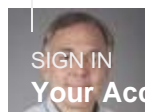


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# Enrollment management startup FolderWave breaks out of stealth

Mar 3, 2014, 9:33am EST

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Patricia Resende  
Special to the Journal

Developed with the resources and expertise of the late [Frank Campanella](#), a vice president and visionary at [Boston College](#), enrollment management software company FolderWave Inc. has come out of stealth mode during one of the most busiest

times of the year in academics, enrollment.

The Westford, Mass.-based startup has taken away some of the biggest pain points for colleges and universities by designing software for a number of complex processes, from document management to tech support.



Bob Burke is co-founder and president of Folderwave

COURTESY FOLDERWAVE

Co-founders [Bob Burke](#), president, and [Bruce Ryan](#), CEO, started the business in 2000 after having worked with Campanella to create an enrollment management system for Boston College. Burke said Campanella first called the duo to help develop a management system targeting the financial aid process, but then it also grew to include admissions and academic records.

Burke and Ryan took the initial funding from BC to create the system, then used the intellectual property to create FolderWave.

“They provided the expertise on the process, and we provided the technology, and it’s all pretty cool today,” Burke said.

The company was completely self-funded until six months ago, when it took an investment from two people — [James A. Champy](#), former chairman of Perot Systems Consulting, and [Susan E. Whitehead](#), vice chairman at the Whitehead Institute for Biomedical Research — to ramp up sales and marketing.

Today, FolderWave provides what it calls a “soup to nuts” approach to the enrollment process for schools, from the initial inquiries to a when a student matriculates.

FolderWave’s software sits between the information flow from apps such as CommonApp, or test scores and manages the process for the schools. “Most schools have to manage the data feeds and is a reasonably complicated,” Burke said. “For our clients we do that for them. It is a key element of our solutions. We not only provide the technology but the service that goes around them.”

“We handle nine to 10 different areas, including financial aid and alumni development,” Burke said. “For us it is, ‘Where does your problem lie, and where is the pain at its peak?’”

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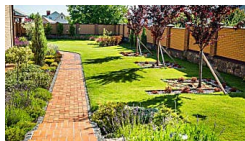
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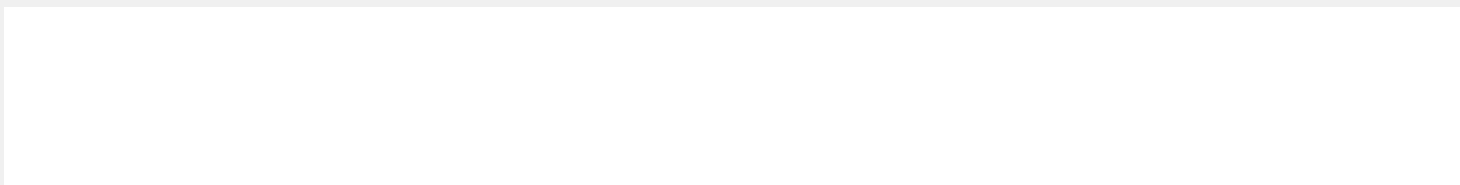



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