



RUGI.AI

ONE SITE PREMIUM STUDY ABROAD PLATFORM

combining AI with human touch

www.rugi.app



About Us

Inspired by the Chinese word '睿智', meaning intelligence, RUGI was founded with a vision to empower future global leaders through education.

By combining innovative technology with human touch, RUGI.AI is committed to guiding students on their study abroad journeys.



Vision and Mission

Our vision is to become the leading EdTech company and revolutionize the study abroad landscape.

Our mission is to nurture the next generations of global leaders around the world.



WHY RUGI?

01

PERSONALIZED ONE-ON-ONE EDUCATION CONSULTATION

We offer tailored professional guidance based on each student's academic background, interests, and study goals, creating the most suitable education pathway.



02

RUGI LOCAL SUPPORT

No matter where students are, our team provides local advice on education pathways, daily living, and cultural adjustment, ensuring they are guided through every step of studying abroad and can comfortably settle into their new environment.



03

AI UNIVERSITY MATCHING

The AI university matching system analyzes students' interests, grades, backgrounds, and application goals to quickly identify suitable and safe options from schools around the world.



04

PRO VISA GUIDANCE

Our consultant network offers complete student visa support, from application to approval, including document preparation, process tracking, and important reminders.





Local Support

Our global consultant network offers timely, on-demand support in academics, life, and cultural adaptation—ensuring students feel guided, supported, and confident throughout their entire study abroad journey.

Basic needs

- Airport Pickups
- Area info
- Cultural adaptation

Others

- Accommodations
- Transportation
- Tours



RUGI Study Abroad Pathway

Rising Star



Basic Plan

- One-on-One Professional Consultation Session x2
- Visa Pro Guide
- RUGI Student Handbook
- College Application Support Lite (Max: 1)
- **RUGI Local Support**
- **Suitable for high school student**
- 1 Year RUGI Membership

*Top Choice for Secondary School Students

Elite Vision



Applying multi-schools

- One-on-One Professional Consultation Session x3
- Visa Pro Guide
- RUGI Student Handbook
- College Application Support (Max:2)
- RUGI Local Support
- **Top University Guide**
- 2 Years RUGI Membership

World Explorer



Go for Scholarship

- One-on-One Professional Consultation Session x5
- Visa Pro Guide
- RUGI Student Handbook
- RUGI Local Support
- **Tailored College Application Support (Max:3) i.e. Personal Statement, Scholarship Essay**
- Top University Guide
- 3 Years RUGI Membership

International Success



Comprehensive Immersion

- One-on-One Professional Consultation Session x7
- Visa Pro Guide
- RUGI Student Handbook
- RUGI Local Support
- **All-rounded Tailored College Application Support i.e. (Max:4) i.e. Admission Analysis & Culture Prep**
- **Connected Business English Course (online)**
- Top University Guide
- 4 Years RUGI Membership

Global Scholar



Future Career Development

- One-on-One Professional Consultation Session x10
- Visa Pro Guide
- RUGI Student Handbook
- RUGI Local Support
- **All-rounded Tailored College Application Support i.e. (Max:4) i.e. Admission Analysis & Culture Prep**
- **Connected Business English Course (in-person)**
- **Career Coaching**
- Top University Guide
- 5 Years RUGI Membership



RUGI Tailored Study Abroad Process

50% Deposit

Remaining 50% Deposit



WEBINARS & TESTAMONIAL

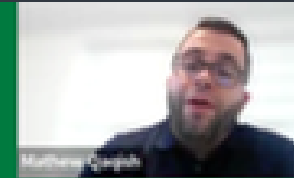
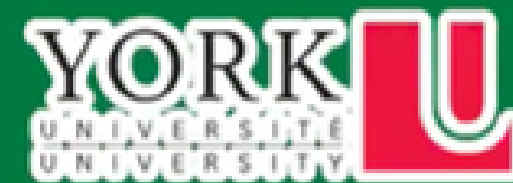
ADVANTAGES OF OSSD FOR UNIVERSITY APPLICATIONS

International Recognition

The OSSD is accepted by universities all over the world. Its challenging courses show that students have strong academic skills, making them competitive applicants for top schools globally.

Smooth Transition to Higher Education

The diploma's emphasis on strong academics and overall personal growth helps students adjust more easily to the challenges of post-secondary education.



Guest: Denise

- What do you think are the advantages and disadvantages of studying in Canada compared to studying in Hong Kong?
- How does the educational atmosphere and environment in Canada differ from that in Hong Kong?
- What was the biggest challenge you faced when you first studied in Canada? For example, in terms of clothing, food, accommodation, and transportation.
- I know you studied University in the UK, what do you think is the main difference in terms

Diverse
Programs and
Multicultural
Environment

High-Quality
Education
and Global
Recognition

Competitive
Entrance
Requirements
and Exam-
Oriented
Learning
Approach





Testimonials

Ryan Chan

From Hong Kong | Graduated from Sheridan College

RUGI supported me every step of the way from Hong Kong to Canada—from school selection and application prep to visa guidance—with expert one-on-one consulting. I never felt like just another student; I felt truly understood and supported. Even after arriving in Canada, their local support helped me adapt, solve everyday issues, and feel emotionally reassured. Thanks to RUGI, I felt confident studying abroad and truly grateful for making my dream come true.

— Ryan Chan, Sheridan College Graduate



Testimonials

Anna's Family

From Hong Kong | Enrolled in Columbia International College

RUGI guided our daughter's Canadian school application with exceptional care and professionalism. From selecting the right school and preparing documents to visa support, every step was seamless. Their local support in Canada arranged airport pickup, transportation guidance, and move-in assistance, helping our family feel reassured and confident throughout the journey.

— Anna's Parent, Benny



Team

Our consultant team consists of professionals with top-tier overseas education and international work experience, including many who are teaching or studying at world-renowned universities.

Led by founder Brian Lee—who holds advanced degrees in global management and global studies and has studied across diverse fields such as sociology, engineering, tourism, and business—the team brings a deep understanding of students' academic needs. Brian has also worked with Fortune 500 companies like Amazon, and Caesars Entertainment, equipping our team to provide expert, practical guidance for both academic planning and career development.



Prof. Aram Chavez
Advisor / Special
Consultant



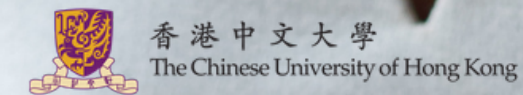
Brian Lee
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