Unive Creator & Affiliate Brief

First and foremost: we want you to be you.

A note to our creators

You were chosen for your voice, your perspective, and the trust your audience places in you. Explore your own angle on Unive, tell your story, and make content that feels natural to your brand.

Use this brief as a toolkit, not a script. Take the product background, talking points, and ideas that fit your audience, and make them your own.

What is Unive?

Unive is an AI-powered college admissions platform built by Yale graduates and the team behind Atlas Academy. It brings admissions guidance, school research, essay coaching, and application planning into one workspace for students applying to U.S. colleges.

Core features

Strategy & roadmap - Organize priorities, application steps, and deadlines.
University selection - Research schools, compare options, and build a safety / target / reach list.
Essay coach - Develop ideas, work on drafts, and get detailed rubric-based feedback on personal statements and supplements.
Activities profile - Organize experiences and achievements, and identify examples that show the student’s contribution.
Scholarships - Discover opportunities, check eligibility, and organize applications.
Interview practice - Rehearse answers through voice-based mock interviews and review feedback.
Mentorship & guidance - Explore human mentorship and the application guide alongside the AI tools.
Recommendation preparation - Gather concrete examples and achievements into a teacher brag sheet.

Why Unive matters

Strategic support for a process that can feel overwhelming.

Key advantages & selling points

Accessible admissions guidance - Give students a practical way to get organized and work on their applications, without relying solely on private consulting.

Built on admissions experience - The team behind Atlas Academy brings its college-admissions background into the product.

Purpose-built tools - Show the actual workflow: a college list, an essay and its rubric feedback, a scholarship’s eligibility, or an application roadmap.

One connected workspace - Students can keep their profile, research, writing, and application preparation together.

Students applying to college in the U.S.

Juniors and seniors preparing or submitting applications are the core audience. Younger students can start earlier with planning, activities, school research, and mentorship.

Relevant audiences include ambitious applicants, students unsure where to start, first-generation students, and international students applying to U.S. universities.

Parents

Parents are an important audience and often make the purchase decision. Speak to their need for clear priorities, useful guidance, and visibility into a complicated application process. A parent-focused explanation can be just as valuable as a student tutorial.

Our mission & vision

Make high-quality college and career guidance accessible to more students, regardless of background or income. Help students navigate the move from high school to college with a plan, useful support, and more confidence.

Content angles & ideas

Mix and match these ideas, or invent your own.

Live product walkthrough

Pick one problem and show yourself working through it. Explore the college list, review a piece of essay feedback, or check a scholarship’s requirements. Explain what you noticed and how you would use it.

What I wish I had when I applied

If you have been through admissions, share a specific frustration: scattered research, an unfinished draft, or not knowing the next step. Introduce Unive through that experience.

Before-and-after essay review

Show a draft, one specific piece of feedback, and the revision you would make. Focus on the student’s ideas and writing choices. The supplied robotics essay is a fictional example you can use for a demonstration.

College-list reality check

Compare dream schools with a broader list of options. Show school data and how the safety / target / reach mix helps organize research. You can also explore a school your audience may have overlooked.

Scholarship deep dive

Go beyond the headline award amount. Show the search, a relevant filter, and the eligibility details. Explain who the opportunity is for and what the application requires.

Parents, first-gen applicants & deadlines

Try a parent-focused walkthrough, a first-generation applicant’s perspective, or a timely post around an application deadline. Use the roadmap to show how a large process breaks into manageable steps.

Make it your own

Use the footage as support for your voice and your story.

Key messaging do’s & don’ts

DO position Unive as a strategic tool that helps students develop their own story.
DO show a concrete action and explain why it is useful.
DO emphasize access, clarity, and practical admissions support.
DON’T present it as a replacement for the student’s own voice.
DON’T guarantee admission to a specific university.
For pricing, results, or competitor comparisons, check the wording with your partnership contact.

Using this asset kit

02-app-demos - Eight silent recordings of the actual app: college research, scholarship filtering and eligibility, essay feedback, activities, recommendation preparation, and two mobile views.
03-product-screenshots - Stills for cutaways, thumbnails, or explaining a feature.
01-brand/logos - Official wordmarks, icons, and SVG files. Keep the logo proportional.
05-reference-library - An earlier Unive creator collaboration for creative inspiration.

Editing the footage

Landscape clips are 1920 x 1080; portrait clips are 720 x 1280. All are 60 fps. Use a short selection under your narration, or build a walkthrough around one workflow. Add your own opening, explanation, and ending. The student profile and essay are sample data.

Getting started

Ask Mark for free product access and your personal affiliate link. Try the product, choose an angle that fits your audience, and use the assets that support it. End with a clear invitation to explore Unive through your link.

Questions or ideas? Contact mark@unive.ai. Product support: support@unive.ai.

unive.ai