

Understanding the Projects Lighthouse Creativity Offers

Project Features

1. Intensifying Competition

1.1. Inseparable timeline for preparation and application

Between their ages of 15 and 20, students undergo accelerated phases of college application, internship or part-time job, and even full-time job opportunities that can shape the foundation of their future professional career. Unless they achieve meaningful results in a very short span of time, students must lay out stepping stones to elevating their performance over a long term. So understanding the weight and long-term implications of the projects, the stepping stones, they choose to pursue is crucial.

1.2. Extremity

Not only has competition grown over decades, but since the pandemic, the accelerating automation has made the direction of hiring far more explicit than ever. Across industries, employers have downsized through layoffs while increasingly favoring a small number of highly capable individuals. Consequently, you must now meet employer expectations that are substantially higher than in the past for high paying positions.

The same pattern applies to highly selective to most selective colleges. Unless you are among the exceptional minority, you must very likely be a meaningful contributor in multiple ways. Such preference has increasingly become prominent each year.

1.3. Outcomes

Because outcomes can vary dramatically depending on which project you choose and how well the project is executed, the nature and substance of the project matter significantly. The more ambitious and strategically developed the project, the greater the probability of success. The applicant's capabilities, performance results, and experiences are all shaped within an intensely competitive environment. Project opportunities are extended to applicants from all different locations and backgrounds. So depending on what specific project you choose, and the level at which your project is executed, you could either stay ahead or fall behind others. As in athletics, the quality and depth of preparation directly impacts the final outcome.

2. Difficulty of Project Execution

Each project executed is not a routine extracurricular activity. It is a research and strategy-based effort designed to solve small and large real-world problems. Depending on the nature of the project, its impact may extend beyond school and, in certain cases, reach the broader public.

As in past cases, applicants may either work towards a shared impact together or produce distinct outcomes each individually, and may also be evaluated accordingly. While the level of difficulty can be very high, the process of executing such a demanding project can itself become a powerful opportunity to distinguish yourself from others. It can also serve as a foundation for your strategic positioning, a pivotal experience, and, in certain cases, a decisive factor for admission.

3. Project Selected to the Applicant's Goal

Project selection may vary according to the applicant’s background, including what the applicant has already done, what capabilities the applicant has developed, what the applicant still needs, and what the applicant ultimately aims to achieve, whether that goal involves a specific college, a research path, an industry focus, or a target company or division, among others.

Furthermore, depending on your goal, such as gaining admission to a particular college, the need for research experience, the need for understanding an industry, or preparing for a specific employer or role, you may choose either a highly demanding project or one whose intensity is adjusted appropriately. However, since you compete against others who may be pursuing the same goal, the most efficient approach is to choose your project based on the goal first, then address the missing pieces strategically over time.

4. Building Portfolio with Multiple Projects

Combining and executing multiple projects, you can receive a much deeper and more refined evaluation and feedback from a wider range of evaluators and experts. This often makes it possible to build an even more competitive project portfolio. By contrast, relying on only a single project may make it very difficult to produce a truly differentiated result. Yet, there are cases where the depth, breadth, and the intended impact of a single project could exceed the combined impact of multiple projects pursued together. So, you want to make sure that you select and structure your projects by considering what is most necessary and advantageous to you.

5. Collaboration and Strategic Preparation

Students may pursue their projects independently or, where appropriate, collaborate with their peers in groups. In every case, however, your decision ought to be made strategically based on multiple factors, including your level of performance, ability to execute, and your readiness. For some, an individual project may be the stronger path to take. For others, a group project may offer greater values. In certain cases, the nature or substance of the project itself may determine whether it must be pursued independently or collectively.

Project Overview

No.	Category	Details
1	Program objective	To help students build strongest portfolios and develop meaningful supporting materials, including evaluations, through executing projects that address real-world issues across culture, society, politics, science, and technology. These materials enhance not only college applications, but also internship and job applications for major companies.
	Project format	Students engage in research, reports, and impact driven project work focused on real cultural, policy, and industry problems and issues.
	Project difficulty	The level of difficulty may be adjusted based on each student’s goals and current capabilities.
	Project duration	40–100 hours (varies by each project).

	Recommended approach to projects	Portfolio competitiveness can increase substantially when students pursue two or three projects together, or a single project whose impact is meaningfully greater than that of multiple projects.
2	Project participation	Projects may be executed individually or in a group. For group projects, prior discussion is required.
3	Target products	Target products may include research papers, reports, project outputs, evaluations, recommendation letters, references, and other supporting materials.
	Evaluation method	References may be provided by professors from highly selective to most selective colleges or by relevant experts based on the applicant's work process and the substance of the project. These references enhance college applications and job applications for major companies.
	Recommendation letters and verification	Depending on the applicant's quality of performance, an evaluation or recommendation letter from professors at highly selective to most selective colleges or relevant experts may be provided.
4	Intellectual property	The ownership of all target products of each project reverts to Lighthouse Creativity.

Project Types

No.	Project type	Description
1	Core project	<p>1. A project that examines major issues across culture, policy, technology, industry, or society, and presents thoughtful, high quality solutions.</p> <p>2. Beyond presenting solutions, a core project may also involve executing those solutions and influencing stakeholders on a small or large scale. While highly demanding, if a meaningful or productive change is achieved, the resulting value and impact can reach a level that is exceptionally difficult to compare with those of other applicants.</p>
	Example	<p>“Challenges and Solutions for the South Korean Government’s Sovereign Investment Vehicle Initiative for the AI-Driven Industrial Development”</p> <p>South Korea is recognized as one of the world’s fewest countries other than the United States and China, capable of developing AI while possessing comprehensive, end-to-end manufacturing capabilities including semiconductors and robotics. This core project examines the South Korean government’s sovereign investment vehicle initiative for the AI-driven industrial development. While the policy has been</p>

		<p>announced, questions remain regarding the clarity of its direction in light of financial constraints. In particular, the project analyzes how South Korea, as a fast follower in the AI-driven industrial development, can strengthen its competitiveness by comparing successful models of third countries, including regulatory easing and foreign investment attraction. Based on that analysis, the project presents a realistic mid- to long-term actionable plan.</p> <p>A policy proposal is a most appropriate format for this project. The work may also be evaluated by professors at highly selective to most selective colleges or by relevant experts.</p>
2	Modification project	<p>A project that seeks to solve real business problems by refining or expanding an existing project, one that can be presented to major companies or institutional investors operating in the relevant sector. Compared to that of many applicants, this type of project can create a substantially greater impact and a much stronger competitive advantage.</p>
	Example	<p>“A Tactical Opportunity”</p> <p>Alongside the United States and China, South Korea is a critical player capable of developing AI while possessing comprehensive, end-to-end manufacturing capabilities including semiconductors and robotics. This modification project examines the current status of the industries required for the South Korean government’s AI-related sovereign investment vehicle initiative and identifies opportunities that may through execution generate meaningful short-term returns. A report is organized and presented to major companies or institutional investors operating in the relevant market.</p> <p>A report is a most appropriate format for this project. The applicant may also have the work evaluated by professors at highly selective to most selective colleges or by relevant experts, and receive a recommendation letter or reference from them.</p>

Fees

Item	Fee
Core projects	\$15,000–\$30,000 or \$30,000–\$50,000 (subject to adjustment depending on the level of difficulty, the expected impact, and or the number of participants).
Modification projects	\$30,000–\$50,000 or \$50,000–\$70,000 (subject to adjustment depending on the level of difficulty, the expected impact, and or the number of participants).