EFFA

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Grow employer-funded enrollment.

The platform that helps schools formalize and do business with employers.

WHY EFFA

- **GROW EMPLOYER-FUNDED ENROLLMENT**
  Turn employer partnerships into a durable, high-converting enrollment channel — non-loan revenue that grows as your employer network grows.
- **ONE PLATFORM, ONE PROCESS**
  Common terms, common workflows, common data with every employer partner.
- **LIVE ENROLLMENT AND PAYMENT DATA**
  Invoice status, benefit utilization, settlement — visible in real time. No spreadsheets.
- **DEMONSTRATE ROI TO YOUR EMPLOYER PARTNERS**
  Track tuition investment to skills gained with EFFA's proprietary EFFASkills engine — evidence your board and employers can see.

1 FORMALIZE

Formalize employer partnerships in hours, not months. EFFA-powered onboarding turns manual, one-off deals into standardized agreements — ready to operate against from day one.

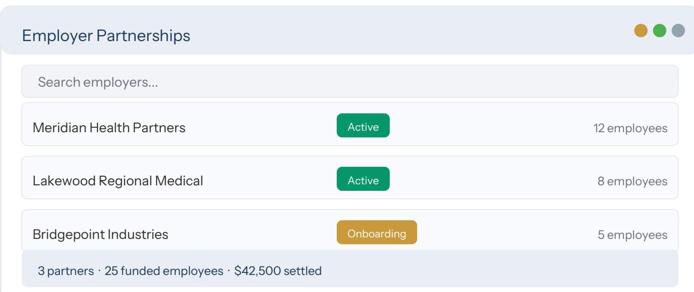
2 TRANSACT

Move invoices, approvals, and payment through one workflow. Direct-billed to the employer, so students aren't fronting the cost.

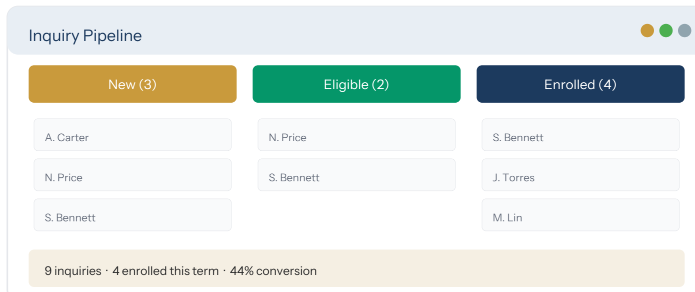
3 GROW

Make employer-funded enrollment measurable and repeatable — a channel your team can scale.

THE PLATFORM



Manage all employer relationships in one place



Generate and convert quality inquiries from employers

How onboarding works

One-time setup

1. SCHOOL — **School invites the employer**
   Send an invitation to connect on EFFA.
2. SCHOOL — **School proposes commercial terms**
   Covered programs, billing structure, rates.
3. EMPLOYER — **Employer links account**
   Completes account, connects bank for payment.
4. EFFA — **Connection is live**
   Eligible employees can now be funded at agreed terms.

How direct billing works

Per enrolled employee

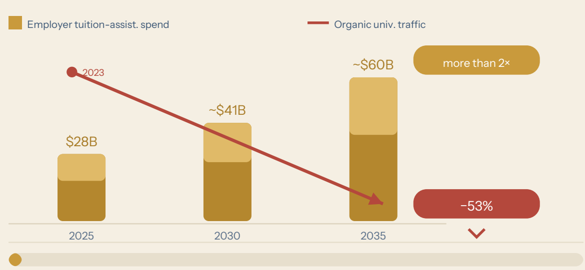
1. EMPLOYEE — Employee enrolls
2. SCHOOL — School creates record
3. EMPLOYER — Employer confirms eligibility
4. SCHOOL — School submits course
5. EMPLOYER — Employer approves invoice
6. EFFA — Payment settles

3.5% per transaction.
Not 20–50% of your revenue.

Traditional intermediaries and OPMs take 20–50% revenue shares.
EFFA charges a flat 3.5% on direct-bill settlement. Free for employers.
You keep the enrollment and the revenue.

WHY NOW

The old enrollment playbook is running out of room. Federal loan dollars are tightening. Organic traffic to university sites fell 53% between 2023 and 2025 (EAB). Employer-funded enrollment is non-loan revenue and a higher-converting channel that doesn't depend on an algorithm that's walking away.



Traffic: EAB. Spend: Georgetown CEW. Projection: HTF Mkt Intelligence (8% CAGR). Utilization: InStride / Bain.

Where schools and employers do business.

Request a Demo

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