

2024
COLLEGE
APPLICATION
CONSULTING SERVICE

16H LAB

HAVING WORKED AS A PR PROFESSIONAL AND ADMISSIONS CONSULTANT FOR OVER 20 YEARS IN WASHINGTON DC, NEW YORK, AND IN SILICON VALLEY, I'VE ALWAYS VALUED PEOPLE AND COMMUNICATION AS THE MOST IMPORTANT ASPECTS.

DEVOTED TO HEXA PACKAGE, I VALUE IN SHAPING PERSONALIZED TALENT ARCHETYPES THAT MIRROR THE DISTINCTIVE ATTRIBUTES OF EACH INDIVIDUAL.

I'M DEDICATED TO GUIDING CHILDREN THROUGH EDUCATION AND ADMISSIONS, ENSURING A BRIGHT FUTURE. LET'S CREATE SUCCESS TOGETHER.

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- George Washington University: International Relations & Political Science
 - SAT & ACT Math/English Senior Instructor
 - CEO/Founder of a PR firm "C" (Silicon Valley, CA)
 - College Advisor/Consultant at LACS (Los Altos, CA)
 - Director, Comixtoon Public Relations/Communications

**16H LAB CEO/SENIOR CONSULTANT
HAEIN JANE KIM**



01 TIMES 2X

Like buildings need blueprints, gaining admission to top U.S. universities starts with effective communication and crafting a successful roadmap through interviews.

16H LAB's TIMES 2X system, developed after extensive research, dedicates over double the time compared to other firms for agile and detailed interviews/surveys with students/parents.

This innovative approach not only streamlines processing time but also offers tailored personal branding and successful admission strategies exclusive to 16H LAB.

02 CUPERTINO, CA

16H LAB is the exclusive consulting partner for high schools in Cupertino, California, a hub for U.S. admissions education. We stay updated on U.S. admissions trends through direct experience every semester, providing unparalleled consulting based on firsthand data. Our expertise and validated results make 16H LAB the go-to place for a unique advantage in admissions.

03 LOW RATIO

In college admissions consulting, the crucial factor is the number of students assigned to each consultant. At 16H LAB, we maintain a consultant-to-student ratio of 1:5, ensuring focused attention on individual students, surpassing the 1:6 ratio at top Ivy League schools, a key indicator of education quality in the U.S.

04 ALUMNI NETWORK

16H LAB goes beyond admissions success, aiming to positively impact students' lifelong careers. Alumni enjoy exclusive benefits like the 16H Networking Party and mentorship programs, forming the invite-only 16H ALUMNI network.

With 16H LAB, schools are just a fraction of the extensive network at students' disposal.

05 BRANDING

Unlike other admission consulting firms, 16H LAB specializes in storytelling and branding. We collaborate with former PR and marketing experts from Silicon Valley startups, integrating the latest branding trends into students' application strategies for increased admission success.

WHY 16H LAB?

APPLICATION PROCESS

- Prospective 12th grade, 12th grade
- Each student with essay specialist, extracurricular/summer specialist, and branding specialist
- Each student with own tailored strategy and personalized college list
- 24/7 access to progress report for parents
- Meetings, either weekly or biweekly, to guarantee quality control

HEXA COLLEGE APP ORIENTATION PACKAGE

STUDENT QUESTIONNAIRE	INDIVIDUAL TIMELINE STRATEGY	RESUME GUIDE	US COLLEGE LIST
MAJOR GUIDE	COMMON APP GUIDE	BRANDING & PERSONALIZATION	STANDARDIZED TESTING STRATEGY

SCHOOL SELECTION

BRANDING

ESSAYS

APPLICATION

REC & FERPA

INTERVIEW & GRANT

TEST & GPA CHECK

EC & RESUME BUILD

BRAINSTORM

COMMON APP

FERPA

INTERVIEW SCHEDULING

1ST ROUND

BRANDING & PR DRAFT

MAIN ESSAY DRAFT

COALITION APP

REC SELECTION

INTERVIEW SAMPLE Q&A

2ND ROUND

BRANDING & PR FINAL

MAIN ESSAY FINAL

UC APP

ADDTL RECS

MOCK INTERVIEW

FINAL ROUND

RESUME COMPLETE

SUPP ESSAY DRAFT

ACTIVITY & ADDTL GUIDE

CS & SCHOOL REPORT

SCHOLARSHIP GUIDE

ED & EA SELECT

SUPP ESSAY FINAL

FINAL REVIEW

STEP 1 SCHOOL SELECTION

TEST & GPA CHECK

1ST ROUND

2ND ROUND

FINAL ROUND

ED & EA SELECT

- Offering guidelines for exam strategies and score improvement based on initial standardized test scores, and GPA obtained at the beginning of the consulting.
- Strategy for achieving admissions to one tier or higher than those presented by other consulting firms.
- College list based on a partnership with Cupertino based schools and trending, up-to-date data accessible only to insiders.
- Guidance on selection and app strategies, focusing on traits, career, and preferences, rather than simple rankings.

STEP 2 BRANDING

EC & RESUME BUILD

BRANDING & PR DRAFT

BRANDING & PR FINAL

RESUME COMPLETE

- Offering a resume solution that emphasizes UNIQUENESS and STORYTELLING.
- Creating a RESUME strategy for professional/academic pursuits centered around preferred major, achievements, and supplementary EC.
- Providing an impactful strategy for EC that goes beyond quantity, emphasizing depth and personalization to enhance the student's branding, not just numbers.
- Direct involvement of a PR professional overseeing the branding concept and storytelling build up for a student, with a background in Silicon Valley startup investment strategy specialist.

STEP 3 ESSAY GUIDE

BRAINSTORM

MAIN ESSAY DRAFT

MAIN ESSAY FINAL

SUPP ESSAY DRAFT

SUPP ESSAY FINAL

- Essay Brainstorming sessions tailored to each school's characteristics in collaboration with the student.
- Provide a solution that integrates overall essay plot, relevance to the major, and alignment with the student's interests.
- Unique essay writing guide that differentiates the student from others and leaves a lasting impression.
- Direct guidance from the lead consultant and an essay specialist, a former editor-in-chief, on main storyline ideas and appeal strategies.

STEP 4 APPLICATION

COMMON APP

COALITION APP

UC APP

ACTIVITY & ADDTL GUIDE

FINAL REVIEW

- Efficient and error-free college application solution, incorporating 16H LAB's expertise, for streamlined writing of college-specific apps including Common App, UC, Coalition, and more.
- Consulting to carefully craft words and expressions in the application to make a lasting impression on the admissions officers.
- A comprehensive guide for showcasing the student's uniqueness through additional materials and portfolio preparation, going beyond document verification and typo checks.

STEP 5 REC & FERPA

FERPA

REC SELECTION

ADDTL RECOMMENDATION

CS & SCHOOL REPORT

- Provide an overview of the FERPA process to guide the student through each step.
- Provide recommendation letter guidelines to ensure a blend of our branding and the student's individual flair.
- Additional recommendation selection guideline based on each student.
- Offer assistance in writing recommendation letters IF required.

STEP 6 INTERVIEW & GRANT

INTERVIEW SCHEDULING

INTERVIEW SAMPLE Q&A

MOCK INTERVIEW

SCHOLARSHIP GUIDE

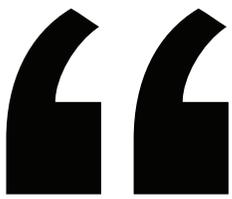
- Provide an overview of the interview process to guide the student through each step.
- Facilitate interview scheduling, offer sample questions, and provide coaching support to enhance interview preparedness.
- Complimentary mock interview sessions (2 times), via Zoom, are included to refine and polish interview skills.
- Scholarship eligibility and provision of information regarding scholarship opportunities.

POST SUBMISSION

- Defer/Waitlist Strategy
- Students Document Management: Official test scores, Transcript/School report sent, Rec status, etc
- Individual Student Account Management: Upload docs, Confirm Status, Follow up

12TH GRADE TIMELINE

TIMELINE	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
PERSONALIZED PORTFOLIO	FINALIZE EC/RESUME						
	FINAL EC EXECUTE						
COLLEGE APPLICATION	COLLEGE LIST		MAIN ESSAY DRAFT/FINALIZE				
	RESUME		ED & EA ESSAY		SUPPLEMENTARY ESSAYS		



STANFORD | AMANDA

Jane is absolutely fabulous! Jane's meticulous nature and understanding of how to enhance my extracurriculars set my application apart from others. I worked with her from 9th through 12th, and she adeptly steered my strengths to shine through. Her guidance was instrumental in perfecting my journalism portfolio. Trust her without hesitation—she'll expertly guide you. My mom greatly admired her work ethic, and personally, I learned an immense amount from her. I'm uncertain if I would've achieved admission to my dream school without her invaluable assistance.



BROWN | ZANDER

Jane demonstrated exceptional skill in organizing my portfolio and advising on the extracurricular activities necessary for admission. Jane's expertise in essay writing and brainstorming was particularly beneficial, making the entire journey less daunting. Her ability to craft essays that truly showcase one's personality is remarkable. I wholeheartedly endorse her consulting services if you aspire to gain acceptance into your dream school.



BROWN

UC BERKELEY | DANA

Through her keen insight into college admissions, she objectively assessed my academic profile, extracurricular involvement, and personal statement to set realistic expectations and to achieve a compelling application. I particularly appreciated her constructive feedback and ability to see beyond the surface in order to identify what makes me stand out from other applicants.



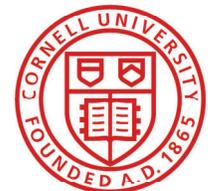
COLUMBIA | RYOTA

WOW okay where do I start. Jane really saw things through and helped me push myself more. My parents and I are both thrilled to be graduating with a degree from Columbia and we all owe Jane for this.



CORNELL | SARA

At first, I never considered top-tier schools because I believed my qualifications were rather ordinary. Yet, she managed to uncover distinctive aspects about me, portraying me as an exceptional and standout candidate. I credit everything to her consulting and the additional time she dedicated to assisting me. Her approach is truly distinctive, setting her consulting apart from any other service. I can confidently assure you that you'll adore her and her unique style of guidance.



16H LAB 2024 HEXA[®] COLLEGE APP PLANS

PACKAGE V[®]

\$25,000

- ✓ 24/7 ACCESSIBLE PROGRESS REPORT

- ✓ SAT/ACT LEVEL UP SOLUTION

- ✓ COLLEGE APP LIST CONSULTING

- ✓ EC/RESUME CONSULTING

- ✓ ESSAY GUIDE
w/ FORMER EDITOR-IN-CHIEF

- ✓ COLLEGE APP **5 SCHOOLS**
MANAGEMENT & REVIEW

- ✓ REC & FERPA CONSULTING

- ✓ COLLEGE INTERVIEW PREP

- ✓ SCHOLARSHIP GUIDE

PACKAGE X[®]

MOST POPULAR

\$30,000

- ✓ 24/7 ACCESSIBLE PROGRESS REPORT

- ✓ SAT/ACT LEVEL UP SOLUTION

- ✓ COLLEGE APP LIST CONSULTING

- ✓ EC/RESUME CONSULTING

- ✓ ESSAY GUIDE
w/ FORMER EDITOR-IN-CHIEF

- ✓ COLLEGE APP **10 SCHOOLS**
MANAGEMENT & REVIEW

- ✓ REC & FERPA CONSULTING

- ✓ COLLEGE INTERVIEW PREP

- ✓ SCHOLARSHIP GUIDE

ADD-ON SERVICES

- ✓ 2 EXTRA MOCK INTERVIEWS
(45 MIN PER SESSION)

- \$300**
- ✓ ADDITIONAL APPLICATION
(PER 1 SCHOOL)

- \$1400**
- ✓ EARLY BEGINNER (JAN-MAY OF JR.)
(PER MONTH)

- \$2000**
- ✓ SAT/ACT 1:1 PRIVATE SESSION
(90 MIN PER SESSION)

- \$225**
- ✓ FAFSA/FINANCIAL AID CONSULTING
(PER 10 SCHOOLS)

- \$2000**

*** 1:1 CONSULTING** 16H LAB ALSO OFFERS OVERALL ROADMAP & SCHOOL SELECTION
VIA 1:1 PRIVATE CONSULTING (90 MIN, \$350) FOR THE FIRST TIME CLIENTS.

16HLAB.COM
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20+ YRS
EXPERIENCE

100%
TOP 50 ADMISSION

350+
SAT POINTS

16H LAB