SMALL BUSINESS SPOTLIGHT

Scholasticus

Address: Cathedral City

Days and hours: By appointment at client's residences

Owner: Elizabeth Venturini

Date founded: 2009

Description of business: "Scholasticus provides complete college counseling to students and their families about today's complex college admissions processes. A college admissions program is customized for each student. Students receive personalized attention on how to stand out with their college applications, essays and admission interviews. Students also learn how to select colleges and college majors that will lead to marketable careers after college graduation."

Number of employees: 1

Projected revenues: Undisclosed

Cost of startup: $5,000

Source of startup: Personal funds

Did you write a business plan? Yes. The business plan was comprised by market research, projected revenue analysis, marketing communications (online and print) and operating costs.

Marketing budget: " My clients (students and parents) are mostly referrals."

Recipe for success: "I meet with parents and students in the privacy of their home at their convenience. I strive to create a stress-free environment where there is sufficient time to answer questions and address concerns (particularly from parents) about the college admissions process."

Personal motto or mantra: "No two students are alike. I understand that each family's academic needs and desires for their college-bound student are unique and different."

Where do you seek advice? Family members and professional mentors.

Information: (760) 202-2322; admissionsmentor@yahoo.com

John Hussar

JOHN HUSSAR SPECIAL TO THE DESERT SUN

Elizabeth Venturini founded Scholasticus in Cathedral City in 2009.

Small Business Snapshot

If you'd like to nominate a business, please e-mail John Hussar at BizSnaps@gmail.com or call (760) 567-8073.

corrections

If you have a correction or clarification, please contact Senior Editor for Business James Meier at (760) 778-4623 or at james.meier@thedesertsun.com