

# Intelligent Applications of AI in College Admissions

Prepared for InGenius Prep, May 2026

---

# Overview

AI has the potential to enhance the student experience, amplify counselor effectiveness, and drive sales.

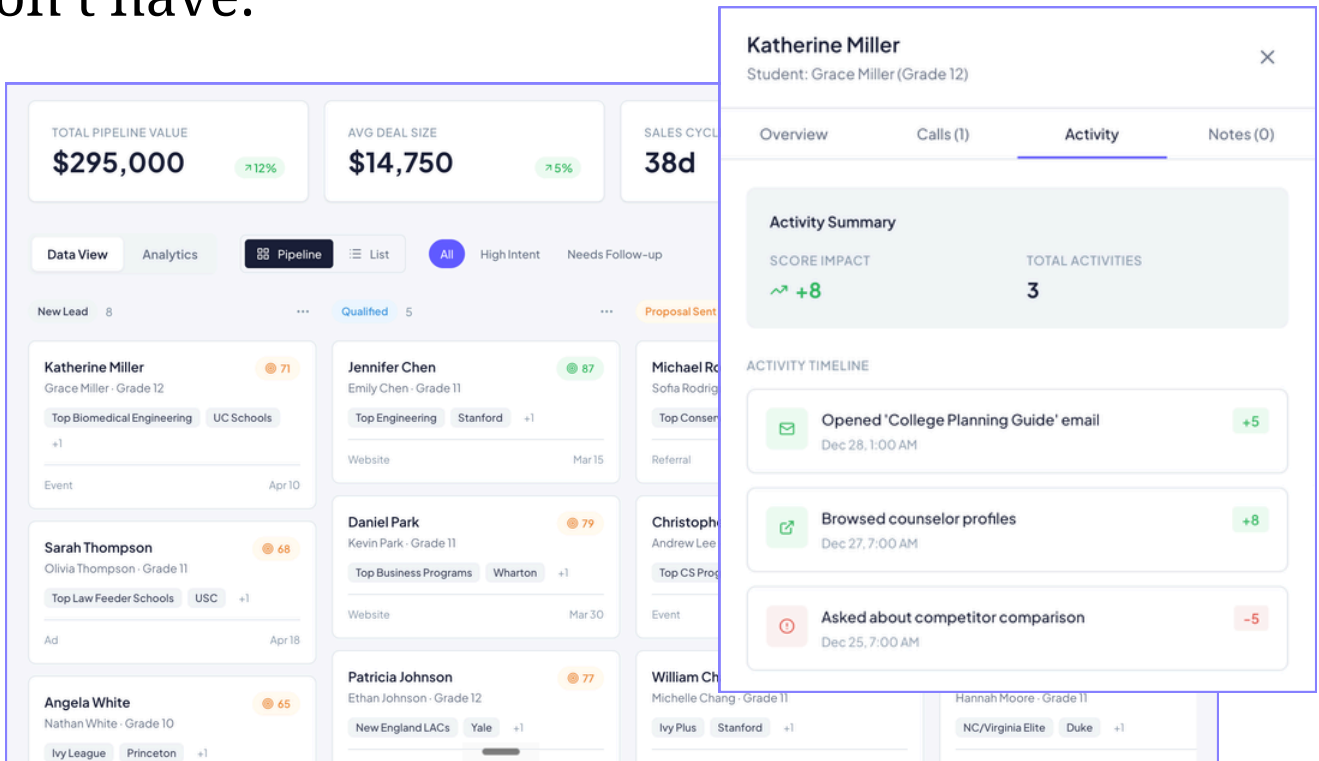
In bringing the technology to a firm of IGP's caliber, these key opportunities are worth exploring:

- 1 Identifying and targeting highly prospective families early, and enabling them to experience IGP's value before committing.
- 2 Reducing counselor time spent on repetitive, low-judgment tasks.
- 3 Facilitating unified student access to resources to provide an elite, modern experience.

# Sales Intelligence

[Interactive demo](#)

With AI-powered go-to-market strategy, InGenius can target and reach families as early in the pipeline as possible, from insights others don't have.



From web search to email opens, AI can track and identify high-intent signals in real-time (even months later) to reach out.

All history for any prospect is automatically tracked, de-duplicated, scored, and ready to execute on.

# Preview Automation

[Interactive demo](#)

Executing effectively in go-to-market is a question of appealing to unique customer values.

With Preview Automation, AI can assist in sending an outbound message with personalized information to visualize a student's success.

The tool can suggest talking points, create PDFs, and automate delivery.

The screenshot displays the 'IGP Preview' interface, designed for creating custom demo experiences. The interface is organized into several key sections:

- Select Prospect:** A list of student profiles with their names and IGP scores. Kevin Liu (96) is selected, with Amy Liu (Grade 12) listed below. Other prospects include Robert Williams (95), Richard Martinez (94), Michael Rodriguez (92), Thomas Anderson (91), and Christopher Lee (88).
- Lead Insights:** Provides AI-analyzed context for the family, including an Intent Score of 96 and 3 Target Schools. It also lists Schools of Interest: Top Tech/STEM, Stanford, and MIT.
- Suggested Talking Points:** Offers three points based on family profile and psychology, such as 'Emphasize differentiation—their child's accomplishments are a foundation, not the whole story'.
- Demo Preview:** Shows a personalized demo titled 'Amy Liu's Path to Success' for the Liu family, consisting of 3 modules and an estimated duration of ~5m.
- Delivery Options:** Includes a 'Live Demo Call' option to walk through the demo with the family.

Navigation and action buttons at the top include 'Preview', 'Share Link', and 'Record Video Demo'. The 'Record Video Demo' button is highlighted in blue.

# Genie Overhaul

[Interactive demo](#)

For both counselors and students, significant time is spent researching college-specific details such as program requirements or notable courses.

These questions are typically left to Google, but is a time-consuming process. Alternatively, ChatGPT is often outdated or hallucinatory, and requires the same reference checks.

The current Genie infrastructure lends itself into being a one-stop tool for online research for all IGP students and counselors for quick factual reference.

The screenshot displays the 'Counselor Data Assistant' interface. On the left, a student profile for Emma Richardson (2026, US - Domestic) from Westwood Preparatory Academy is shown, along with application statistics: 8 Total Schools, 2 Applications Submitted, and 3 Upcoming Deadlines. Below this is a 'Your School List' with columns for Recommended (4), Applying (2), and Applied (2) schools, including UC Berkeley, MIT, and Stanford University. On the right, a 'Data Assistant' chat window is open, featuring a 'Research Assistant' icon and a text input field. The chat window contains a 'TRY ASKING:' section with example queries like 'Find professors in CS working on ML' and 'Show me undergraduate research positions'. A 'Research queries:' section at the bottom of the chat window lists the same example queries.

As a result, AI supplements counselors, and gives them more time to focus on providing personable and authority guidance. With minimal ongoing spend, InGenius Prep can provide a resource that modernizes the student and counselor experience.