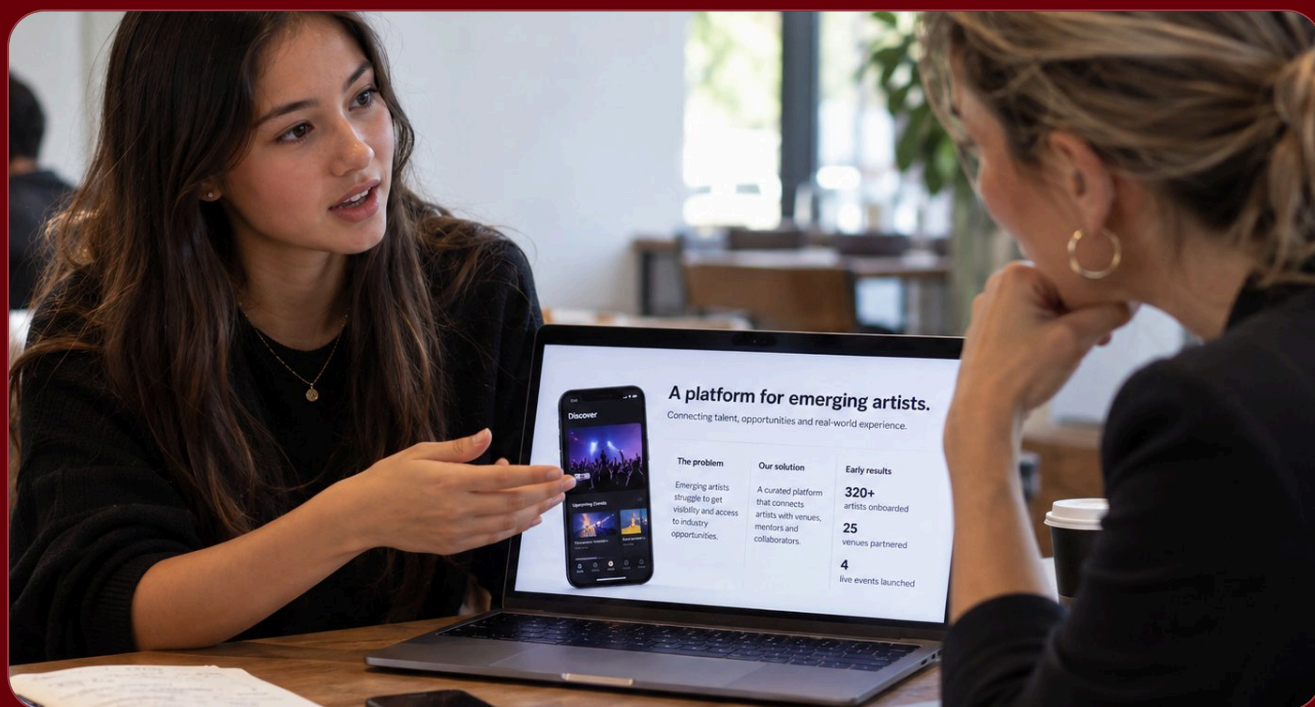


THE SIGNATURE PROJECT · A GUIDE FOR PARENTS

Build something real. Show it when they apply.

A twelve-week online programme for students aged 14 to 17. Your child takes an idea of their own from concept to a completed real-world project, with real evidence, a professional portfolio and a final presentation at the Showcase, guided by a CURIOO mentor.

We provide the structure. They build their Signature Project.



YOUR CHILD FINISHES WITH

1

A completed real-world project

that exists and was used by real people

2

Real evidence

interviews, tests and results they gathered

3

A professional portfolio

ready for an application or interview

4

A final presentation

delivered live at the Showcase, recorded

5

A CURIOO Signature Certificate of Completion

ready for college/university admissions

Strong marks matter. But they don't tell the whole story.

CURIOO is an award-winning Future Skills education company, teaching entrepreneurship, design and creative thinking to more than 22,000 learners in 15 countries, through CURIOOkids Studios for ages 2 to 12 and CURIOO Campus courseware in secondary schools. The Signature Project brings that method directly to students aged 14 to 17.

Strong academic results remain fundamental to university admission. But at highly selective universities, strong marks alone may not be enough to distinguish one applicant from another.

Yale describes academic strength as its first consideration, while also stating that "it is the qualitative elements of an application that make a prospective student stand out." MIT similarly looks beyond academic preparedness for evidence of qualities including initiative, curiosity and hands-on creativity, while Stanford says that depth and impact in a small number of activities can tell admissions teams more than superficial participation in many.

This is where a substantial real-world project can add something different

It gives a student evidence of what they can do with what they know: identifying a problem, developing an idea, creating something, testing it with real people, responding to evidence and taking the work through to completion.

Applications increasingly ask students to show what they have done

University applications give students opportunities to demonstrate experiences and achievements beyond their academic results. MIT, for example, asks applicants about the activities that matter most to them and uses its application questions to understand their experiences, interests and how they have responded to challenges. For 2026 entry, UCAS also asks applicants directly what they have done outside formal education to prepare for their chosen course and, importantly, why those experiences have been useful.

A completed Signature Project gives your teenager something concrete to draw upon:

- The problem they chose.
- The research they conducted.
- What they created.
- How they tested it.
- What actually happened.
- What they changed as a result.
- And what they would do next.

Signature does not replace strong academic results and cannot promise a university offer.

What it provides is something marks alone cannot:

A substantial piece of work that gives your teenager real evidence of initiative, execution and impact, and something meaningful to talk about when universities ask what they have actually done.

Marks alone are not enough.

Universities say, on their own admissions pages, what they want to see beyond grades. In the UK and the US alike: evidence that a student has gone beyond the syllabus of their own accord, done something real, and can explain what they learned.

The UK: a question every applicant answers

From 2026 entry the UCAS personal statement is three questions. The third is asked of every applicant to every course:

“What else have you done to prepare outside of education, and why are these experiences useful?”

UCAS, personal statement for 2026 entry onwards

The most selective universities add that the experience should connect to the subject. Oxford suggests focusing around 80% of the statement on academic interests and says extra-curricular activities help only in so far as they demonstrate the selection criteria for the course. LSE and UCL ask for most of the statement to be about the subject. Bath tells applicants to explain what they learned, not just what they did; Bristol, to focus on the impact of the experience.



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



The US: invited in the essays, read in the whole application

Every US college will read your application holistically: the transcript and test scores alongside projects, activities, essays and recommendations. Several ask for a project outright. Caltech's essay reads: "Tell us about something you created, tested, repaired, modeled, coded, built, or redesigned." MIT says it looks for initiative, risk-taking and hands-on creativity, and "quality over quantity". Stanford says depth in one or two activities may show more than participation in five or six. Yale puts academic strength first, then says it is the qualitative elements of an application that make a student stand out. Several, including MIT, Caltech and Columbia, accept the work itself as an optional upload.



Asia: a place to show what you have done

Asia's leading universities give applicants a named place for work done outside school. The National University of Singapore asks every applicant to:

“List up to four achievements, co-curricular activities, or non-academic activities.”

National University of Singapore, aptitude-based admissions

WHAT UNIVERSITIES ARE LOOKING FOR • CONTINUED

NTU's aptitude-based route counts a portfolio relevant to the programme as an achievement. HKU, CUHK and HKUST read a personal statement alongside grades. Waseda's international liberal studies school asks for up to three honours or activities with proof; Yonsei's international college scores non-academic documents. The University of Tokyo's new College of Design asks for descriptions of activities such as "research activities, creative work, exhibitions, competitions". One exception: Keio's PEARL programme asks applicants not to send materials about their activities.



Europe: the selective institutions look beyond grades

Most public universities in Europe, in Germany, Italy and Spain for example, admit on school-leaving grades and entrance tests alone; Bocconi says in writing that CVs and motivation letters are not considered. Europe's selective and private institutions are different. University College Utrecht asks for an activities form and interviews shortlisted applicants:

"We would like to better understand what you are involved in outside of class."

University College Utrecht

Leiden University College asks for extracurricular activities and interests on its form. IE University invites "a portfolio of your work"; ESADE says grades are important but not the only factor; EHL's essay and interview cover strengths, interests and extracurricular activities. In France, every Parcoursup application has an optional section for activities outside school.



What that means for a project

- **Finished.** A working thing, a completed campaign or research with findings; not a plan.
- **Tested with real people.** The student can say who used it and what they said and did.
- **Changed by evidence.** The second version differs from the first, and the student can explain why.
- **Connected to the subject.** It grows from what the student wants to study.

A Signature Project is built to meet all four.

The Finder and the mentor steer the project towards the intended subject; six checkpoints gather the evidence as it runs; the Showcase is the first time the student answers questions about it; the portfolio, presentation and certificate are what they show when the application asks.

Quoted from UCAS and each university's current admissions pages. CURIOO is not directly affiliated with any university named, is not paid by these universities and, importantly, provides independent student support. Requirements change each year.

HOW IT WORKS

Proof of what your child can do, before they apply.

Over twelve weeks your child frames a problem, builds a first version, tests it with real people, improves it from what they learn, and presents the result.

How the twelve weeks run

One live online session a week with the mentor and the cohort, independent work between sessions, and around four hours a week in total.

WEEKS	PHASE	WHAT YOUR CHILD DOES
1–2	Discover	Chooses the idea and frames the problem: who has it, how they know, and what a good answer would look like. Talks to real people before building anything.
3–4	Design	Turns the problem into a concept and a plan: what the first version must do, what it can leave out, how they will know whether it works.
5–7	Make	Builds the first version: a working product, a running service, a live campaign or a pilot, kept small enough to finish.
8–10	Test & refine	Puts it in front of real users, gathers what they say and do, improves the work from the evidence and records what changed and why.
11	Pitch	Builds a persuasive presentation and rehearses it with the cohort, taking questions.
12	Showcase	Presents to an audience, live online, and completes the portfolio.

Six checkpoints. You hear from us at every one.

1	2	3	4	5	6
Problem statement	Concept and plan	First version	User evidence	Pitch rehearsal	Showcase and portfolio
Week 2	Week 4	Week 7	Week 10	Week 11	Week 12

Each checkpoint is reviewed by the mentor, and you receive a short update after each: what your child did, and what comes next.

What kind of project?

Your child chooses the idea: a product, a service, a campaign or a social enterprise, sized to be finished in twelve weeks and tested with real people. Projects tend to fall into three kinds:

- **Practical** — something that runs: a tutoring service with real bookings, a repair or resale venture, a school lost-property system.
- **Ambitious** — something built: a working app prototype, a device, a short publication, trialled with the people it is for.
- **Impact** — something changed: a campaign that moved a café to reusable cups, a resource for younger students, a community project with counted results.

Not sure what to build? The Project Finder at curioo.com/signature/finder asks ten questions and gives your child three concepts, one of each kind, with the full Blueprint emailed to you both.

Cohorts start every month.

Dates

Cohorts start on the first Monday of every month and run for twelve teaching weeks, with a pause over the holidays where one falls; the Showcase is in week twelve. Enrolment closes 7 days before the start. Current cohort dates are at curioo.com/signature.

Session time

One fixed weekly session for the cohort, published before enrolment closes and confirmed in the pre-start pack a week before the start. Sessions are recorded, so a missed session can be caught up before the next checkpoint.

One mentor, all twelve weeks

A certified CURIOO Mentor who has training in, and has taught, entrepreneurship through real student projects leads the cohort from week one to the Showcase, so they know your child's project, not just their name. Between sessions the mentor reviews each checkpoint and replies within the week.

Safe by design, online

- The mentor is screened before working with students
- Messaging is in the cohort group only; no private messaging between mentor and student
- Every live session is recorded
- You can raise a concern at any time: curioo.com/safeguarding

US\$2,495 per student

12 weeks · weekly live mentoring · milestone reviews · Showcase. Strictly limited to 12 students per cohort.

How payment works

- Reserve with a US\$250 deposit (10%), non-refundable, or pay in full.
- The balance of US\$2,245 is due two weeks before the cohort starts, through the personal payment link in your welcome email; reminders a week and two days before.
- Fees are not refundable once paid, so please check the dates first.

Why CURIOO

- Award-winning Future Skills education, taught in 15 countries to more than 22,000 learners
- The same project method that schools buy as CURIOO Campus, delivered to your child one-to-few

The Completion Commitment. If your child has attended the sessions, done the required work and met the milestones but has not finished their project by the Showcase, we continue mentor support free of charge for up to one month so they can complete it.

Before you reserve.

Does my child need an idea already?

No. The Project Finder at curioo.com/signature/finder gives them three concepts sized for twelve weeks, and the first two weeks are designed to shape an idea worth their time.

How much time does it take each week?

Around four hours: one live session of about an hour, and independent work between sessions. Checkpoints fall every two to three weeks, so the load is steady.

What if my child misses a session?

Sessions are recorded; catch up before the next checkpoint.

What if the project doesn't work?

Some don't, and that is often the best portfolio. Students are assessed on the quality of their thinking, their evidence and their response to what they learned, not on whether the idea made money.

Is there a certificate?

Yes. Every student who completes the twelve weeks and presents at the Showcase receives a CURIOO Signature Certificate of Completion. The portfolio and the recorded presentation are the substance; the certificate confirms completion.

Who owns the work?

Your child. Everything they make belongs to them. Showcase work is only featured by CURIOO with your written consent.

What happens after I pay?

A welcome email straight away with an onboarding form for the student's details and your consents; the pre-start pack a week before the start; and a short update after each of the six checkpoints.

Can we start later?

Yes. A new cohort starts every month; tell us which one at curioo.com/signature and we email you when it opens.

How to reserve a place

Go to curioo.com/signature, choose "Reserve your place with a \$250 deposit" or "Pay \$2,495 in full", and complete the card payment. You receive the welcome email and onboarding link within minutes.

curioo.com/signature

CURIOO LIMITED · hello@curioo.com · Terms: curioo.com/terms · Privacy: curioo.com/privacy