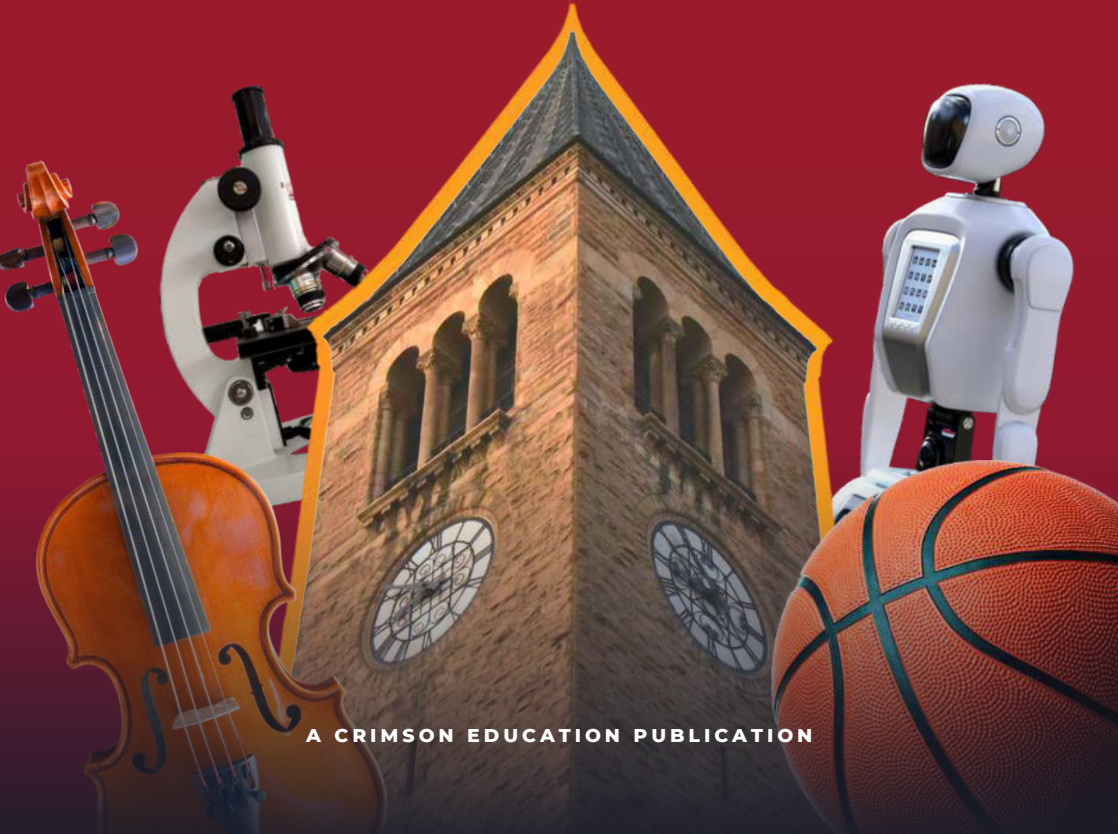




# 5 Ways To Build Stand-Out Extracurriculars

*For Top US University Admissions*

The average amount of time an admissions officer spends with an application is 4 minutes.  
How will yours stand out?



# Congratulations!

You've made the decision to start applying to the world's top universities. Having been admissions strategists for the last 10 years, we can tell you that making this decision is no easy task. It takes a lot of courage and determination to put your name forward in one of the world's most competitive, arduous processes. It would be much easier to apply to schools with higher acceptance rates and guarantee your place — it would certainly save you a lot of time, energy, and sleepless nights.

But no. You have decided to invest in yourself, thereby laying the necessary groundwork to ensure future career success. You've decided that you belong to one of the top universities. Now, you just need to show the admissions officers who you are, and what you've got!

A key component of ensuring your success is making sure you are able to tell a compelling, authentic story. Are you pursuing a passion that goes above and beyond the classroom? What are you doing to make a positive impact on your community? More importantly, how do you tie it all in to craft a captivating narrative of who you are?

We've written this eBook to help you understand exactly how to assemble your extracurricular activities to set you apart from others, and convince admissions officers to choose you. We've broken it down into 5 parts:

**1.**

**What are extracurricular activities and why they matter**

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**2.**

**5 ways to build outstanding extracurriculars**

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**3.**

**How admissions officers evaluate extracurriculars**

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**4.**

**Case Studies: Which applicants would YOU admit?**

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**5.**

**How Crimson can help you**

**Let's get started!**



# 01. Extracurriculars Defined

An extracurricular is virtually any activity that isn't required for high school credit. Think "extra-curriculum" — anything you do beyond the required academics. These include:



**Awards or student competitions**



**Clubs or student organizations**



**Paid work or internships**



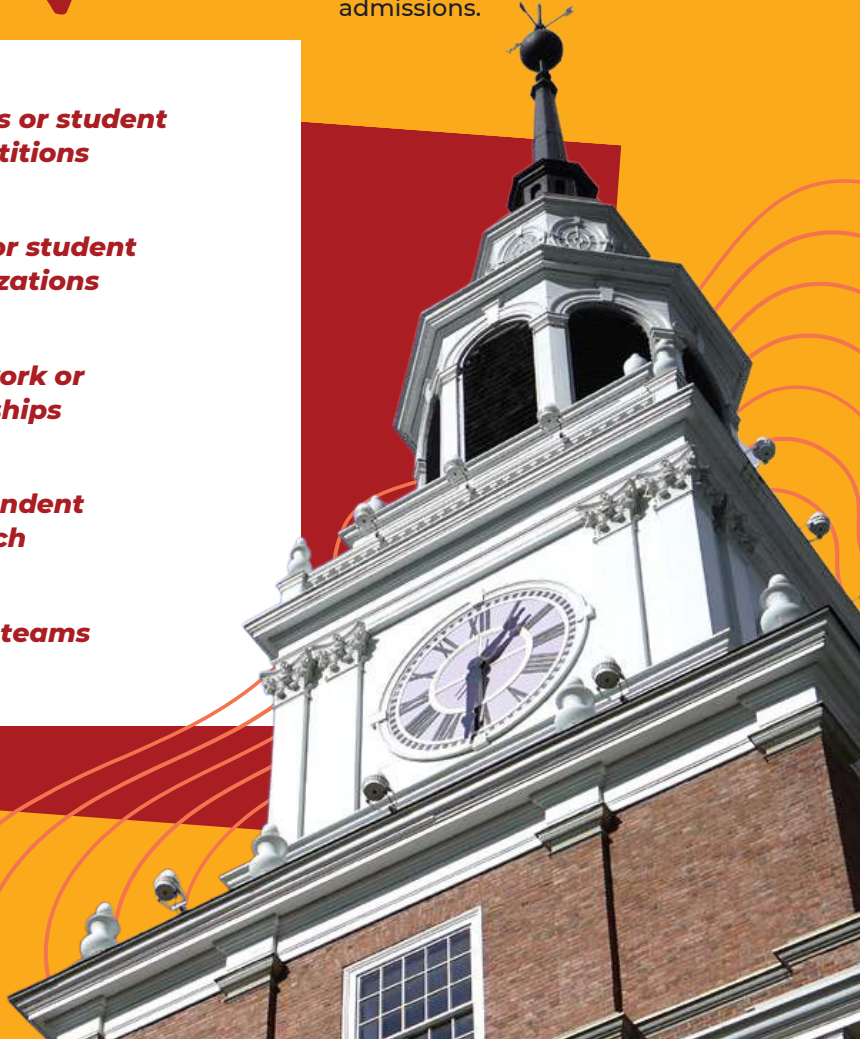
**Independent research**



**Sports teams**

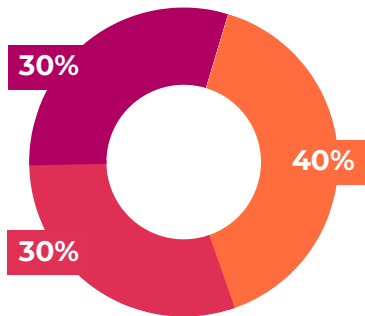
While grades and test scores demonstrate your academic prowess, extracurricular activities reveal your personality, emotional intelligence, and personal growth.

In order to get into a top university, your personal brand must be concise yet compelling. In approximately 4 minutes, an admissions officer needs to **know who you are, and how you are an asset to your community.** This will help them decide if you will positively contribute to and serve the campus community upon admissions.



## Application Weighting

The generally acknowledged weighting breakdown is as follows:



### Academics

40%

- SAT or ACT scores
- AP / IB / GPA
- High school transcripts

### Extracurricular Activities

30%

- Leadership
- Clubs, sports, hobbies
- Projects/initiatives

### Essays, Interviews, Recommendations

30%

- Personal essay
- Supplemental essays
- Teacher recommendations
- Admissions interviews

When admissions officers read your university application, **academics are the first thing they look at**. However, while top grades and test scores can help your application get past admissions officers' first glance, your personal brand (including your extracurriculars, leadership positions, and personal experiences) is what truly sets you apart from the crowd!

## Building a Strong, Authentic Personal Brand

In summary, your academics show what you can do, but your extracurriculars help demonstrate who you are. Your academics and extracurricular activities must come together in your application, essay, and interview in the form of your **personal brand**.

Here are some questions for you to consider when thinking about whether you've cultivated a clear and powerful personal brand for a successful college application.

**01. What story do you want to tell about who you are as a person, and how do your extracurriculars tell that story?**

**02. Do your academics, achievements, and extracurriculars come together cohesively in a powerful, compelling manner?**

**03. Does your personal brand clearly demonstrate a commitment to excellence and strong moral character?**

**04. Can you distil your activities and achievements into 3-4 adjectives that accurately describe who you are?**

**05. Can you distil each activity and achievement into a 150 character summary that contributes to your personal brand?**

**Want to learn more about maximising your extracurricular impact? [Check out this Crimson Master Class by Senior Strategist Brice O'Connell!](#)**



## 02.

# 5 Ways to Build Outstanding Extracurriculars

### Talents and Interests

Perhaps the simplest way to build outstanding extracurriculars is through your talents and interests. You already need extracurriculars, so you might as well **do something you're already good at and/or love!** Your commitment to these activities will quickly and easily demonstrate your personal qualities and your dedication to excellence.

So, what talent or interest do you enjoy spending time on? Perhaps you're an athlete or a musician? Business owner or a Twitch streamer? Leverage what you already love doing to help tell a compelling story about yourself to admissions officers!

However, if your portfolio shows a limited range of extracurriculars, we recommend finding small ways to increase the variety of your activities to show other sides of yourself beyond that one talent or interest.

Unsure how to leverage your interests?

[Our experts are excited to help.](#)

### Community Service

The second way to build outstanding extracurriculars is through community service. Why? Well, community service is exactly as it sounds — how are you serving your community?

So, by living, working, learning, and playing in a community, you are already contributing to it in small ways. The trick here is, are you taking initiative and going above and beyond what is expected of you? Are you a demonstrated leader? Do your community members ask you to take on additional responsibilities? Have you helped expand the community or initiative you're involved in? How are you leaving this community better than you found it?

Admissions officers love to see community service in an application because it demonstrates two important qualities: impact and passion.

**Check out what our students have been doing!**



## Internships

An internship is a job you can take on to learn more about the work industry you are interested in. Unlike community service or volunteerism, internships are focused on providing practical, workplace-related experience.

Completing an internship during high school can give you a competitive edge when applying for college or university programs, as it demonstrates your commitment and passion for a particular field. For instance, if you're considering a career in medicine, an internship at a hospital can help you stand out as a strong candidate and also allows you to gain a better understanding of the field and apply that knowledge to your studies.

Good places to find internship opportunities:

- ✓ ***Small businesses in your community***
- ✓ ***Non-profits, social service industries, and charities***
- ✓ ***Personal connections (family members, family friends, etc.)***
- ✓ ***Online initiatives (blogs, social media, etc.)***
- ✓ ***Dedicated high school internship programs***

program assists students in researching and obtaining high-level internships while still in high school!

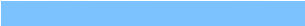
## Research and Competitions

Participation in research and/or competitions illustrates academic competence and an eagerness to learn outside the classroom. It shows that you're not only curious about the knowledge that currently exists, but that you're interested in developing new knowledge and can contribute to your field.

Pursuing a research program or collaborating on a research project shows **initiative** and **intellectual curiosity**. In most cases, academic research opportunities within the high school curriculum are limited, so it is important to reach into an academic network outside of your community to see what's possible!

It is also important to pair your research with competition. Competitions allow for you to further develop your research through practical application. Competitions require long-term preparation and dedication and if you perform well, it indicates a high level of self-sufficiency and knowledge in a topic of your choice.

Admissions officers are not only looking for people who want to contribute to their field in new ways, but also people who are not afraid and welcoming of conflict as it relates to their own research. Participating in competitions can demonstrate your ability to navigate healthy conflict, and also shows your resilience and ability to bring critical thinking within an academic field!

Looking for competitions to join on an international scale? For the business and tech-oriented, check out the 



If you're interested in writing competitions, there's the [Harvard Crimson Essay Competition](#).



## Capstone Projects

While this may sound intimidating, a capstone project is an independent project you can take on during your high school years. It showcases self-driven exploration of a topic or objective you're interested in. This is different from a regular activity you might take on once or twice a week, because these are larger, more intensive initiatives you take on for several months. This is a way to 'dive deep' into a topic, cause or organisation you're passionate about, which further demonstrates to admissions officers your commitment to your field.

Capstone examples:



**Organising a charitable event**



**Building an app**



**Building a business plan**



**Developing a product or service**

As a capstone project is usually one of the strongest activities on a student's Activities List, we developed the Crimson Leadership Academy (CLA) to assist students in building and executing a capstone. Want to learn more? [Book a free consultation](#) with an experienced Academic Advisor and ask all your questions!

Here's a timeline with actionable steps for organizing your extracurricular activities during high school to enhance your chances of top university admissions:

Want to see all of the extracurricular opportunities out there? Who knows? Maybe there are some you've

#### ▶ Year 9

- Development and Exploration Phase! Take part in variety of clubs and competitions and courses in fields you're interested in
- Research majors you are interested in for college

#### ▶ Year 10

- Kickstart extracurricular projects
- Develop your networking opportunities!
- Look into research projects and internship opportunities

#### ▶ Year 11

- Run for leadership positions to show your commitment and growth
- Find mentors who can provide guidance and serve as positive role model
- Line up further work experience/internship for summer

#### ▶ Year 12

- Build your Extracurricular Profile and Activities List for application





# 03.

## The Admissions Officers' Perspectives

### What They're Looking For

Simply put, schools are looking to facilitate the growth and development of 22nd century innovators. In the context of an applicant, this means they are looking for **leaders** who are already making a significant **impact** in their field and communities.



### What Does Leadership Look Like?

Leadership shows that you went beyond passive involvement with an organisation or project and took on a higher level of responsibility voluntarily. Here are some examples of what student leadership can look like:



#### ***Institutional***

- Student Government
- Organization Ambassador
- Club Leader
- Newspaper or Yearbook Editor



#### ***Innovative***

- Startup Founder
- Organization Director
- Leading a campaign
- Starting an app
- Starting a competition



#### ***Independent***

- Starting a successful blog
- Research
- Internships
- Writing a novel
- Marathon fundraiser

## What Does Impact Look Like?

Beyond just having a leadership role or title, there's also a question of what you did with that responsibility. The effect of your work is also known as **impact**. Impact shows that you're passionate and invested in leaving your mark on a club, community or organisation by strengthening its influence or effectiveness. Here are some examples of impactful work on various levels:

### School

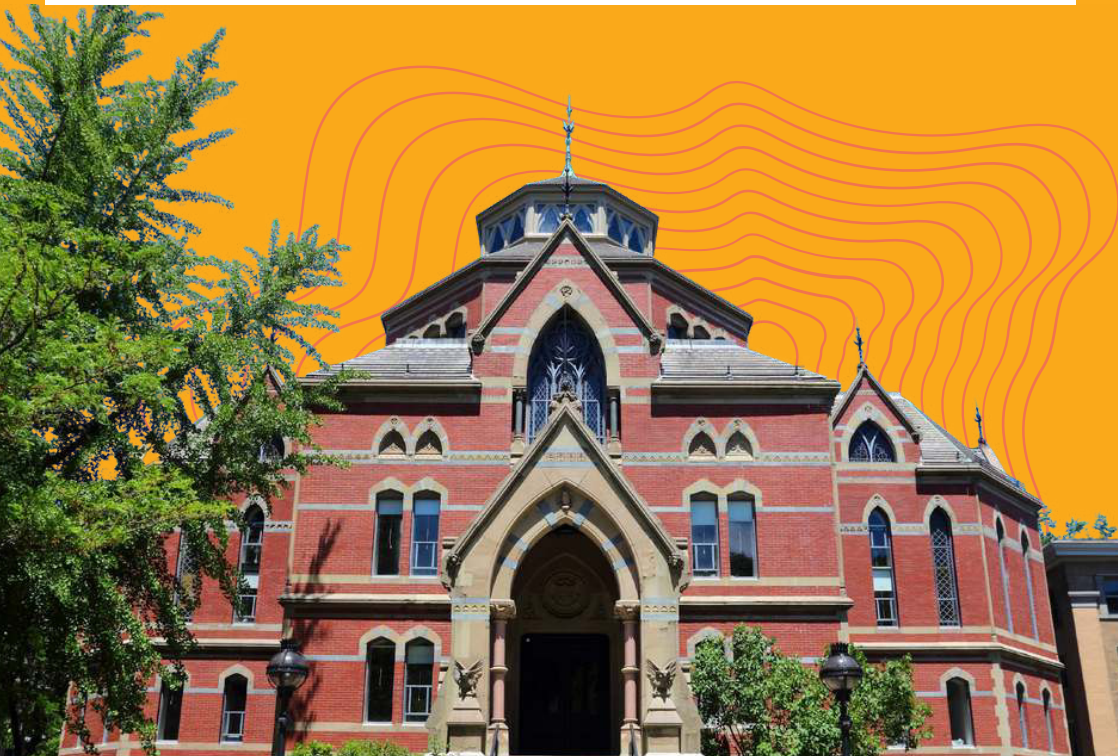
- + Raising \$5,000 for new library computers
- + Leading a tutoring club with 30 tutors supporting 100 peers
- + Lobbying for Meatless Mondays in your school cafeteria (and succeeding!)

### Local

- + Increasing involvement amongst your peers as a City Youth Council member
- + Starting a travelling library that reaches underserved communities
- + Organising a 5K race to fundraise for a local charity or small business

### (Inter)National

- + Launching an educational YouTube channel that reaches a nationwide or global audience
- + Representing your state or country at Model UN
- + Winning a major academic or arts competition



## A Well-Developed Profile

There is a strategy to develop your ECL Profile and stand out to admissions officers. In general, you will need:

- + **2 activities related to volunteering**
- + **3-5 activities in which you are a leader**
- + **1-3 academic activities**
- + **1-2 non school affiliated activities (reputable summer camps)**
- + **At least 1 quirky activity reflecting more unusual skills or hobbies**

Some activities can overlap to fulfill multiple requirements, aim for a balance of activities that showcase your talents, interests and dedication!



# 04.

## Imagine Yourself as an Admissions Officer!

### Case Study 1

Below is an example of a Crimson student's extracurricular profile. Based on what you've learned in the last section about Extracurricular Strategy, can you figure out and explain if this student has an effective extracurricular profile? If you were an admissions officer at a top university, would you let this person into your program? Continue on to see our analysis!

1

#### INTERNSHIP

##### *Intern, Congresswoman*

Interned in Washington DC in a team of 3; wrote 25+ letters addressing constituent concerns; attended 20+ hearings & briefings; toured constituents.

2

#### CAREER ORIENTED

##### *Dir. of Outreach, The Barrio Impact (Ed.Nonprofit)*

Afterschool tutoring & guidance to Latino students; personally liaised with 100+ universities to request promotional materials; searched for scholarships.

3

#### ACADEMIC

##### *Captain & President, MDCHS Quiz Bowl Team*

Recruited 15+ members; lead weekly practices; elected Captain '17; under captaincy, improved to 3rd Place Quiz Bowl Metro League '17.

4

#### INTERNSHIP

##### *Intern & Office Manager, Ammar Campa-Najjar Campaign*

Managed day-to-day tasks such as training volunteers for congressional campaign; crafted promotional materials in English & Spanish; phonebanking.

5

#### OTHER CLUB / ACTIVITY

##### *President & Founder, College Awareness Club*

Founded club and recruited 50+ students in regular attendance at meetings; invited prominent college alumni to speak about experiences at schools Internship.

6

#### INTERNSHIP

##### *Bilateral Safety Corridor Coalition*

Spread awareness&outreach regarding human trafficking; delivered 5+ bilingual seminars at Mexican Consulate on recognizing signs of forced labor trade.

7

#### ATHLETICS - JV / VARSITY

##### *Lacrosse, Defenseman, MDCHS Crusaders Varsity Lacrosse*

Attended daily practices; started in games twice a week; chosen as captain in 3 games during season.

8

#### DEBATE / SPEECH

##### *Vice President, Speech & Debate Club*

Organized biweekly meetings; recruited 25+ students; debates on current affairs & religion; facilitated public speaking improvement in peers.

9

#### RELIGIOUS

##### *Member, Ambassador for Christ Corps*

Represented school at various events such as Open House, Fall Festival, G8 Visitation; served as bilingual tour guide for Spanish speaking families.

10

#### ACADEMIC

##### *Team B Captain, National Ocean Sciences Bowl.*

Organized biweekly practices & prepared team of 5 for competition; expanded knowledge on environmental science topics such as marine policy & geography.

Let's look at how this profile lines up with the strategy outlined in the last section:

Category	Activity
2 activities related to volunteering	Ambassador for Christ Corps Bilateral Safety Corridor Coalition
3-5 activities in which you are a leader	<ul style="list-style-type: none"> <li>• Director of Outreach</li> <li>• President and Founder of College Awareness Club</li> <li>• Captain and President of Quiz Bowl Team</li> <li>• Vice-President of Speech and Debate Club</li> <li>• Team B Captain of National Ocean Sciences Bowl</li> </ul>
1-3 academic activities	Vice-President of Speech and Debate Club
1-2 non school affiliated activities (reputable summer camps)	Intern for Congresswoman Intern and Office Manager
At least 1 quirky activity reflecting more unusual skills or hobbies	Lacrosse Defenseman

This student has not only met each category, but has gone above and beyond expectations by participating in highly diverse activities that a) are actual jobs in the career world, and b) participating in largely unconventional spaces for high schoolers. This person is clearly driven, motivated by social service, intelligent, and linguistically talented. Their leadership is institutional, innovative, and independent. In terms of impact, their work impacts school, local, and national communities.

Unsurprisingly, this student was a successful admit to Yale, Stanford, Columbia, Brown, UPenn, Duke, Cornell, and UChicago. What an accomplished high school student!



## Case Study 2

Below is another example of a Crimson student's extracurricular profile. Based on what you've learned in the last section about Extracurricular Strategy, can you figure out if this student has an effective extracurricular profile? Similar to the last case study, if you were an Admissions Officer at a top university, would you let this student into your school? Continue on to see our analysis!

<p><b>1</b></p> <p><b>DEBATE / SPEECH</b> <i>Vice-President</i></p> <p>Became Vice-President of Speech and Debate club in Freshman Year. Youngest VP in the history of the club. Organized debate team meetings every other Monday and transportation for the team's yearly debate tournament.</p>	<p><b>2</b></p> <p><b>DEBATE / SPEECH</b> <i>State-Level Qualifier</i></p> <p>Qualified for state-level debate and speech championships.</p>
<p><b>3</b></p> <p><b>THEATRE / DRAMA</b> <i>Lead Actor</i></p> <p>Music Theatre: 'The Little Mermaid'. Leading role 'King Triton'. 2 solo numbers. Cast of 80, sold tickets for production.</p>	<p><b>4</b></p> <p><b>MUSIC VOCAL</b> <i>Member of Church Choir</i></p> <p>Weekly solo and group performances at church events. This includes Sunday services, religious holidays, baptisms, weddings, and funerals.</p>

Let's look at how this profile lines up with the strategy outlined in the last section.

Category	Activity
2 activities related to volunteering	Member of Church Choir
3-5 activities in which you are a leader	Vice President of Debate/Speech club
1-3 academic activities	State-Level Qualifier
1-2 non school affiliated activities (reputable summer camps)	Member of Church Choir
At least 1 quirky activity reflecting more unusual skills or hobbies	Played "King Triton" in their high school play

Unlike the student in the first case study, this student hasn't filled out all of the categories. They have definitely done some great work thus far in their high school career, but there is actually very little leadership work exemplified here because their involvement is largely **participatory**. This student has an example of **institutional** leadership demonstrated by their VP status, but how could this person be more **innovative** and **independent** in their leadership?

Additionally, there is some variation in their activities, but there ultimately needs to be more. Finally, the impact of their extracurricular activities remains largely within their school.

***Apply What You've Learned: Imagine this was your Extracurricular Profile. What would you do to improve it?***

[Check out this video](#) to see an example of how our Crimson Strategists help students transform their ECLs to boost their application and ultimately get them into their top schools!"



## 05.

# How Crimson Can Help You

### Our Results

#### **CONGRATULATIONS TO OUR CLASS OF 2027 Early Round Offers Break New Records!**

With numbers still rolling in, our amazing students have already received over 60 offers to the Ivy League and 90 offers to the US Top 10 — with many schools still to release their notifications!

## 576

*Offers to the Ivy League*

## 934

*Offers to the US Top 10*

## 3500+

*Offers to the US Top 50*

## 176

*Offers to Oxford and Cambridge*

### + Our Services

#### **Academic Enrichment (AE) programme**

The Academic Enrichment (AE) programme is led by subject specialists, and supported by a range of modules featuring interactive activities, advanced readings and follow-up assignments. The programme seeks to build student subject expertise and analytic skills by taking the student on a learning journey that travels far beyond the usual school curriculum.

The AE Curriculum also aims to prepare students for admissions interviews by extending the depth and breadth of students' subject knowledge. The AE sessions improve students' confidence in answering unfamiliar questions and develop the ability to problem solve and show logical thinking while under pressure.

To learn more about Academic





## Crimson Careers



In our mission to help students reach their greatest potential in university admissions, we developed an Internship Placement program to assist students in researching and securing high-level internships while still in high school. The program's success led to the creation of

\_\_\_\_\_ a special business unit of Crimson Education that offers unique work experience programs in partnership with Fortune 500 Companies.

Through our robust, exclusive network, we have connected students to internships at world-renowned companies such as Uber, Ferrari, HSBC, Dentons, and The Economist. With this type of experience, Crimson students are some of the most competitive candidates for the most prestigious jobs globally. We now have students representing Crimson at NASA, Google, Tesla, and Goldman Sachs with average starting salaries of \$100,000 USD.

Here are the benefits of the Crimson Careers program:

### → **Practical learning**

Gain first-hand experience in different career paths by learning practical skills and applying them in the workplace.

### → **Create impact**

Have the potential to see your recommendations implemented at the end of the project.

### → **Connect and build global networks**

Learn how to work with a diverse range of people from different countries and backgrounds, and build global networks with future leaders.

### → **Meet industry professionals**

Gain mentorship from industry professionals with experiences at the top companies and firm representatives at the executive level.

### → **Fully remote**

Be able to participate in any of our programs regardless of where you are in the world.

### → **Referral letter**

Upon program completion, receive a referral letter signed by the company as well as a Certificate of Completion from Crimson Careers that can be used for future jobs and university applications.

## Crimson Careers Testimonials

“



**Anuar**

- *Columbia, Brown and UMich admit*
  - *Intern at PwC*
- 

"I was always interested in consulting and the PwC program gave me an exceptional opportunity to kickstart my career in the field. Now consulting is a career that I definitely want to go down and I'm excited to continue pursuing it at Columbia!"

“

**Evan Z.**

- *Uber Internship (2022)*
- 

"You have responsibilities as a part of your team, and success for the team. The content of this internship is awesome. There are basic skills like presentation, public speaking that will help you in whichever career, even more if you want to be in product management. Even if you don't like it, at least, it gives you a real glimpse into the workplace."



## Crimson Leadership Academy

The Crimson Leadership Academy focuses on helping students build and execute a Capstone Project. The Capstone is typically one of the strongest activities on a student's Activity List. This project can take on many forms and **is tailored to the student's passions, interests, and academic timeline.**

Your successful Capstone Project will be:

- A memorable **solution** to an existing issue
- Oriented towards community service
- **Interdisciplinary** - combining your passions, interests, and skills in a unique way
- **Measurable** in its impact
- Fitting within your 'Hook Statement' or application 'theme'

The Capstone Project is different from other extracurricular activities because:

### 1. **It is not just participatory.**

Joining the soccer team or playing on the marching band does not require innovation because the structures already exist. These are great extracurriculars, but not Capstone Projects.

### 2. **It combines diverse skills and interests.**

The Capstone Project is interdisciplinary. Perhaps a student loves horses and wants to participate in a state competition. This alone is also not a Capstone Project because it only deals with one skill set. Rather, the student should combine their love of horses with their desire to teach kids about the benefits of animal therapy. Perhaps they could start a horse camp for underprivileged kids.

You will also receive assistance from an ECL advisor, whose fundamental responsibility is to support students as they build their capstone project within the package hours that they have bought.



## Number of Hours

## Student Outcomes

10 hour ECL package

- Submit a Capstone Project Proposal and Action Plan
- Guide and regularly follow up with the student as they execute the Capstone Project

15 ECL hours

- Scale the Capstone Project to make it more impactful, longer-term, and more eye-catching to Admissions Officers

15+ ECL hours

- These will be a part of packages where students may be 2 or more years away from submitting their College App (commonly referred to as NAY students, or Non-App Year students) - the expectation will be to develop and fully execute more than one Capstone Project with these students



## Crimson Young Pioneers (CYP)

Known as Crimson's most elite ECL program, CYP is an one-on-one, three-phased global leadership program, focused on building a global, personal brand for each student. The Program delivers a global capstone project in addition to 3-4 global extracurricular leadership activities, honours and/or awards. Moreover, it enables students, through the program's 50+ public and private sector partners, to realise their desired impact in real-world settings. These include invitations to speak at global conferences, youth council or ambassador opportunities, focus group discussions, hands-on service learning experiences, leadership simulation games, and other exercises designed to identify core leadership strengths.

The real-world impact of CYP is ensured through its design. Created and executed by professionals in Private Equity, Investment Banking, Management Consulting, 'Techpreneurship', and Social Impact industries, the program seeks to foster innovative, global leaders who will change lives. Additionally, CYP mentors boast over 15 years of working experience with top US and UK universities accreditations as well as awards and honours from World Economic Forum, United Nations and other prominent Foundations. Currently, the CYP community includes students across 15 academic disciplines from over 45 countries. In the 2022/23 admissions cycle alone, CYP students have confirmed offers from a super majority of all Top 20 US universities.

*To ensure we maintain the highest standards of quality, CYP is an invitation-only*

## Crimson Careers Testimonials



**Han P.**

- *Hanoi, Vietnam*
- *Founder of "Student Consulting Group"*

"When I received my offer from Stanford, one of my first thoughts was how Crimson Young Pioneers helped me build a global brand to get Stanford's attention outside of my school work. From presenting at a Business Forum, working with corporates and speaking at a UN conference, the Program has put me on the map."



**Rintaro K.**

- *Tokyo, Japan*
- *Founder of "The Next Policy Institute"*

"Through Crimson Young Pioneers, The Next Policy Institute was joined by youth from 10+ countries, showcased at global conferences and featured by the UN Foundation. The real world impact it created helped me secure admissions into Duke where I plan to major in a combination of computer science, politics and economics."

## Extracurricular and Leadership (ECL) Mentors

ECL Mentors are core to the work we do at Crimson, as they help students hone their ECL activities by co-developing activities lists that will give them a competitive edge in their applications. These activity lists provide admissions officers a holistic, fulsome view of the student and demonstrate their impact and leadership capabilities. Additionally, ECL mentors work one-on-one with students to help identify and develop their interests, and create/execute a plan. Some examples include: building an app, founding a nonprofit, launching businesses, crafting community service initiatives, and conducting international research!

***We pair our students with the right ECL mentor for them!***



## Crimson Careers Testimonials



### ***Takenoshin Y.***

- *Tokyo, Japan, Yale Admit*
- *Documentary was featured at the Fukushima Film and Media Festival in Tokyo*

***“What helped me, not just through the college application process was that I was able to do what I actually like [such as] making films, doing research, and playing piano. Doing all those things I actually love both helped me through stressful times and ended up being really big components of my application.*”**

***I see a lot of people quitting their projects because they have to study or get better grades, **but I think just doing what really speaks to you and what you really enjoy is what will help you in the long haul.***”**



### ***Maggie***

- *Melbourne, Australia, Stanford Admit*
- *Started a podcast to help immigrant children, asylum seekers and refugees learn English, which was later recognized by the Red Cross.*

***“I was working with [my Mentor] on an almost weekly basis, just trying to brainstorm ideas and think about what activities I could go for. She was able to push me to understand that sometimes you can’t stay satisfied with what you’ve got, you have to really push yourself to achieve the best. And I was very lucky to have her by my side, because she was also a very supportive friend as well.”*”**

## Indigo

(Previously: Crimson Research Institute or CRI) The Indigo Research Program is designed for intellectually curious students who are ready to make innovative contributions to their chosen subjects, all while preparing for success in their academic and professional careers. With guidance from PhD mentors and university faculty in the US and UK, Indigo students choose a topic they're interested in and complete an undergraduate-level research project.

### **The Indigo Research Program includes:**

- ✓ 30+ research fields and subjects within STEM, Humanities, and Social Sciences;
- ✓ 3 different packages: Explorer, Researcher, and Innovator;
- ✓ 4 module research experience: Foundations, Theory, Research, Writing & Publishing;
- ✓ Top mentors from Stanford, Cornell, Princeton, and more;

### **Why research with Indigo?**

#### **+ Cultivate Lifelong Skills:**

With Indigo, students will develop the analytical, writing, and research techniques needed to advance through college, graduate school, and beyond.

#### **+ Make your applications stand out:**

Whether students are applying to college, graduate school, or a job in their field, their work with Indigo will demonstrate intellectual curiosity, academic talent, and an ability to engage with in-depth research.

#### **+ Study With Great Minds:**

Students will be guided by our mentors — PhDs and faculty researchers from top US and UK universities who work at the cutting edge of their fields.

#### **+ Become an Expert:**

No matter the passion, Indigo will help students turn it into real-world contributions to their field by working with them to develop their expertise and publish their findings in academic journals.



## Indigo Testimonials



### **Jeremy N.**

- *Melbourne, Australia*
  - *Research Topic: Systemic Review and Mixed-Methods Analysis of twenty-one Trials Focusing on CD19 CAR T Cells: a novel cancer therapy*
- 

“Working with my mentor and with the Research Institute has deepened my understanding of the publishing process and of conducting research. I've gained invaluable insight into academic medicine”

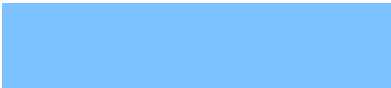


### **Bianca L.**

- *Virginia, USA*
  - *Research Topic: The Detection of Liver Cancer in CT Imaging: Using Artificial Intelligence to Improve Cancer Detection*
- 

“Working with someone with such a high level of experience makes everything come together because you might have a brief interest in medicine for example, but then they might introduce you to this one topic and you just fall in love with it”

**Ready to research with Indigo?**  
**Join a global community of**  
**intellectually curious students!**





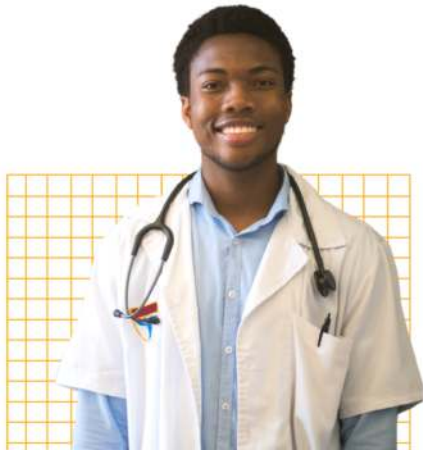
## Indigo Summer Program

(Previously: Crimson Research Institute Snow/Summer Program or CRISP) **The Indigo Summer Program** is an intensive 6-week research program designed to introduce high school students to the research processes of one specific academic discipline like Computer Science, Economics, or Medicine.

It is a unique opportunity for high school students to complete a months-long research project in only six weeks! **Students can use their summer break to:**

- learn new skills
- engage with their peers
- learn from top university professors
- and enhance their college applications from the comfort of their homes.

During the Indigo Summer Program, students will write a research paper or complete a project with professor guidance in a small online group classroom of 3-10 students. All students who complete the course will receive a certificate at the end of the program.



### **What can students do after the Indigo Summer Program:**

- ✓ Write about their research in the college applications;
- ✓ Use their presentation materials to present at research conferences;
- ✓ Publish their research paper in an academic journal;
- ✓ Submit their research to compete in a science competition;
- ✓ Stay ahead of their peers at university with early research experience;

**The Indigo Summer Program** is a great learning opportunity for those new to research – the projects will feature their own original hypothesis using secondary data, which they can publish in professional academic journals.

**Find out more about the Indigo Summer Program and get in touch with the Indigo team for a free consultation!**



## Crimson Testimonials

“Students often have no idea what universities are looking for, and Crimson helps tweak existing skills and talents, polish them, and help you get to the next level with the perfect amount of advice while still allowing you to make your own choices in your process.”

***Nanditha, University of Oxford admit from UAE***



“The best thing about working with Crimson was that I could discuss all of my questions with multiple people who worked with me long term. That eliminated most of the uncertainty that I had regarding the application process, and allowed me to focus on perfecting the application itself.”

***Chloe, University of Cambridge admit from New Zealand***



“My Strategists and Mentors did not use a one-size-fits-all approach but dug deep into my subject interest, personal experience, and career aspiration to provide me with personalised advice. [...] The writing skills that I have developed extend beyond the application process, they are super useful for my college life and career as well!”

***Daphne, NYU admit from Hong Kong***



“What I liked most about the team that worked with me was that they provided an environment where I could decide [for myself] what I wanted to do. They also always had a human-centred approach and were always aware of my mental health, which was really big for me.”

***Wanghley, Duke University admit from Brazil***



# ***Are you ready to take the next step towards securing your spot at a top US university?***

Building stand-out extracurriculars for top US university admissions is a complex and time-consuming process, especially when trying to balance grades, application writing, and test taking all at once. Luckily, you don't have to navigate this journey alone.

At Crimson, we have over 10 years of experience providing students around the world with personalised strategies that have resulted in 516 offers to the Ivy League, 844 offers to the US Top 10, and 3,500+ offers to the US Top 50. In fact, students who work with Crimson are up to 7x more likely to gain admission to top universities than students who apply on their own.

Click on the link below to schedule a free one-hour consultation with an admissions expert today.





Make your dream possible with

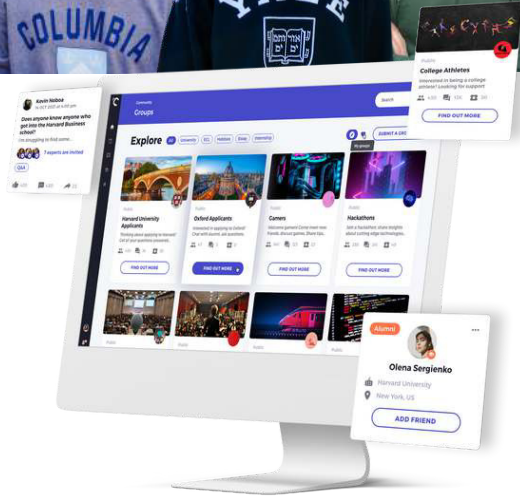
# Crimson Education



## Who We Are

Crimson Education is an education consulting company that helps students around the world get into their best-fit universities by creating personalized teams comprised of the top tutors, mentors, and admissions experts.

Our one-on-one sessions ensure that Crimson students get the support they need to stand out in today's highly competitive college admissions race.



## Our Services

Crimson's bespoke services help you to achieve your educational aims.



Admissions Consulting



Career and Mentoring



Standardized Test Tutoring



Extracurricular and Leadership



Merit & Need Based Scholarships



Sports Recruitment

## Our Results

**576+**

Offers to the Ivy league

**176+**

Offers to Oxford and Cambridge

**3000+**

Offers to US Top 50 universities

**1500+**

Offers to the UK Top 10 universities



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# Why Crimson?



## Our Network

**2400+**

expert tutors,  
mentors, and strategists  
located around the world



The Crimson Team includes alumni  
from top 25 US & UK universities in  
over 20 offices around the world



Our elite board of advisors and  
sponsors include prestigious influencers  
at the top of their chosen industry

## Our Methodology

### One-On-One Mentoring

We provide our students with personalized one-on-one programs, with the best tutors and mentors from around the world. Our advice is tailored for each individual student!

### Roadmaps

Each student will receive a fully-personalized program with a roadmap that outlines every detail of the college admission process.

### Resources

We believe in giving students and parents around the world access to vital information. We have the largest YouTube channel of any educational company that depicts college life and answers all of your big questions!

## Our Technology

### Crimson App

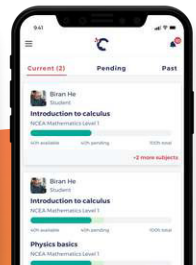
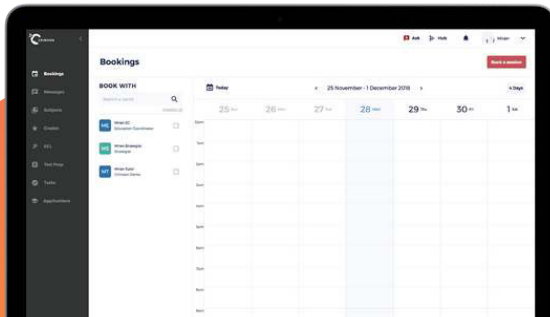
Each Crimson student is onboarded to our mobile & web app, where students can book sessions and view their tailored timetable of customized tasks.

### Video Based

Crimson students are able to connect anywhere in the world with their team through our video-based mentoring.

### Personality Test

We utilize psychometrics to pair each student with a team that is optimized to his/her interests and learning style! Our test was developed from one of the most well-known data scientists in the world, Galen Buckwalter.



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