



What makes us unique is the ability to do everything in a one centralized repository,

one platform, and we leverage AI:
Laura Celly of **MaximizeU**

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Laura Celly, CEO

Sal Celly
Advisor

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People always ask me about MaximizeU: what it is, how it's different, why we created it, and what our vision is. So I sat with The Silicon Review to clarify all those things.

First and foremost, MaximizeU is an AI-powered tech platform for individuals and institutions to maximize potential and transform for a balanced, happier, and impactful life; live, work, and lead with greater freedom, power, and peace of mind.

Depression, anxiety, stress, and other mental disorders are costing employers over \$1 trillion a year.

That is due to loss of productivity, absenteeism, turnover, disguised unemployment, poor mental health, and sick days. At MaximizeU, we are enabling organizations to do the right thing, to invest in their people's well-being to help them become better versions of themselves. That not only positively impacts productivity, but it also makes them happier employees and happier employees result in happier customers and that positively impacts the organization's bottom line.

Traditionally, there have been many barriers to investing in



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yourself and getting better. Those have been things like cost, not having access to subject matter experts, geography, not having the ability to put everything together in one place. At maximizeu.life, we have eliminated the traditional barriers to growing and getting better by creating a centralized database where all your AI-powered growth paths are stored in a consolidated and consistent manner. We measure that over a period of time, and no longer are you keeping work separate and life separate. What happens at work impacts your life and vice versa. Now, for the first time, we have leveraged AI to help you get from your starting point to your desired endpoint, and we tweak that as you grow and develop over time.

Everybody learns differently, and that's why we have multiple options in terms of coaching and courses and podcasts and videos and a learning community with events. It's a B2B and B2C platform along with a channel component.

What makes us unique is the ability to do everything in a one centralized repository, one platform, and we leverage AI. We feel that everything has to start from the schools, which is why we focus on 21st-century transformative education, where we help educational institutions focus on how they can teach better rather than what to teach. It is a shift in pedagogy and the way of instruction, focusing on acquiring critical skills like collaboration, agency, communication, creativity,

and cross-cultural sensitivity. We have multiple ways people can access the content. They can buy the course or the coaching session à la carte or enroll in a subscription plan with very convenient monthly

and yearly options, or they can create their own package. Once an organization has bought a package for a number of employees, or a university, or a school has bought a package for a number of teachers or faculty, they can add to that, and there is a whole workflow associated with it which helps them measure and track and divide the fund among different employees. Not only that, they can measure and track the progress. There's an administrative back-end which is role-based and user-based, depending on your access controls.

MaximizeU is a global business. We started off in the US. We have incorporated in India, and are in the process of expanding into Canada, Europe, and the Middle East. We just got back from Bangalore, where we did a business growth summit for entrepreneurs and education leaders, which was very well attended. Now we have follow-up meetings and customer proposals out there. So it is a great opportunity


where any organization can invest in their people without the need for IT infrastructure.

It's all a SaaS-based model built on AWS, and there is security and

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elasticity, and the user experience is very easy to absorb and engage with. The courses are in multiple formats; self-paced on demand, hybrid with virtual as well as office hours where you can interact with the course instructor as well as physical classroom-based training.

We also have counselors where if somebody is in need of more than just a coach, then we have licensed counselors where they can schedule appointments and go through the program and the course and book the session right through the platform itself. You get a 360-degree view of the individual as they grow and develop rather than siloed, rigid, disparate sources of record which don't communicate with each other.

For more information, check us out at www.maximizeu.life or send me an email at coach@maximizeu.life if you have any further questions. 

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