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11 YEARS
OF EXCELLENCE



"The privilege of a lifetime is being who you are."

- Joseph Campbell

PERSONAL MENTORSHIP PROGRAM

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WHO WE ARE

Founded by two visionary Princeton graduates in 2014, Athena is on a mission to transform the education landscape in India and across the globe. We empower high-school students to secure admissions into elite universities worldwide, unlocking their full potential.

With our exceptional team of experts spanning consulting, writing, technology, research, art and a Harvard admissions consultant, we offer personalized one-on-one mentorship in all areas, from authentic extracurricular profile development to masterful college applications.

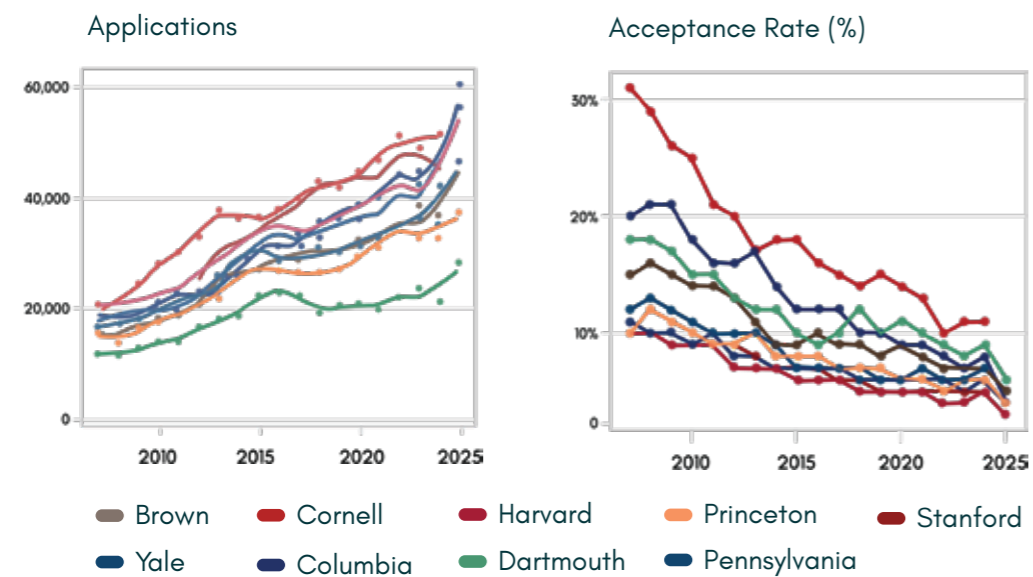


Athena Education is now a leading education consulting firm with students in more than

27 countries.

THE CHALLENGE

College admissions get harder with each passing year. Applications to selective institutions (Stanford and the Ivy League, as shown below) have grown nearly continuously since the mid-2000s. Despite growing demand for selective institutions, the number of available seats have remained stagnant, leading to plummeting acceptance rates.



Ren, Caleb. 2021. "Shadow Market"
A Historical Analysis of the Rise of the Private College Admissions Counseling Industry.

What can students do to stand out?

- While academic excellence is important, perfect transcripts and scores alone are not enough. When compared with thousands of similarly qualified applicants, students must display strong character through their extracurricular activities, essays, and recommendations.
- Finally, the top students from almost every high school in over 150 countries are applying to the same universities. The onus is on the student to stand out from this crowd.

OUR SOLUTION

After a decade of mentoring students for top university admissions, we've recognized the admissions process is equal parts science and art. We embrace this opportunity to bring out the individuality of every student, crafting a personalized profile strategy that best reflects their human brand.

Every student must introspect on their most unique qualities—their inner motivations, passions, talents, and aspirations. Upon this foundation, they can build a truly impressive profile.

Following a landmark court case, Harvard was compelled to release their applicant evaluation process. After scouring the documents, we discovered that each student receives scores for each of four major criteria.

Based on these scores, an admissions panel decides whether the applicant is accepted or not.

- Academics
- Extracurriculars
- Personal
- Athletics

EACH APPLICANT IS RANKED FROM 1 TO 5

In an effort to make our process as scientific and data-backed as possible, when a scholar joins, we evaluate where they stand on these criteria and work in a targeted manner to boost their score. With this approach, we can reduce the subjectivity of this process and provide a method to the madness.

OUR RESULTS

ACCEPTANCES SINCE 2015

9



25

Stanford

2



7

Caltech

6



26

Penn
UNIVERSITY of PENNSYLVANIA

9



23



21



13



11

Yale

14



14



46



32

Carnegie
Mellon
University

27

Duke
UNIVERSITY

19

Northwestern

10



70



9

BARNARD

OUR RESULTS

ACCEPTANCES SINCE 2015

34


JOHNS HOPKINS
UNIVERSITY

15


LSE THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

45


KING'S
College
LONDON

11


Williams
College

3


Pomona
College

9


GEORGETOWN
UNIVERSITY

65


NEW YORK UNIVERSITY

11


RICE UNIVERSITY

72


UNIVERSITY OF
MICHIGAN

64


Georgia
Tech.

115


USC University of
Southern California

223


UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN

176


UC San Diego

100


UCLA

40


TEXAS
The University of Texas at Austin

86


UNIVERSITY OF
TORONTO


199


PURDUE
UNIVERSITY

72


UCL

96


University of
St Andrews

97


WARWICK
THE UNIVERSITY OF WARWICK

REDEFINING MENTORSHIP



Our founders have dedicated their lives to shaping young minds and instilling the values of innovation, emotional intelligence, and critical thought.

The most powerful way to uncover students' untapped potential is to help them discover who they are, their deep driving desire. We nurture students' innate capabilities and enable them to blossom into compassionate, purposeful young adults prepared to begin their college journey.

Poshak Agrawal (Princeton, '12)
Rahul Subramaniam (Princeton, '11)

11 YEARS
OF EXCELLENCE

OUR MISSION

We are guided by our passion for holistic coaching, embracing both depth and breadth to achieve a dual purpose: help students become the best version of themselves, and as a result, get them to top colleges around the world.

Athena encourages students to apply classroom learning to address social issues, both locally and globally. With this, we believe we will cultivate the leaders of tomorrow.



YOUR JOURNEY WITH US

Profile Development

The process of building your human brand

01 Discover the student's interests, strengths, and goals

Psychometric Test

a data-backed assessment to uncover what makes you tick

Autobiography of a Student

a set of exploratory questions to evaluate your academics, extracurriculars, and awards

Deep Autobiography of a Student

reflective questions about your pivotal life experiences and how they've shaped your values and ambitions

02 Define the student's personalized theme & strategy

Unique student brand

an Application Theme and Strategy that unites the student's diverse interests

Capstone project

a profile defining passion project, which could be a social initiative, prototype, or book

Research paper

scholarly research in the student's field of interest

Summer planning

internships, research-assistant opportunities, and summer programs to Wharton, Stanford, and MIT

Competitions and Awards

prestigious competitions that provide external validation

03 Develop the student's project management framework and support

Weekly one-on-one check-ins

to track progress and address any obstacles in execution

Roadmap and timeline

a high-level view of the year that breaks down student projects into monthly priorities

Time management

guidance on managing the student's schedule to ensure smooth project completion

Profile Presentation

The process of presenting the profile to colleges in the most impressive way

04 Crystallize the student's college aspirations

Build a customized college list

We curate a balanced college list that aligns with the student's academic, professional, and personal objectives.

05 Conceptualize with expert guidance for impactful application

Attend intensive essay and application Academy Workshops

Our specialized workshops provide essential information and insight on how to approach the application and essays from the perspective of an admission officer. Many workshops feature Athena alumni themselves who have been through the process already and have made it to the top.

- Application essays
- Activity lists
- Recommendations
- Interview prep
- Video submissions
- Alumni interactions

06 Communicate the student's character, achievements, and potential

Essays

We'll ideate, outline, edit, and finalize the student's writing, helping them put their best foot forward.

LoRs and Activity List

We help students identify their recommenders and guide them in composing brag sheets.

Interviews

Get comprehensive interview prep from our expert mock interview team.

Select a future college

After the student receives their acceptances, we use a data-driven framework to help the student make the best decision. For extra perspective, students have access to our expansive network of 500 alumni! For extra perspective, you have access to our expansive network of 500 alumni!

YOUR JOURNEY WITH US

The college admissions process is divided into two primary phases: profile development, the process of building your human brand, and profile presentation, the process of presenting it to colleges in the most authentic way.

PROFILE DEVELOPMENT

DISCOVER

Psychometric assessment

- We use an innovative career suggestor assessment that identifies potential careers for which the student may be well-suited.
- Through about 200 questions, the results indicate what the student may be interested in, what they are passionate about, what drives them, and in which field they are most likely to succeed. The results also tell us a student's areas of improvement.

Autobiography of a Student (AoS)

- The AoS is a set of exploratory questions that aims to understand the student's academic performance, extracurricular activities, awards, and honors.

Deep Autobiography of a Student (Deep AoS)

- Athena calls the Deep AoS process "digging for diamonds." This activity aims to uncover student's personal life journey, pushing them to reflect on how their experiences, relationships, and upbringing have shaped their identity.
- These key ingredients will serve as the basis for the student's Application Theme and Strategy (ATS) and ultimately their college essays.



“WHAT DO YOU BRING TO THE TABLE THAT NO ONE ELSE DOES?”

DEFINE

Application Theme and Strategy (ATS)

The ATS is a comprehensive report that serves as a blueprint for what the students must do. By creating a comprehensive strategy and execution framework for the student's academic milestones, capstone projects, and internship experiences, we transform ideas into concrete, tangible output.

To answer the question "what do you bring to the table that no one else does?", the student must begin by asking themselves, "what is my human brand?", and then pursue extracurriculars that bolster their brand.

Through the ATS, we sketch out the theme of the student's profile. Here, our focus is on directing the entire student profile toward their brand. What makes them stand out? The best first step is the sublime Japanese concept of Ikigai, which loosely translates to "purpose" or "calling."

The AoS, Deep AoS, and psychometric test serve as key tools that help us craft the theme of the student profile. All elements of the strategy tie the profile to the core theme.

This report includes detailed guidelines for the following:

Central student brand

We develop a central narrative that reflects the student's identity. This brand synthesizes the student's diverse interests, activities, research, and capstone with a common thread.

Subject selection

We guide students to select the most appropriate subjects that align with the profile theme and strategy.

Work experience and internships

We help identify internships, apprenticeships, and research opportunities aligned with their areas of interest.

Capstone project

This is the profile-defining extracurricular that best represents the student's brand and skillset. From kickstarting their own social initiative, launching a business venture, or building an app, a student must display longevity, technical rigor, and external validation to attest to the project's impact.

Research papers

We support students with the full journey of composing a research paper, from identifying a topic to gathering data to ultimately drafting and publishing the paper.

Summer programs

We facilitate the student's admission to prestigious summer programs hosted at elite universities including Wharton, MIT, Stanford, and Brown. Athena students have been accepted to the most competitive summer programs, such as SUMaC, M&TSI, RSI, and Wolfram.

Competitions and awards

We encourage students to participate in renowned competitions and apply for awards to help them gain recognition for their talents on a global stage.

DEVELOP

Weekly one-on-one check-ins

The student meets their consultant at least once a week to drive progress, make key profile decisions, and ensure they are on track.

Student roadmap

All profile elements are organized in a roadmap that systematically outlines timelines and monthly priorities.

Time management and prioritization

We guide students on managing their busy schedule to minimize stress while facilitating smooth project completion.

PANGEA HIGH SCHOOL RESEARCH PROGRAM

According to a 2023 Hechinger Report, Penn Dean of Admissions and Financial Aid Whitney Soule noted that nearly one-third of the students admitted to Penn's Class of 2026 engaged in academic research during high school, many earning national and international accolades for pushing the boundaries of academic discovery.

MIT also recognizes the importance of research, featuring "Research" and "Maker" portfolios in its application.

Powered by the Pangea Research Society, we offer a rigorous 6-week research program that develops scholarly research, academic writing, and problem-solving skills, culminating in a first draft of an academic research paper.

With direct access to top institutions, expert mentors provide structured coaching on research methodologies. Students showcase creativity and originality while gaining opportunities to publish in leading journals and compete in prestigious global competitions like ST Yau, Sigma Xi, and IRIS, strengthening their academic and professional prospects.

At Athena, students write papers on the following disciplines based on their interests.

- </> Computer Science 📊 Maths
- 📁 Business 📈 Economics
- 🧪 Chemistry 👥 Literature
- ⚗️ Physics 📖 Biology
- 🏛️ Political Science 🧠 Psychology

300+
published papers

20+
journals

Every Athena scholar garners recognition for their research paper by either getting published in a reputed journal or presenting at prestigious conferences or symposiums.



STUDENT PROJECTS



Kavish Garg

Stanford '28 | Gurgaon | Athena '24

Kavish spearheaded a successful Public Interest Litigation (PIL) in the Supreme Court of India, challenging the constitutionality of 5(4) of Transplantation of Human Organs and Tissues Rules (THOTA), 2014. He formulated the legal strategy, engaged with the government, presented the case's background, and responded to inquiries from the 3-judge panel.

Prajwal Reddy

Cornell '28 | Bangalore | Athena '24

Prajwal used computational linguistic principles to develop KannadaDisco, a Kannada language learning app. The app received 4,000 downloads from 80 countries. Aligning with Karnataka's Kannada requirement in schools, he integrated the app into the curriculum for first-graders, using nursery rhymes as a teaching medium.



Sukriti Ojha

Yale '27 | Lucknow | Athena '23

Sukriti led Project Sarpat, empowering indigenous basket-weavers in Uttar Pradesh. Collaborating with 15 artisans, she raised INR 70,000 by selling over 250 items. Additionally, her coffee table book Srijan promoted Uttar Pradesh's handicrafts for the "1 district 1 product initiative," earning recognition from the Ministry of AYUSH, Uttar Pradesh.

STUDENT PROJECTS

**Falak Shah**

Oxford '28 | Mumbai | Athena '24

Falak's project, Interactive Moving Micro Museums, blends anthropology and history, offering a novel approach to engaging with culture. Inspired by a quest for credible socio-cultural sources, she aims to contextualize collective history while making material culture more accessible across disciplines. Through exhibitions like "Loss and Life" and "Decolonizing Indian Identities," which attracted over 150 attendees, she sought to transform conventional historical narratives through open conversations and interactive experiences.

Ujjwal Rastogi

UPenn '28 | Kanpur | Athena '24

Ujjwal was the only student from India accepted to Penn's Jerome Fisher program in Management & Technology. He launched Project Synergy to collect and repurpose discarded milk from a local temple into sustainable fabric—QMilk—utilizing techniques like centrifugal sedimentation. He led the implementation of QMilk, partnering with local temples and pujaris to foster eco-conscious customs, advocating sustainability and waste reduction in religious practices. His efforts resulted in over 5000 liters of milk being recycled.

**Anshi Aggarwal**

UPenn '28 | Singapore | Athena '24

Anshi co-founded Project Red to address menstrual health challenges in rural India. Through low-cost, energy-efficient pad vending machines and comprehensive awareness campaigns, Project Red gives women and girls access to sanitary napkins and knowledge about menstrual hygiene.

Maanya Singh

Stanford '28 | Bangalore | Athena '24

Inspired by her mother's pottery business, Maanya founded Incuba-Naari, an incubator for small-scale female startup founders. She built a community of over 1000 entrepreneurs, helped host 100 exhibitions, and enabled 50 women-led companies to generate 7000 USD in revenue. She also enabled the digital transformation of the businesses, put them on online retail sites, and automated their processes. She lives, eats, and breathes the empowerment of women entrepreneurs, fueling their economic growth and a more equitable tomorrow.

**Farhan Haque**

Princeton '28 | New Jersey | Athena '24

Seeking to break the stigma surrounding mental health among Afghan refugees, Farhan created Zehn, a Muslim mental health service to help alleviate mental health challenges. He built a culturally-relevant cognitive behavioral therapy app with personalized guidance, meditations, and Quranic verses. Since launch, Zehn has impacted over 2000 people, serving as a launchpad for their mental health journeys.

**Parth Bhardwaj**

University of Cambridge '28 | Singapore | Athena '24

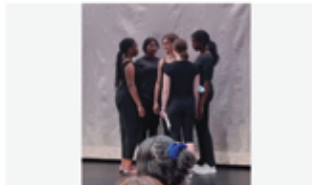
Parth designed an adaptive, rewarding rapid-fire math quiz game app, QuickDigits, to foster arithmetic interest in students, encouraging them to practice through competitive game-play. He partnered with READ India and hosted a 2-day championship with 30 participants. The app currently has 100+ downloads.

OUR STUDENTS IN NEWS



on being a part of the Summer Performing Arts with Juilliard programme
Being a part of the Summer Performing Arts with Juilliard programme helped this writer hone her skills in drama

NIHI NARSIAR



Going into the Summer Performing Arts with Juilliard, I had no clue what to expect. Stage combat? I thought I had heard it wrong. Was I going to learn karate during a drama programme? Anything that requires physical effort is not my cup of tea. But we started with learning the basics: the fighting stance, advance and retreat. I loathed it, mostly because I had to squat for a full five minutes. But then I received a blessing: a punch. Literally. I saw my drama teacher demonstrate how to punch someone without actually hurting them and was amazed. From the right angle, it looked realistic, like the actor was actually being physically assaulted. But if I moved just a bit to the side, the illusion was shattered. There were times when it looked so real that I covered my eyes, despite knowing it was all acting.

The Telegraph

Meet Viraj Malik, the 17-year-old who installed 10K Solar Panels in underprivileged homes



Summary

- All the age where students are thinking about the newest gadget to buy and the trendiest spot in town - Viraj actually delved deeper into his passion by conducting research on the correlation between the socioeconomic backgrounds of Indians and their perception of Solar Technology.
- His determination led him to install an impressive 10,000 Solar Panel Systems in underprivileged homes in Bhatinda, Punjab

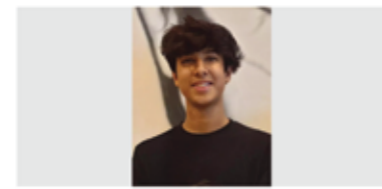
In the face of frequent power cuts experienced by rural villages, he took swift action, utilising his classroom knowledge to create opportunities to harness solar energy. His determination led him to install an impressive 10,000 Solar Panel Systems in underprivileged homes in Bhatinda, Punjab. As a result of his relentless efforts, a staggering 40,000 residents in the area now enjoy uninterrupted electricity, available round the clock. Our young achiever of the day is 17-year-old Viraj Malik.

All the age where students are thinking about the newest gadget to buy and the trendiest spot in town - Viraj actually delved deeper into his passion by conducting research on the correlation between the socioeconomic backgrounds of Indians and their perception of Solar Technology. This comprehensive study involved evaluating the problem from various perspectives, such as environmental, engineering, and economic aspects. Through his research, he shed light on the intricate relationship between societal backgrounds and the acceptance of solar technology.

businessline.

17-year-old Delhi student launches website to help Seemanchal region farmers

Ameer Kisan has roped in companies which makes to higher offers to farmers



Ekagra Garg, founder of Ameer Kisan website

A 17-year-old Delhi-based student, Ekagra Garg, has come up with an agriculture marketing initiative, launching a website "Ameer Kisan" targeting farmers of Bihar's Seemanchal region.

"I started the digital initiative (which means prosperous farmer) as a not-for-profit one to provide real time agriculture and market insights to farmers so that they can make informed decisions about selling their produce and harvest," the Shiv Nadar school student told *businessline* in an online interaction.

On his trips to his native place Begusarai and nearby Banmankhi, Garg used to hear farmers sharing their problems in farming with his father or grandfather.

Volunteers help

"During Covid, I learnt about the problems and struggles of the farmers. With this in mind, I launched the website," the Plus-2 student said.

Garg launched the website on June 8 this year. The website updates prices of maize, wheat, paddy and jute everyday. The prices listed are of markets in the Seemanchal region. It also lists the prices that private companies are willing to offer for maize on the condition of meeting their specification and requirements.

The website attracted 70,000 visitors within three months of its launch with 17,000 farmers signing up, claims Garg. During the off-season, the views on the website are around 600 but during the arrivals season, they increase to 2,000-2,500.

The student says he single-handedly manages the website, though he has volunteers from the Seemanchal region, who help him by providing the market rates.

"They are like-minded people, aged 25-28, who have come forward to help me," he said, adding that he has spent money from his own pocket to start the website.

INDIAN EXPRESS

How Aarav Jain became a stock analyst in high school and how you can too



Iearned my first 50 rupees at age ten, when I helped my grandmother use her phone to transfer money online. My father, a financial advisor, chuckled at my juvenile enthusiasm of earning more. When I was 15, he offered me a book: *The Intelligent Investor* by Benjamin Graham, which awakened me to the power of sound decision-making and risk-management.

Eager to witness how these factors played out in reality, I started closely following major stocks like ITC and MRF. Using online resources like Trendlyne and Khan Academy's lectures on finance, I gained basic knowledge of finance. Further, I subscribed to leading financial newspapers, through which, I honed my understanding of macroeconomic factors, industry-specific factors, competitive analysis, and company financial statements and management.

I also sought real-world experience through an internship at a quantitative trading firm. There, I learned to use regression models to predict stock prices, culminating in a worksheet with regression models for imaginary stocks and their predicted prices.

ATHENA IN NEWS

THE TIMES OF INDIA

Redefining liberal arts: Student to entrepreneur

The world's top CEOs and entrepreneurs are known for their exceptional leadership skills, innovative ideas, and business acumen. What might surprise you is that many successful individuals pursued a liberal arts education. Names like Oprah Winfrey, Steve Jobs, and Jeff Bezos might come to mind. All of them are liberal arts graduates who went on to become some of the most influential founders in the world. This begs the question, what role does a liberal arts education in the journey to entrepreneurship?

The fusion of liberal arts education and entrepreneurship encourages students to think creatively and apply their knowledge to real-world problems. It teaches them how to identify opportunities, analyse situations, and make decisions, all essential skills for starting a business, regardless of the industry. Moreover, the liberal arts provide students with a foundation in the humanities, social sciences, and natural sciences, helping them deeply understand the world we live in. By highlighting the social and cultural dimensions to societal problems, students will be better equipped to develop innovative, real solutions.

One notable example of this approach is the "Design Your Life" course offered by Stanford University. This course leads students to explore design thinking principles to their personal and professional lives. Students learn how to identify problems, generate creative solutions, and prototype their ideas. This process of iteration and prototyping is a hallmark of entrepreneurship, and it is a key component of the course.

In conclusion, the synthesis of the liberal arts and entrepreneurship is a powerful tool in driving societal forward. Top universities around the world have understood this reality and are embracing these principles in their curriculum, often requiring students to elect a wide range of courses designed to build an interdisciplinary base of thought. By combining a liberal arts education with entrepreneurship, universities are producing well-rounded individuals with the creative and dynamic mindset needed to excel in the 21st-century world. It's in Ameer's view that technology alone is not enough. It's technology married with liberal arts, married with the humanities, that yields the results that make our heart sing."

THE HINDU

Why research should be a part of high-school curriculum

A research and gender abuse specialist says high schools should have a research curriculum. The author is Senior Director, Athena Education (Athena Knowledge Centre).

High schools that don't have a research curriculum are missing out on a golden opportunity to equip students with the skills and mindset needed to thrive in a rapidly changing world. Research is not just a tool for discovery; it is a way of thinking that fosters critical thinking, problem-solving, and innovation. By integrating research into the high school curriculum, we can help students develop the skills and mindset needed to succeed in the 21st century.

Research is by definition, a "systematic and systematic investigation" aimed at deriving new knowledge and understanding. The process is largely inductive in nature, that involves observations of the real world and identifying gaps in existing knowledge. Thus, by including a research or even an academic research course in the high school curriculum, we can help students develop the skills and mindset needed to succeed in the 21st century.

Students can benefit from identifying a research question, followed by gathering evidence and highest thinking to solve a problem. This process can be used in various subjects, from science to history, and it is a key component of the research process.

Students can benefit from identifying a research question, followed by gathering evidence and highest thinking to solve a problem. This process can be used in various subjects, from science to history, and it is a key component of the research process.

FINANCIAL EXPRESS

Athena Education's flagship mentorship programme and growth

It is claimed that the United States (US) is a highly favoured study abroad destination among their students.



Athena Education sets admissions record with over 700 acceptances to global universities

The platform claims that 90% of our students gained acceptance into at least one college of their choice, and over half got into the top 30 universities in the US and UK.

Athena Education, an admissions consulting firm has accomplished the feat of securing 2,750 acceptances to some of the world's most prestigious institutions. Their students have been accepted to 12 Ivy League schools, in addition to Stanford University (13 admits), Caltech (5 admits), and 25 other top 20 universities, including the University of Chicago (3), Duke (2), Carnegie Mellon University (2), and Johns Hopkins University (2), according to an official release.

Applications to foreign universities are rapidly increasing. In 2022-23, the University of California received 24,798 applications. With these numbers, acceptance rates have declined—Stanford's has fallen from 5.0% to 3.9% and students need to work harder to stand out in elite universities, the release mentioned.

BRANDWAGON

On the spot with Poshak Agrawal, co-founder, Athena Education

Simplicity & effectiveness are not mutually exclusive

Why the campaign rocks: This iconic ad campaign, rebranded by the brand, captured the essence of the car's ruggedness and ruggedness. The campaign was designed to be simple and effective, focusing on the car's ruggedness and ruggedness. The campaign was designed to be simple and effective, focusing on the car's ruggedness and ruggedness.

ON THE SPOT: The campaign was designed to be simple and effective, focusing on the car's ruggedness and ruggedness. The campaign was designed to be simple and effective, focusing on the car's ruggedness and ruggedness.

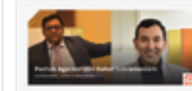
At 60 miles an hour the leader sits in this car. But the rest comes from the electric clock.

Campaign at 60 Miles An Hour **Brand: Ford Focus**
Agency: Ogilvy

YOURSTORY

This mentoring startup is helping students across India realise their Ivy League dreams

Founded by two Princeton graduates, Athena Education provides Class 11-12 students with personalised mentorship programmes to help them realise their Ivy League dreams. For the last two years, Athena students have reported a more than 75 percent acceptance rate.



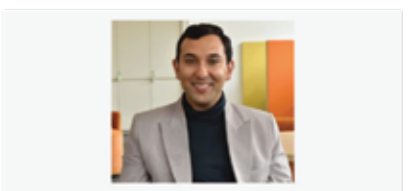
Inc42

How Athena Education's Three Pillars Of Training Prepare Ivy League Aspirants As Overseas Admission Gets Tougher



BRANDWAGON

Chai pe Charcha with BrandWagon



Rahul Subramaniam, co-founder, Athena Education, talks to BrandWagon Online about his weekends, favourite vacation destination and more.

Weekends are all about downtime. After a week full of work to meet deadlines, everybody needs some breather to relax and regenerate. From watching a favourite web series to planning a vacation, weekends are designated as family and me time. Rahul Subramaniam, co-founder, Athena Education, talks to BrandWagon Online about his weekends, favourite vacation destination and more.

ATHENA KNOWLEDGE CENTER

Projects are the core of a high schooler's academic and intellectual journey, infused with originality, technical depth, and creative problem-solving. At Athena, every project is designed to be impressive, impactful, and technically sound, aligning with the student's aspirations.

Powered by Pangea's network of 70+ expert scholarly mentors, the Athena Knowledge Center equips high school students with 21st-century skills through rigorous research, experiential learning, and project execution. Our diverse team of engineers, researchers, social scientists, industry professionals, lawyers, artists, art and design instructors, and niche subject matter experts fosters meaningful academic transformation.

Our expert mentors collaborate with students to conceptualize original and ambitious ideas, evolving into highly technical and academically rigorous projects that meet global standards of excellence.

Expert mentorship (powered by Pangea)

70+ scholarly external mentors with expertise across various disciplines

- AI/ML
- Robotics
- Social sciences
- Policy research
- Data science modelling
- Astrophysics
- App and web development
- Business case studies
- Finance & Economics
- AR/VR
- Social research
- Art and design portfolios

Experiential academy workshops

- Real-world application
- 360 degrees immersive academies
- Output-oriented and impact-driven

External validation

- Media coverages
- Peer-reviewed journals and academic conferences
- Govt. recognition
- National and international competitions/awards

THE TECHIEST OF TECH, THE ARTSIEST OF ART

Our students have thrived under the guidance of our in-house tech team, whose expertise spans diverse domains. From conceptualizing ideas to refining technical details, we equip students to tackle complex challenges with confidence. With a focus on adaptability and personalized support, our experts empower students to turn ambitious ideas into impactful projects, no matter where they are.



- Drishti AI - Glaucoma detection app
- EcoSort - Smart bin to segregate garbage
- Marg - Alcohol analysing and alert system for drivers
- Stock prices predictor
- DetectSkin - ML based app for melanoma skin cancer

Product design

Designed an automated shoe sanitation machine during COVID and installed it in corporate buildings and school infirmaries

Fine arts

Designed spaces for children with cognitive disabilities using color therapy

Illustration design

Designed an interactive kit to improve fine motor skills for the elderly and sold them, generating 1,50,000 INR



PROFILE PRESENTATION

CRYSTALLIZE

Build a customized college list

We curate a concise, thoughtful, and truly customized college list that best reflects the student's academic and extracurricular interests, personality, and desired culture. A balanced, targeted approach lets us allocate our collective energies to producing high-quality applications while maximizing likelihood of admission.

We divide the list into three categories: reach, target, and likely, determined by the selectivity of the college and the profile of the student.

Our comprehensive college fit questionnaire includes factors such as:

- Likelihood of admission
 - | Academic performance
 - | Extracurricular achievements
- University rankings
- Program rankings
- College culture and location
- Employment and graduate school prospects
- Scholarship and financial aid

US universities offer multiple application rounds: Early Decision, Early Action, Restrictive Early Action, and Regular Decision. The student and family work closely with their counselor to identify where to apply in each round.

CONCEPTUALIZE

Essay and application Academy workshops

These specialized workshops provide instrumental information and strategic insights about how to approach the applications and essays, keeping in mind the perspective of an admissions officer.

- Common Application Essay
- UCAS Personal Statement
- UC responses
- Supplemental essays
- Activity List
- Recommendations
- Interviews series
- Video applications
- Advice from Athena alumni

COMMUNICATE

Masterful applications essays

Essays are an essential part of profile presentation and in fact, the only opportunity for admissions officers to get to know the applicant beyond their grades, test scores, and activities.

Colleges want to see if the student fits their institutional priorities, align with their core values, add unique perspectives to campus discourse, and are motivated, love learning, and can tackle challenges.

- We provide instruction on how to write powerful essays, mentoring students on how to effectively present their human brand through artful personal narratives.
- Our essay process is structured and streamlined to take the essay through multiple rounds of edits.
- We guide students through the outline, draft, and finalization stages, helping bring out the student's authentic voice.

College application essays

- **Common Application Essay**

The most important essay for most colleges in the US, the Common App Essay must be a personal, powerful, and well-crafted growth journey that effectively conveys your central extracurricular profile to admissions officers.

- **UCAS Personal Statement**

The UK Personal Statement is a 4,000-character essay that focuses on a student's meaningful engagement with their intended field of study and exemplifies favorable qualities such as leadership, problem-solving, and collaboration.

- **University of California Personal Insight Questions**

The UC application can be submitted to 9 different undergraduate campuses (including UC Berkeley and UCLA) and requires students to write four 350-word Personal Insight Questions.

- **Supplemental essays**

A supplemental essay is an additional required essay used by colleges to gauge the mutual fit of a candidate at their institution. These include questions like Why X University? Why X major? a community essay, a personal challenge essay, among many others.

Letters of Recommendations (LORs)

Letters of recommendation function like a reference in the recruitment process: it is a statement that endorses the applicant for acceptance into college. It should be written by a teacher or counselor who can speak strongly to the student's **competence** and **character**. Each school has an independent LOR procedure, and we work with students to navigate the entire process.

- We help students identify their recommenders based on who could provide the most powerful testimony.
- We guide students to compose bragsheets that recommenders can use to draft their LORs.

Interview preparation

We provide intensive prep through mock interviews for students to really make a memorable impression on their interviewer. We invite Athena alumni to host webinar series for the Oxbridge interviews separately just as our team of specialists takes US-specific interviews.

Post-admission support

- Guiding students on how to select their college
- Connecting students with our vast alumni network



ATHENA IN BANGALORE

Nestled in the Silicon Valley of India, Athena’s Bangalore center is shaped by the innovative spirit of the city. Whether they’re building apps to promote Kannada language learning or empowering local female entrepreneurs, Bangalore students are creating projects that are firmly rooted in their community and culture.



OUR RESULTS





ATHENA IN MUMBAI

Our space in the Quorum Mumbai is a modern-day ashram, where creative ideas and intellectual exploration come to life. Ever since our center opened, Mumbai students have celebrated the richness and storied history of their hometown, from creating micro-museums to mentoring underserved girls in Maharashtra.



OUR RESULTS



OUR MENTORS

ATHENA CONSULTING CENTER

THE CRÈME DE LA CRÈME

Students work closely with mentors who are the cream of the crop—all spectacular intellectuals and teachers, educated at the best colleges in India and abroad.



REVANT SONI
Chief Operating Officer
IIM Ahmedabad



NIRBHIKA SACHDEV
Senior Associate Partner
Faculty of Arts - Delhi University



MANALI DOGRA
Senior Associate Partner
GGSIPU



NIVEDITA KALLA
Senior Associate Partner
Imperial College London



SANJNA MENON
Senior Associate Partner
University of Illinois Urbana-Champaign



PRANAV CHARI
Associate Vice President
Indian School of Business, Hyderabad



SHREYAS R PATIL
Associate Partner
Loughborough University



SEERAT KAUR
Senior Team Lead
Jesus & Mary College



MAYURAKSHI GHOSH
Senior Team Lead
Manipal University



MANISHA RAJ
Team Lead
Dr. B. R. Ambedkar University



AKSHITA REDDY
Senior Team Lead
IE Business School



KARISHMA KHATRI
Senior Team Lead
Lady Shri Ram College



MAYUR PATEL
Senior Team Lead
University of North Carolina at Chapel Hill



KHUSHBOO MOHAMMED
Senior Technical Director
Jesus & Mary College



NAMITA SONAWANE
Senior Team Lead
IIM Lucknow



BIDISHA GOSWAMI
Team Lead
Tata Institute of Social Sciences



KAILASH PANWAR
Team Lead
Amity University



CHAHAT JAIN
Technical Director
NMIMS



PRASHANT BHATIA
Technical Director
University of Melbourne



SHIVANGI GAUTAM
Technical Director
Galgotias University



AISHA QADRY
Technical Director
Miranda House



NAVYA MALIK
Team Lead
NMIMS



HRISHAV KUMAR DAS
Consultant
University of Cambridge



ARPIT FARKYA
Technical Director
Imperial College London



SHERYL SHAH
Consultant
University College London



PRIA CHATTERJEE
International Admissions Consultant
Harvard University

ATHENA CREATIVE CENTER

WORDSMITHS PAR EXCELLENCE

To write well is to think clearly. As our students strive to convey their human brand through essays, Athena’s masterful Writing Mentors teach students to write with utmost craft and authenticity, so their true voice shines through.



SHRUTI KOTHARI
Vice President
Brown University



JARED GRIFFIN
Creative Head
Princeton University



SUMANT SALUNKE
Associate Partner
St. Stephen's College



ANINDITA BOSE
Associate Partner
Lady Shri Ram College



RAMYA MADDALI
Senior Team Lead
Dr. B. R. Ambedkar University



HAFSA KHAN
Team Lead
Hindu College



AMANDEEP KAUR
Technical Director
Lady Shri Ram College



TEESTA GUHA SARKAR
Senior Team Lead
Lady Shri Ram College



SAPTAK BANERJEE
Team Lead
Sri Venkateswara College



ANKITA PATEL
Team Lead
Gargi College



SOPHIE HWANG
Consultant
University of Oxford



RYAN GOTTSCHALL
Consultant
Drexel University



ELLA HAWES
Consultant
University of Cambridge



TAIRA DESHPANDE
Consultant
The University of Manchester



KAREN KHODZHAYEV
Consultant
Columbia University

ATHENA KNOWLEDGE CENTER

SUBJECT MATTER SPECIALISTS

Athena Knowledge Center mentors high schoolers in cultivating 21st-century skills through experiential learning and meaningful projects. We're a diverse team of professionals including engineers, scientists, social scientists, lawyers, business graduates, art and design instructors, and industry experts.



DR. NISHCHAL DWIVEDI
Senior Associate Partner
IIT Bombay



NITIN RASTOGI
Associate Partner
GGSIU



DR. TANIYA CHAKRABARTY
Senior Team Lead
Tata Institute of Social Sciences



SUGANDHA JAIN
Senior Team Lead
Delhi School of Economics



ROHAN D'SOUZA
Team Lead
University of Mumbai

WHY US

OUR RESULTS SPEAK FOR THEMSELVES

Served students from

27_{countries} 4000⁺_{acceptances over 11 years}

In 2024
9000⁺_{acceptances}

In 2024
98[%]_{of Athena students got into the university of their choice, including Princeton, Stanford, Columbia, Brown, Oxford, and Cambridge}

10000⁺_{students since 2014} 135⁺_{elite university acceptances (Oxbridge, Ivy League, MIT, Stanford, and Caltech)}

An international student working with Athena is 10^x_{more likely to gain acceptances to elite US universities compared to international acceptance rates, which are as low as 1%}

100[%]_{of our students get into a college of their choice with competitive majors like CS, Economics, Engineering, and Politics} 80[%]_{of our students get into top 50 US colleges}

In 2024, Athena's Ivy League acceptance rate was 2.6^x_{greater than the overall rate}

In 2024
80[%]_{of our students were admitted to top 10 UK universities, including Oxford, Cambridge, Imperial, King's, among others}

ATHENA BATCH OF 2024



CONNECTING SCHOLARS TO SCHOLARSHIPS



NIAMAT GILL

Amity International School, Noida

Received 100% scholarship to University of Oxford.



APEKSHITA ALKESH

DPS RK Puram

Received the Cornell Tata Scholarship that covered 100% of her undergraduate fees.



ARNAV AGRAWAL

DPS Rajnagar

Received 100% scholarship to Harvard University.



AAMISH A. BEG

City Montessori School, Lucknow

Received \$ 67,000 per year to Dartmouth College.



NAVYA AGARWAL

Indus International School, Bangalore

Received 100% scholarship to the University of Southern California.



KAUSHAL BOTHRA

DPS Siliguri

Received scholarship worth 100,000 CAD to UToronto.

THE ATHENA MASALA

THE SPICE TO YOUR COLLEGE APPLICATION

- **Personalized attention and bespoke mentorship:** Each student has a unique set of talents and abilities. By rejecting the 'cookie-cutter model' of profile development, our students differentiate themselves from the rest. Each student receives one-on-one attention, keeping our program customized to their specific needs, and providing flexibility for our international students.
- **Access to admissions experts, research specialists, writers, psychologists, tech mentors,** and many more. Our team has backgrounds across computer science, economics, business, policy, psychology, engineering, anthropology, and history. We bring academic accuracy to the student's activities, finetune their college application, and even help them decide a major!
- **Excellence-oriented:** Evidenced by our superlative students, we challenge ourselves to embrace innovation, chase quality, and push our own boundaries by incorporating best practices in organizational excellence.
- **Life coaching:** We focus not only on admissions, but also on equipping students with the life skills necessary for future success: personal branding, written and spoken communication, productivity, time and stress management, data-driven decision making, academic discipline, and a lifelong intellectual curiosity!
- **Academies:** 70+ hrs of skill-building and applications-related Academy Workshops each year
- **45+ hrs of annual check-ins:** These are one-on-one student counselor meetings to plan and execute the overarching scholar ATS.
- **Internship and NGO work opportunities with our network:** We have access to 100+ organizations and you get connected with internship opportunities as a high-schooler!
- **Tech-backed:** Our student support application, to track all progress. As trailblazers of excellence, we harness analytical frameworks to bring rigor and structure to various scholar profile decisions. Our world-class proprietary tech product is here to bring transparency to our system and give our families greater access to their children's progress.
- **Process-driven:** Created by experts who've experienced the process themselves, Athena offers an insider set of tools to help students navigate the complexities of profile development, college applications, and personal skill development at large.
- **Growth mindset:** Our processes and mentors push students to constantly evolve. Always striving to be "better than yesterday," our students must develop antifragility, so they can view challenges as learning opportunities.

OUR PROGRAMS

All Athena students will complete the AOS, Deep AOS, and Psychometric test for us to gain a better understanding of their specific needs, inclinations, and potential. Here is the distribution of activities across each grade. Note that the earlier a scholar joins us, the greater depth, scale, and impressiveness we are able to achieve with them over time.



THE DISCOVERY PHASE

Our objective with 9th-grade students is to provide exposure to a vast range of big ideas and engage them in a structured form of intellectual exploration. Through this focus on breadth and depth, we help students identify subject areas in which they are truly interested, perhaps even ones they didn't know existed!

Interdisciplinary academic exposure

Readings, podcasts, assignments focused on intellectual exploration, helping open student's eyes to various areas of study

Multifaceted extracurricular exposure

Guidance on participating in competitions, olympiads, and awards. Recommendations to attend webinars, panels, and talks

Psychometric test

A career suggestor assessment that identifies the student's potential careers.

Mini projects and guided reflection

Multiple hands-on mini projects with subject matter experts designed to build skills across disciplines and provide exposure to different industries

Hands-on skill development

Students join immersive academy workshops to sharpen their knowledge of diverse fields; each course culminates in a project.

Shadow professionals

Gain real-world experience by shadowing successful professionals in different domains to understand what it's really like to be a doctor, lawyer, businessperson, etc.

Personal mentorship

Weekly one-on-one sessions with an expert counselor, who will guide students on projects, subject selection, school selection, board selection, and mental and emotional resilience.

Summer programs

Applications to prestigious summer programs, helping you maximize the experience, and make an impression on your professor (who may provide you an LOR by the end).

Eureka Research Program

Write your first high school research paper under the guidance of PhD scholars.

Quarterly strategic parent check-ins

Give parents an overarching view of progress made, and share a macro-level plan of action.

ATHENA CREDO

ETHICS

Athena is committed to promoting a culture of personal integrity and academic honesty through our daily actions.

We hold ourselves and others accountable to the highest standard of diversity, respect, trust, and fairness. We speak up if unsure whether conduct is violating these principles.

10TH grade

THE REFINEMENT PHASE

Our objective with 10th-grade students is to begin gradually narrowing in on a few areas of interest and creating avenues of meaningful engagement with that topic (whether through internships, projects, summer programs, courses, competitions, etc.). Moreover, we support students in 10th grade with course stream selection, board selection (IB, CBSE, ISC, etc), AP exam registration. Leading up to 11th grade, 10th grade students must focus on forming strong academic habits (discipline, time management, organization), which we build through our various programs.

Interdisciplinary academic exposure Identify a high-impact project that moves the needle with tangible measurable output, focused on narrowing in on a very specific niche. Establish a coherent story ready to be presented.

Build focus Hone in to 2-3 primary areas of academic interest

Impact initiative Identify a social cause or challenge the student is passionate about and structure a plan of execution. Begin driving change in the student's community.

Capstone project Apply theoretical learnings to real-world settings through in-depth, extended projects that could culminate in your capstone.

Targeted, output-driven academy workshops Hosted by experts, subject-specific Academy workshops push you to apply your theoretical knowledge to a practical project that obtains external validation.

Summer planning and internships Application support for prestigious summer programs like M&TSI, SUMaC, Wolfram, and more, provided the student meets the age criteria. Intern at top organizations across industries and add valuable real-world experiences to your profile.

Eureka Research Program

Write a robust research paper in a unique niche. Extract innovative insights that create new knowledge in your field and apply advanced data analysis methods. Get published or present your findings in a conference.

Critical academic decisions

Map out which tests a student should take—from the SAT or ACT to AP exams. Planning and registration guidance for relevant AP exams and standardized tests. Guidance on coursework a student should be taking throughout high school, so that they're in the most rigorous curriculum possible—IB, CBSE, ISC—and school selection where relevant. While some colleges are test-optional, international students with top scores will always enjoy an advantage over students who don't submit scores.

Monthly strategic parent check-ins

Give parents an overarching view of progress made, and share a macro-level plan of action.

ATHENA CREDO

IMPACT

Athena has long been a hub for innovative solutions, fostering collaboration among inquisitive minds. Yet, today's pressing challenges demand a redefined approach to impact. We're broadening our exploration in every domain, forging fresh avenues to deploy knowledge effectively. Concurrently, we prioritize ethical grounding and diverse perspectives to ensure our solutions are both impactful and inclusive.

11TH grade

THE PRECISION PHASE

Now, the student must pull together the threads of the profile and our focus shifts toward the strategic presentation of the profile. During 11th grade, students must establish their clear human brand, their unique value-add to the college campus. The program helps build a strong extracurricular profile and sets the foundation for an impressive, holistic college application.

Core profile theme and narrative

Strategically devise a cohesive narrative around the student's values, personality, and passions.

High-impact project with scale and recognition

Expand and scale up your capstone project to achieve tangible measurable output, focused on a specific niche. Display skills of leadership, liberal arts, and cultural rootedness.

Gain recognition and external validation

The capstone project should gain external validation in the form of app downloads, users, recommendations from established organizations or distinguished individuals, media coverage in publications in Times of India, The Hindu, Economic Times, etc.

Résumé construction

Build an impressive high school resume that highlights your strengths, skills, and extracurricular accomplishments.

Summer planning and internships

Apply to prestigious summer programs that will give you a taste of college-level rigor first-hand.

Major and career exploration

Identify potential majors and career paths through our psychometric assessment of your personality, interests, and strengths.

Quarterly strategic planning meetings

Give parents an overarching view of progress made, and share a macro-level plan of action.

Essay strategy and planning

How to fit an entire narrative into 650 words? This is the challenge of profile presentation. In 11th grade, students begin by identifying their hooks and plan which facet of their identity fits where in the puzzle of a student's admissions file.

ATHENA CREDO

SYNTHESIS

We strive to unite opposites and transcend perceived paradoxes in all our actions.

We synthesize:
Idealism and pragmatism | East and West | Past and future

We embrace the friction between seemingly paradoxical ideas as a catalyst for new ways of thinking.

12TH grade

THE EXECUTION PHASE

Put the final touches on the profile, ensuring no gaps remain, and then move on to the presentation of the existing profile.

- Masterful college essays** Showcase your singular hook and weave an authentic, yet most memorable piece (ace the art of storytelling!)
- Letters of Recommendations** Obtain the most powerful LORs by identifying key achievements, skills, and anecdotes to share with your counselors and teachers. Learn how to pick potential recommenders and draft great brag sheet.
- Comprehensive Common Application** A former Harvard admissions officer reads through every single component of your application, identifying what works, what needs to change, and how students can best position their case for admission.
- Customized college list** The success of every college application boils down to a highly customized college list. After students complete a college preferences questionnaire, we'll curate a balanced set of reaches, targets, and likelies that fit your long-term goals.
- Senior Academy workshops** Learn how to craft an outstanding application from start to finish through case-studies and instruction from admissions experts. Meet Athena alumni who have made it to the Ivy League as they spill their secrets on their application journey.

Intensive interview

Receive in-depth college interview prep from our counselors and alumni for both US and UK colleges. Learn how to effectively communicate your achievements, ask insightful questions, and leave a powerful impression on your interviewers.

Application submission planning

Organize your application work, and ensure you submit well ahead of the deadline without stress.

Post-deferral or waitlist support

This is your final love letter to your dream college. We'll brainstorm a compelling Letter of Continued Interest (LOCI), showcasing updates like awards, new grades, and other data points that will single you out.

Financing and visa support

Guidance on applying for financial aid, scholarships, and navigating the student visa process, if applicable.

ATHENA CREDO

GROWTH

We embody the mantra, "better than yesterday." Each day, we must focus on consistent, incremental improvement. We know that comparison to others is not constructive and recognize that our sole competitor is the version we were yesterday.

These small, persistent iterations compound over time to incur massive transformation.

APPLICATION PROCESS

To ensure that each Athena student is highly motivated, impact-driven, humble, and ambitious, we have a holistic application process through which we admit a limited number of students per batch, ensuring a personalized experience for each Athenian.

01 Application

Fill out the online application and schedule an interview.

02 Personal Interview

Our consultants conduct a personal interview with the student to assess their goals, commitment, and ambitions. We evaluate the academic, extracurricular, and personal potential of the student to understand whether the student is ready for the rigor of the Athena program.

03 Final Decision

At this stage, we will notify you whether the student has been accepted. The enrollment form is sent to the parents with the acceptance email.

For enrollment after April, the full payment will be divided into yearly installments based on the program duration. Prices are adjusted according to the duration of time spent with us, following the April to March cycle. For each missed month, a certain amount will be deducted from the overall fee.

1-year Personal Mentorship Program

For our students who join us in their final year of high school for the 1-year program, you will receive a deduction of \$500 for each month that you miss April onwards. For example, if your child joins us for the 1-year program in July, you will receive a deduction for each month from April to July, i.e. $\$16,000 - \$2,000 = \$14,000$. There are no deductions post September for a one year program as then it becomes an Applications Only Program.

2-year Personal Mentorship Program

For our students who join us for the 2-year program, you will receive a deduction of \$700 for each month that you miss April onwards. For example, if your child joins us for a 2-year program in July, you will receive a deduction for each month from April to July, i.e. $\$24,000 - \$2,800 = \$21,200$.

3-year Personal Mentorship Program

For our students who join us for the 3-year program, you will receive a deduction of \$600 for each month that you miss April onwards. For example, if your child joins us for a 3-year program in July, you will receive a deduction for each month from April to July, i.e. $\$31,000 - \$2,400 = \$28,600$.

4-year Personal Mentorship Program

For our students who join us for the 4-year program, you will receive a deduction of \$600 for each month that you miss April onwards. For example, if your child joins us for a 4-year program in July, you will receive a deduction for each month from April to July, i.e. $\$38,000 - \$2,400 = \$35,600$.

5-year Personal Mentorship Program

For our students who join us for the 5-year program, you will receive a deduction of \$600 for each month that you miss April onwards. For example, if your child joins us for a 5-year program in July, you will receive a deduction for each month from April to July, i.e. $\$45,000 - \$2,400 = \$42,600$.

College application guidance only

12th grade is a unique and crucial year for all Athena students, largely focused on putting final touches on their profile and, most importantly, crafting powerful, meticulous college applications. If a student joins us after September of 12th grade, for the applications only price we will facilitate all college application components, including college list selection, activity lists, application essays, interview prep, and post-admit college decisions.

Fee Structure

	8th grade	9th grade	10th grade	11th grade	12th grade	Total
5 year program	\$9K	\$9K	\$9K	\$9K	\$9K	\$45K
4 year program		\$9.5K	\$9.5K	\$9.5K	\$9.5K	\$38K
3 year program			\$10.33K	\$10.33K	\$10.33K	\$31K
2 year program				\$12K	\$12K	\$24K
1 year program					\$16K	\$16K
Applications Only					\$12.9K	\$12.9K

*Our fee structure is based on April - March academic cycle. Based on your geography, taxes are applicable on all of the above.

TESTIMONIALS

STUDENTS

**Sukriti Ojha**

Yale University '27 | Athena '23

Athena made me understand—at almost every step—how my projects aligned with the values I stand for and the vision I had for myself. I took the call on every aspect of my application, but their advice and support were indispensable to any stride I could take. They sculpted my heightened imagination into concrete steps that could put forth my true “brand” and eventually make my application seem impressive yet genuine and personal.

**Eesha Garimella**

UC Berkeley '27 | Athena '23

One of the projects that I did with Athena was breast cancer surveys and screening camps for rural Indian women in Karnataka. This was a multi-step project, and it pushed me to my limits. When I joined Athena, I had different things that I was interested in and different existing extracurriculars, but there was no common thread. Athena gave me direction, bound them all together, and gave me a solid path forward.

**Taarush Grover**

Stanford University '28 | Athena '24

Athena understood my fit. I wanted to be in a place with an entrepreneurial environment that fosters creativity and my interdisciplinary nature while also having a great academic community. During my essay ideation process, they captured my multifaceted nature; each essay targeted a specific aspect of my personality. Athena made me think about my authentic self. They honed that individuality in my essays.

**Agastyaa Vishwanath**

Imperial '27 | Athena '23

It had been my dream to write a research paper, but I thought I'd have to wait until my third or fourth year in college. I came to Athena and found out that they have a full-fledged department for research," and I was like, "Oh my God!" Athena will adapt to exactly what you want! They are a bank of wisdom, coming in with your problem, and they're there to solve it.



TESTIMONIALS

PARENTS

**Pooja Malik**

Parent of Viraj Malik
Carnegie Mellon University '27 | Athena '23

I'm super proud! If I talk about Viraj before joining Athena, the current Viraj, the confidence he has today, and the way he speaks. I think the personal touch that Athena gives is crucial. It is the backbone of Athena. Having so many kids in one center and knowing intrinsic details about each student and the needs of each kid. The whole program is not one size fits all. The amount of customization you do for each kid is great!

**Jatinder Bhasin**

Parent of Mehar Bhasin
Dartmouth '28 | Athena '23

Throughout the college application process, she has definitely grown more mature and discovered herself far more than before, in terms of her college choices, her major, and what she wants to do in her college career. In her essays and applications, Athena made sure that Mehar put her point of view through the application. What really stood out was the detailed discussions with Jared and Chandra. The end result was amazing. Transformation can only happen when people put in genuine effort and time, and that's what we got from Athena.

Smita Mukherjee

Parent of Abhishek Mukherjee
University of Chicago '27 | Athena '23

I remember we flew down from Mumbai to Delhi for a weekend because Abhishek had changed his early decision to UChicago. The Athena team sat with us to brainstorm his essay. We married a historical figure with modern technology, a concept perfectly aligned with Abhishek's personality and interests. We really appreciate the gesture, given the fact that we were just one month away from the deadline.

