



**THE ULTIMATE**

# **US University Admissions Guide**



**A CRIMSON EDUCATION PUBLICATION**

# The Ultimate US University Admissions Guide



Featuring in-depth insights from industry experts, this eBook is a comprehensive guide for students aiming to secure admission to the best universities in the United States.

As a student, your education is one of the most critical foundations for your future. A strong academic background not only shapes your knowledge and skills but also opens doors to career and financial success. The right educational environment can provide you with the tools and opportunities needed to excel and make a significant impact in your chosen field.

The journey to achieving these goals often leads to top US universities, which are renowned for their rigorous academics and comprehensive development programmes. Institutions like Harvard, Stanford, Yale, and Princeton understand that academic excellence is just one part of the equation. They focus on developing well-rounded individuals who excel in critical thinking, communication, and adaptability, ensuring that their graduates are prepared to thrive in their careers and contribute meaningfully to society.

Nevertheless, getting admitted to these esteemed institutions isn't straightforward, with acceptance rates typically below 8%. To secure a spot, you need to understand the significance of preparation and how to approach this challenge effectively.

Our eBook aims to empower students like you — providing the knowledge and tools necessary to navigate the journey to acceptance at top US universities. In this eBook, we'll explore various aspects of the US university admissions process from the student's perspective, including:

- The main advantages offered by the top US universities
- How the holistic application process works, including a deep-dive into each criterion
- Financial aid, scholarships, and costs
- Timeline and checklist for applications
- The current admissions landscape
- Strategies to help your child stand out as an applicant

By the end of this eBook, you'll possess a thorough understanding of the US university admissions process and be well-equipped to guide yourself through this journey!

# 01.

## Why Study in the United States?

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Attending a top university in the United States, such as Yale, Stanford, MIT, or UChicago, can be a transformative experience. Students at these institutions have the chance to learn from some of the world's most distinguished academics, engage in groundbreaking research, and immerse themselves in a vibrant and diverse community. They benefit from state-of-the-art facilities, including advanced science laboratories, modern classrooms, extensive libraries with millions of books and journals, and a wide array of extracurricular activities, from clubs and sports to volunteering opportunities. Upon graduation, they become part of an influential alumni network that can significantly enhance their career prospects and help them achieve goals beyond their expectations.

Let's explore the advantages offered by top US universities and discuss the factors that thousands of students around the world consider when applying to top US universities.





# Reason 1: Exceptional Academic Excellence

According to Times Higher Education, of the top 20 universities in the world, 12 of them are in the United States. To prepare these rankings, evaluators considered the following factors:

- Research reputation, productivity, income, and investment
- Number of graduates
- Graduates' social mobility
- Resources that the institution offers during graduation
- Expert opinions
- Financial resources
- Alumni connections and donations

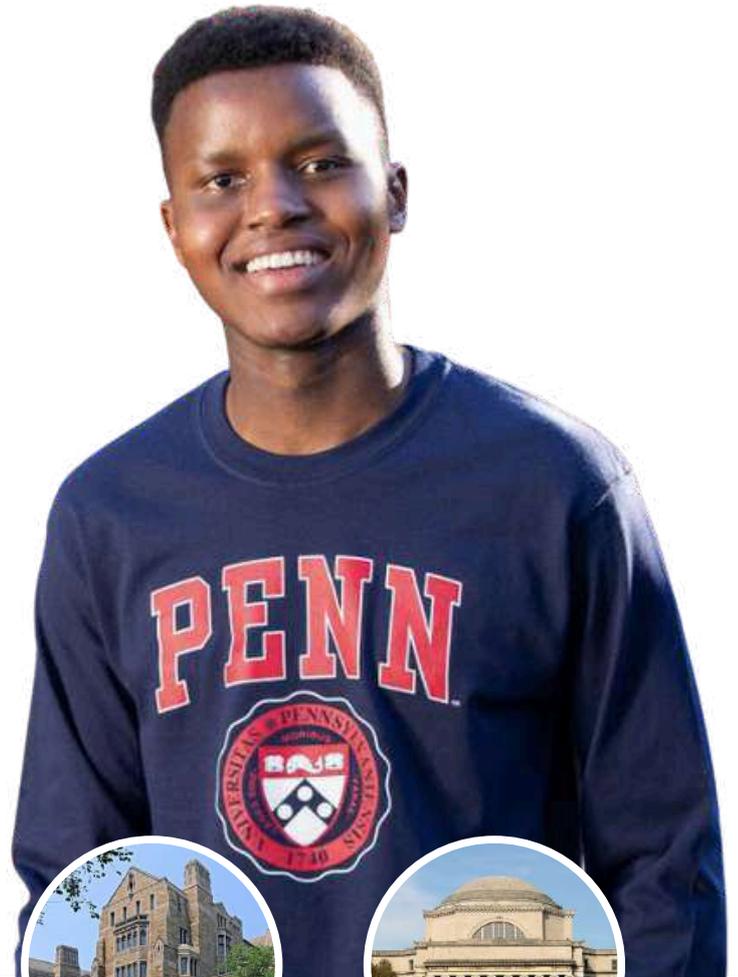


# Reason 2: Boundless Options

The United States has more than 4,000 higher education institutions. These institutions span a wide range of teaching styles, from technological institutes such as MIT and Caltech to liberal arts universities such as Amherst and Swarthmore. Universities in the US provide boundless academic flexibility, enabling students to follow their dreams and realise their potential.

## The Ivy League

Composed of the eight most traditional universities in the United States, the term “Ivy League” initially emerged to name the sports league these institutions are part of, but ended up becoming synonymous with academic prestige and selectivity. These schools are:



Harvard  
University



Princeton  
University



Yale  
University



Columbia  
University



University of  
Pennsylvania



Cornell  
University

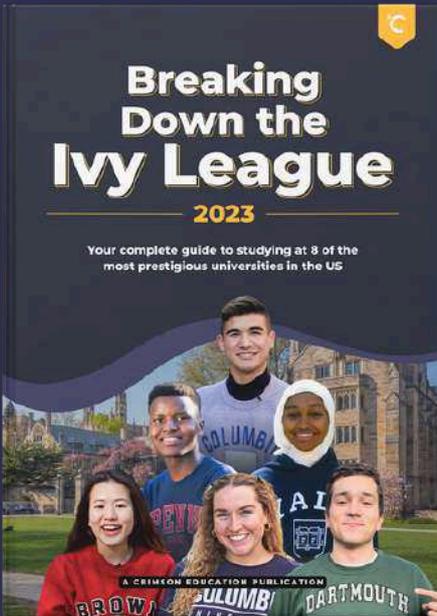


Dartmouth  
College



Brown  
University

For an in-depth breakdown of each Ivy League university, including the type of student each Ivy is looking for, download our eBook **“Breaking Down the Ivy League”**.



Did you know?

**Crimson has achieved over 1,000 offers to Ivy League universities!**

[\*\*Learn More!\*\*](#)

## Beyond the Ivy League

What many often don't realise- not all top universities are part of the Ivy League! In fact, many of the best universities in the US are completely removed from the Ivies, yet maintain equivalent reputations and academic standards. Some of these universities include:

- **Stanford University**
- **Massachusetts Institute of Technology (MIT)**
- **California Institute of Technology (Caltech)**
- **Duke University**
- **Johns Hopkins University**
- **Northwestern University**
- **Rice University**
- **University of California, Berkeley**
- **University of California, Los Angeles**
- **University of Chicago**



**Crimson students are 4.5 times more likely to gain admission to a top US university than the general applicant! In fact, we've assisted over 4,500 students in securing places at institutions within the US Top 50!**

## Arts Schools

The United States has specific universities for the Arts including Fashion, Cinema, Design, Music, Theatre, and Dance. These institutions often don't appear in traditional rankings such as US News and Times Higher Education, but make no mistake: getting into any of them is quite challenging! Some of these schools include:

- **The Juilliard School**
- **California Institute of the Arts**
- **Rhode Island School of Design**
- **Parsons School of Design**
- **Berklee College of Music**
- **California College of the Arts**
- **Curtis Institute of Music**
- **Maryland Institute College of Art**
- **School of the Art Institute of Chicago**
- **School of Visual Arts**



## Liberal Arts Universities

Not to be confused with Arts Schools, Liberal Arts universities offer a unique, interdisciplinary experience that is very unique to the United States. Liberal Arts universities are smaller universities, focused primarily on the undergraduate student experience, with small, discussion-based classes. They are known for teaching methods that are not completely focused on just one area of knowledge, and students are actually encouraged to take subjects from different areas. For this reason, studying at a Liberal Arts university means having a lot of interdisciplinary knowledge, resulting in more "complete" students and future professionals.

Examples of Liberal Arts universities include:

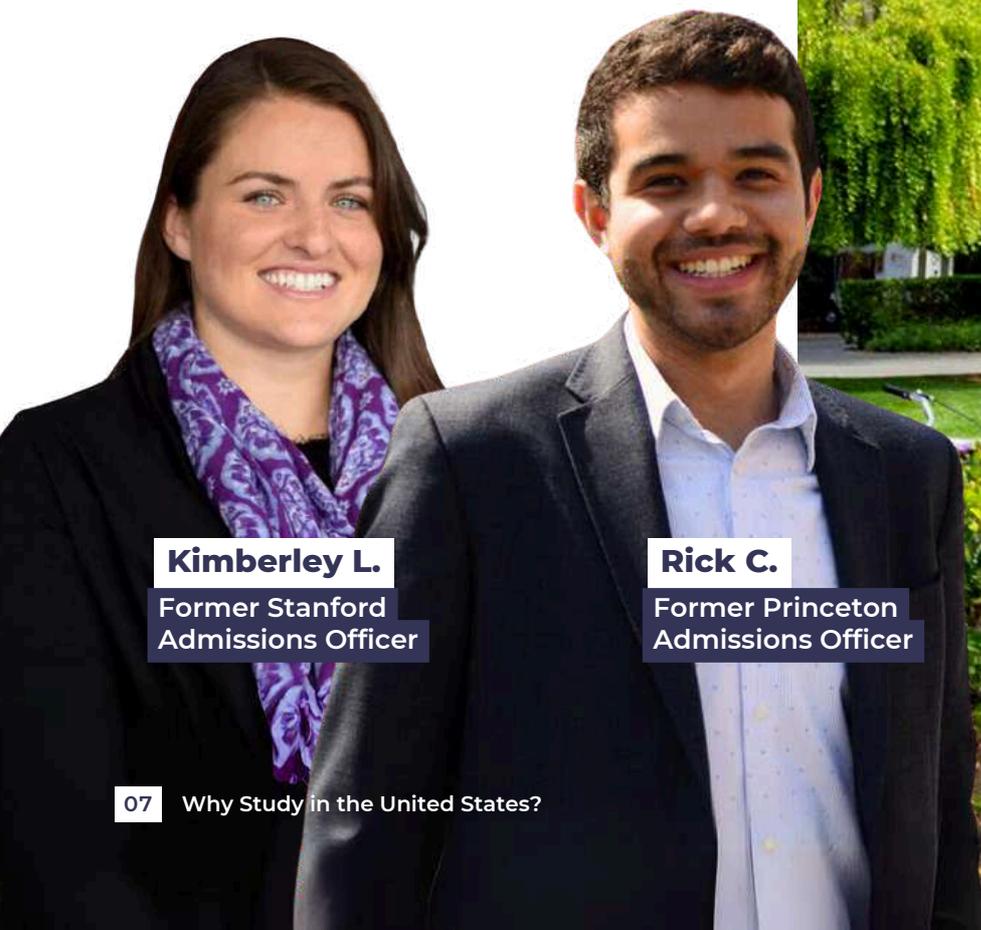
- **Williams College**
- **Amherst College**
- **Swarthmore College**
- **Harvey Mudd College**
- **Middlebury College**
- **Bowdoin College**
- **Carleton College**
- **Claremont McKenna College**
- **Haverford College**
- **Pomona College**
- **Wellesley College**



An important topic to consider is how your chosen field of study aligns with the strengths of the universities you're aiming for — and having the support of an expert team could be crucial for success.

For instance, if you're interested in studying Business Administration, Harvard might not be the ideal choice since it only offers Business courses at the postgraduate level.

**At Crimson, our strength lies in our staff. In fact, all of our Strategists, Tutors, and Mentors have graduated from a top 30 university in the US or UK.**



**Kimberley L.**  
Former Stanford  
Admissions Officer

**Rick C.**  
Former Princeton  
Admissions Officer



# Reason 3: World-Leading Professors

Top universities in the United States are home to the intellectual elite. For example, at universities such as Columbia, MIT, NYU, and Stanford, a student might have a Nobel Laureate, Turing Medal, Oscar, or Pulitzer Prize winner as their teacher, among MANY others. Here are some examples:



**Michael Kremer**

Harvard

Nobel Memorial Prize in Economic Sciences



**Esther Duflo**

MIT

Nobel Memorial Prize in Economic Sciences



**Abhijit Banerjee**

MIT

Nobel Memorial Prize in Economic Sciences



**Carol W. Greider**

Johns Hopkins

Nobel Prize for Physiology or Medicine



**Pat Hanrahan**

Stanford

Turing Award



**Heather Thompson**

University of Michigan

Pulitzer Prize in History

What's special about the US university system is that students learn from these great minds during class, then gain exclusive access during office hours.

As well, with fame comes funding. Because of how renowned these professors are, they often secure large amounts of funding for their research. This allows them to continue creating and expanding knowledge in their fields, such as technology, medicine, economic sciences, computer sciences, history, arts, and criminal justice, at an unparalleled level across the world.

Of course, with elevated funding means increased participation. Research departments with top-level funding are excited to bring bright students onto projects — giving students the opportunity to work 1-on-1 with renowned professors and experts in the field. This gives them professional experience, recognition among academic and scientific communities, and publication opportunities. If the student's research is compelling, top US universities provide grants and scholarships for students to continue their work.

**Meet Talia—a Crimson student who was accepted to the University of Pennsylvania for Physics and Biophysics. She is funded through the Vagelos Scholars Program in Molecular Life Sciences. Students admitted to this highly exclusive programme receive a stipend and begin conducting research during the summers after their second and third years. This opportunity allows them to gain a solid foundation in scientific research while engaging in cutting-edge projects. The stipend continues into the students' third and fourth years, enabling them to focus on their research interests.**

[Learn more about Talia's story here](#)



# Reason 4: Flexible Curriculum

One distinctive trait of universities in the United States is the teaching model, which emphasises students' academic, personal, and professional growth — **inside and outside the classroom**.

Classes are more dynamic — emphasising debates, discussion, and learning experiences rather than just reading from a textbook. The teaching model places much more emphasis on the student's academic autonomy, helping them become more self-sufficient. This flexibility also gives students a chance to wait a few semesters before declaring their majors — something that is uncommon at universities around the world.

## Core Courses

For the first two years of university, students are required to take classes that serve as the basis for any career. Also known as “core undergraduate courses”, students can choose courses that fall under the following categories:

### ▶ Natural Sciences

Biology, Physics, Astronomy, Geology, etc.

### ▶ Mathematics

Geometry, Calculus, Statistics, Algebra, etc.

### ▶ Foreign Languages

Arabic, French, Spanish, Chinese, Vietnamese, etc.

### ▶ English

Creative Writing, Journalism, English Literature, Poetry, etc.

### ▶ Humanities

History, Linguistics, Philosophy, Religious Studies, etc.

### ▶ Social Sciences

Psychology, Geography, Anthropology, Sociology, etc.

### ▶ Visual and Performing Arts

Theatre, Music, Studio Art, Film, etc.

## Major Specific Courses

While students complete their core courses, they also must complete courses that fulfill their major requirements. For example, a Mechanical Engineering major will also need to complete courses in Thermodynamics, Computer Science, Design, and Construction. In general, majors that directly lead into a professional career such as Nursing, Accounting, or Architecture, will have more major-specific requirements. Within these major specific courses, students have the ability to specialise within their field. As another example, some Nursing students may choose to take courses on Public Health, while others may lean towards Emergency Medicine.

Majors that don't directly lead into a professional career such as Math, Psychology, and History, will often have less major-specific requirements, allowing for these students to take more elective courses.

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## Electives

Outside of taking core and major-specific courses, students are free to explore their other interests through electives. Electives can range from other classes within the core curriculum, to unconventional ones that you may never have thought existed. On the surface, these courses may seem a little bizarre, but **it's important to remember that the pursuit of intellectual curiosity and creativity can often come off that way at first.** For example, Steve Jobs (the founder of Apple) famously audited a course on Calligraphy which would later be the key to the design and success of Apple products.

Here are some courses at top US universities that you may have never heard of:

- **UC Berkeley** -The Joy of Garbage
- **Brown** -The Philosophy of Science
- **Stanford** -Designing Your Life
- **MIT**-Prosthetics for the Developing World
- **Yale** -The Search for Extraterrestrial Life
- **Columbia** -Physics for Poets

## Double Majors and Degrees

Additionally, many US universities give students the opportunity to pursue two or more majors or degrees simultaneously. This is called a "double major" or a "dual degree" and they allows students the opportunity to specialise further within a certain field (typically arts or sciences), or to gather knowledge from different disciplines.

### ▶ Common Double Majors

- Computer Science and Math
- Business and Foreign Languages
- History and Sociology
- Accounting and Finance

### ▶ Unique Dual Degrees

- Engineering and Music
- Philosophy and Physics
- Biology and Linguistics
- Computer Science and Visual Art



### Gitanjali R.

#### Crimson Student and TIME Kid of the Year (2021)

Double major in Bioengineering & Public Policy. Accepted to MIT, Yale, Stanford, Harvard, Duke with the Robertson Scholarship, UCLA, and UC Berkeley.

## Clubs & Organisations

With such a diverse array of courses available, one can only imagine the types of extracurriculars that top universities can offer! Like classes, US universities offer a wide variety of clubs and organisations that span a variety of interests.

### ► Networking and Career

- Wharton Undergraduate Finance Club
- Real Estate Club
- Entrepreneurship Through Acquisition Club
- Emerging Technologies
- American Red Cross

### ► Public and Community Service

- Dartmouth Investment and Philanthropy Program
- Amnesty International
- Harvard Green Medicine Initiative
- TEDx
- Yale Hunger and Homelessness Action Project

### ► Politics, Advocacy, and Multiculturalism

- Alexander Hamilton Society
- Model United Nations
- LGBTQ+ Students Associations
- International Students' Society
- International Relations Council

### ► Whimsical and Nerdy

- League of Legends Club
- Columbia Minecraft Club
- eSports Club
- Anime Club
- Improv Club

### ► Sports and Recreation

- Intramural Sports (hockey, soccer, basketball, dodgeball, etc.)
- Martial Arts Club
- Equestrian Club
- Quadball Club
- Irish Dancers

It's important to remember that even if a club seems unrelated to your career aspirations, some of the best networking opportunities can arise when students connect over interests outside the classroom.

You never know what a new friend from a seemingly unrelated hobby might offer, who they might know, or what opportunities they could potentially provide.



# Reason 5: Campus Infrastructure

Top universities in the United States boast some of the best educational infrastructure in the world. With a blend of historic architecture and modern facilities, their resources are specifically designed to help students develop to their fullest potential.

 Yale University

 Columbia University - NY

 Stanford University



## Diverse and International Student Community

Another significant advantage of US universities is the overall experience they offer. Many of Crimson's international students who have graduated from top US universities describe their time there as "the best years of their life." This is because students have access to a wide array of opportunities, university events, lasting friendships, and both academic and personal growth.

Attending these top institutions means being among some of the world's most accomplished students. This diversity fosters a high-calibre academic environment, where students benefit not only from the expertise of their teachers but also from the intellectual curiosity and varied perspectives of their peers. Additionally, most US universities require students to live on campus for at least their first year. These institutions believe that a residential community enhances learning, socialisation, and independence.

By attracting the best candidates from both national and international backgrounds, US universities create a setting where exceptional students from around the globe interact and learn from one another. Engaging with like-minded yet diverse peers allows you to be continuously challenged by the rigour of a top educational environment.

# Reason 6: Career Opportunities

Broadly speaking, students who attend top universities gain professional/career advantages on three levels:

- **Wide choice of top level job opportunities**
- **Higher starting salaries**
- **Return on investment**

Many companies even have exclusive recruitment programs for graduates of top US universities. These companies include Johnson & Johnson, Procter & Gamble, Falconi, Google, Unilever, iRobot, Apple, and more!

For students who have an entrepreneurial streak and wish to open their own businesses, there are hundreds of companies that have emerged from the encouragement of top universities, such as Facebook, Brex, Yahoo, Wordpress, Dell, and Time Magazine.

If a student wants to pursue post-graduate education such as law or medical school, having a bachelor's degree from a top institution is an advantage. Graduate schools view an undergraduate degree from a top university as evidence that the student is well-prepared to pursue another challenge.

## Top-Level Job Opportunities

By graduating from a top university, students are able to elevate their professional options both nationally and internationally. For example, Fortune 500 companies and multinational corporations seek out the best graduates from top universities for recruitment.

### Graduate employability: Top US universities ranked by employers

01.	Massachusetts Institute of Technology (MIT)
02.	California Institute of Technology (Caltech)
03.	Harvard University
04.	Stanford University
05.	Princeton University
06.	Yale University
07.	Columbia University
08.	New York University
09.	UC Berkeley
10.	Boston University

Source: Times Higher Education 2022

# BUSINESS

## Higher Starting Salaries

After investing significant time and effort into their education, families of students at top universities often consider the impact on starting salaries and how this might influence long-term earning potential.

According to the National Centre for Education Statistics, here are the median annual earnings of full-time, year-round workers aged 25–34:

Educational Attainment	US Dollars
Less than high school completion	\$32,500
High school completion	\$39,700
Bachelor's degree	\$61,600
Master's degree, or higher	\$74,600

Compare these statistics to the average starting salaries of undergraduate students who graduated from some of the top US universities.

University	Salary (USD, 2021)
Massachusetts Institute of Technology (MIT)	\$88,300
California Institute of Technology (Caltech)	\$87,600
Princeton University	\$81,800
Stanford University	\$81,800
Harvard University	\$80,900
University of Pennsylvania	\$78,300
Columbia University	\$78,200
Yale University	\$78,000
Dartmouth College	\$77,600
Cornell University	\$75,800
Brown University	\$74,700

Source: Statista



# 02.

# The Holistic Application Process

Top US universities look for well-rounded students. This means that admissions officers want to see a combination of intellectual vitality; leadership, initiative and creativity; and personal qualities. This is demonstrated through:

**30%**

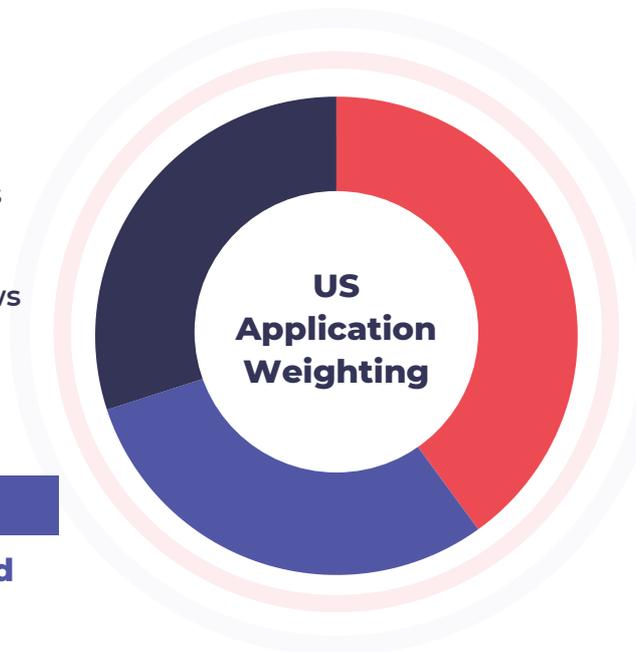
## Essays, Recommendations, and Interviews

- Personal Essay
- Supplemental essays
- Letters of recommendation
- Admissions interviews

**30%**

## Extracurriculars and Leadership

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



**40%**

## Academics

- Academic Transcripts
- Curriculum Rigour (AP/IB/A Levels/GPA)
- Class Ranking
- Standardised Tests (SAT or ACT)

As a general standard, international students from non-English speaking countries must demonstrate English proficiency through a test such as the TOEFL, IELTS, or Duolingo English Test. Each university will determine the specific grade required for admission, with top universities requiring a fluent level.

# Academics

Academics are the first “cutting factor” when admissions officers look at an application. During the review process, they will look through an applicant’s transcripts from Grade 9 through Grade 12, and look for the following:

## Capacity

Does the applicant demonstrate academic tenacity in their course selections, are they ready to take on the demands of university-level courses?

## Initiative

Does the applicant’s elective courses demonstrate interest and commitment to their certain area of study?

## Advancement

Do the applicant’s grades demonstrate improvement over time? How does the applicant indicate that they are, or have become a strong student?

## Transcript Quality

When evaluating transcripts, Admissions Officers assess the following:

- **Course progression**
- **Number of advanced courses taken if available (e.g., AP, IB, A-levels)**
- **Subject criteria: Within Maths, English, Social Sciences, and Languages, did your child achieve the best grades possible?**
- **Breadth of skill within the “Academic Solids”: Maths, Sciences, Humanities, and Languages. This is what Admissions Officers examine most closely.**
- **Learning a language outside of school**



## Curricular Rigour

- Relative to school offerings, did your child choose the most challenging options?
- Did your child self-study or take any subjects outside of school offerings?
- Did your child participate in any research opportunities?

This is where Admissions Officers will evaluate their academic capacity. It will make a significant difference if they are involved in advanced curricula such as the International Baccalaureate (IB), Advanced Placement (AP), or A-Levels.

### ▶ International Baccalaureate (IB)

It is a two-year diploma programme for students aged 16 to 19, offered in over 5,000 schools across more than 150 countries. The IB Diploma is designed to be a challenging and rigorous programme that prepares students for success in university.

### ▶ Advanced Placement (AP)

It is a programme of college-level courses offered in high schools. AP courses are available in a variety of subjects, including English, mathematics, science, and history. Students who take AP courses and achieve high scores on the AP exams can receive college credit for those courses.

### ▶ A-Levels

They are a two-year programme of college-level courses offered in a variety of subjects, including English, Mathematics, Science, and History. Students who take A-Levels and earn high grades demonstrate their ability to handle university-level rigor.

If advanced curricula are not offered near you, there are many online options. For example, [Crimson Global Academy \(CGA\)](#) offers advanced curricula and tailors learning to your child's unique needs and goals — all from the comfort of your own home. In fact, CGA was a Top 3 finalist for the prestigious World's Best School Prize for Innovation in 2023!



CRIMSON  
GLOBAL  
ACADEMY

## Learn more about CGA here!

[Check It Out Now!](#)



## High School Grades

Admissions Officers will look at the following:

- **Individual grades and predicted grades**
- **Weighted and unweighted Grade Point Average (GPA)**
- **Class rank- To be considered competitive at a top US university, you should aim for the top 1-10% of your class.**

### Did you know?

**Applicants are compared against other candidates from the same school who also applied to the same programme within the same year.**

## Intellectual Vitality

To assess an applicant's intellectual vitality, Admissions Officers will ask the following questions:

- **How is the student academically involved both in and out of school?**
- **How does the student demonstrate ambition?**
- **Does the student demonstrate exploration within their field of interest?**

## Top Schools' Expectations

At Ivy League universities, the average admit has a perfect (or near perfect) GPA:

- **Harvard University: 4.18**
- **Yale University: 4.19**
- **Princeton University: 3.9**
- **Brown University: 4.08**
- **Columbia University: 4.16**
- **University of Pennsylvania: 3.93**
- **Dartmouth College: 4.06**
- **Cornell University: 4.04**



**Taking the AP exams?**  
**Aim for 5s!**



**Are you in IB?**  
**Your score needs to be above 4!**



**Taking the A-Levels?**  
**You need at least 3 A\*s!**



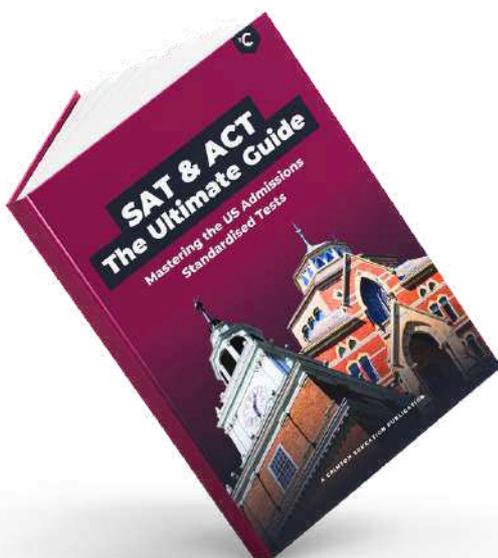
## Standardised Tests - SAT and ACT

The SAT (Scholastic Aptitude Test) and the ACT (American College Test) test a student's readiness for university and serve as a common data point that admissions officers use to compare applicants. These tests:

- **Assess whether a student is ready for an academic workload at the university level in English.**
- **Allow for the comparison of students from different educational systems.**
- **Demonstrate that the student has mastered certain content, enabling them to directly enter more advanced subjects at the university.**
- **Used as selection criteria for specific scholarships.**

Our free eBook, "SAT & ACT - The Ultimate Guide," provides comprehensive insights into US standardized tests, including a new statistical study highlighting the significance of SAT and ACT scores for top university admissions. Download it now to discover essential information and strategies to achieve outstanding test scores and strengthen your application.

[Download Now!](#)



## Differences Between School Academics and the SAT/ACT

### ► School Academics

There is room for personal interpretation of academic performance because some students take more rigorous classes than others.

#### ✓ Pro

There is an opportunity to demonstrate academic prowess, depending on the number of subjects you take and the rigour of those subjects.

#### ✗ Con

It's difficult to recover from poor academic performance. Generally, if your academic record does not meet the university's expectations, the admissions officers may not evaluate other criteria.



## ▶ SAT/ACTs

These tests are among the most objective assessments, and it is possible to achieve a perfect score.

### ✓ Pro

The results are straightforward and difficult to misinterpret. If you consistently perform well on these tests, it can significantly enhance your profile and set you apart from the competition.

### ✗ Con

Poor performance on these tests can have a substantial negative impact on your application. It's crucial to determine whether the test scores are required for the application.



Here are some comparisons between the SAT and ACT to help determine which test is more suitable for you.

	SAT	ACT
Scoring Scale	400 - 1600	1 - 36
Number of Questions	98 questions	215 questions
Length of Assessment	2h 14 minutes	2h 55min without essay 3h 35min with essay
Sections	Reading and Writing (RW) - 2 modules Section Math Section - 2 modules	English, Math, Reading, Science and Writing
Test Dates (International)	March, May, June, August, October, December	February, April, June, July, September, October, December
Where to take and format	At a test centre with your own laptop (Windows or MacOS), iPads, school-owned computers or Chromebook	The digital version is on a specific test centre computer; paper-and-pencil is US only. Both at an official ACT centre.

# Major Upcoming Changes to the ACT Exam

**In July 2024**, the ACT announced significant updates to the ACT exam aimed at providing students with more choice and flexibility.

- **Optional Science Section:**

Starting in spring 2025 for national online tests and in spring 2026 for school-day testing, the ACT will make the science section optional. The core test will include English, Reading, and Math, which will together form the college-reportable composite score ranging from 1 to 36. Students can choose to take the ACT with or without the science section, similar to the already optional writing section. This allows students to focus on their strengths and showcase their abilities in the best possible way.

- **Shorter Test Duration:**

The ACT test will be shortened from three hours to two hours. To achieve this, the reading and English sections will feature shorter passages and fewer questions—44 fewer questions in total. This change aims to make the testing experience more manageable, allowing students to perform their best without the fatigue that often accompanies longer exams.

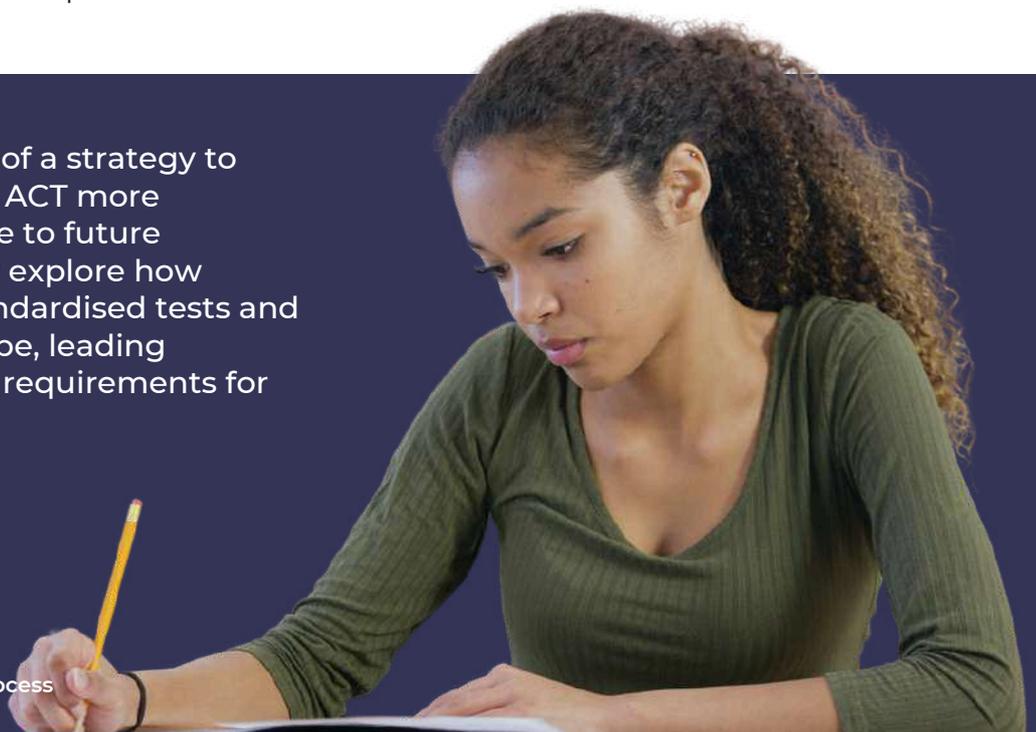
- **Cost and Accessibility:**

According to CNN, the cost of taking the ACT will decrease, making it more accessible to a broader range of students. Additionally, students will have the option to take the exam digitally or with paper and pencil (available only in the US).

## Implementation Timeline

- **Spring 2025:** Online testing begins in the U.S. with the new format. Since only the online format is available outside the U.S., it is expected that the new format will start at the same time internationally.
- **Spring 2026:** School-day testing will adopt the new format.

These changes are part of a strategy to make both the SAT and ACT more accessible and attractive to future applicants. We will later explore how COVID-19 impacted standardised tests and the admissions landscape, leading universities to reinstate requirements for test scores.



## Before and After Covid-19 - The Test Optional Policy

The COVID-19 pandemic significantly disrupted students' ability to take standardised tests like the SAT and ACT due to widespread school closures and restrictions on public gatherings. In response to these challenges, many universities temporarily adopted test-optional, test-blind, or test-flexible policies to maintain equitable access to higher education. Under test-optional policies, students were not penalised for not submitting test scores, though strong scores could enhance their applications. Test-blind universities did not consider any test scores, even if submitted, while test-flexible institutions required scores only under specific conditions, such as AP exam results or certain GPA thresholds.

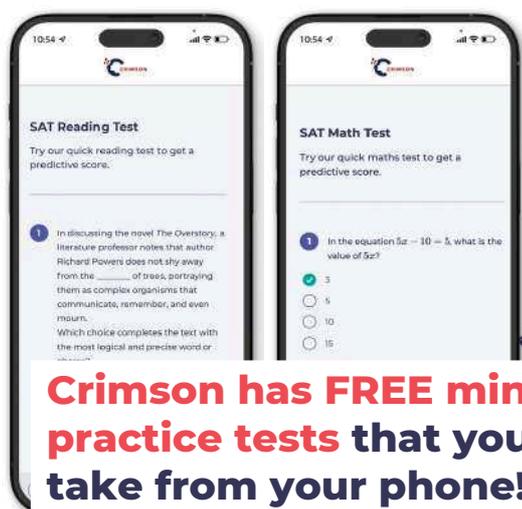
However, the shift to test-optional policies led to a surge in applications to competitive universities, coupled with historically low admission rates, as the pool of candidates increased significantly. In response, many top US universities have reinstated standardised test requirements starting from the 2024-2025 application cycle, citing correlations between higher test scores and first-year college success. Institutions like Harvard, Stanford, and Yale, among others, have noted that SAT and ACT scores help differentiate applicants, particularly when school grades are similar. Research suggests that high test scores can indicate strong academic potential, which is valuable in evaluating candidates from diverse backgrounds.

For more information on which universities have reinstated test requirements or remain test-optional, [click here](#).

## Key Academic Takeaways

- Take academically challenging classes when possible
- Even when a school is test-optional, sit the standardised exams (SAT/ ACT)
- Be selective on what you submit
- Choose subjects carefully — certain schools have subject / number of years requirements. The Ivy League recommends:

- a. 4 years of Math, English, Science
- b. 2-4 years of History and a Foreign Language



**Crimson has FREE mini SAT practice tests that you can take from your phone!**

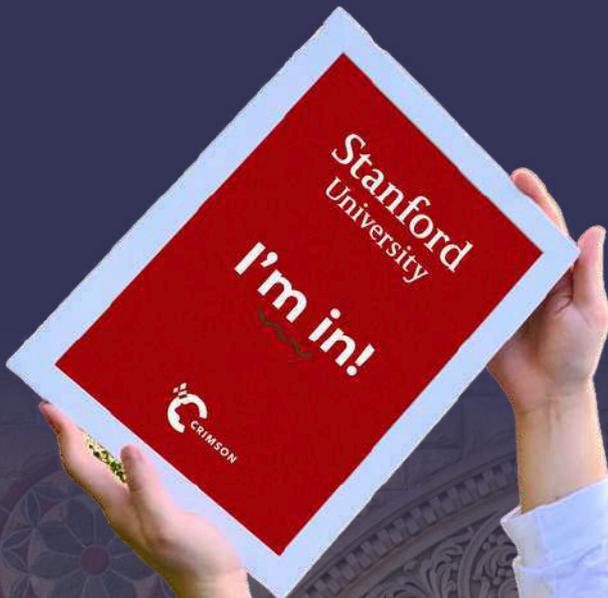
**Check it out!**



 Dartmouth College

## Crimson Student's Unique Position

Crimson's Tutoring Services are designed to build students' confidence in applying crucial subject knowledge and test-taking skills for the SAT or ACT Tests or specific tutoring curriculum for the IB, AP and A-Levels. Our services provide thorough coverage of question types, strategies, and ample practice opportunities to improve the student's specific skills and knowledge necessary to excel academically.



### ▶ Personalised Approach

Personalised one-on-one teaching with tutors from Crimson's global network is the cornerstone of our service.

### ▶ Expert Tutors

Our tutors are highly qualified, having attended top universities and achieved top scores on the SAT/ACT exams or in the IB, AP, and A-Levels curricula. This ensures they provide valuable insights and expertise to students.

### ▶ Adaptive Strategies

Our tutors excel in recognising different question types, imparting the necessary knowledge and techniques needed to answer them effectively, and sharing useful tips and tricks for success.

# Extracurriculars and Leadership

Extracurricular activities are anything you do beyond the required school curriculum and not needed for high school credit. Think of them as additional pursuits outside your regular assignments—anything you engage in apart from your core academic work. These experiences reveal who you are beyond the classroom and your academic record.

- **Extracurriculars can include activities you participate in during high school, whether at school or outside of it, and can be online or in-person, formal or informal.**
- **The variety of activities and projects you undertake helps Admissions Officers evaluate your fit for the university and how you might contribute to their community.**

## Examples of extracurriculars:

### ▶ Academic

Clubs, Competitions

### ▶ Arts

Visual Arts, Theatre, Creative Writing

### ▶ Activism

Social Movements, Charities

### ▶ Science

Science Fairs, Olympiads, Competitions, Research

### ▶ Language & Culture

Language Classes, Exchange

### ▶ Debate

Debate Club, Model United Nations simulations

### ▶ Sports

Intramurals, School Teams, eSports

### ▶ Entrepreneurship

Competitions, Internships, starting your own business

### ▶ Media & Journalism

Personal website, Columnist, School Newspaper

### ▶ Music

Band, Lessons, Composition

### ▶ Politics

Political Movements, Student Council

### ▶ Religious

Youth Group, Retreats

### ▶ Family Responsibilities

Taking care of siblings or relatives

### ▶ Technology

Coding (apps, websites), Hackathons

### ▶ Volunteering

NGOs, Charity Work, Fundraising

# Why Extracurriculars Are Important

Top US universities aim to nurture the innovators of the 21st century. Admissions officers look for a well-rounded profile that showcases intellectual curiosity, leadership skills, and a commitment to making a positive impact on the community. They are particularly interested in seeing that you have gone beyond mere participation in an organisation or project, demonstrating a higher level of responsibility and initiative.

By actively engaging in extracurricular activities and taking on significant roles, you can show how you will contribute to the campus community and culture. This involvement communicates to admissions officers that you are not just a passive participant but someone who will be an asset to the university.

Here is what **Stanford** has to say about the importance of extracurriculars:

“Learning about your extracurricular activities and non-academic interests helps us understand your potential contributions to the Stanford community. Students often assume our primary concern is the number of activities in which a student participates. In fact, an exceptional depth of experience in one or two activities may demonstrate your passion more than minimal participation in five or six clubs.

In general, we want to understand the impact you have had at your job, in your family, in a club, in your school or in the larger community, and we want to learn of the impact that experience has had on you.”

Most candidates who apply to top universities are excellent students with similar academic profiles. While strong academics are crucial for progressing past the initial review, it is your extracurricular activities that will set you apart from other applicants. These activities can play a decisive role in determining your acceptance into the university.

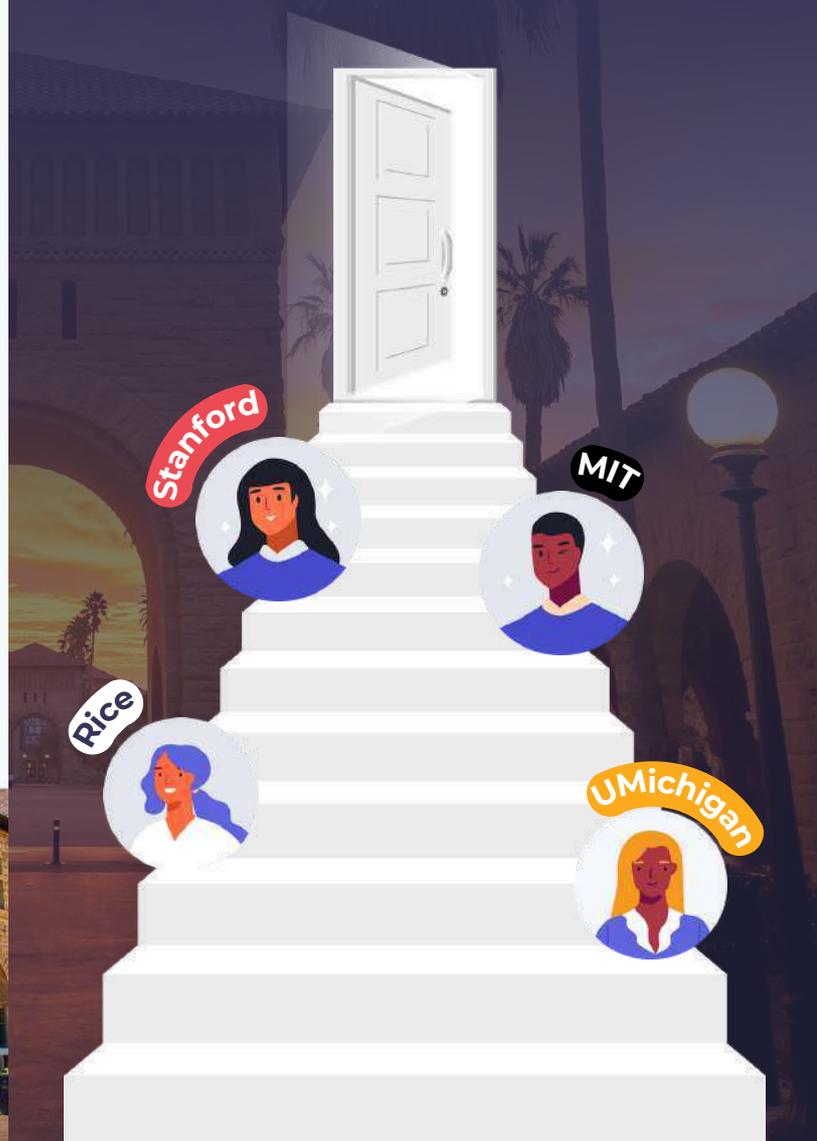
## Extracurriculars - The X-Factor

**Academics will unlock your “door”**

- Grades
- Class Ranking
- Curriculum Rigor
- Standardised Test (SAT, ACT)

For example, approximately 85% of Harvard applicants have a very similar academic level!

**Your extracurricular activities will distinguish you from other candidates.**



# Key Factors Evaluated by Admissions Officers

## ► Commitment

This factor reflects the level of dedication and time commitment you have invested in your extracurricular activities. Admissions Officers also take into account the duration of your involvement in each activity, which demonstrates your sustained commitment and passion over time.

## ► Leadership

Here, evaluators assess whether you have held leadership positions within your extracurricular activities. Taking on leadership roles showcases your ability to take initiative, work collaboratively with others, and make a positive impact. Leadership roles might generally include:

### 1. Institutional .....

- Student Body President
- Organization Ambassador
- Club Leader
- Team Captain

### 2. Innovative .....

- Startup Founder
- Competition Creator
- App or Program Developer
- Campaign Leader

### 3. Independent .....

- Launching a Successful Blog
- Conducting Research
- Producing a Successful Fundraiser
- Competitions & Internships/Work

## ► Consistency with the Applicant's Profile

This criterion examines how well your extracurricular activities align with your overall profile and whether they create a cohesive personal narrative. Do your chosen activities reflect your genuine interests and aspirations?

## ► Impact and Reach

Top universities also want to see evidence of impact within an applicant's school, local community, and on a national/international scale. This has become especially important since the pandemic. Here are some examples:

### 1. School .....

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

### 2. 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

### 3. (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

## ► Recognition

This category focuses on any awards, honours, or notable achievements you have received through your extracurricular pursuits. It also highlights your ability to improve over time, demonstrating your dedication to excelling in your chosen activities.

## Extracurriculars: Key Takeaways

In the Common Application, the candidate will have ten slots to list activities, using the following format:

- **Position description:**  
50 character limit
- **Organisation:**  
100 character limit
- **Activity description:**  
150 character limit

### A well-developed Activities List will contain:

- Activities that show their **intellectual curiosity** (eg: research with a college professor)
- Activities that show their **leadership** (eg: starting a club, school leadership positions, launching a business)
- Activities that show their **determination to improve the lives of others** (eg: philanthropy)
- At least 1-2 **non-school affiliated activities** (eg: reputable summer camps or internships)
- Activities that have a **relationship to their indicated chosen major**

## Crimson Students' Unique Position

Our extracurricular services help students develop a strong extracurricular profile that aligns with their goals and increases their chances of being admitted to top schools. Our key focus areas are:

### ► Impactful Extracurricular Development

We prioritise current activities and strategically identify and align new projects to showcase leadership and impact.

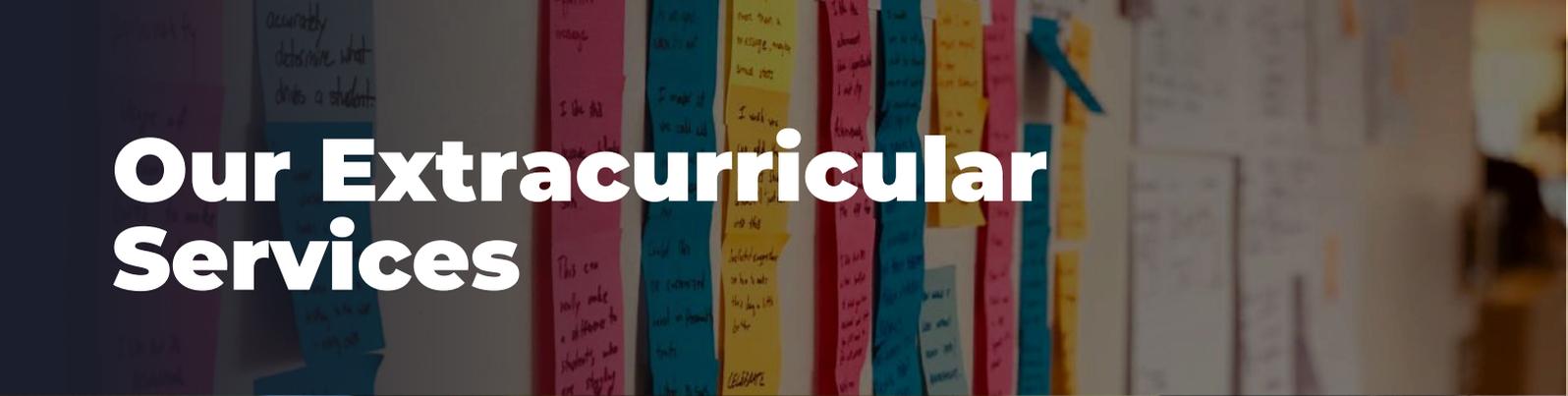
### ► Cohesive Personal Branding

We help students create a cohesive personal narrative that aligns with their interests, goals, and values, allowing them to present a compelling narrative.

### ► Guiding Factors for Standing Out

Our guidance highlights what admissions officers are looking for, like commitment, leadership, recognition, consistency with their profile, and impact.



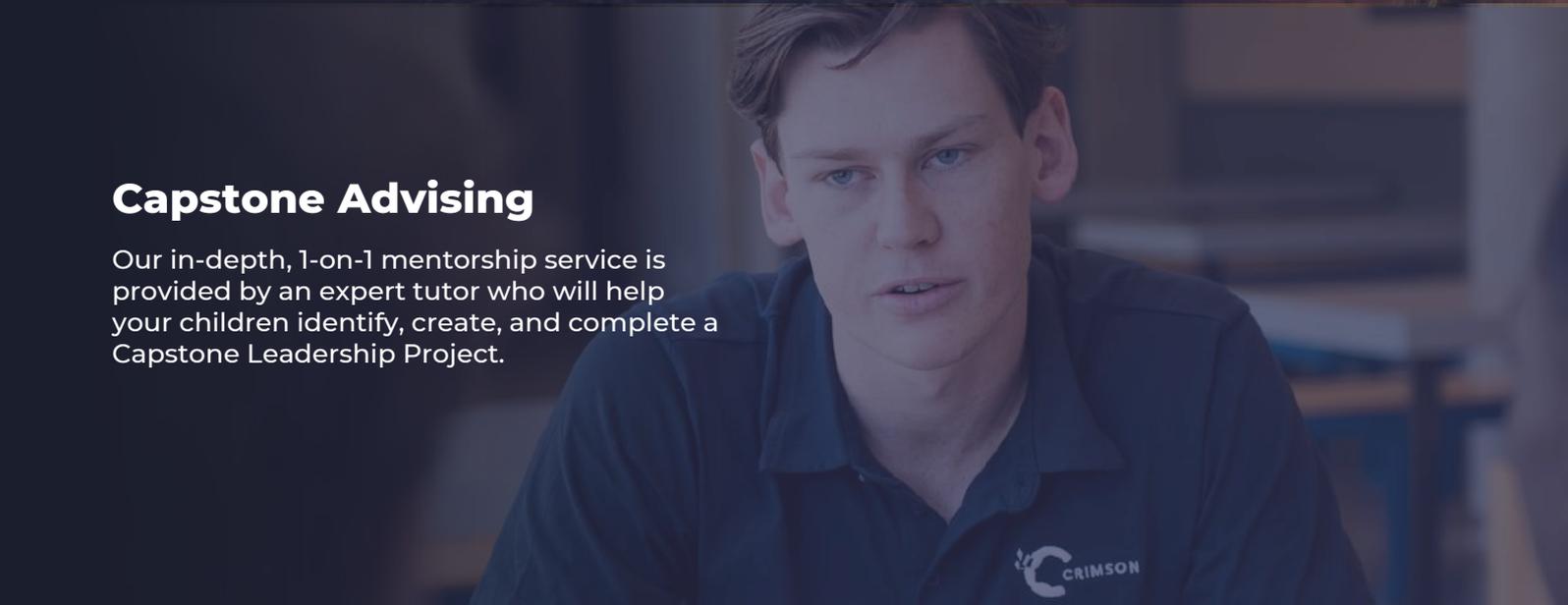


# Our Extracurricular Services



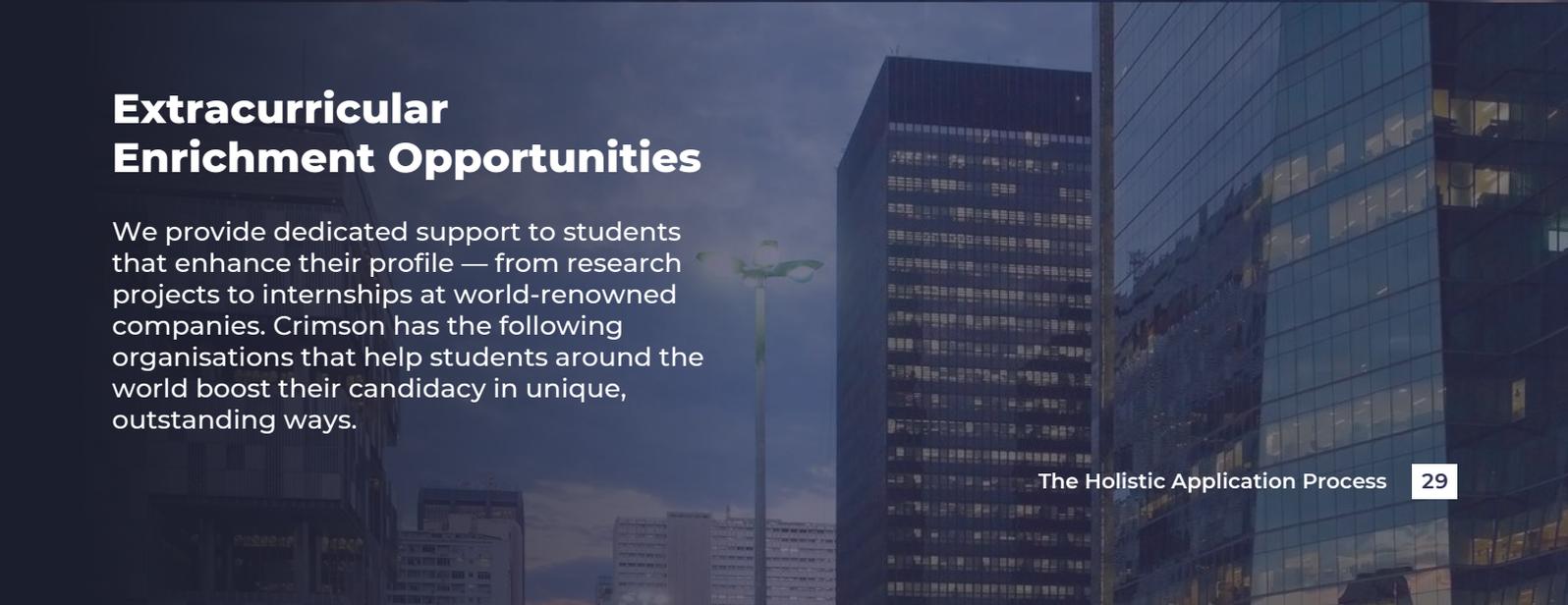
## + Core Extracurricular Support

An expert strategist will work with your children to find and develop their current activities, then strategically identify new projects to showcase their leadership skills. Crimson also provides strategic support when writing the Activities List so that the student can demonstrate their personal narrative in a powerful way.



## Capstone Advising

Our in-depth, 1-on-1 mentorship service is provided by an expert tutor who will help your children identify, create, and complete a Capstone Leadership Project.



## Extracurricular Enrichment Opportunities

We provide dedicated support to students that enhance their profile — from research projects to internships at world-renowned companies. Crimson has the following organisations that help students around the world boost their candidacy in unique, outstanding ways.

## Delta Institute

(Previously: Crimson Careers)

The Delta Institute connects students to internships at world-renowned companies such as Uber, Ferrari, HSBC, Dentons, and more! 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.



[Check it out now!](#)

## Indigo Research Institute

(Previously: Crimson Research Institute or CRI)

The Indigo Research Institute 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.**



[Check it out now!](#)

## SummerApply

With the competition to top universities getting fiercer each year, it's important for your children to use their summers to find opportunities that will set them above and beyond the competition. SummerApply works to connect students with unique summer programs that make heads turn? Want to help your children surprise others with a world-famous internship? How about hearing: "Wow! I didn't know you could do that!" from teachers and neighbours? No matter your interests, SummerApply will have something for everyone!



**Summer Apply**

[Check it out now!](#)

# The Personal Essay

The Personal Essay (also known as the Personal Statement) is a 650-word essay submitted to every school you apply to. This essay is a powerful tool for bringing your application to life, showcasing your individuality, personal qualities, goals, and motivations.

## Examples of personal qualities:

- Self-awareness and reflection
- Social awareness
- Willingness to grow
- Problem solving skills
- Critical thinking
- Service-oriented mindset
- Their compassionate nature
- Resourcefulness

The Personal Essay plays a vital role in differentiating applicants. With admissions rates for top US universities being notoriously low, a well-written essay is the difference between an acceptance or rejection.

## This is what **Yale** has to say about personal essays:

*“When you write your essays and short answer responses, write about something that matters to you. Use your own voice. Your perspective – the lens through which you view your topic – is far more important than the specific topic itself.”*

## Personal Essay Prompts

While the Common App Personal Essay does not have a specific structure beyond the 650-word limit, here are some sample prompts you can consider:

1. Some students have a background, identity, interest, or talent that is so meaningful they believe their application would be incomplete without it. If this sounds like you, then please share your story.  
.....
2. The lessons we take from obstacles we encounter can be fundamental to later success. Recount a time when you faced a challenge, setback, or failure. How did it affect you, and what did you learn from the experience?  
.....
3. Reflect on a time when you questioned or challenged a belief or idea. What prompted your thinking? What was the outcome?  
.....
4. Describe a topic, idea, or concept you find so engaging that it makes you lose track of time. Why does it captivate you? What or who do you turn to when you want to learn more?  
.....
5. Share an essay on any topic of your choice. It can be one you've already written, one that responds to a different prompt, or one of your own design.

## Supplemental Essays

Each university you apply to will have specific short-answer questions, known as Supplemental Essays. These shorter essays are designed to demonstrate your unique fit for the particular school or program. When writing these essays, make sure to research the school and program thoroughly. Showcase your interest in what the university has to offer and explain the role you would play on their campus.

### ► Ultimately, an outstanding Personal Essay contains:

1. Good writing
2. Personal voice
3. Authenticity
4. Values
5. Insight

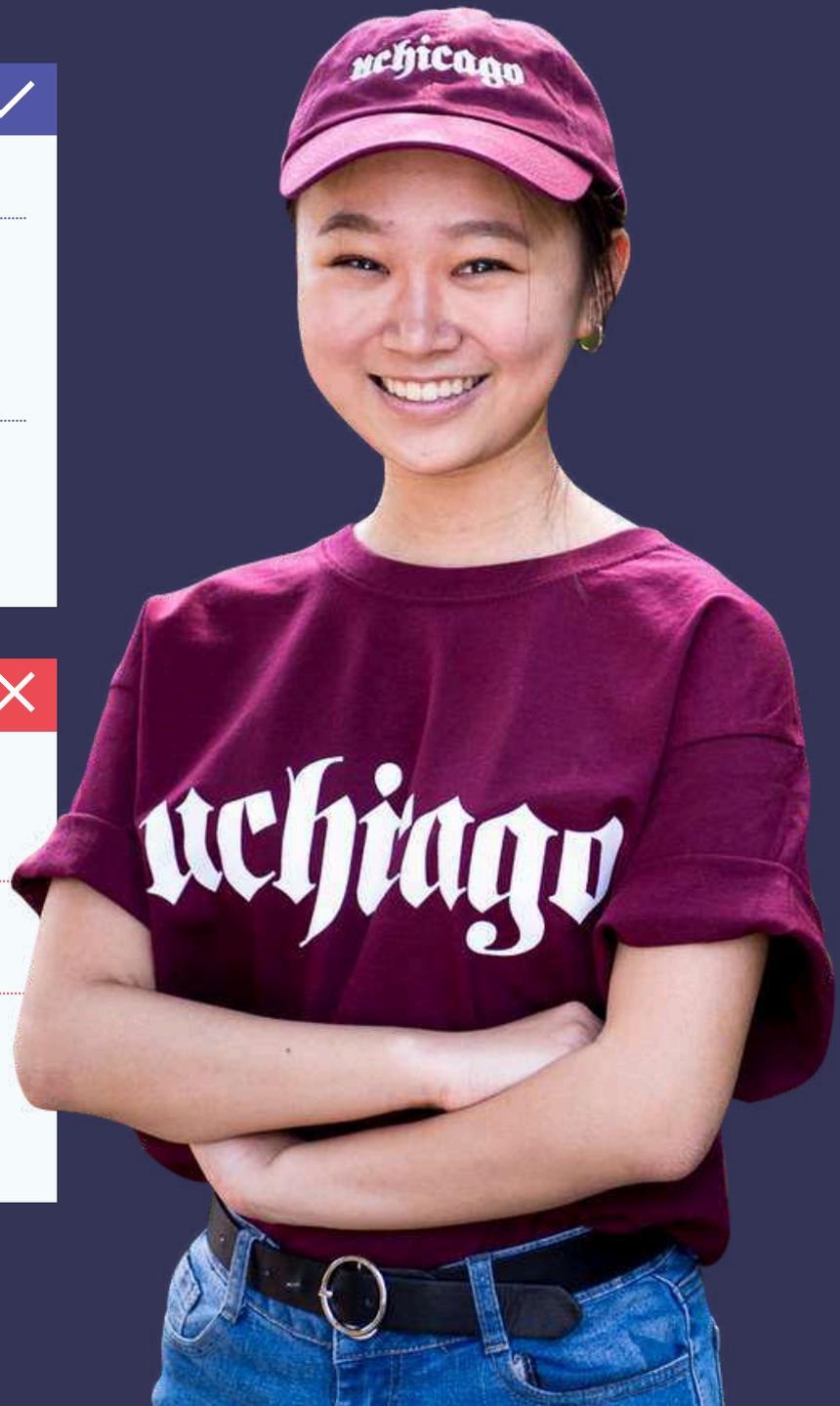
## Dos and Don'ts

### ► What to Write ✓

1. Content that is unique
2. Content that demonstrates the candidate's personal traits and characteristics (humour, ingenuity, resourcefulness, resilience, creativity, etc.)
3. Content that shows the applicant's personality (sense of humour, intellectual curiosity, etc.)

### ► What NOT to Write ✗

1. Content that rehashes what is already listed in other sections of the Common App
2. Unnecessarily ornate or convoluted language
3. Content that brags about the applicant's academic superiority



## Insight From Our CEO - Jamie Beaton

At 17, Jamie gained admission to 25 of the world's best universities including Harvard, Yale, Princeton, Stanford, and Cambridge. He eventually graduated from Harvard Magna Cum Laude, majoring in Applied Mathematics/ Economics with a minor in Global Health and Health Politics. At 20, he was accepted to Stanford's Graduate School of Business, where he completed his MBA in Education Technology and became the youngest ever recipient of the Arjay Miller Award. Simultaneously, Beaton was awarded a Rhodes Scholarship to the University of Oxford, where he completed a DPhil in Public Policy in 2020.

Jamie then gained admission to both Harvard and Yale Law Schools. He ultimately attended Yale, obtaining his Juris Doctor (JD) while pursuing a Master's in Education Entrepreneurship at UPenn. He also has a Masters in Global Affairs as a Schwarzman Scholar from Tsinghua University.

*“A really good Common Application essay is one that exposes an entirely new side of you. It shows vulnerability, can be self-deprecating rather than flattering, highlights your creative writing ability, and may even make your admissions officer chuckle (after all, these people have to read hundreds if not thousands of essays over their time in the admissions office, so you might argue they deserve the odd laugh or two).”*

**- Jamie Beaton**

# The Surgeon

The apron drooped to my knees. I was emblazoned with the "Hi, My Name is Jamie" sticker, coupled with a scarlet employee-in-training hat.

The "Fresh not Frozen, Grilled not Fried" motto resonated in my mind. It was July 2011. I had taken the plunge and secured my very first part-time job. I was flipping burgers, and I was excited.

I was accustomed to academia, to the sports field, to the stage, but this was an entirely fresh paradigm. Anuj, the staff trainer and joyously friendly employee tasked with the rather unfortunate challenge of having to teach me hamburgerlogical cuisine, greeted me with a firm handshake. This guy meant business.

The familiar fast-food funk wafted through the tiny store like cologne in an airport duty-free store — overpowering, faintly nauseous, and all-encompassing.

The filing cabinets in my mind usually reserved for physics formulas, economics jargon, and debating cases were tipped out and crammed with permutations and combinations of burgers — Otopo, Chicken Wrappa, Bondi.

Exceptions to French conjugations were momentarily replaced with extra topping combos. The till became my new graphical calculator.

With surgeon-like precision Anuj modeled how to wrap a burger in four swift motions — place burger in the dead center, pull wrap from left to right, then right to left, then roll the corners.

He gestured toward his demonstration model and motioned for me to take to the stage. It was show time! Unfortunately, my burger ended up looking like the aftereffects of Hurricane Katrina. Anuj patted me on the back, said "you'll learn fast" — and smirked.

Suddenly the barricades were overrun and an influx of jandal-wearing, sun-glass-toting beach-goers charged into the store. The orders came flying faster than budget cuts at a Tea Party convention.

I heard the petrifying three words chicken tenderloin combo. This was it, the Everest of my culinary career.

It involved delving into the boss' prized stock of "succulent tenderloins" as he had described, "the highest quality meat we sell, expensive to buy and delicate to cook; we can't afford any mistakes." I was handling meaty gold.

As the first tenderloin slapped on to the grill with a satisfying sizzle, I could imagine the boss's scorching eyes scrutinizing my every action from behind the prying lens of the staff security camera.

Sun-glass-toter number two, the tenderloin culprit, then muttered, "Excuse me! Sorry mate, my fault, I meant the chicken nuggets."

Silently, I screamed. I grimaced, pirouetted, and pleaded with the security camera.

Anuj saw my face, contorted in anguish, and took to the rescue with business-like efficiency. He rolled his eyeballs.

In one graceful movement he scooped the tenderloins and flicked them into the cooler with one hand, and in perfect synchrony, removed the emergency chicken nuggets with the other.

His eyes glistened with intensity. With consummate mastery his arms flicked from grill to cooker to table to bread to wrap. In less than 90 seconds, the order was complete. The boss's eyeballs returned to their sockets. The day was saved.

I worship the Anuj's of this world. Certain jobs may look simple but that simplicity masks years of expertise. My skills in the rococo art of burger flipping paled into insignificance beside the master. I learnt more than burger flipping that day. I learnt humility, respect, and the value of a good chicken tenderloin."

## Essay Support- Crimson Students' Unique Position

When it comes to securing a spot at a top US university, your application essays are more than just writing assignments; they are crucial for helping you stand out among a sea of highly qualified applicants.

Our essay reviewers are the same experts who have assisted Crimson students in gaining admission to the Ivy League and other top schools at a rate 4.5 times higher than the average applicant. They understand what works and are skilled at helping you craft essays that truly shine.

### ▶ Application Mentor

We provide every student with a specialist essay mentor — someone who has graduated from a top university and knows precisely what admissions officers look for.

### ▶ Personal Narrative

Our methodology helps applicants develop a complete story that weaves their application together, giving your children the edge they need to leave a lasting impression on the admissions committee.

### ▶ Thorough Revisions

We offer comprehensive revisions with no limit on the number of edits. Our goal is to help you refine your essays until they truly reflect your potential and passions.

[Learn more about our essay review services here!](#)

### ▶ Former Admissions Officer Review

At Crimson, we also offer a Former Admissions Officer (FAO) review service, where your university application will be assessed by FAOs who have worked at Ivy League institutions and other top schools, including **Stanford, Duke, UChicago, Caltech, UCLA, UC Berkeley**, and more. These experts will review your application as if they were in the admissions office, providing invaluable feedback for you and your family.

[Schedule an FAO review here!](#)

IVY LEAGUE  
STANFORD  
MIT DUKE



# Interviews

In addition to the Personal and Supplemental Essays, interviews are required by most competitive universities in the United States as a way to get to know the applicant better and understand if they are a good fit for the institution. Interviews are typically conducted by current students, alumni, or admissions representatives.



# Letters of Recommendation

Letters of recommendation offer the admissions committee valuable insights into your academic performance, extracurricular involvement, and personal qualities. Typically written by teachers from your high school, these letters can also come from coaches, counsellors, mentors, and administrators. Most universities require at least two letters of recommendation, though highly competitive programs may ask for three.

It is crucial to build strong relationships with these individuals throughout high school. By being actively engaged and committed in your classes and extracurricular activities, you can showcase your strengths and potential to those who will write your letters of recommendation.

*Recommendation*



# 03.

## Financial Aid, Scholarships, & Costs

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In order to attract and maintain a world-class faculty, top universities need to attract the best students in the world.

Top university endowments are notable. Universities like Harvard (\$40.9 B) and Yale (\$30.1 B) have billionaire endowments, generally derived from alumni donations, their land, artwork, buildings, rare and historic books and documents, and more! These institutions have almost unlimited resources to attract and maintain a world-class faculty, invest in top-of-the-line infrastructure, fund leading-edge research, **and to recruit the best students in the world**

through financial aid and scholarship opportunities. In fact, tens of thousands of students attend top US universities every year **without ever needing to pay back their tuition, expenses, and fees.**



## Need-Blind vs. Need-Aware

In the United States, there are a small number of institutions that are **“need-blind”** to international students. In other words, those universities will evaluate a student’s application without taking into consideration their financial ability to pay. Most other universities are **“need-aware”** meaning they do consider a candidate’s financial background in the admissions process.

### ▶ Need-Blind

1. Do NOT review a student’s financial situation during the admissions process.
2. There are only 9 need-blind institutions for international students in the USA. 7 of these offer full (100%) financial aid, if you have a demonstrated need.
3. Extremely competitive
4. If you are a US citizen or Permanent Resident, most US universities are need-blind for you.

### ▶ Need-Aware

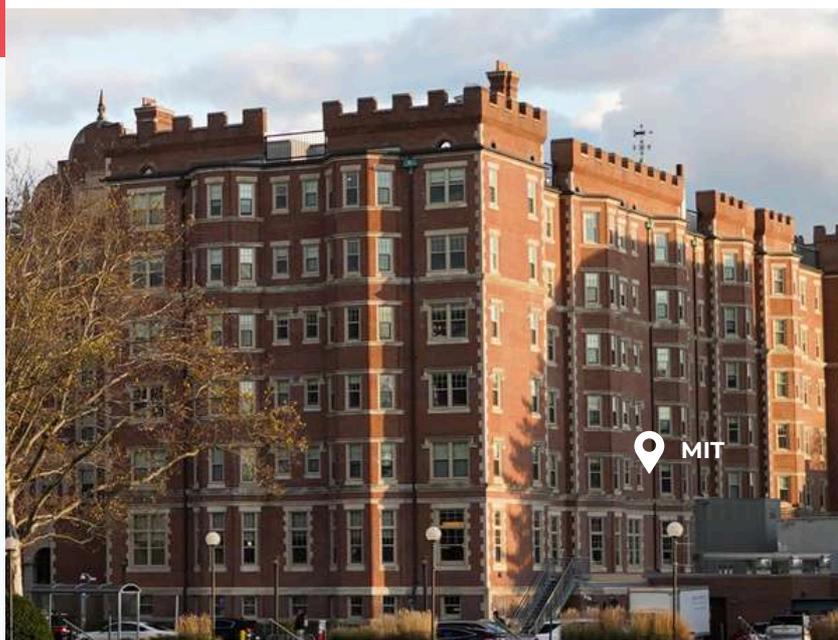
1. Review a student’s financial situation during the admissions process.
2. Most universities are need-aware for international applicants. Few are need-aware for US citizens and Permanent Residents.
3. If you apply for financial aid at a Need-Aware university, your chances of being admitted to a need-aware university is reduced.
4. How much the applicant’s chances are reduced will depend on how good the applicant’s profile is, and how much aid the applicant needs.

These are the **7 need-blind universities that offer to meet full demonstrated need for international applicants:**

- Massachusetts Institute of Technology (MIT)
- Harvard University
- Yale University
- Princeton University
- Amherst University
- Dartmouth College
- Bowdoin University

These are the **2 need-blind universities that do NOT meet full-demonstrated need for international applicants:**

- Curtis Institute of Music
- Georgetown University



## Athletic Scholarships

US universities are known for investing heavily in college sports — giving out over \$4 billion in athletic scholarships each year. These athletes compete in over 23 sports, including football, basketball, volleyball, tennis, swimming, and track and field.

Athletic scholarships are financial aid awards for students who play sports for their college. Athletic scholarships can cover many costs, including tuition, fees, books, room, and board. The amount of money awarded varies depending on the sport, the school, and the student's athletic ability. To be eligible for an athletic scholarship, students must typically meet certain academic requirements and meet the school's athletic standards. Students must also maintain their eligibility throughout their college career.

**To learn more about how athletic scholarships work, please contact our Athletics team.**

[Contact Now!](#)



04.

# Timeline and Checklist for Applications



# US Admissions Preparation Timeline

## ● 2-3 years before applying

### ▶ Begin exploration

This is the time for you to start exploring your academic interests both inside and outside the classroom.

Exploration can include a range of activities, from volunteering to participating in competitions.

## ● 1-2 years before applying

### ▶ A growing extracurricular profile

You should now focus on expanding your extracurricular activities and working on showcasing your leadership skills.

### ▶ Create university lists

Start researching and touring universities, and help create a list of schools to apply to.

## ● 1 year before applying

### ▶ SAT/ACT- First try

This is a good time to assess how you perform on the SAT/ACT and identify ways to improve for the next attempt.

### ▶ Choosing the Right English Proficiency Test

If you are applying from a non-native English-speaking country, help choose between the TOEFL, IELTS, or Duolingo English Test.

## ● 8 months before applying

### ▶ SAT/ACT- Second try

If you need a higher score, this is a good time to take the SAT/ACT for the second time.

## ● 6 months before applying

### ▶ Letters of recommendation

You should begin asking teachers to write letters of recommendation.

### ▶ Begin essays

Our experts recommend that you start your Common App and Supplemental essays around this time.

## ● 1 month before applying

### ▶ Research Scholarships

This is the time to start finding and applying for scholarships and financial aid!

### ▶ Get ready to submit!

Review your application, finalise all requirements, and get ready to click "Submit"!

## Important Application Deadlines

**Nov** Early Action & Early Decision deadline

**Jan** Regular Round applications are due

**Jan - Feb** Interview season

**Mar-Apr** Results come in!

**May** Most universities require a decision by May 1st

## Application Checklist

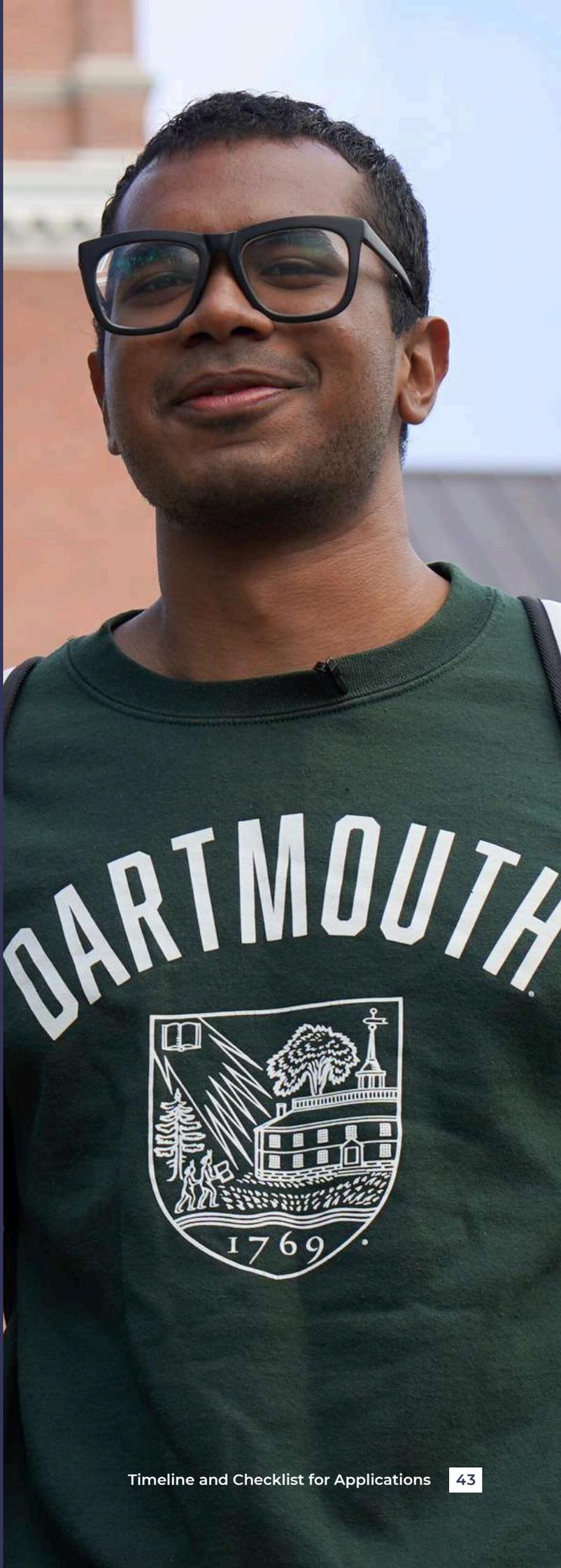
- Fully complete Common Application
- Supplemental essays
- Final SAT/ACT scores
- School grades and predicted scores
- Teacher recommendation letters
- \$75 application fee

Would you benefit from an admissions-specific planner? Download our [US/UK Admissions Planner](#) today to see every deadline and milestone you'll need to get into top US universities!

You can even get key admissions deadlines synced directly to your Google Calendar!



[Download Today!](#)



# 05.

## The Current Admissions Landscape

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Despite massive global changes after COVID-19, one thing that remains consistent is the increasing number of applications to top US universities. When considering the history of this competition we can look back to the eight Ivy League universities, to which applications have almost doubled in the past decade.

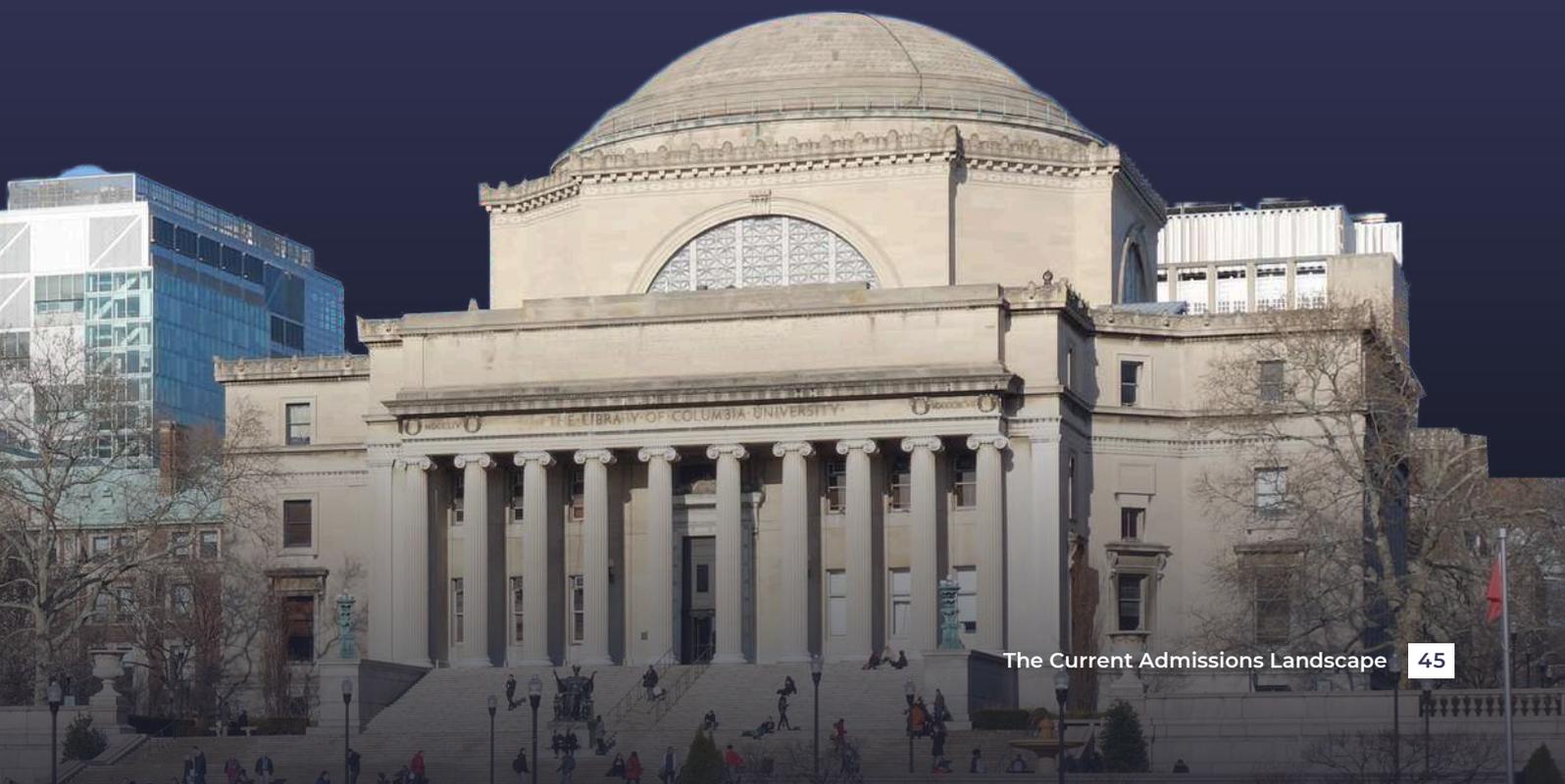
In the 1999–2000 application cycle, the Ivy League received 121,948 applications and reported 24,390 acceptances — a 20% acceptance rate. Most recently, the Ivy League Class of 2027 reported 410,500 applications but only 18,163 acceptances. That’s an overall acceptance rate of just 4.42%

**- a 16% drop in acceptance rate.**



## The Ivy League at a Glance

UNIVERSITY	CLASS OF 2028 ACCEPTANCE RATE	CLASS OF 2027 ACCEPTANCE RATE	CLASS OF 2026 ACCEPTANCE RATE	CLASS OF 2025 ACCEPTANCE RATE
Harvard University	3.6%	3.4%	3.2%	3.4%
Columbia University	3.85%	3.9%	3.7%	3.7%
Princeton University	3.7%	4%	4%	4%
Yale University	5.2%	4.35%	4.5%	4.6%
Brown University	5.4% (Projected)	5.1%	5%	5.4%
University of Pennsylvania	5.3%	4.1%	4.4%	5.7%
Dartmouth College	N/A	6%	6.2%	6.2%
Cornell University	TBA	8%	8%	8.7%



You might think this competition is just the case when it comes to the Ivy League, however, universities that sit **within the top 50** report similarly competitive acceptance rates.

UNIVERSITY	CLASS OF 2028 ACCEPTANCE RATE	CLASS OF 2027 ACCEPTANCE RATE	CLASS OF 2026 ACCEPTANCE RATE	CLASS OF 2025 ACCEPTANCE RATE
Massachusetts Institute of Technology (MIT)	4.52%	4.7%	4%	4%
Stanford University	3.91% (Projected)	TBD	3.7%	3.9%
University of Chicago	4% (Projected)	5%	5.4%	6.2%
Johns Hopkins University	~6.20%	TBD	7.2%	7.4%
California Institute of Technology (Caltech)	~3.1% (Projected)	3.9%	6.7%	3.9%
Duke University	5.15%	6%	6.2%	5.7%
Rice University	7.51%	7.7%	8.7%	9.3%
University of California, Berkeley	TBA	11.6%	14%	14.5%
University of Michigan, Ann Arbor	TBA	TBD	17.7%	20.2%
Wake Forest University	20% (Projected)	TBD	21.4%	25.2%
University of California, San Diego	~24% (Projected)	23.7%	23.7%	34.2%
Boston College	14.70%	11%	14.2%	18.3%

# Applying in the Early Round

More and more universities are turning to Early Round decisions to take large percentages of their incoming class.

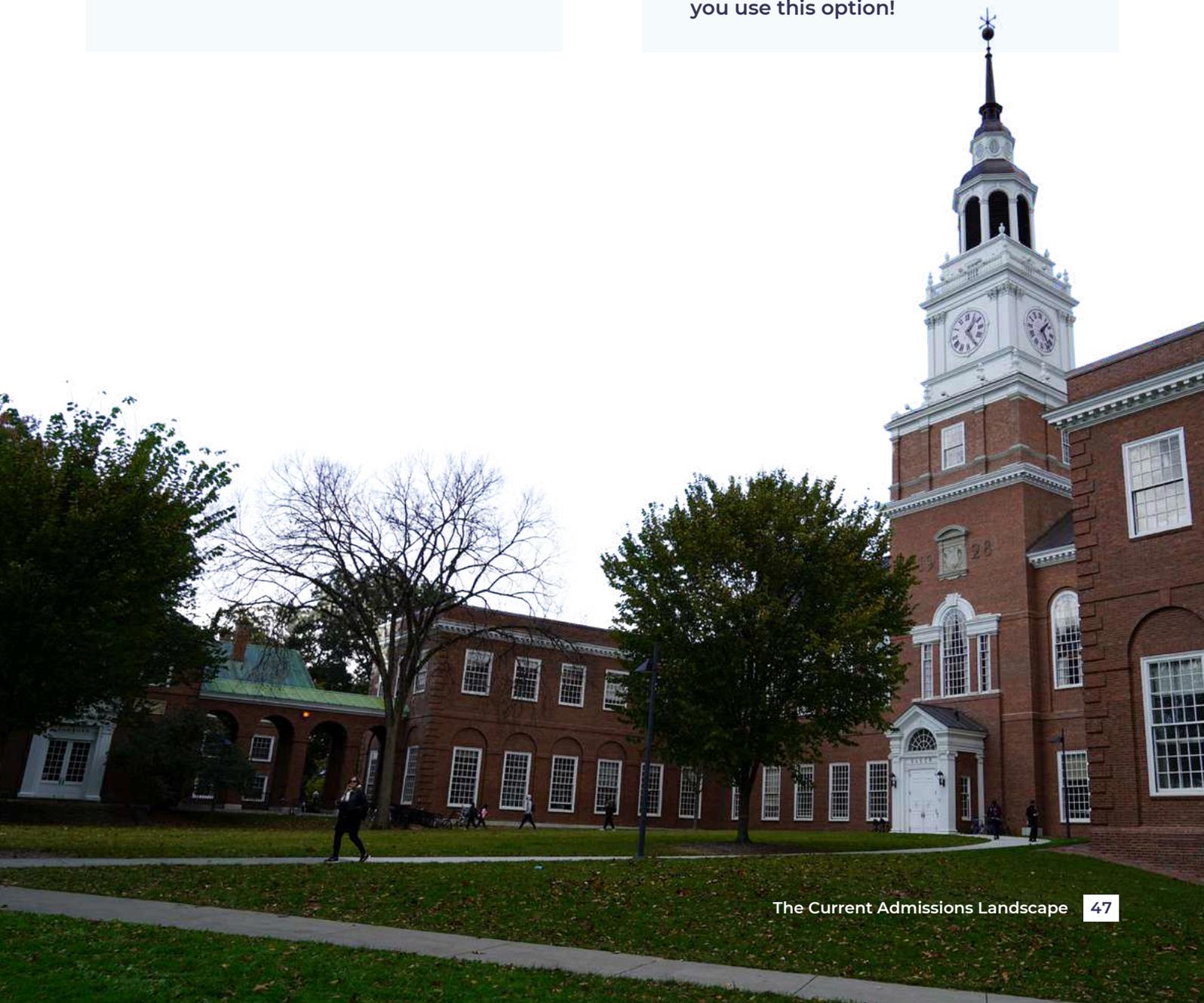
## ▶ Early Action

An admissions process that allows students to apply early and receive a decision before the regular deadline, but without being required to accept the offer.

## ▶ Early Decision

An admissions process allows students to apply early and receive a decision before the regular deadline, but they must accept the offer if accepted and withdraw their applications to other institutions.

This strategy is commonly used by top schools to help predict their tuition revenue and improve their ranking. What's even better about this is that your chances of getting into a top US university can double or even triple if you use this option!



## Class of 2028 Early Decision Acceptance Rates

University	Number of ED Applicants	Admitted	Class of 2028 ED Acceptance Rate	Class of 2027 ED Acceptance Rate
Duke (ED)	4,855	800	13%	16.4%
Johns Hopkins (ED1)	2,700	533	19.5%	19.7%
Northeastern (ED)	3,000	600	20%	38.5%
Rice (ED)	2,886	887	15.32%	16.5%
Vanderbilt (ED1/2)	5,835	886*	15.2%	16.9%
Emory (ED1)	2,704	864	32%	32%
Brown	6,770	879	14.4%	13%
Columbia	6,009	751*	12.5%*	11.3%
Dartmouth	3,009	578	17%	19%
Cornell	na	na	na	17.6%
Penn	8,500	1,190*	14%*	15.6% (class of 2026)

## Class of 2028 Early Action Acceptance Rates

University	Number of EA Applicants	Admitted	Class of 2028 EA Acceptance Rate	Class of 2027 EA Acceptance Rate
Harvard	7,921	692	8.74%	7.56%
Princeton	na	na	na	na
Yale	7,856	709	9%	10%
MIT	12,563	661	5.26%	5.74%
Georgetown	8,600	860	10%	11.76%
USC	41,000	2,950	7.2%	5.9%
University of Notre Dame	11,498	1,724	15%	15.24%

### ▶ Apply Early Decision if:

- **This is your child's dream school.**
- **They meet all the university's admissions requirements.**
- **Your child wants a significantly increased chance of being admitted, in exchange for a binding commitment.**

### ▶ Apply Early Action if:

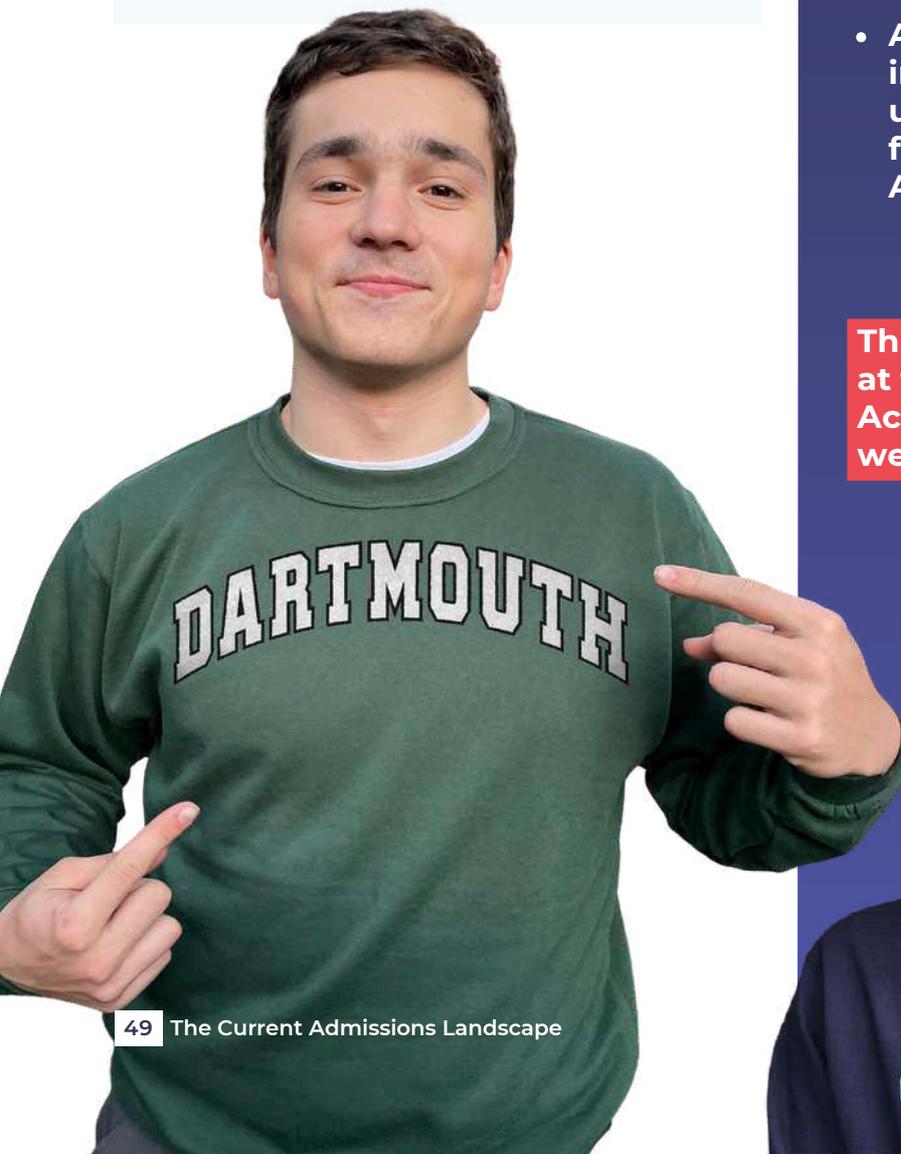
- **You have a ranked school list with one or two top choices, but still want to compare all options.**
- **You want a slightly increased chance of being admitted compared to Regular Decision.**

## US Admissions Strategy- Crimson Students' Unique Position

Crimson students receive a 360° strategic evaluation from their team to help decide whether to apply for Early Decision, Early Action, or Regular Decision. To maximise your chances of admission, our experts will:

- **Evaluate their goals, profile, and overall candidacy to determine the best acceptance chances for the student in the Early Round.**
- **Using the database of Crimson's 6000+ accepted students — one of the biggest in the world — our team of Strategists is updated with the most recent admissions trends, which complement their expertise and help them make informed decisions regarding your child's application.**
- **Apply exclusive, up-to-date insider knowledge about university admissions selections from our team of 40+ Former Admissions Officers.**

**This year, we had 152 students accepted at top 20 US universities during Early Action or Early Decision — 88 of whom were accepted to the Ivy League!**



# 06.

## Final Admissions Takeaways

**The earlier you start preparing, the higher your chances of acceptance.**

We know your success is your top priority — otherwise, you wouldn't be here! In our ten years of experience, we have found that starting early is crucial. Most students who gain admission to top US universities follow specific processes that enhance their chances. These processes start on their first day of high school, guiding them to a prestigious university and, ultimately, to a successful career.

Here are the key takeaways about the importance of preparing early:



# Admissions Takeaway #1

## Craft a Strategically-Developed Profile

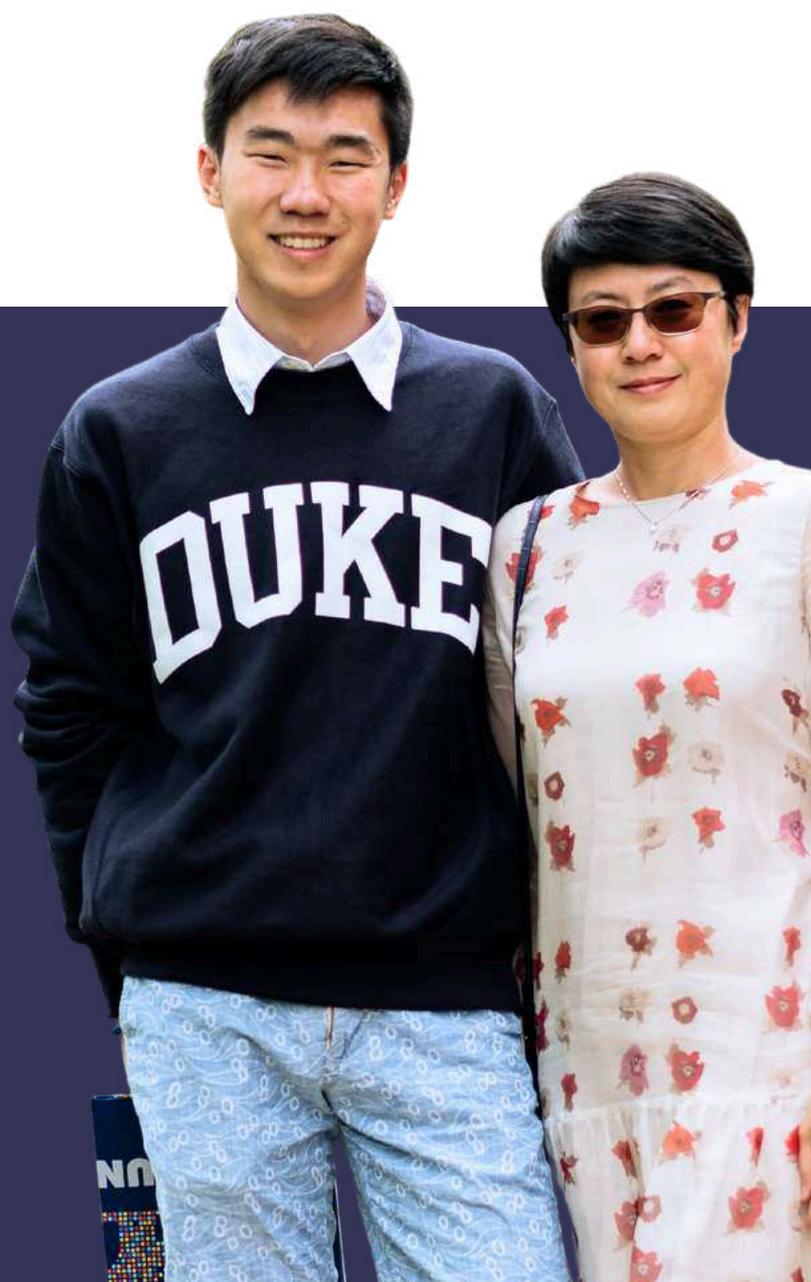
Admissions Officers at top US universities are skilled in identifying students who are authentically intelligent, engaging, creative, and responsible. They are experts in recognising **well-rounded** candidates; identifying students who excel academically and have an in-depth passion or skill that goes beyond their peers.

In other words, Admissions Officers are looking for students with a strong and attractive profile for top US universities. This requires dedication during all of high school and, most importantly, being very strategic during the decision-making process.

Strategy is so fundamental to a winning profile that every Crimson student is paired with a Strategist — an experienced admissions expert who is responsible for shaping their profile and application. This Strategist also uses their expertise to craft a detailed roadmap that nurtures your potential, supports your goals, and helps you increase your chances of getting accepted into a top US university.

### This includes:

- ✓ Achieving grades that top universities expect
- ✓ Choosing the right academic challenges for you
- ✓ Building meaningful relationships with teachers and counsellors
- ✓ Understanding which extracurriculars will best showcase your interests, then maximising their impact during high school
- ✓ Preparing for the SAT or ACT
- ✓ Identifying the best universities for your personal goals, taking into account your profile and preparing accordingly



# Admissions Takeaway #2

## Consistent Levelling-Up

Top US universities are thriving hubs of opportunity, and Admissions Officers want proof that you will seize them to the fullest. They recognise that your growth in high school is a telling indicator of your potential after graduation. Consequently, they examine the extent to which you took full advantage of the resources in your school and community throughout your high school career. Did you emerge as a leader? Were you engaged in competitions? Did you create any new projects based on your passions and scale them to a national or international level? Regardless of your interests, you should consistently explore avenues for maximising the scope of your projects.



## Admissions Takeaway #3

# Find a Team That Plays to Win

So, how can you effectively help yourself achieve your dreams and secure that acceptance letter? Well, it's all about strategy — the strategy behind what you learn, how you learn it, when, and from whom is ultimately what cultivates a competitive profile that captivates admissions officers. This includes studying the right curriculum, getting the right grades, taking the right tests, doing the right extracurriculars, and getting reference letters from the right people. These strategic choices ultimately come together to create a stellar applicant that top US universities fight over.

However, all of this requires not only strategy, but time.

**Learn more about how Crimson Education can be part of your dream team, and how we can help you get accepted into top US universities!**

**We are excited to be a key partner in your journey to success.**

**Talk to Us!**





# ABOUT CRIMSON EDUCATION

Crimson Education is the world's leading admissions consultancy. From admissions strategies to research opportunities to a global high school, we offer the most comprehensive scope of admissions services available in the world. We employ over 900 full-time staff in over 20 countries and work with all students, no matter where they live.

Every one of Crimson's students are uniquely matched to experts who will best-fit their needs. This includes Exam Tutors, Extracurricular Mentors, Essay Prep Specialists, and Application Strategists. Our approach cultivates a highly personalised service that leaves no stone unturned in the application process.

All our experts come from the same top universities our students apply to, including Yale, Columbia, Stanford, MIT, Oxford, Cambridge, and many more. This highly individualised approach has resulted in our students gaining admission to the Ivy League, Oxbridge and other top universities at up to 5x the general applicant rate.

Our commitment to our students goes beyond the college admission process. We facilitate internships, ambassadorships, and career opportunities that stretch every student's lifetime. We are dedicated to providing students with the opportunities they need to perform masterfully on the international stage, utilising the education system of the 22nd century to build the leaders of tomorrow.

## **This is the Crimson Effect:**



**The power to transform lives  
through world-class education.**

# OUR RESULTS

Every year, we are amazed by what our students accomplish. In fact, many of our students receive not just one, but two or three offers to the world's best universities. They are faced with the wonderful dilemma of needing to choose between several highly competitive universities!

In general, Crimson students are 4.5x more likely to gain admission to a top university than those who apply alone. Those who worked with us for four or more years are 9x more likely to gain admission to their target university compared to those who joined us later in the application cycle. Check out our statistics below

**1000+**

Offers to Ivy League Universities

**6,360+**

Offers to the US Top 50 universities

**2,090+**

Offers to the US Top 20 universities

**293**

Offers to Oxford and Cambridge

**2,370+**

Offers to the UK Top 10 universities

## Crimson Student Admissions Rates Compared to General Applicant Rates (2024)

University	General Admit Rate	Crimson Admit Rate	Times Better
Harvard	3.59%	13%	3.6x
Princeton	~3.8%	16%	4.2x
Yale	3.7%	16%	4.3x
Columbia	3.8%	25.8%	6.8x
UPenn	~5.3%	23.8%	4.5x
Brown	5.2%	20.9%	4x
Cornell	~7.5%	24%	3.2x
Dartmouth	5.3%	19.5%	3.7x
MIT	4.52%	11.5%	2.5x
Stanford	~3.8%	17.6%	4.7x
Duke	5.1%	25.6%	5x
Johns Hopkins	~6.2%	30.2%	4.9x
Northwestern	~7.5%	21.5%	2.9x
UChicago	~4.9%	22.2%	4.5x
UC Berkeley	~10.8%	26%	2.4x
UCLA	~8.7%	28%	3.2x

# How do Crimson students compare to international averages?

**4.3x**

More likely to gain acceptance to the Ivy League compared to the average general applicant.

**1.3-3x**

More likely to get accepted into Oxford or Cambridge compared to the average general applicant

## IVY LEAGUE

**20%**

The average acceptance rate of Crimson students who applied to the Ivy League

VS.

**~4.7%**

compared to the average acceptance rate of general applicants who applied to the Ivy League

## US TOP 20

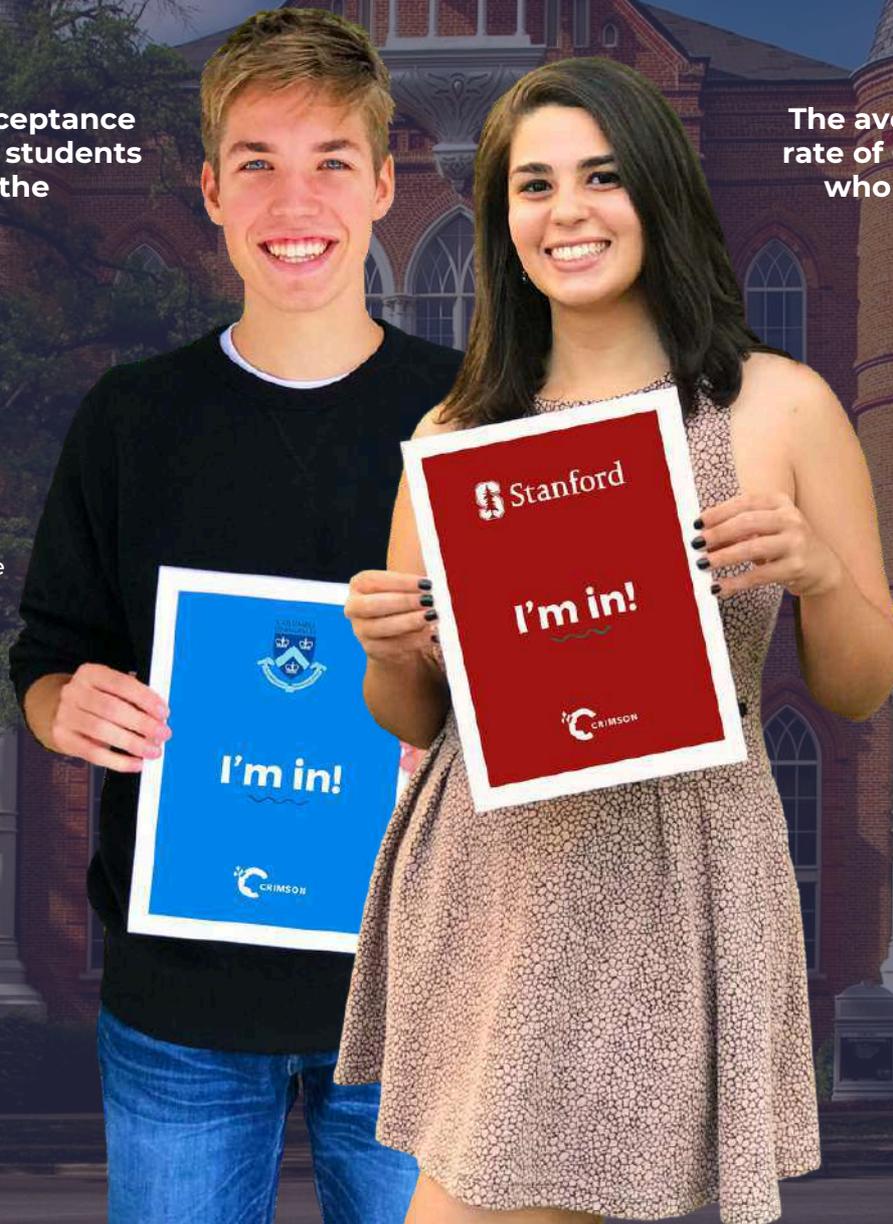
**21%**

The average acceptance rate of Crimson students who applied to the US Top 20

VS.

**~5.6%**

compared to the average acceptance rate of general applicants who applied to the US Top 20





# WHAT SETS US APART

We understand that choosing the right education is one of the most important decisions a student and their family will ever make. That's why Crimson is committed to providing you with the best support and guidance you need to succeed.

There are three distinct qualities that set us apart from every other admissions consultancy in the world. These include:

**Personalised Approach:** We take the time to understand each student's individual needs and goals, then develop a personalised and comprehensive plan to help them achieve them.

**Global Network of Experts:** Our team of experienced experts includes former admissions officers, strategists, and mentors from the world's top universities.

**Advanced Education Technologies:** We create and invest in education technologies that help students reach their full potential and increase their chances of admission to top universities.

# 01. Personalised Approach

Crimson offers strategic support for students looking to apply to top universities in the United States, United Kingdom, Canada, Europe, and more. From initial assessment to post-acceptance guidance, all support is tailored to maximise students' chances of success. In our dedication to helping every student reach their full potential, we provide individualised services for all students, regardless of the stage they are at.

## University Admissions Consulting

When a student begins their journey with Crimson, they will receive unlimited, individual support from a Strategy Consultant, an Application Mentor, and a Student Success Manager— all of whom are part of the student's core team. Together, these team members provide the following services:

### ✓ Full Application Strategy

Our counselors have over 350 years of combined experience, many having served on admissions committees at Ivy League schools, Oxbridge, Stanford, Duke, and others. Beyond university selection, they work with students to develop a strong overarching theme for their applications that aligns with their personal passions, achievements, and ambitions.

### ✓ Customised Roadmap

Extensive planning of the student's admissions journey using our tailored in-app roadmap in order to develop a differentiated and clear pathway in preparation of the applications. The roadmap will be updated regularly to accurately reflect student journey.

### ✓ Candidacy Positioning

Evaluation of the student's candidacy and application strategy based on relative strengths and unique characteristics, specifically compared to other candidates in their country, community, and school.

### ✓ University Selection (Pre and Post Application)

Guidance through the university selection process by making recommendations based on university characteristics, resources, acceptance rate statistics, and personal preferences.

### ✓ Essay Development

- Access to our extensive essay database for analysis on best practice, guidance on topic selection and interpretation for all application prompts, as well as brainstorming creative approaches tailored to the student's personality, experiences, and to the institutions applied to.
- Ongoing revisions of essay drafts to deliver core ideas in a concise and targeted manner, leaving a lasting impression on admission officers.

### ✓ Holistic Application Oversight

Assistance navigating the intricacies of the student's application, constructing résumés, writing activity lists, and ensuring all information is correctly submitted to the target institutions.

### ✓ Extracurricular Activity Advice

Prioritisation of current extracurricular involvements and creation of new projects premised on a thematic narrative complementary of the student's interests and passions in conjunction to present a clear, focused, and differentiated profile.

### ✓ Strategic Advice on Letters of Recommendation

How to approach and inform potential recommenders to write letters that highlight the student strategically and are in alignment with other components of the application.

### ✓ Admissions Test Strategy and Support

Choosing the standardised tests most suitable for the student (SAT/ACT/AP) and optimising target test score range with respect to their school selection and availability.

### ✓ Academic Advising

- School grade analysis and advising on curricula/subject selection to maximise results in conjunction.
- Advising on academic opportunities beyond what's offered at the student's school.

### ✓ Post Application Mentorship

Submission of post-application supplementary materials, guidance for post-application correspondence with colleges, drafting of deferral letters (if necessary), and further school choice consulting if the student is admitted to multiple programs/colleges/universities.

### ✓ Regular contact with students and their parents

All students and their parents receive regular reports to ensure satisfaction with Crimson services, and to track progress.



## Supplementary Services

Outside of core services, students and families may choose to add on the following additional services:

### ✓ Academic and Test Tutoring

Crimson provides a wide range of tutoring services for a wide range of subjects. These include, but are not limited to:

- Standardised Test Tutoring (SAT, ACT, AP)
- Curriculum Tutoring (IB, AP, A-Levels)
- Aptitude Test Tutoring (Medicine, Dentistry, and Veterinary Medicine)
- MedView UK UCAT
- Medview UK BMAT
- Graduate School Test Tutoring (GRE, GMAT, LSAT, MCAT, IELTS, TOEFL)
- IELTS, TOEFL, and general ESOL Tutoring
- Subject specific tutoring
- Debate and Model UN Tutoring
- Olympiad Tutoring

### ✓ Financial Aid

Crimson's Financial Aid service pairs students with an expert who helps students research scholarship opportunities, develop aid strategies, and guides students through their forms and applications prior to submission.

### ✓ Former Admissions Officer (FAO) Services (US and UK)

Students will receive personalised feedback from Former Admissions Officers (FAOs) through the following services:

- **FAO Hours** - One-on-one virtual meetings with FAOs to discuss candidacy advice, academic insights, extracurricular guidance, and application support.
- **FAO Review** - A comprehensive assessment of a student's application to a single university, including an admissions officer's perspective, academic evaluation, extracurricular analysis, Common App personal statement, and supplemental essay reviews, all aimed at enhancing the application's competitiveness.
- **Crimson FAO Review Board** - For VIP students, the Crimson FAO Review Board involves a thorough assessment by three FAOs, complemented by a summary from the strategist.

### ✓ Extracurricular and Leadership Mentorship In-Depth

An in-depth, outcomes-focused 1:1 mentoring is provided by a dedicated expert tutor with the goal of developing a comprehensive and impressive extracurricular activity list (consisting of 8-10 activities) and completing a Capstone Leadership Project throughout the duration of our collaboration.

### ✓ Informational Interviews (US, UK, EU)

Prepare for college interviews with research techniques, personal responses, bespoke answers to key questions, mock interviews with successful admits, and tailored resources for nuanced interview formats.



**Kimberley L.**

Former Stanford  
Admissions Officer

**Rick C.**

Former Princeton  
Admissions Officer

### ✓ US Boarding & Day School Admissions

Crimson BDSA Strategy includes support for students looking to apply to private US boarding and day schools. We also support applications to private Canadian schools, whose process is very similar. This service includes:

- Candidacy development (academic and extracurricular)
- School selection and visits
- Letters of recommendation strategy
- Application oversight
- Essay support
- Interview preparation

### ✓ Academic Enrichment (UK and EU)

Students will work through 1:1 sessions with a subject-specialist Academic Enrichment Mentor. Each session will be a deep-dive into subject knowledge and content that is of utmost importance for UK and EU University Admissions. Each module involves:

- Guiding the student on appropriate Media (books, journals, podcasts etc) to compliment the curriculum.
- Leading the student through a series of authentic learning tasks that will help them to integrate knowledge, skills and attitudes.
- Preparing them for the academic rigours of university lectures, tutorials and beyond.

### ✓ Summer Program Support

Includes support for G9-12 students' identifying and selecting summer programs, along with application essay support and final application review. This service includes:

- Strategist guidance identifying and selecting summer programs
- Application Mentor support when writing application essays
- Strategist final review of the application

### ✓ Graduate School Admissions (US, UK, EU)

Crimson's Graduate School Admissions program features expert admissions strategy and hands-on support for students applying to Masters and Doctoral programs in every field including: STEM, Social Science, Humanities, MBA (& related Business programs), Law, and Medicine.



## Our Subsidiaries

At Crimson, we pride ourselves on being a one-stop shop for all students. Whenever a student or their family has a need, we are able to meet those needs expeditiously and at a very high standard. Our subsidiaries work to meet our students' needs, no matter where they are in their admissions journey.

### ✓ Indigo Research

A competitive high school research program that provides high school students with 1:1 mentorship from top professors and PhDs to transform your academic passion into publishable research.



### ✓ Delta Institute

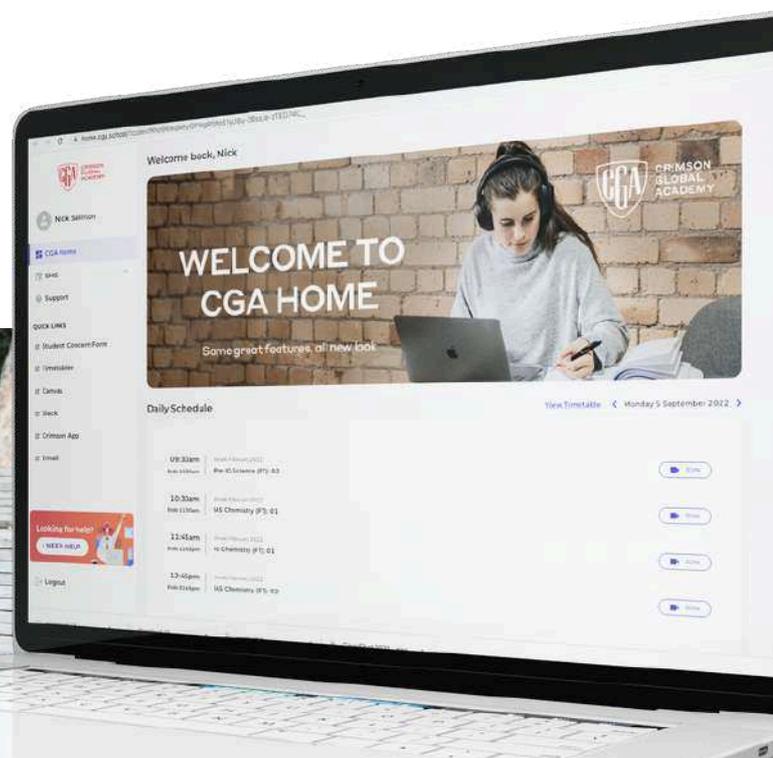
Delta Institute offers work experience programs with top global companies at the pinnacle of their respective industries. We offer students first-hand experiences in career pathways they are interested in, which helps them develop an experience-driven understanding of what their potential future career would look like.



### ✓ Crimson Global Academy (CGA)

Crimson Global Academy (CGA) is an internationally accredited, world-class online private school delivering live, real-time learning to students all over the world. Designed to challenge, students graduate with the International GCSE and International A-Level qualifications which are globally recognised for their academic rigour, flexibility, and breadth of learning.

It is a transformative schooling experience that aims to serve as many students as possible through its global networks, diverse extracurriculars, and access to cutting-edge educational technologies.



### ✓ **Crimson Rise**

A strategy service for students ages 11-14. Rise includes tracks for hard-hitting uni admissions preparation, earlier-stage skills development, and interest exploration.



### ✓ **Medview: Medical School Consultation Bundles (UK, AUS, NZ)**

This includes consulting, test prep, interview/core paper/revision prep, and experiences prep for students applying to medical programs in the UK, Australia, and New Zealand.



### ✓ **Revision Village**

Dedicated to providing the highest quality IB Maths resources in the world, Revision Village is an award-winning education website that has helped over 1.3 million IB students prepare for their IB Maths Exams. Over 50% of the resources created by Revision Village are made free for all users worldwide.



### ✓ **Admit Yogi**

Created by students at Stanford, AdmitYogi is a lower-cost service that lets students access successful application profiles from students who got into top universities. This service aims to provide students with insights on what highly selective universities are looking for including essays, awards, activities, demographic data, GPA, and more!



### ✓ **Crimson Athletics**

The Crimson Athletics department provides 3 services that target admissions strategy for student athletes:

- Athletic Strategy Consulting
- Athletic Campaigning
- Athletic Recruitment Video



### ✓ **SummerApply**

Students often struggle to figure out where the world's best, most reputable summer programs are. SummerApply compiles all of these programs into one catalogue- from Pre-Med Academies by Harvard to internships with Uber, students can easily research and apply to summer programs that are unique and will help them stand out from the crowd.



## 02.

# Global Network of Experts

WHAT SETS US APART

As a policy, all Crimson Strategists, Mentors, and Tutors must have graduated from a Top 30 university in the world. From world-leading university alumni to PhDs, Former Admissions Officers to multi-degree academics, every student's team will guide their students through the entire application journey.

**Alisha M.**



 **University of Illinois, UCLA**

Alisha has a BS in Community Health with a concentration in Health Planning and Administration from the University of Illinois at Urbana-Champaign and a Master's in Health Policy and Management from UCLA. Most notably, her students have received admissions to Yale, Harvard, Princeton, Columbia, NYU, USC, and UCLA.

**Abbigail C.**



 **Oxford, LSE**

Abbigail graduated from Oxford University with a BA in English Language and Literature. She then completed her Master's in International Social and Public Policy at London School of Economics (LSE). Most notably, she has helped students secure offers to Oxford, Cambridge, LSE, UCL, Imperial, King's, and many other top Russell Group Universities.

**Heitor S.**



 **Swarthmore College, Stanford**

Heitor graduated from Swarthmore College with a BA in Political Science and Educational Studies with a Minor in French. He is currently completing a PhD in International Comparative Education at Stanford (2025). Most notably, he's helped students gain acceptances to Harvard, Princeton, Yale, Stanford, Princeton, Columbia, and UCLA.

**Beatrix S.**



 **University of Texas at Austin, Columbia**

Beatrix graduated with honours from the University of Texas at Austin with a Bachelor's in Business and Corporate Communications. She is currently pursuing a Master's in Social Work at Columbia. Most notably, her students have received acceptances to Duke, UChicago, UT Austin, and UCLA.

**Christine L.**

 **Brown University, Oxford**

Christine graduated from Brown with a BA in East Asian Studies and International Relations. She then graduated from Oxford with an MPhil in Modern Chinese Studies. Christine is based out of Seoul, South Korea, and mentors students looking to attend universities in the US and UK.

**George B.**

 **Harvard, UCL**

George graduated from Harvard with an AB in Sociology and African American Studies. He then completed an MSc in Public Policy with a concentration in LGBTQ+ Health at University College London. Most notably, he has helped students gain acceptances to Harvard, Stanford, Columbia, UPenn, Yale, Cornell, and UChicago.

**Natalie S.**

 **UC Berkeley, Hong Kong University of Science and Technology**

Natalie received a Bachelor's degree from UC Berkeley and a Master's in Social Science from the Hong Kong University of Science and Technology. Most notably, she has helped students gain admission to schools including UPenn, Cornell, and UChicago.

**Pandora L.**

 **Cambridge University, University of the Arts London, Royal College of Art, UCL**

Pandora graduated from Cambridge with an MA in History, an MA in Painting from UAL, an Master of Research from RCA, and PGCE from UCL, and is currently completing a PhD at Cambridge in Architecture. Most notably, her students have received acceptances to Cambridge, Oxford, Durham, Imperial, and UCL.

**Carolina L.**

 **Duke University**

Carol graduated from Duke University with a double major in Psychology and French and a Minor in Education. Most notably, she has helped her students gain acceptances to all Ivy League schools, Stanford, and Duke.

**Brenda H.**

 **University of Michigan, Cornell**

Brenda graduated from University of Michigan with a double major in Psychology and Economics. She then went on to receive her Master's in Management in Marketing at Cornell University. Brenda's students have received acceptances to Columbia, Dartmouth, Johns Hopkins, UCs, Penn, NYU, and USC.

# The Crimson Team

The Crimson team will coordinate and communicate internally to ensure the student is receiving the best, most personalized support possible. Each contributor will help the student with different aspects of the preparation and applications.

For our University Admissions Consulting service, every Crimson student's team features the following:

## Strategist

As the leading expert in every student's team, the Crimson Strategist is responsible for developing a personalised strategy that highlights the student's unique strengths, achievements, and goals. Equipped with a deep understanding of university admissions requirements and a proven track record of success, the Crimson Strategist will help the student stand out from the competition and increase their chances of being accepted into the world's top universities.

During formal strategy consulting sessions, the Strategist will:

- Support the student by developing a comprehensive preparation plan for their university admissions, including individual targets and milestones for their academic and personal goals, and a strategic timeline for completing the application process.
- Develop a compelling personal narrative to maximise chances of acceptance.
- Help the student select universities based on their goals, preferences, likelihood of acceptance, and personal narrative.
- Monitor the student's grades and test scores, and ensure extracurricular activities are aligned with the student's passions and aspirations.

## Student Success Managers

Students receive ongoing support from the Student Success Team via multiple contact methods to ensure the quality of their program and experience. This includes:

- Ensuring that they are on track to meet all of their admissions milestones and deadlines
- Keeping their parents informed of all key steps and accomplishments
- Monitoring their performance
- Making relevant changes as needed
- Allocating or replacing members of their team
- Responding to requests and inquiries from Crimson parents and students

## Application Mentor

The Application Mentor will review the student's profile and help the student prepare for all their Admissions Essays and Interviews during the application year. This includes:

- Brainstorming, planning, and revising the student's university admissions essays to ensure they play a crucial role in the student's application
- Preparing the student for university interviews, providing invaluable advice on how to approach each questions and guide the student through practice interviews.

If the student and their family decides to purchase additional Crimson services, the student can receive guidance from more specific experts, such as an In-Depth Extracurricular & Leadership (ECL) Mentor; Financial Aid and Scholarship Mentor, Academic and Test Tutor, Former Admissions Officer Reviewer, among others.

# 03. Advanced Technologies

To meet the standards of our outstanding students, Crimson has developed and improved high-level education technologies that facilitate access to a diverse range of experts and resources from around the world, adapt to individual learning needs, and promote a more inclusive and personalized educational experience.

## ✓ The Crimson App

The Crimson App is an exclusive learning management system that helps students achieve their admission goals through customized learning plans, progress tracking, and vast resources. Data on student performance is collected and reviewed to ensure informed decision-making.

### • Student-Mentor Matching

Students are paired with best-fit mentors based on psychometric, expertise, interest, and performance data.

### • Roadmap

Easily keep track of upcoming tasks and activities, to best optimise your time.

### • Applications

Manage the school list and track the application process easily.

### • Exclusive Resources

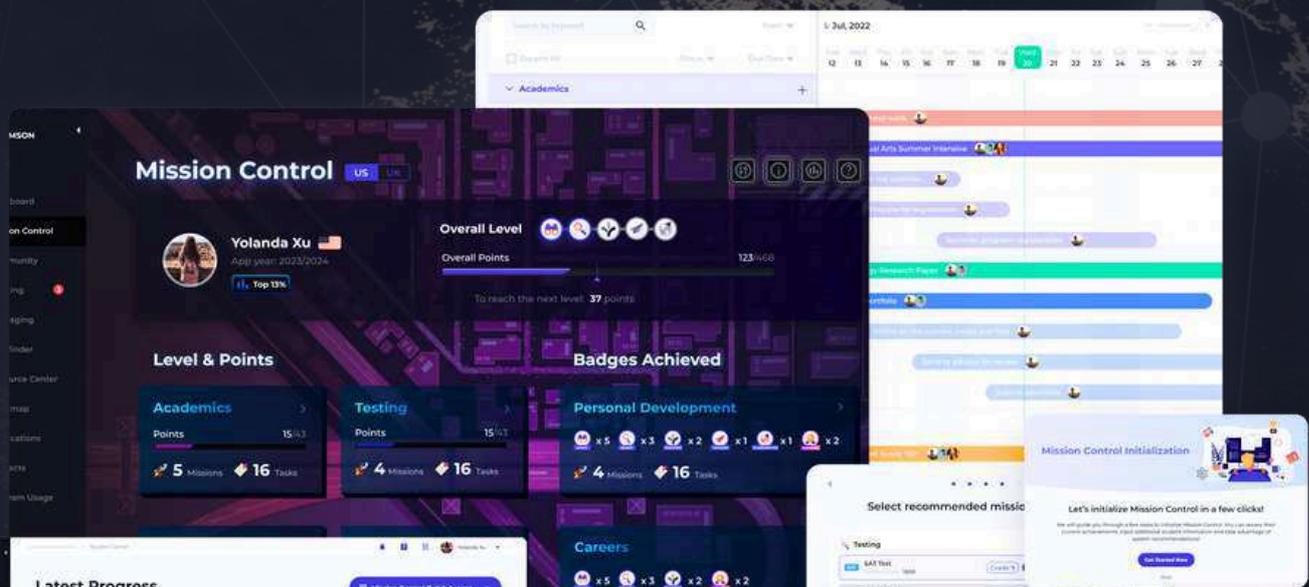
We provide access to exclusive video content and interviews with world-renowned business leaders and entrepreneurs.

## ✓ Pathfinder

Contained within the Crimson app, Pathfinder is a master list of everything a student can do during high school to increase their chances of admission to top US universities. Pathfinder includes over 280 goals, each with an assigned point value based on how much admissions officers will value that achievement. As students complete goals and accrue points, they move up through 'levels' in Pathfinder, which correlate with increasingly competitive universities.

## ✓ Launchpad

We offer a unique and engaging community for students from around the world to learn, grow, and connect. Access premium content, including webinars and expert presentations, join groups with students who share your passions, and participate in community events like Crimson Shark Tank and online MUN competitions. Plus, connect directly with Crimson alumni at top schools to find mentors, project partners, and more.



# STARTING YOUR JOURNEY WITH CRIMSON

## 01

### Discovering the educational goals

In our free initial consultation with the Academic Advisor, we will get to know the student's interests, goals, and strengths.

While the Academic Advisor is there to understand the student's academic goals and aspirations, the family can ask as many questions as they like in return!



## 04

### Success!

It's time to take action! With the Crimson team by the student's side, they can start their journey to acceptance at the best universities in the world!



## 02

### Identifying the strengths and weaknesses

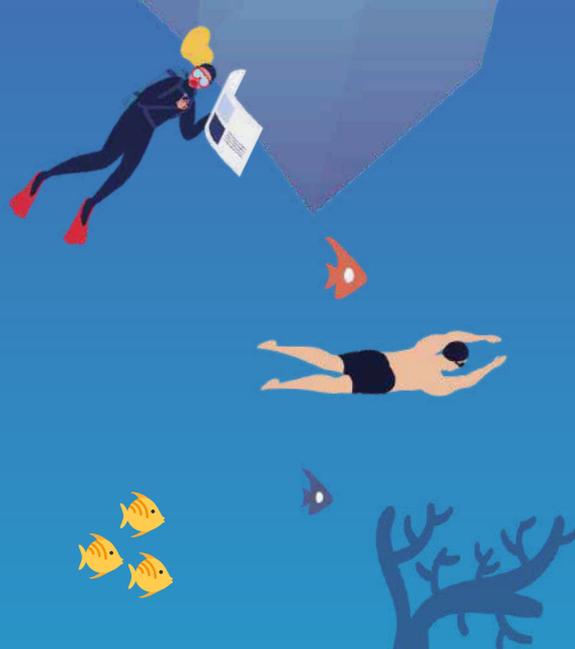
Now that we've discussed the student's goals and aspirations, it's time to evaluate the student's odds of admission to their initial preferred university choices.

Based on the student's profile, a personalised program tailored to their individual strengths and weaknesses is built.

#### Examples:

- ✓ Extracurricular Mentoring
- ✓ Application Strategy
- ✓ Test Prep
- ✓ Essay Prep
- ✓ Best-fit University Selection

# YOU WITH CRIMSON



## 03

### Generating the unique game plan

At Crimson, we don't believe in the adage that 'one size fits all.' Instead, we design a personalised programme tailored to each student's individual strengths and weaknesses. Every student's journey at Crimson looks unique.

Following the consultation, we will develop a customised Crimson programme for the student, taking into account their academic goals and budget.

Once the student is satisfied with their individually crafted programme, their educational journey begins!



# Ready to Get Started?

[Talk to Us!](#)