-	-
	Social Traffic – Instagram	-	-	28.21%	43.87%	-			-	-	-	-	-