



THE EDGE[®]
LEARNING CENTER

ADMISSIONS CONSULTING

Give yourself The Edge

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THE EDGE'S 2021

US UNIVERSITY ADMISSIONS RESULTS

*Ranking	School	# of Acceptances
US National University		
#4	Massachusetts Institute of Technology	1
#6	Stanford University	1
#6	University of Chicago	1
#9	Northwestern University	1
#14	Brown University	1
#18	Cornell University	1
#20	University of California -- Los Angeles (UCLA)	1
#21	Emory University	1
#22	University of California -- Berkeley	6
#24	University of Michigan	2
#24	University of Southern California (USC)	4
#26	Carnegie Mellon University	2
#30	New York University (NYU)	3
#30	University of California -- Santa Barbara	1
#34	University of Rochester	9
#35	University of California -- Irvine	4
#35	University of California -- San Diego	1
#35	Georgia Institute of Technology	7
#39	University of California -- Davis	5
#42	Boston University	2
#42	University of Texas at Austin	9
#47	University of Illinois--Urbana-Champaign (UIUC)	6
#49	Pepperdine University	1
#49	Northeastern University	1
#49	University of Miami	1
#53	Santa Clara University	4
#53	Purdue University	2
#53	Rensselaer Polytechnic Institute (RPI)	1
#58	University of Washington 1	1
#58	Syracuse University	1
#63	Pennsylvania State University	1
#66	Fordham University	1
#66	Loyola Marymount University (LMU)	1
#66	George Washington University	1
#66	Texas A&M University	1
#76	American University	1
#88	University of California -- Riverside	2
#97	University of California -- Santa Cruz	1
#103	Arizona State University (ASU)	2
#103	University of San Francisco (USF)	3
#133	The New School (/Parsons Arts School)	1
#143	George Mason University	2
Unranked	Berklee College of Music	1

*Ranking	School	# of Acceptances
US National Liberal Arts College		
#4	Pomona College	1
#20	Wesleyan University	1
#20	Wesleyan University	1
US National Fine Arts College		
2	School of the Art Institute of Chicago	1
5	California Institute of the Arts	1
10	California College of the Arts	1
Unranked	Pratt Institute	1
Unranked	Savannah College of Art and Design	1
US Regional University/ College		
9	(North) Ithaca College	1

92%

Of The Edge's Students
Got Into One or More of Their

Top 3 Choices



The Edge's
Ivy Plus
Acceptance
Rate*

54%

*Ivy Plus: All Ivy League universities + MIT + Stanford + UChicago + Duke + Johns Hopkins

5.3%

Global Average
Ivy Plus
Acceptance Rate

THE EDGE'S 2021

UK UNIVERSITY ADMISSIONS RESULTS

*Ranking	School	# of Acceptances
UK University		
#1	University of Cambridge	3
#2	University of Oxford	2
#3	University of St Andrews	5
#4	London School of Economics and Political Science (LSE)	2
#5	Imperial College London	5
#6	Loughborough University	1
#7	Durham University	7
#10	University College London (UCL)	11
#11	University of Warwick	3
#12	University of Exeter	4
#13	University of Birmingham	1
#14	University of Bristol	6
#15	University of Edinburgh	4
#16	University of Leeds	1
#17	University of Southampton	3
#17	University of Manchester	3
#20	#20 King's College London (KCL)	9
#20	#20 University of Nottingham	1
#24	Royal Holloway, University of London	1
#28	University of Sheffield	1
#30	Cardiff University	1
#35	Queen Mary University of London	1
#38	University of Leicester	1
#40	University of Sussex	1
#56	Keele University	1
#81	University of Hertfordshire	1
#84	Brunel University London	1
#111	University of Westminster	1
Unranked	Trinity College Dublin	2
*Ranking	School	# of Acceptances
CA University		
CN #1	CN #1 University of Toronto	8
CN #3	CN #3 University of British Columbia	5
Others		
HK #1	HK #1 The University of Hong Kong	5
HK #2	HK #2 The Hong Kong University of Science and Technology	4
HK #4	HK #4 The Chinese University of Hong Kong	1
AUS #2	AUS #2 The University of Sydney	2
AUS #4	AUS #4 The University of Queenslan	1
AUS #5	AUS #5 Monash University	1

38%

Of The Edge's Students
Got Into **Oxbridge**



83%

Of The Edge's Students Got Into
G5 Universities



Our Admissions Consulting Team

1 Unparalleled Expertise

- Our team is comprised of former Admissions Officers
 - Our team combined has over 50 years of experience inside the admissions offices
 - We review more than 10,000 applications per year
-

2 International Reach and Experience

- We work with applicants all over the world
 - We provide support to students and families in multiple languages and timezones
-

3 Highest Professional Qualifications

- Our team is certified by recognized professional organizations
- We are members of NACAC, International ACAC, and IECA
- We continue professional development to stay ahead of trends

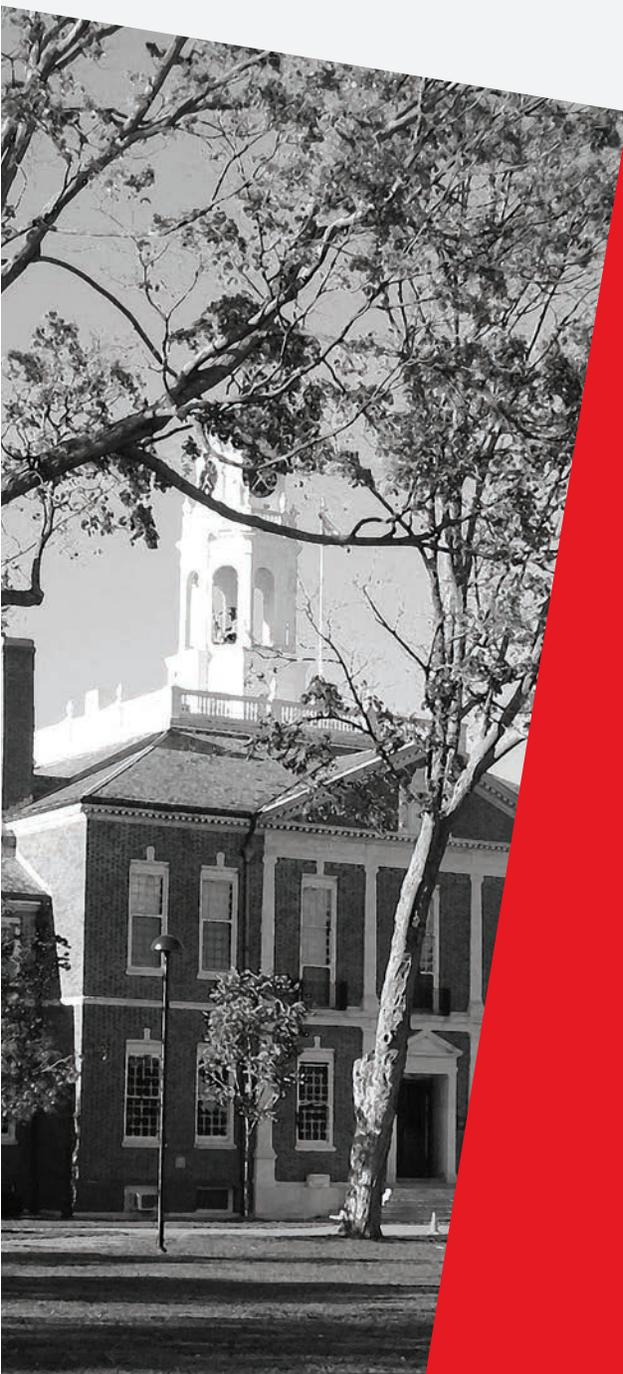
Collin Joseph Law

Admissions Consulting partner

Member of NACAC

J.D. Candidate, Yale Law School; B.A. Columbia University

Collin received his B.A. (magna cum laude, 3.9 GPA, 2005) in Evolution, Ecology, and Environmental Biology from Columbia University, and he later became a J.D. Candidate at Yale Law School. Having mastered the college and graduate school admissions process himself, Collin, a former Columbia interviewer now a professional and experienced teacher for many years, truly understands the schools and experiences his students have and is very passionate about helping students discover themselves and find both academic success and the perfect college fit.



“ THE MOST MEMORABLE EXPERIENCE

I started as a counselor in mainland China, where I had a lot of very talented, brilliant students, but many of them were not very good at western-style interviews and communication. I was impressed by how quickly these students could learn to present themselves in a way that would make a positive impact on their application. I felt that just a few hours of advice and practice made a huge difference for these students and families, which is what attracted me to this profession.

“ Thank you very much to Collin for his efforts throughout my application to boarding schools! I have been admitted by Exeter and I am really grateful of his great help in my interview preparation and helping me revise my essays. His advice of my essays is really significant. Had not he helped me revise my essays for Exeter and prepare for interviews, I know I would not have been admitted by Exeter.

- 2020 Admissions Consulting Student
Admitted to PEA Phillips Exeter Academy



Joyce Yin

Senior Admissions Consulting partner

Member of NACAC and International ACAC
M.Ed., University of Massachusetts; B.S. Boston University

Joyce graduated from Hong Kong International School before receiving her undergraduate degree at Boston University. She is a licensed mental health counselor who worked at a community healthcenter in downtown Boston. Relevant experience includes adolescent counseling, educational advocacy and consultation. After obtaining her Master's degree in Counseling, she returned to Hong Kong and was employed as a high school guidance and university admissions counselor at Hong Kong International School for 9 years before joining The Edge. With a total of 25+ years of experience in the counseling profession, Joyce specializes in supporting adolescent academic and emotional growth to maximize each student's potential.



Any English teacher can do the essay-edits, but what I found the most helpful is the PROCESS I went through with Joyce. She set me deadlines, which was very important when I was working with a short timeline.

She helped me to brainstorm my ideas, which got me to think about myself, who I am and who I am not, in a much deeper level than I would ever be able to do it myself. Last but not least, the entire editing process was extremely beneficial, as I was able to receive comments and perspectives from other members of the AC team on my writing. Overall, this experience I had with The Edge had helped me to better know myself and what I am capable of doing.

- Admissions Consulting Student



THE MOST MEMORABLE EXPERIENCE

The most fulfilling part of counseling is when you build a lasting mentoring relationship with individual students.





Gary Keung

Admissions Consultant

Member of IECA
B.A. University of Southern California; M.A. University College London

Born in Hong Kong and moved to New York at 12, Gary entered the Bronx High School of Science, a public magnet school, through the Specialized High School Admissions Test. Later, Gary enrolled at the University of Southern California in Los Angeles with a Deans Scholarship and graduated magna cum laude in Economics and East Asia Language and Culture.

Gary has eight years of experience in the admissions consulting industry and has worked with hundreds of students and families. A listener with an unyielding desire to see his students achieve the best possible results, Gary's students were admitted to top US, UK, and Canadian universities such as Yale, Stanford, Columbia, UPenn, Cornell, UC Berkeley, Cambridge, Imperial, and the University of Toronto, etc., as well as specialized arts and architecture institutes such as the Rhode Island School of Design, Pratt Institute, and Parsons School of Design.

David Tian

Admissions Consultant

B.A. University of Chicago; M.A. Georgetown University;
M.A. Johns Hopkins University

David Tian was born in Canada and grew up in the United States, where he received a B.A. in East Asian Languages and Civilizations from the University of Chicago. Later on, he received an M.A. in Asian Studies from Georgetown University and an M.A. in Political Science from Johns Hopkins University.

After graduating from Johns Hopkins, David moved to South Korea. With around nine years of experience in academic tutoring and admissions consulting, David has helped students gain admissions to many top universities. For example, Harvard Kennedy School, Cornell, University of Pennsylvania, UC Irvine, Emory University, Johns Hopkins University, the University of Colorado at Boulder, Middlebury College, and among many more for undergraduate and graduate levels.





Duc Luu

Senior Admissions Consulting partner

Member of IECA, NACAC and International ACAC
M.B.A., Booth Business School, University of Chicago; B.A., Yale University

Before founding The Edge, Duc Luu worked in the educational arena as a Test Prep Instructor, SAT coordinator, and Principal Consultant, University Admissions for Kaplan Educational Centers USA and Hong Kong, respectively. He then joined The Princeton Review Hong Kong where in his role as Master Trainer, Duc was responsible for teacher training and test prep curriculum. He was instrumental in the training of new teachers for the opening of The Princeton Review Mumbai.

Duc is also an Associate Member of the Independent Educational Consultants Association, qualified to assist students and families with educational decision-making. Over two decades of experience in education, Duc has helped students from Beijing to Boston identify and reach their goals in university admissions with a phenomenal 40% success rate of admission into Ivy League Plus schools.

Natasha Musto

Admissions Consultant

M.A. University of Oxford; B.A. University of Oxford

Natasha Musto received her B.A. and M.A. in English Literature and Language from Oxford University and earned multiple awards for her academic excellence. Natasha spent years as an Admissions Consultant for The Oxford Access Project, a charity which helps underprivileged students apply to Oxbridge. In this position she developed a keen understanding of Oxbridge entry procedures and requirements, and how best to prepare students to meet their high expectations.



PRACTICAL ADVICE FOR STUDENTS

Studying abroad is about furthering your academic knowledge, but it is also a dynamic way of facilitating personal growth. Be open-minded, stay curious for new things and learn to appreciate differences around you. Not only would you blend in more easily and make lifelong friends, but you would also become more agile to navigate the complex and diverse world beyond school.





John Louca

Admissions Consultant

B.A. (First Class) University of Cambridge

John has received his B.A. degree in Medical Science & Physiology from University of Cambridge. He has been a private tutor for many years in the UK and has worked with students from all over the world, including Hong Kong, China & Singapore. John has helped students fulfil their potential and get places in some of the UK's most prestigious institutions, including Cambridge, Imperial and Edinburgh. In addition to his work as a tutor John is also a supervisor for first year medical students at Gonville & Caius College, Cambridge. He also pioneered a new teaching scheme for his students to better understand how the core science they learn is related to clinical medicine. John is deeply passionate about his subject and relishes the opportunity to share this passion with interested students.

John personalises his approach to tutoring each student based off their needs and aims to showcase their strengths as well as develop their weaknesses. He works with students to ensure they can achieve their goals and clear up any ambiguity concerning the Oxbridge admissions process.

Nicholas Wong

Admissions Consultant

MBiol. University of Oxford; B.A. University of Oxford

Nicholas Wong received his MBiol and B.A. in Biological Sciences from the University of Oxford. Having attended a top-ranking public school and received multiple awards for his academic excellence, Nicholas has had experience with admission consulting both in Hong Kong and the UK and has an in-depth understanding of the admissions system for top British Universities and private schools.

Nicholas strongly believes in the importance of effective and coherent communication, and story-telling techniques which help students provide just and magnifying accounts of their achievements. As a science communicator, he has a confident grasp of the art of translating technical information into memorable and impactful personal statements and essays.



Admissions
Consulting

Service Packages



University Admissions Package



Everything you need to help plan and prepare for university.

- Consultations, Evaluations, Counseling
- Essays/Personal Statement Review
- Interview Preparation
- University Search and Visits
- Letters of Recommendation
- Supplemental Materials

1

Boarding School Admissions Package



Everything you need to help plan and prepare for boarding school in one premium package.

- Consultations, Evaluations, Counseling
- Essays/Personal Statement Review
- Interview Preparation
- Boarding School Search and Visits
- Letters of Recommendation
- Supplemental Materials

2

Common Application & UCAS Personal Statement

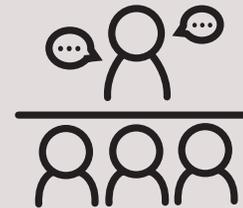


Common Application Personal Statement (CAPS) & UCAS Personal Statement Course Planning • Individualized Coaching

- Consultations, Evaluations, Counseling
- Essays/Personal Statement Review
- Interview Preparation
- Boarding School Search and Visits
- Letters of Recommendation
- Supplemental Materials

3

Oxbridge Interview Package



A Journey of Self-Discovery and Preparation for Your Oxbridge And Subject Interviews

- Consultations, Evaluations, Counseling
- Essays/Personal Statement Review
- Interview Preparation
- University Search and Visits
- Letters of Recommendation
- Supplemental Materials

4



Not Sure About Full Package?

We also provide Starter Package and Hourly Service. Ask us to learn more!

2972 2555 (CWB) | 2783 7100 (MK)

Our Proven
Approach



1 Future Exploration

Universities care about what you want to do, and how they can help you achieve your goals.

Using personality assessments and career interest inventories, our consultants help students define academic, career, and life objectives and identify universities that match those aims.

2 Hurdle Jumping

All universities demand that students demonstrate academic competence, and every level of academic achievement requires students to overcome challenges.

Our consultants help students maximize their potential and keep their options open by lining up appropriate academic and non-academic support resources.

3 Extra-curricular Activities

Universities use extracurricular activities as indicators of students' passion, initiative, and commitment.

By working with students to identify their passions, our consultants help students select and excel in activities that fit their interests.

4 Story Crafting

With limited time for each applicant, university admissions officers look to evaluate applications that tell coherent and compelling stories.

Using their knowledge of different universities' needs and their understanding of their individual students' profile, our consultants help students tie together their academic and personal stories in ways that fit, both academically and culturally, the universities to which students are applying.

5 The Pitch

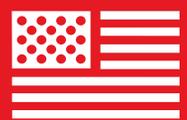
Ultimately, applicants need a strategy to sell their story of academic and personal achievements to university admission officers.

Our consultants help students craft coherent application packages that best showcase their individual stories in the context of the needs of specific universities.

“

The hardest part of applying to universities was my personal statement since I didn't know what to write about. Fortunately, Karen helped me refine my personal statement to best reflect my academic interests and goals. The best aspect of working with Karen was her clear feedback. While some tutors might provide vague suggestions, I left every meeting with a specific plan of what I needed to work on. More importantly, she has been really supportive throughout the whole process, encouraging me when I felt worried about the admissions process. Overall, Karen has helped me a lot!

Planning Ahead



US

Admissions



Freshman Year

Grade 9 / Year 10 / Form 3

- Devise 4-year academic and personal plans
- Review grades, identify academic strengths and weaknesses
- Balance between academics and activities
- Develop a list of colleges and majors of interest
- Arrange college visits during

Sophomore Year

Grade 10 / Year 11 / Form 4

- Establish clear academic, extracurricular, and personal goals
- Explore and research possible career options
- Learn about different types of universities and admissions requirements
- Choose challenging AP/IB courses for next year
- Investigate summer opportunities and prepare for standardized tests (SAT/ACT)
- Take TOEFL or IELTS, if necessary

Junior Year

Grade 11 / Year 12 / Form 5

- Create a college application calendar to coordinate various tests, application deadlines, and study schedules
- Create and maintain a portfolio of report cards, keep a portfolio of certificates, lists of awards, honors, and extracurricular activities
- Attend college fairs on campus or across the city when available
- Take SAT/ACT and SAT Subject Tests before summer
- Start brainstorming and drafting essays for applications
- Research and prepare for UK Admissions Tests

Senior Year

Grade 12 / Year 13 / Form 6

- Start filling out college applications as soon as possible
- Keep a clear record of deadlines, school details, and requirements
- Continue writing essays/personal statement and supplements
- Ask for letters of recommendation from teachers and school counselor
- Research schools via informational interviews, if possible
- Take UK Admissions Tests





**Call us to schedule a
Complimentary 30-min
Consultation Today!**

Online | In-Person

How We Can Help:

A Case Study

The student clarifies with her admissions consultant her academic and personal vision for her future. Under her admissions consultant's guidance, she plans her summer experiences which may inform her future choices. This includes summer school in the US and a legal internship in her home city. Her admissions consultant encourages her to pursue her interests with greater commitment and narrows her focus to prepare her for her later applications.

The student begins to find consistent success on academic achievement at school, while The Edge's academic tutoring team deals with weaker subjects in which she needs additional support. The Edge's team helps the student to raise her grades from an 89% average to a 96% average.

The student spends the first three weeks of her summer in UChicago exploring humanities subjects in philosophy and history. She then returns home to attend a 4-week-long work experience at The High Court. She also leaves time for intensive summer SAT, SAT II subject tests and LNAT prep after consolidating her decision to apply to UChicago and Oxford.

The Edge's Test Preparation team guides her to help her achieve the 99th percentile on all external exams. She raises her SAT score of 1350 to 1520 and her LNAT score of 22 to 33. The student and her Admissions Consultant select the final list of schools to apply to and begin developing college essays topics and her personal statement.

The student finishes her college applications ahead of her school's internal deadlines. She writes essays that reflect on her achievements and personal experiences in the past four years, telling a credible and memorable narrative of her high school years. She then begins gruelling interview training for Oxford Law, spending hours each week reading and doing mock interviews with her admissions consultant.

The student gets into UChicago early action and, a month later, Oxford as well. The student now faces a choice, but an incredibly happy one. She finally chooses UChicago to take advantage of the more flexible American curriculum. She is proud of the work she has done in her high schools years, proud of the dream schools she got into and thankful to The Edge team for helping her in every step of her way.

Planning Ahead



UK

Admissions





KEY STAGE 4

Year 10

- Begin self-discovery journey and explore your academic interests and strengths
- Set personal goals with reference to your personality, academic ability and career aspiration

Year 11

- Research into universities and courses that are in line with your goals and take note of the admissions requirements
- Identify academic weaknesses and start closing the gaps
- Select the right set of A-level/ IB subjects or equivalent as per the admissions requirements. Take IELTS, if necessary
- Explore and enrol in supercurricular activities that are relevant to the course you plan to study at university
- Create your academic portfolio and start maintaining an inventory of your exam results, awards, qualifications and other relevant experience for standardized tests (SAT/ACT)
- Take TOEFL or IELTS, if necessary

KEY STAGE 5

Year 12 (Lower Sixth)

- Create your personal admissions roadmap with action items and timeline, highlighting important registration/ submission/ examination dates
- Draft the skeleton of your personal statement (plus supplementary documents for Oxbridge applications)
- Attend university open days
- Start preparing for admissions tests and interviews (subject- and university-specific)

Year 13 (Upper Sixth)

- Make a request for recommendation letters from your school
- Get familiar with UCAS, the online application system for university admissions in the UK
- Start filling out your UCAS application and submit your personal statement and your FIVE choices of universities and courses before the deadline
- Attend admissions tests and interviews
- Confirm your Firm and Insurance offers through UCAS
- Meet the offer requirements and get into your dream university!

UK vs US:

Key Differences

While both the UK and the US provide excellent higher educations, the two admissions systems vary significantly. Knowing the differences is the foundation of a fruitful admissions journey and the key to success.

1. Application Focus

In the US, students apply to each US university individually and are expected to explain why they are a good fit in their university-specific essays and supplementary documents.

By contrast, the UK applications focus on the student's interest to study a particular course without specifying the name of the universities in the one and only personal statement, which is to be submitted centrally through UCAS ("Universities and Colleges Admissions Service").

2. Academic Expectations

While good grades are important, the US takes a more holistic approach to assessing the student as a whole person and takes into account all attributes inside and outside of the classroom.

In the UK, on the other hand, the admissions decision places a stronger emphasis on the student's academic passion, ability and potential. As a result, academic achievements are far more important than extracurricular engagements.





How We Can Help:

The UK admissions process can be overwhelming and stressful, and many do not realise that it is more than just an administrative process - your choice of course and university will have a lasting impact on your higher education experience, your career path and your life beyond.

At The Edge, our expert team includes graduates from elite boarding schools and Oxbridge with the depth and breadth of experience and knowledge in the admissions consulting world. We take pride in our independent advisory service which has helped countless students recognise their aspirations and realise their dreams by strategising their educational choices.

You will be matched with a dedicated Admissions Consultant, who will be your personal mentor to guide you through every step of the admissions process. You will gain professional support from us to develop your very own strategic educational roadmap, master the skills to showcase yourself in the personal statement and interviews, and gain the best chance of success at top schools and universities.

Ready to embark upon a fulfilling journey in the UK? Speak with our expert team today and see how we can help you specifically on your road to success.



Give yourself The Edge

Causeway Bay

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101 Leighton Road

Opening Hours:

Monday - Friday 10am - 8pm
Saturday 10am - 7pm

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