



LEADERSHIP  
& INNOVATION LAB

# LAUNCH A VENTURE WITH LEADERSHIP, ENTREPRENEURSHIP, AND CUTTING-EDGE AI INTEGRATION

Launching a successful venture requires vision, creativity, and rigorous execution. The InGenius Prep Leadership & Innovation Lab (LIL) is a 10-week elite incubator that provides selective students the opportunity to learn and implement these skills through cutting-edge AI integration.

Developed by Joel Butterly and Maya Gobert, the program has been revamped to include mandatory 1:1 mentorship with industry-specific Subject Matter Experts. Under this professional guidance, students produce concrete, certifiable deliverables and graduate as future-ready leaders equipped to make a measurable global impact.

## WHO DEVELOPED THIS PROGRAM



### **Joel Butterly**

*Co-Founder & CEO, InGenius Prep  
JD, Yale Law School,  
BA, Dartmouth*

Joel is the co-founder and CEO of InGenius Prep. As a successful entrepreneur, Joel runs three major companies and owns over 30 LLCs with a total worth of hundreds of millions. He graduated from Dartmouth and Yale, both Ivy League colleges, and held positions on the executive boards of the Journal on Regulation and the Law School's entrepreneurship society. Joel has been featured in Forbes for his expertise in entrepreneurship, leadership, and management.



### **Maya Gobert**

*Founder & Director, Leadership & Innovation Lab  
General Partner, LIL Venture Fund  
BA, Political Science and Economics, Cornell  
Experience in Finance, Marketing  
& Education Consulting*

Maya Gobert is the Director of Student Innovation at InGenius Prep and the visionary behind the Lab's transition into a high-prestige incubator. A Cornell University scholar who graduated with top honors in Economics and Political Science, Maya brings a global perspective from her work across three continents in finance and marketing.

As the General Partner of the LIL Venture Fund, Maya oversees the only venture fund dedicated exclusively to financing high-school-level initiatives. In the revamped 2026 program, she curates the LIL Networking and Recruitment Space, actively sourcing international collaborations to elevate student projects from local ideas to global ventures. Her mentorship has successfully guided students into every Ivy League college and many other Top 20 US universities.

## WHO WILL BE TEACHING YOU?



**Maya Gobert**

*Founder & Director, Leadership & Innovation Lab  
General Partner, LIL Venture Fund  
BA, Political Science and Economics, Cornell  
Experience in Finance, Marketing & Education Consulting*



**Avi Hegland-Fisher**

*Instructor  
Subject Matter Expert Liaison  
Certified Management, Wharton School of the University of Pennsylvania  
Adjunct Professor, American University  
J.D., University of Pennsylvania*

Avi is an expert in management and project execution, holding certification from the Wharton School of the University of Pennsylvania and formally serving as an Adjunct Professor at American University. With a J.D. from the University of Pennsylvania and a background spanning business, humanities, and the entertainment industry, Avi specializes in "concretizing" student project plans within their unique local contexts.

In the LIL Incubator, Avi plays a critical role in the Subject Matter Expert matching process. She facilitates the transition from classroom theory to professional practice, ensuring every student is paired with an industry expert in fields like Finance, IT, Law, or Healthcare. Her focus is on helping students navigate the Incubator Phase to produce high-level outputs suitable for accreditation by major corporate partners.



## THE 3-PHASE INCUBATOR JOURNEY

### PHASE 1 – THE ARCHITECT Foundations & AI Insights (Weeks 1–4)

Build a blueprint that stands up to scrutiny.

- **Project Action Plan:** Move from brainstorming to a definitive roadmap for your business, nonprofit, or app.
- **AI-Driven Intelligence:** Master AI for idea validation, market research, and identifying competitive gaps.
- **Elite Leadership Theory:** Study MBA-level concepts to build a solid organizational foundation.

### PHASE 2 – THE ENGINE Growth, Tech & Legal Scaling (Weeks 5–7)

Ignite your venture's growth using professional-grade tools.

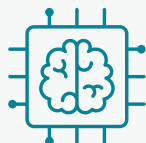
- **Hands-on AI Workshops:** Participate in DIY workshops with AI assistance to build websites and automate operations.
- **Strategic Lead Generation:** Learn B2B/B2C techniques and AI-optimized outreach to expand your reach & impact.
- **Institutional Legitimacy:** Navigate formal LLC formation, grant applications, and incorporation for immediate prestige.

### PHASE 3 – THE INCUBATOR Professional Integration (Weeks 8–10)

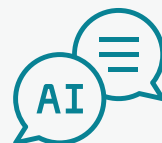
Elevate your venture through exclusive 1:1 mentorship and high-stakes collaboration.

- **Subject Matter Expert Matching:** Gain 1:1 access to an industry veteran in Finance, IT, Law, or Healthcare to refine execution.
- **Prestigious Corporate Deliverables:** Complete professional projects accredited by firms (e.g. Morgan Stanley or MasterCard).
- **Incubator Impact Day:** Present finalized results to your mentor for formal recognition and a potential Letter of Recommendation.

## ENHANCED WITH AI FOR THE FUTURE LEADER AND ENTREPRENEUR!



Live demonstrations of powerful AI tools.



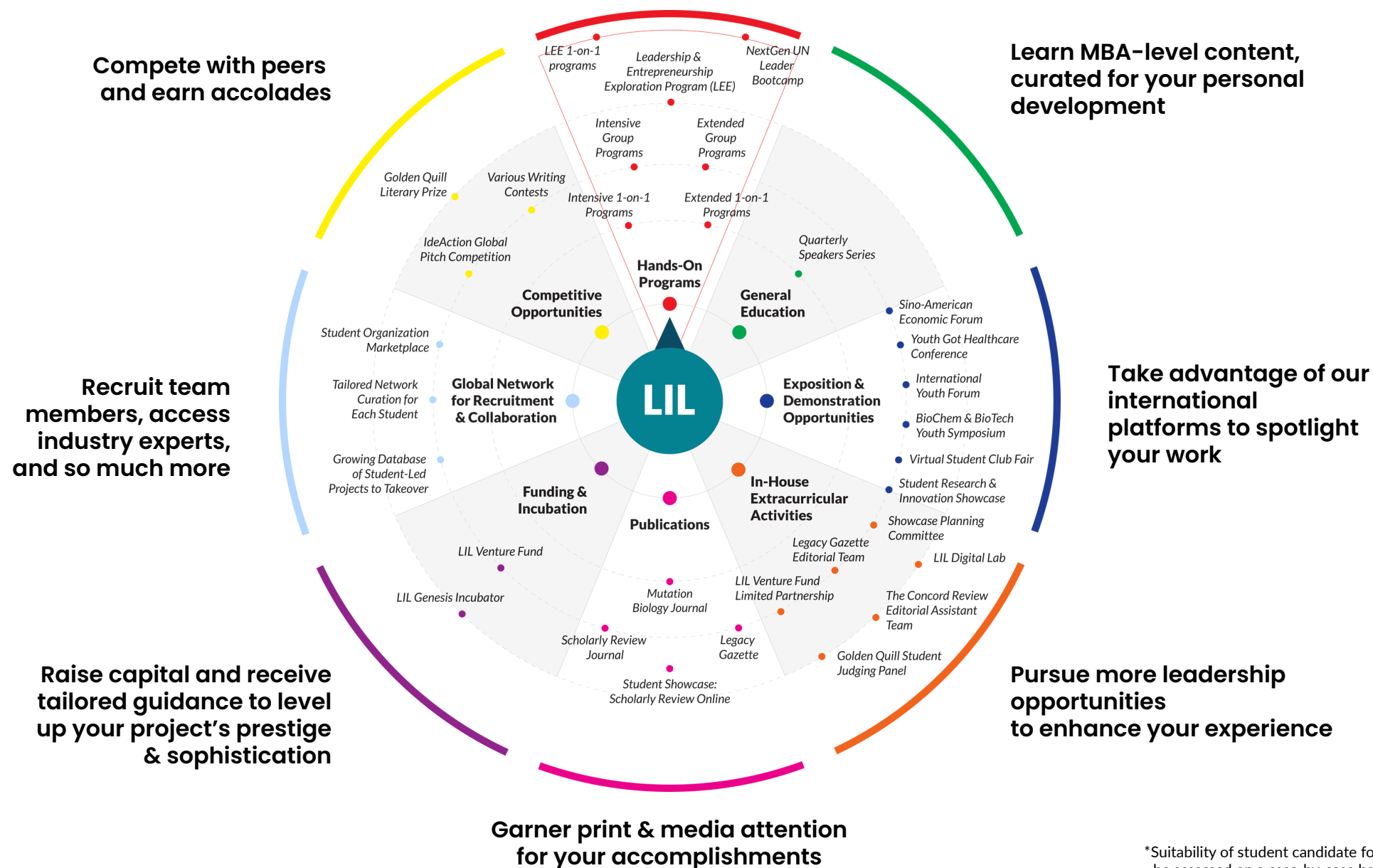
Hands-on advice on how to strategically utilize AI in your entrepreneurial ventures and project building.



In-depth instruction on navigating AI intelligently and ethically, particularly within the context of standing out in the competitive college admissions landscape.



## JOIN A LIL PROGRAM, ACCESS THE LIL UNIVERSE BEYOND



\*Suitability of student candidate for direct takeover will be assessed on a case-by-case basis by LIL instructors

## WHAT DO THE LEADERSHIP & INNOVATION LAB PROGRAMS LOOK LIKE?

You will create a business, organization, non-profit, app, website, club, or publication of your own!  
The initiative you have created will be accelerated through an Incubator to produce concrete, certifiable achievements.

	LIL (INTENSIVE)	LIL (EXTENDED)
<b>Duration / Format</b>	10 weeks <ul style="list-style-type: none"> <li>• 7 Small Group Meetings: 1 hour per week</li> <li>• 3 one-to-one Expert Mentor Meetings: 45 minutes per week</li> <li>• Available in 1v1 format</li> </ul>	10 weeks <ul style="list-style-type: none"> <li>• 7 Small Group Meetings: 1.5 hours per week               <ul style="list-style-type: none"> <li>◦ 1 hour class time</li> <li>◦ 30 minutes of live Peer Review Workshop tacked onto each Meeting for immediate, hands-on supervision of homework completion</li> </ul> </li> <li>• 3 one-to-one Expert Mentor Meetings: 45 minutes per week</li> <li>• Available in 1v1 format</li> </ul>
<b>Highlights</b>	<ul style="list-style-type: none"> <li>✓ Access to industry experts within chosen domains to level up student initiative.</li> <li>✓ Guided readings, recorded video lessons, worksheets, and regular check-ins on task management platform</li> <li>✓ Independent work and tangible project progress each week</li> <li>✓ 20 Office Hours</li> <li>✓ Additional meetings with Instructor available upon request</li> <li>✓ Individual presentation &amp; recognition at Incubator Impact Panel (before Expert Mentor) at end of program.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Access to industry experts within chosen domains to level up student initiative.</li> <li>✓ Guided readings, recorded video lessons, worksheets, and regular check-ins on task management platform</li> <li>✓ 20 Office Hours</li> <li>✓ Additional meetings with Instructor available upon request</li> <li>✓ Individual presentation &amp; recognition at Incubator Impact Panel (before Expert Mentor) at end of program.</li> </ul>
<b>Time commitment</b>	At least 3-5 hours per week (in-class time + homework)	At least 2-3 hours per week (in-class time + homework)

## ADD-ON SERVICES

	LIL ONGOING	EXPERT ADD-ON OPTION
<b>Overview</b>	<p>Obtain customized guidance from LIL instructor in freestyle manner, personalized to student's needs.</p> <p>Possibility of access to industry experts within chosen domains to level up student initiative.</p>	<p>Obtain more in-depth, technical heavy support from professors, professionals and experts.</p> <p>E.g. Certain projects may require coding expertise and students may wish to obtain such additional and specific technical support from an expert with field experience.</p>
<b>Duration</b>	<p>Small Package: 5 sessions (45 min each) with LIL Instructor</p> <p>Big Package: 10 sessions (45 min each) with LIL Instructor</p>	<p>Sessions can be purchased individually in accordance with student's needs.</p>
<b>Contents</b>	<p>These sessions can be used in whatever manner the student wishes that will best aid in the expansion of the student's project.</p> <p>For instance, LIL instructor can use this time to discuss project expansion plans, assist hands-on with the student's project (e.g. website improvement, marketing strategizing), or practice public speaking techniques with the student.</p>	<p>Students will benefit from freestyle mentorship from expert. Sessions can be used in whichever manner the student wishes or however the expert deems best for the student's project.</p>
<b>Time Commitment</b>	Flexible	Flexible

## PRESTIGIOUS DELIVERABLES & RESULTS

- **Corporate-Level Impact:** Students produce certifiable outcomes for firms like Morgan Stanley, Sidley Austin LLP, and MasterCard.
- **Admissions Success:** 28% of alumni admitted to Ivy League + Ivy Adjacent schools, including Harvard, Yale, and Stanford.



## ADMISSION RESULTS FROM LIL ALUMNI

Many students who graduated from LIL were able to showcase their leadership potentials and gain significant benefit from the program. Their outstanding achievements were recognized by renowned universities and colleges. Here are partial admission results of the Leadership & Innovation Lab alumni. From a cohort of 96 students who applied in this cycle.

### IVY LEAGUE + IVY ADJACENT

Harvard	2
Yale	4
Princeton	1
Dartmouth	1
Cornell	6
UPenn	3
Columbia	3
Stanford	4
Duke	5
<b>TOTAL (about 28%)</b>	<b>27</b>

### TOP UK

Cambridge University	1
University College London	2
London School of Economics	1
<b>TOTAL (about 4%)</b>	<b>4</b>

### TOP LIERAL ARTS

Amherst College	1
Williams College	1
Swarthmore College	1
Babson College	2
<b>TOTAL (about 28%)</b>	<b>5</b>

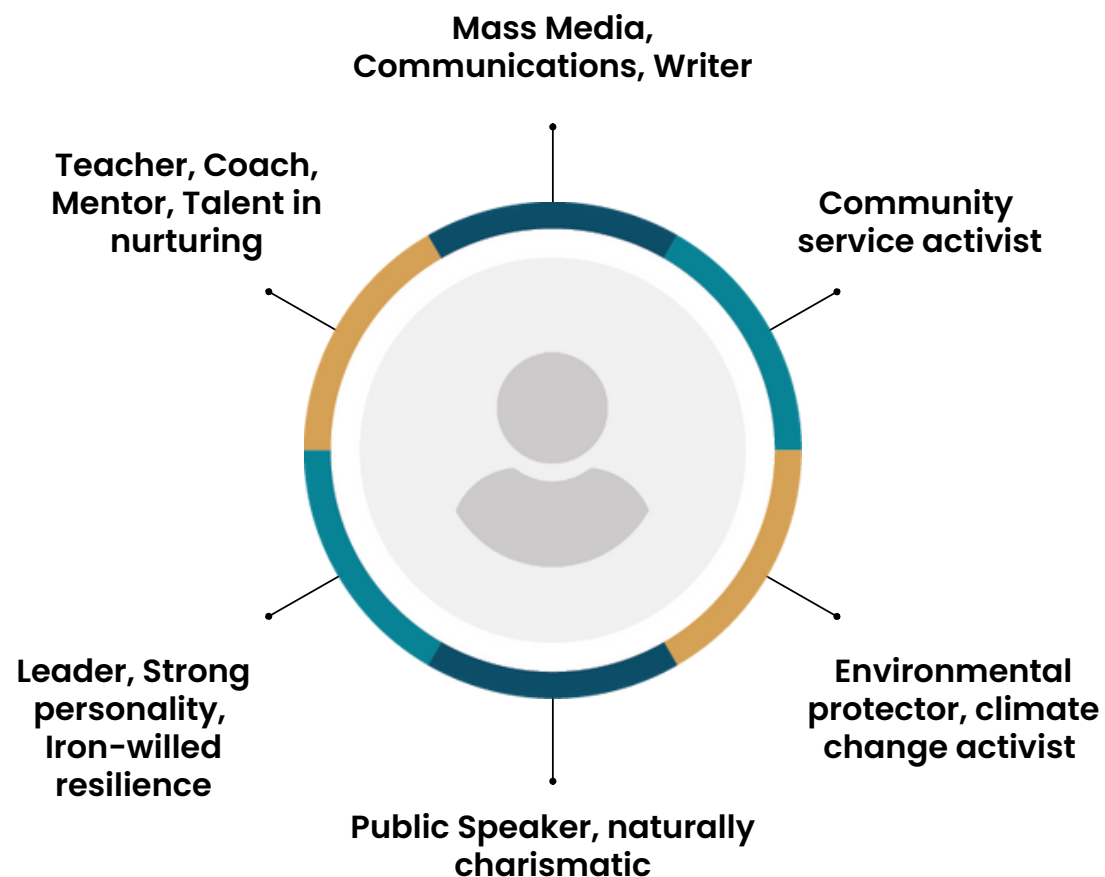
### US TOP 30

Johns Hopkins	4
Northwestern	2
Georgetown University	1
Carnegie Mellon	2
University of Michigan	7
Georgia Tech	6
UC Berkeley	9
University of Washington	8
UC Los Angeles	11
Emory University	4
New York University	14
Rice University	5
Tufts University	1
Washington University St Louis	2
Boston University	7
Purdue University	3
University of Southern California	8
UNC Chapel Hill	8
Vanderbilt University	2
UT Austin	1
<b>TOTAL (about 28%)</b>	<b>105</b>

## WHAT PROJECTS HAVE EMERGED FROM THE LEADERSHIP & INNOVATION LAB?

### STUDENT V

#### THE EVERGREEN FOUNDATION



#### THE CHALLENGE

The student is about to enter the 11th grade and has no leadership experience, and is also completely clueless on project ideas.

#### HOW LIL HELPED STUDENT V

- Established an environmental organization from scratch.
- Promoted environmental activities and initiatives on social media, leveraging AI for reach and engagement.
- Set up a climate fiction writing contest.
- Received 50+ competition entries.
- Contributed to the growth of climate fiction as a literary genre.
- Extended influence on an international scale.
- Established a solid organizational structure and work protocol.

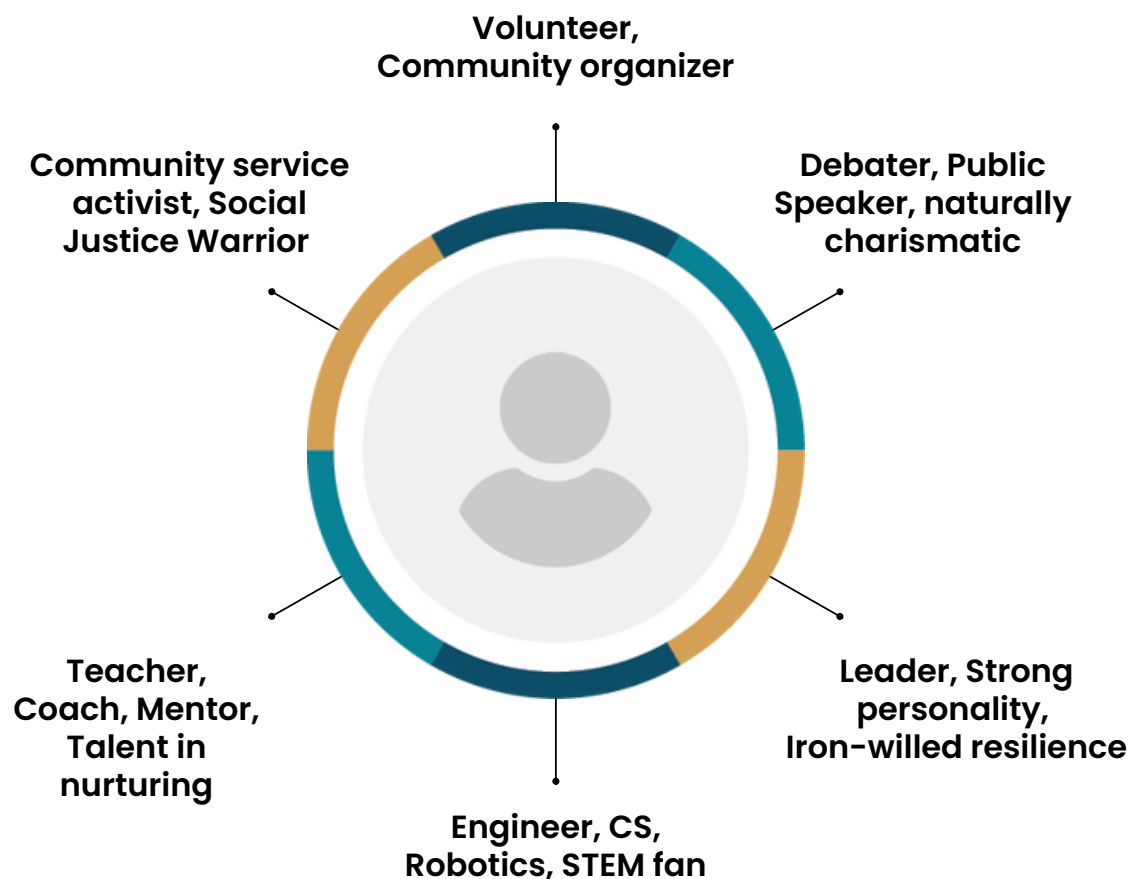
*These projects became the **cornerstone** of V and T's college applications, forming the **central thread** that brought together all the other elements of their profile, making them truly **stand out from the crowd**.*



## WHAT PROJECTS HAVE EMERGED FROM THE LEADERSHIP & INNOVATION LAB?

### STUDENT T

#### CYBERSECURITY ONLINE ED PLATFORM



#### THE CHALLENGE

Student T independently developed courses and seminars related to network security but lacks users and exposure. T is in 11th grade and aims to turn this project into a signature project for college applications.

#### HOW LIL HELPED STUDENT T

- Launched website to promote self-developed courses, utilizing AI for user personalization and outreach.
- Impacted over 12 countries and regions, with AI-driven analytics guiding expansion.
- Reached over 120,000 users, partly through AI-optimized outreach strategies.
- Hosted more than 14 online and offline workshops.
- Successfully recruited 5 team members.
- Added leadership roles to the college application materials.

*These projects became the **cornerstone** of V and T's college applications, forming the **central thread** that brought together all the other elements of their profile, making them truly **stand out from the crowd**.*

## HOW DO YOU JOIN THE LEADERSHIP & INNOVATION LAB?

- **Grade Level:** The LIL can benefit all students ranging from 9th to 11th grade.
- **By Application Only:** The LIL is by application only. Students must complete an application and interview to join the LIL.
- **Applicant Requirements:** This is a selective program for students who are serious about learning, developing and executing their leadership skills. It is critical that students understand their commitment prior to commencing.
- **Attendance:** Once accepted, students will be required to attend all sessions, actively participate, and complete all homework assignments on time.

## CONTACT US

 **Email:** [contact@ingeniusprep.com](mailto:contact@ingeniusprep.com)

 **Website:** [ingenisuprep.com](http://ingenisuprep.com)

 **Schedule a free consultation with our Enrollment Counselor today.**

