

Alchemy

DISCOVERY SESSION

MAY 7, 2015



AGENDA

Project Scope + Timeline

What is Unique about Alchemy?

Competitive Analysis

Alchemy Brand Audit

SWOT Analysis

Logo Session

User Personas

Visual Vocabulary

Next Steps

PROJECT SCOPE

Discovery Session

Logo Creation

Website

PROJECT TIMELINE

MAY

- First Discovery Session (identity focused) conducted

JUNE

- First logo designs shown
- Feedback from Alchemy
- Final logo design completed
- Business card and landing page design finalized
- Second Discovery Session (website focused) conducted

PROJECT TIMELINE

JULY

- Web content sent from Alchemy
- Development of headlines
- Initial web design concepts shown
- Feedback from Alchemy on web design
- Web designs handed off to the web coder

AUGUST

- Web content finalized
- Website coding finalized
- Web Testing

SEPTEMBER

- Website Shown on Development Server
- Final Review of Site
- Website launch

UNIQUE VALUE PROPOSITION

What is unique about Alchemy?

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

COLLEGEOLOGY

“The imperfect science of finding
the perfect school or
alternative learning path.”

POSITIONING STATEMENT

The Collegeology Team is known for its fun, relaxed approach to college advising. It specializes in keeping students organized, empowered, and smiling, whether the goal is the elite Ivy Leagues, public state universities, private colleges, or anything in between.

COLLEGEOLOGY INFO

COMPANY SIZE 6 person staff

HISTORY Founded by Robert Dannenhold

LOCATION One office in Seattle

AWARDS Seattle magazine's 2010 choice for college advising.



COMPANY DESCRIPTORS

- Established ("has helped over 1,000 students")
- Locally Recognized
- Relaxed and Approachable
- Open to Alternative Paths
- Source for Information
- Personalized
- Small (1 office, small staff)

Welcome to Collegeology's Website!

College? Travel? Work? There are many paths open to students after high school. The Collegeology Team explores these options with students and helps guide them through the path of their dreams. Which path will you choose?

The Collegeology Team is known for its **fun**, **relaxed** approach to college advising. It specializes in keeping students organized, empowered, and smiling, whether the goal is the elite Ivy Leagues, public state universities, private colleges, or anything in between.

Selected as *Seattle magazine's 2010 choice for college advising*, Collegeology has helped over 1,000 students and families from the Pacific Northwest and beyond navigate the sometimes straight and sometimes winding path from high school to higher education.

Explore our website to learn more about what we do and the services we offer. For additional information, please contact us.

April Newsletter Now Available!

Visit the [Newsletters Page](#) to download this month's newsletter

SERVICES

- College Admissions Advising
- College Transfers Advising
- High School Placement
- Graduate School Applications
- Career counseling
- Cognitive Assessment Review
- Individualized Services
- Gap Year Opportunities Advising

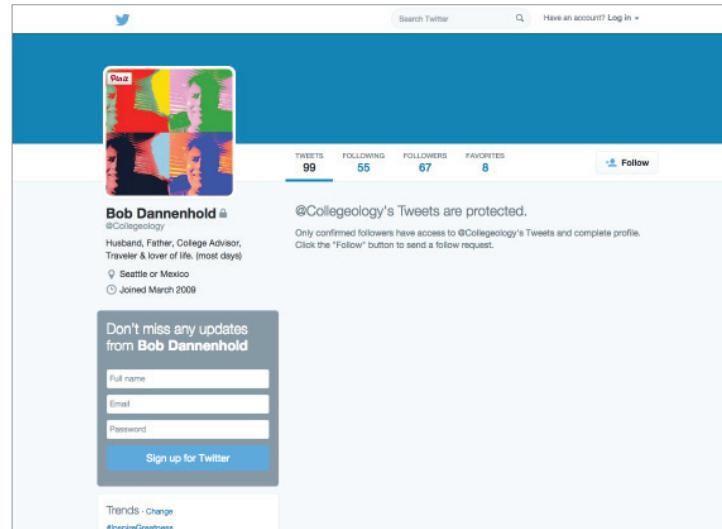
SOCIAL MEDIA

FACEBOOK



184 LIKES
2-3 POSTS A MONTH

TWITTER



67 FOLLOWERS
PRIVATE PROFILE

CLIENT FEEDBACK

"Bob Dannenhold, director of Collegeology, brings a stunning depth and breadth of knowledge to the college counseling process. Hannah [our daughter] was very pleased because first Bob connected with her. He provided steering for a process that seemed overwhelming..."

- MF, PARENT, PORTLAND, OR

COMPETITIVE ANALYSIS

COLLEGE MATCH

“Colleges don’t admit you,
they admit your application.”

POSITIONING STATEMENT

Our Educational Consultants specialize in strategic positioning, the process of matching a student's profile to the needs of colleges.

By showing admissions officers how applicants can both benefit from and contribute to their schools, College Match Consulting Services dramatically increases acceptance rates for its clients.

COLLEGE MATCH INFO

COMPANY SIZE 13+ employees, 14 locations

HISTORY Established 10 years ago

LOCATION 14 Including Bellevue, Seattle, London, NYC & LA

AWARDS Nationally recognized in many media outlets



COMPANY DESCRIPTORS

- Experienced
- Authoritative (founder has published book)
- Effective
- Results-Driven
- Professional
- Network of Advisors
- Impersonal

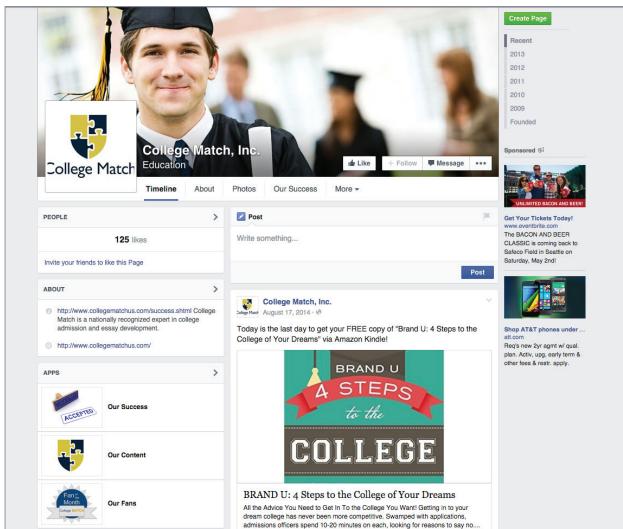
SERVICES

- Full Service Admissions Advising
- Specific Ivy League
- Performing Arts Admissions Advising
- College Application Academy
- Essay Coaching
- Graduate School Advising
- Financial Aid Advising
- Waitlist / Deferral Advising



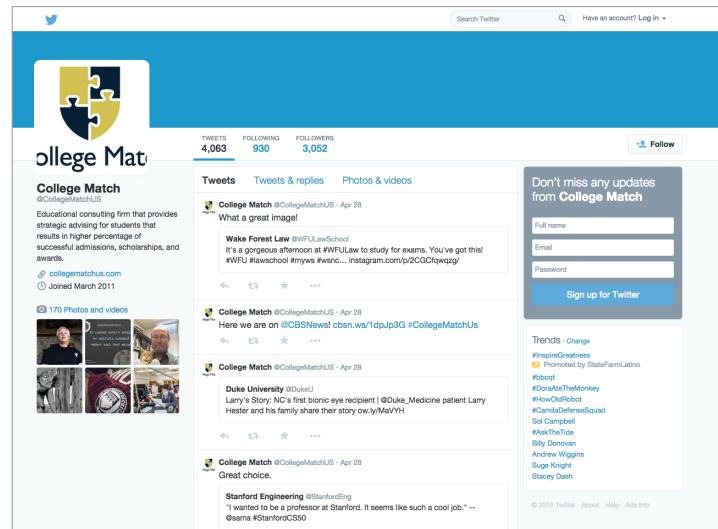
SOCIAL MEDIA

FACEBOOK



125 LIKES
1 - 3 POSTS A MONTH

TWITTER



3,052 FOLLOWERS
20 + TWEETS A DAY

CLIENT FEEDBACK

"We wanted guidance for our daughter in the summer before her senior year in order to enable her to get into her dream school!...David provided the much needed assistance to mold her into the perfect candidate for an Ivy League school...Brown University early admittance, class of 2014, her first choice! "

- WENDY MARTEL

PEER ANALYSIS

NWAIS

Northwest Association of Independent Schools

POSITIONING STATEMENT

To assist schools in fulfilling their mission to provide high quality education for children by promoting and protecting the independence of our schools, by representing the interest of our schools, and by fostering collegial relationships and ethical leadership within our schools.

NWAIS INFO

COMPANY SIZE 6+ employees, 54 member schools

HISTORY Formally known as PNAIS

LOCATION 1 office in Seattle



COMPANY DESCRIPTORS

- Wholesome
- Compassionate
- Approachable
- Informative
- Professional
- Involved

BRAND AUDIT

BRAND AUDIT

ALCHEMY

MISSION STATEMENT

To provide the highest quality independent educational counsel to students and their families who seek an experienced guide to help develop and refine their college search, and to help select a college or university that is the best fit for each student.

ALCHEMY INFO

COMPANY SIZE Small

HISTORY Founded by Katharine Asgari in 2015

LOCATION Sammamish, WA

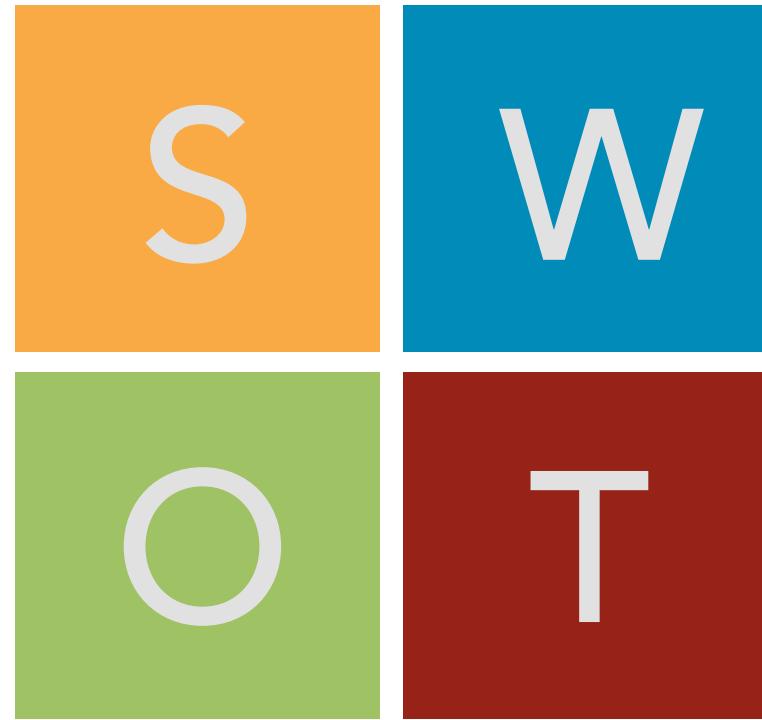
BACKGROUND Staff possesses over 15 years of experience advising a diverse array of young people, and another 10 years in highly selective university admissions

COMPANY DESCRIPTORS

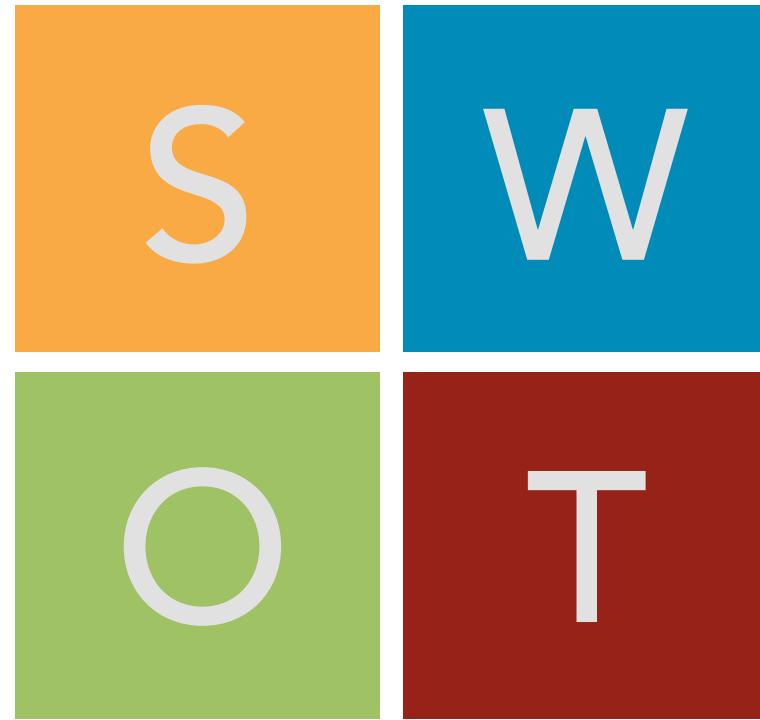
- Inclusive
- Personalized
- Dedicated
- Ethical
- Community minded
- Stress-reducing
- Expert guide
- “A Walking Princeton Review”

What services do you offer?

SWOT ANALYSIS



ALCHEMY
STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS



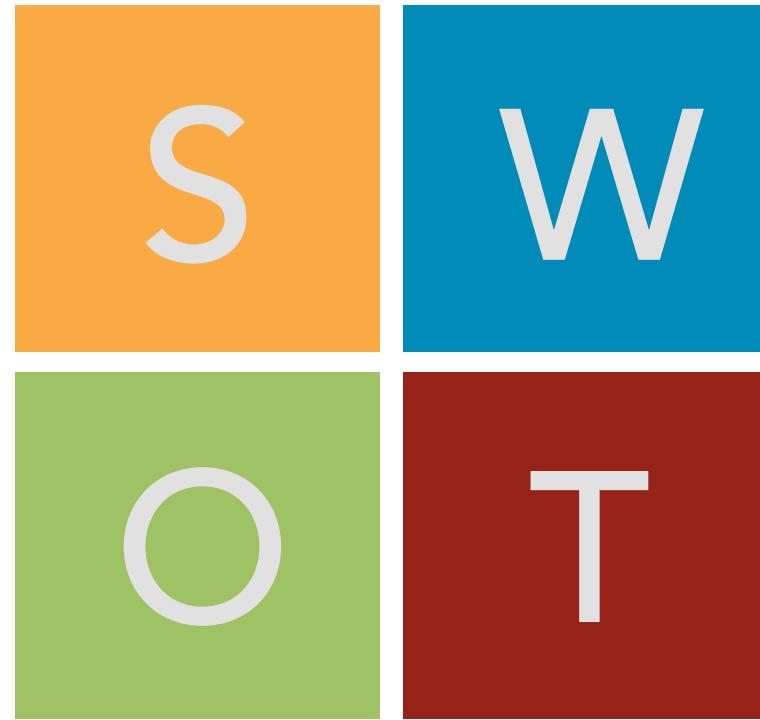
COLLEGEOLOGY

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



COLLEGE MATCH

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

LOGO DISCUSSION

USER PERSONAS

VISUAL VOCABULARY

This is a way for us to understand your brand and
your company through visuals.



NEXT STEPS