



BUILD A **WORLD CLASS** PROJECT THAT UNLOCKS **IVY LEAGUE** ACCEPTANCE

AlphaX is where teens build a world-class, Olympic-level masterpiece that helps them get into their dream college.





Find your purpose & passion



Impact millions with world class results



Get into your dream college



A **MASTERPIECE** PROJECT IS NOW A **MUST-HAVE** FOR TOP UNIVERSITIES

The average Ivy League applicant has:

- A 1500 SAT & a 3.9 GPA
- 10+ clubs, 3+ sports, and 100+ hours of volunteering
- Glowing letters of recommendation

BUT, only 4% of these applicants get accepted.

If you satisfy the academic requirements, a masterpiece project will give you 75% chance of Ivy League acceptance and help you stand out from the sea of applicants.

80% OF PREQUEL ALUMNI **ATTEND** T20 SCHOOLS

Top Schools Our Alumni have been Admitted to:



HARVARD
UNIVERSITY

VANDERBILT
UNIVERSITY

Carnegie
Mellon
University



UCI

Stanford
University

Yale



Built a top-ranked Substack newsletter changing the way millions of moms think about education.

Kate

📖 **Started AlphaX August 2022**

- Wrote **100+ newsletters** for an audience of 3,000, earning over **\$3,000 every month**
- Built a following of **27k followers** on Twitter.
- Used her audience to connect with industry titans like Sahil Bloom, Sam Altman and David Perrell
- Accepted Early Action at **Stanford**



Austin Scholar ✓ 📧 @AustinScholar · Feb 27

I'm 17 years old & I started writing online 2 years ago.

And I met Sam Altman yesterday.

Never in my wildest dreams did I imagine I could have these opportunities and this network because of my writing.

How far I've come.

[@sama](#) [@david_perell](#)



Stanford
University



Launched a world-class mountain bike park

Rhett

Started AlphaX in August 2022

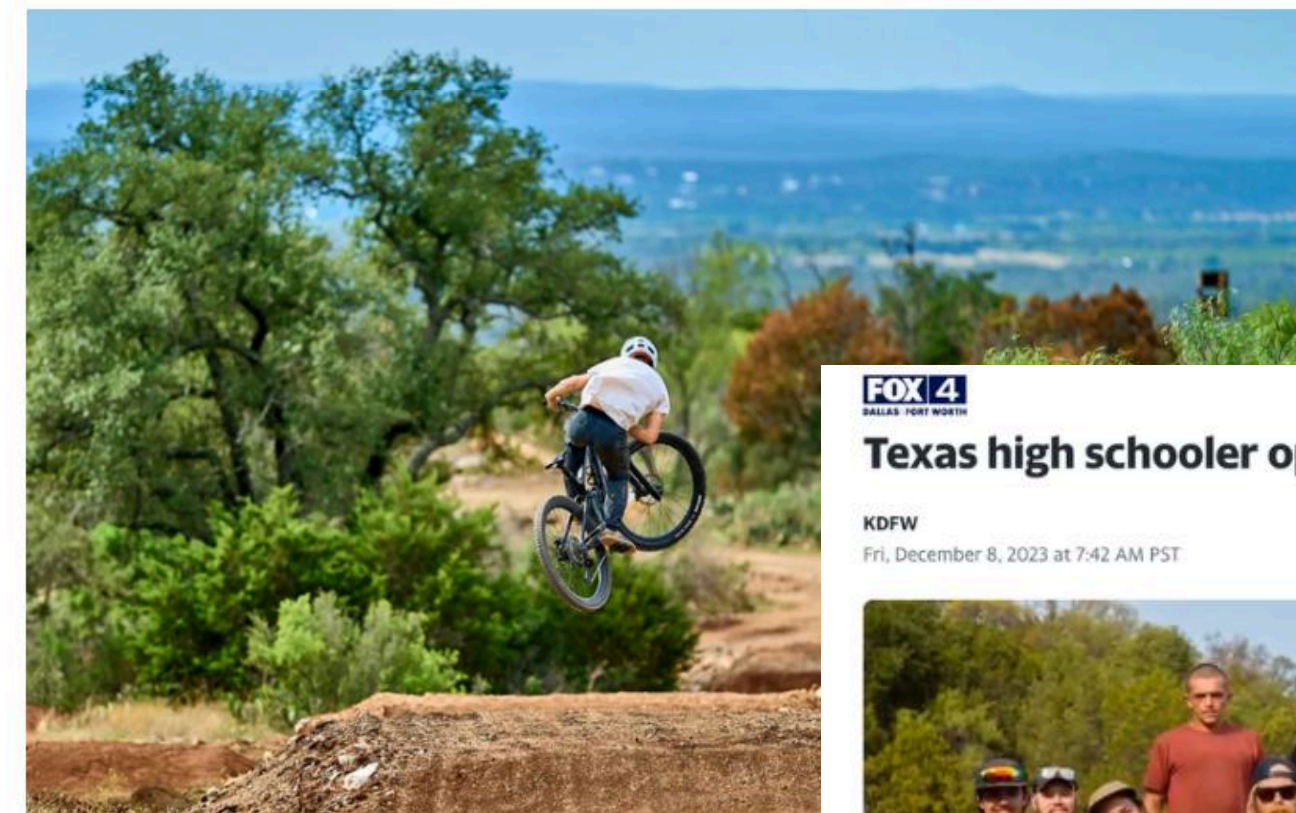
- Built a mountain bike parks in Austin and for SpaceX
- Raised **\$350K** from investors and secured a **\$3 million land lease**
- Earned **\$20k** in his opening weekend and **\$100K+** in revenue in first 3 months of business

TRAVEL & OUTDOORS

Texas's Newest Mountain Bike Park Was Built by a Fearless Teen Entrepreneur

At Station Mountain Bike Park, Rhett Jones created the serpentine trails and daring jumps of his dreams.

By Aaron Chamberlain | November 22, 2023 | 1



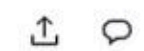
Rhett Jones at Station Mountain, in Marble Falls.

FOX 4
DALLAS 'FORTWORTH

Texas high schooler opens his dream mountain bike park

KDFW

Fri, December 8, 2023 at 7:42 AM PST





Flattening the cancer curve by 2040.


Grace

📖 Started AlphaX in August 2022

- Wrote, filmed and produced a full-length documentary with her findings called **Cancer: A Food-Borne Illness**
- Connected with world-renowned experts like Andrew Huberman and Dr. Thomas Seyfried
- Built a following of 43k followers on Twitter which helped her land an internship with a Stanford and Harvard educated founder

Grace Price  Retweeted



Calley Means 
@calleymmeans



Just spoke with this Grace, who is a high schooler who has a more clear-eyed, first-principled view on health than most Harvard-educated MDs I've met.

She is creating amazing content and I predict is going to have a huge impact.

Give her a follow!



Grace Price   @travelingenesis · Feb 2

Who funds America's health organizations?



Disrupting the music industry with a contract-free record label.

Hugo

📖 Started AlphaX September 2023

- Launched his own label, HUM Marketing
- Has now signed and partnered with seven total artists under his agency
- Gotten 20+ million views, 3.6+ million likes across social media platforms

HUM Marketing

Grow your music with social media, from Indonesia to New York

Marketing Services · 33 followers · 2-10 employees

 Simran & 19 other connections follow this page

 Message

 Following



HUM Marketing

34 followers

37m · Edited · 

+ Follow



Happy to announce we've partnered with our FIRST artist Alicia DC! Big things to come! [#DrakePleaseRespondToMyEmail](#)



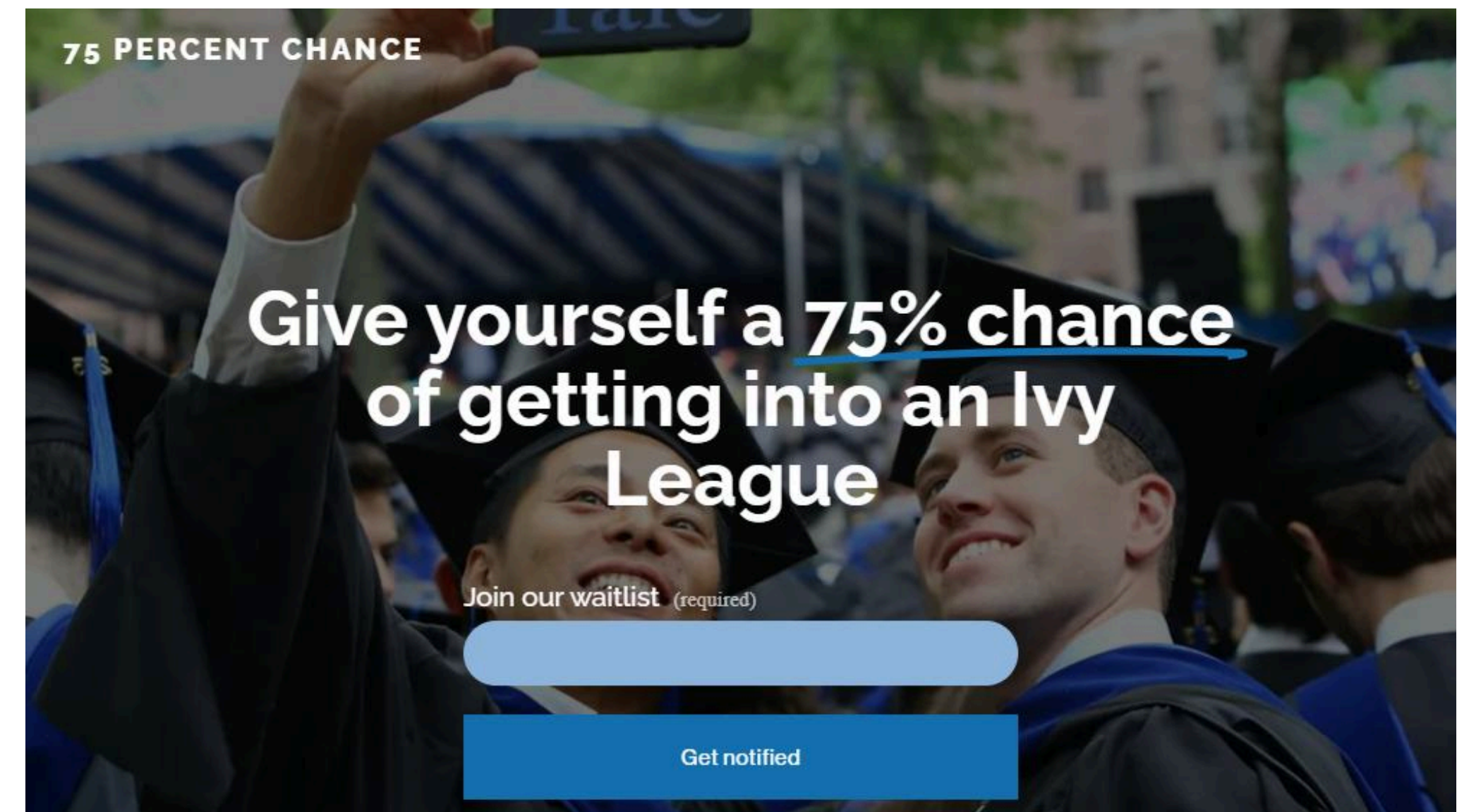


Empowering millions of students to get into their dream university.

Joshua

📖 Started AlphaX September 2023

- Built a 1000–person waitlist for his upcoming course launch
- Grew from 0 to 20k followers on Instagram within 4 months
- Has been featured by Forbes and New York Times
- Wrote and working on publishing a book on the subject



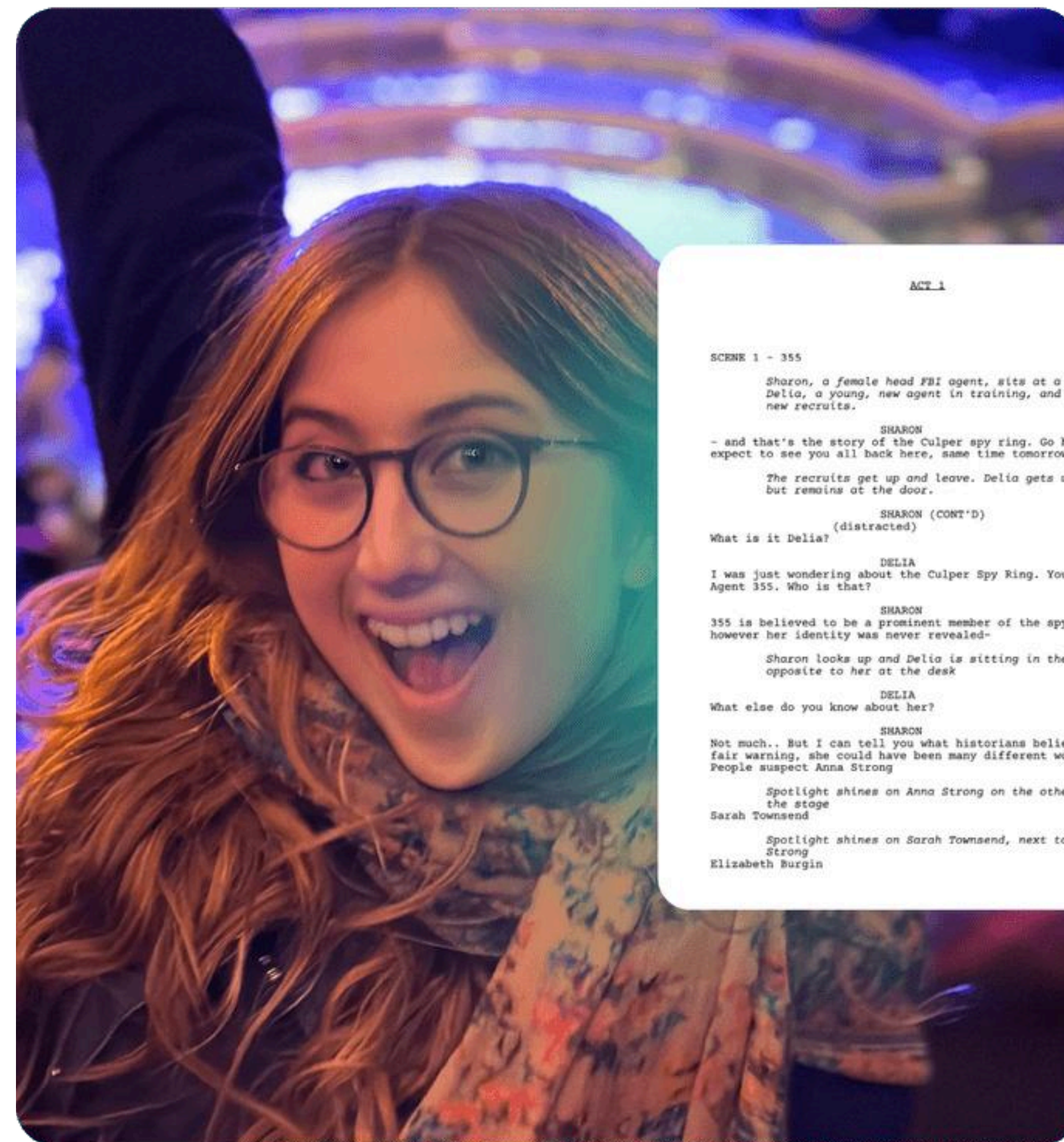


Creating the first teen-produced Broadway musical.

Maddie

📖 Started AlphaX August 2022

- Wrote a full Broadway musical
- Collaborated with songwriters from around the world
- Pitched her musical to Broadway investors.
- She is now planning her first musical reading in **New York in April 2024**



ACT 1

SCENE 1 - 355

Sharon, a female head FBI agent, sits at a desk with Delia, a young, new agent in training, and many other new recruits.

SHARON
- and that's the story of the Culper spy ring. Go home, I expect to see you all back here, same time tomorrow.

The recruits get up and leave. Delia gets up to leave but remains at the door.

SHARON (CONT'D)
(distracted)
What is it Delia?

DELIA
I was just wondering about the Culper Spy Ring. You mentioned Agent 355. Who is that?

SHARON
355 is believed to be a prominent member of the spy ring, however her identity was never revealed.

Sharon looks up and Delia is sitting in the chair opposite to her at the desk.

DELIA
What else do you know about her?

SHARON
Not much.. But I can tell you what historians believe. Now, fair warning, she could have been many different women. People suspect Anna Strong

Spotlight shines on Anna Strong on the other end of the stage
Sarah Townsend

Spotlight shines on Sarah Townsend, next to Anna Strong
Elizabeth Burgin



Reintroducing moral values to America's Youngest Generation, using popular entertainment.

Peyton

📖 Started AlphaX August 2022

- Built a following of **15k followers** on TikTok
- Launched an **AI Chatbot** that breaks down the moral lessons in popular TV shows for kids & parents
- Got into **Vanderbilt**



Hello! I'm CharacterBot, here to help you/your child use popular entertainment in order to learn important values and lessons.

Please provide me with the name of a movie, TV show, book, song, or character. You can also provide me with a moral value or character quality.

Include the age/gender of your child for more customized answers.



Built an ai-driven dating app with 200K followers.

Elle

📖 Started AlphaX in August 2022

- Grew her audience to 200K followers across platforms to promote her app
- Launched an AI-driven dating advice app, AskL, which receives 10,000+ messages a month
- Met with the the ex-CEOs of Bumble & Tinder to help bring her app to life



AskElle AI 17+

Your Personal AI Dating Coach

[Ask Elle](#)

Designed for iPad

★★★★★ 5.0



elle.kristine

elle

Follow

66 Following 198.7K Followers 60.9M Likes

Dating advice for teens!

➔ [AskElle in iOS store](#)

Elle



STAGE 1 | DISCOVER

MONTH 1
Started exploring her interests.

MONTH 2
Dove into teen dating, researching current problems and solutions.

STAGE 2 | DEFINE

MONTH 3
Defined her project: to build a safe digital space for teens to date.

STAGE 3 | LAUNCH

MONTH 5
Started actively posting on Twitter. Created a 'demo' version of her app.

MONTH 6
Distributed her 'demo' to 102 people for feedback and insights.

MONTH 7
Switched from Twitter to Tiktok. Hit 6K followers on TikTok.

MONTH 8
Turned her content into an AI Chatbot and website using no-code.

MONTH 9
Hit 100k followers on TikTok. Launched her AI chatbot to her following, hitting 10k messages on her website.

MONTH 10-11
Started building a mobile app, "AskL".

STAGE 4 | SCALE

MONTH 12-13
Hit 15k followers on Instagram & 190k followers on TikTok. **"AskL" V1 launched on app store.**

MONTH 14
Hit 195k followers on TikTok. AskL hits 1k downloads.

MONTH 15
Hit 200k on TikTok. Launches V2 of her app on App store.

MONTH 16
App reaches 1k downloads on app store.

ALPHA X FORMAT

PASSION IS DISCOVERED BY **DOING**,
NOT BY THINKING ABOUT IT

Workshops

Weekly on

Mondays at 8 pm ET
Wednesdays at 8 pm ET
Saturdays at 12 pm ET

*Students must attend
at least one workshop
per week.*

Mentorship

**Book Coaching
Sessions with a
directory of coaches
and subject matter
experts whenever you
want.**

Competition

**Win up to \$400/month
through monthly
competitions to
supercharge your
masterpiece.**

Earn points through
hackathons, MVP
updates and helping
other students.

Community

**A network of the most
ambitious students in
the world.**

+ Private Slack
community to
collaborate async

A WEEK AT ALPHA X

Students must attend at least one session each week.
Dates of Guest Sessions, Workshops and Power Hours weekly schedule will rotate each week. See appendix for more details.

MON	TUE	WED	THU	FRI	SAT	SUN
<p>Workshop 8 pm – 9 pm ET</p> <p>Skills building workshop to give you the tools to create your masterpiece.</p>		<p>Guest Session 8 pm – 9 pm ET</p> <p>MBA-style case studies with experts and leaders who have scaled businesses, fundraised, and gotten PR.</p>			<p>Power Hour 12 pm – 1 pm ET</p> <p>Pomodoro-style session to work on your masterpiece alongside your peers.</p>	<p>Deadline to Submit Weekly Progress Updates</p>
<p>Get coaching with advisors whenever you need additional help.</p>						
<p>Work on your masterpiece throughout the week on your own time.</p>						

ALPHAX WORKSHOPS

PASSION + PURPOSE

- Finding your Mission, Vision and Ikigai
- Idea Evaluation
- Strengths Finder

BECOMING AN EXPERT

- Conducting Effective Research
- Business Strategy
- Sizing the Opportunity

GOAL SETTING

- Goal-Setting, Time Management, and Productivity
- How do you spend your time?
- Hacking Your Motivation

AUDIENCE BUILDING

- Audience Building: Stop the Scroll
- Creating Great Content
- Audience Growth & Ikigai

ALPHAX WORKSHOPS

NETWORKING 101

- Effective Networking Meetings
- Building an Amazing Network
- The Art of Cold Email

PRODUCT BUILDING

- Business Model & Pricings
- Distribution Strategies
- Building a Product

PRODUCT LAUNCHING

- Turning Clicks into Customers
- Launch Strategies
- Sales 101
- Customer Journey

PITCHING & FUNDRAISING

- How to Pitch Yourself
- Fundraising 101 for Founders
- Masterpiece Pitching

MEET YOUR **MASTERPIECE ADVISORS**



MEISA CHAN

Technical and Coding Expert

- CTO and Founder of Cache – a company that is restoring housing affordability and sustainability
- Running a Hacker House at Harvard
- Has raced 3000 km in the Australian outback with a Solar Car
- BAsC in Industrial Engineering at U of T



AKSHAY MAHARAJ

Digital Media Expert

- Multifounder and current Co-Founder of Aview, a global content platform that helps creators to monetize their audiences
- Recognized as Canada's Top Youth Entrepreneur of the Year by League of Innovators and spoken at Collision Conference
- Has participated in fellowships and accelerators like Ripple Ventures, NEXT Canada, Creative Destruction Lab, Techstars and the Founder Institute



RUBAINA SINGLA

E-Commerce Expert

- Founder of Singla, a leading eco-conscious clothing brand.
- Expert in e-commerce, direct-to-consumer sales, and brand building.
- Cansbridge fellow

LEARN FROM THE **BEST**



KATARINA SMITH

AlphaX Program Director



SALMAN SOHANI

AlphaX Program Director

PRICING

Step By Step Curriculum to Build your Masterpiece Project with up to 4 Years of Content

Weekly Skills Building Workshops

Weekly Guest Speakers

Weekly Group Coaching and Power Hours

Fully Supported with Unlimited Coaching and Access to a Database of Mentors

Quarterly Demo Days to Pitch to Startup Investors

Full access to the a peer network of ambitious teens

Opportunities to earn PR and internship opportunities

Scale and Impact of Project in Revenue, Users and Audience Reach

Time Commitment

How to Join

 prequel ALPHA CORE

~~\$100~~ USD/mo
\$50 USD/mo
Early Bird Rate for first
100 Students

Self Guided Curriculum

One per month

One per month

Asynchronous coaching via chat

No Access

Limited Access

No Access

Thousands

5 Hours / Week +

Simple Sign Up

Next Kickoff Date
JAN 13, 2025

 prequel ALPHAX

\$425 USD/mo



Millions








10 Hours / Week +

Interview Required
10% of students are selected
Next Kickoff Date
JAN 13, 2025

WE INVITE YOU TO
DREAM
BIGGER

[APPLY NOW](#)

January

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  **KICK OFF** New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01	02	03	04
05	06 Guest Session	07	08 How to Build a Memorable Brand ALPHAX Brand Identity, Differentiation, Market Research	09	10	11 Power Hour
12	13 How to Launch Fast ALPHAX Launching Iteration	14 KICK OFF	15 Power Hour	16	17	18 Guest Session
19	20 MLK DAY	21	22 Power Hour	23	24	25 Building and Improving Your Content Strategy ALPHAX Audience Building
26	27 Guest Session	28	29 Develop Your Personal Monopoly ALPHAX Become an Expert Thought Leadership	30	31	Feb 01
02	03	04	05	06	07	08

February



Skills



Workshop



Guest Session



Power Hour



No Session



Demo Day










New Session Kick Off

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 Power Hour
02	03 KICK OFF Power Hour	04	05 Find and Secure Strategic Partners ALPHAX Networking Partnerships Outreach	06	07	08 Guest Session
09	10 Guest Session	11	12 Power Hour	13	14	15 Build Landing Pages That Convert ALPHAX Masterpiece Conversion Optimization Web Development
16	17 NO SESSION	18	19 Understanding Your Financials as a Founder ALPHAX Cash Flow Monetization Managing Profits and Losses	20	21	22 Power Hour
23	24 Power Hour	25	26 Hack the Algorithm and Go Viral ALPHAX Audience Building Virality Content Marketing	27	28	Mar 01
02	03	04	05	06	07	08










March

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	01 Guest Session
02	03 KICK OFF Guest Session	04	05 Power Hour	06	07	08 Pitch Your Masterpiece to Anyone ALPHAX Presentation Communication
09	10 Talking to Users and Customers ALPHAX Validation Gathering Feedback	11	12 Guest Session	13	14	15 Power Hour
16	17 NO SESSION	18	19 NO SESSION	20	21	22 NO SESSION
23	24 Power Hour	25	26 Create Marketing Assets that Convert ALPHAX Design	27	28	29 Guest Session
30	31 Guest Session	Apr 01	02	03	04	05








April

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	01	02 Power Hour	03	04	05 Managing Your Time as a Founder ALPHAX Prioritization Mindset
06	07 KICK OFF Stand Out in Crowded Markets ALPHAX Positioning Branding	08	09 Guest Session	10	11	12 Power Hour
13	14 Power Hour	15	16 Building an Owned Audience ALPHAX Social Media Marketing Audience Building	17	18	19 Guest Session
20	21 Guest Session	22	23 Power Hour	24	25	26 Mapping Your Customer Journey ALPHAX Customer Experience Conversion Rate Optimization
27	28 Sales Strategies ALPHAX Revenue Generation Outreach	29	30 Guest Session	May 01	02	03
04	05	06	07	08	09	10










May

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	01	02	03 Power Hour
04	05 Power Hour KICK OFF	06	07 Understanding Your Customers ALPHAX Become an Expert Consumer Research	08	09	10 Guest Session
11	12 Guest Session	13	14 Power Hour	15	16	17 Pitching to Investors & Decision Makers ALPHAX Influence Pitching Presentations
18	19 Turning Viewers into Followers ALPHAX Audience Building Community Engagement	20	21 Guest Session	22	23	24 Power Hour
25	26 NO SESSION	27	28 NO SESSION	29	30	31 Session Break
Jun 01	02	03	04	05	06	07










June

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
01	02  Guest Session	03	04 Power Hour	05	06	07 Cold Emails that Get Responses ALPHAX  Networking Communications
08	09 Building Effective Distribution Channels ALPHAX  Optimizing Sales Masterpiece	10	11 Guest Session	12	13	14 Power Hour
15	16 Power Hour	17	18 Build Products Users Love ALPHAX  Gathering Feedback	19	20	21 Guest Session
22	23 Guest Session	24	25 Power Hour	26	27	28 Launch Apps Without Coding ALPHAX  No Code Tools Leveraging AI
29	30 Content Systems to Save Time ALPHAX  Audience Building	Jul 01	02	03	04	05
06	07	08	09	10	11	12








July

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01	02 Power Hour	03	04	05 SESSION BREAK
06	07 Power Hour KICK OFF	08	09 Growth Hacking ALPHAX User Acquisition User Retention	10	11	12 Guest Session
13	14 Guest Session	15	16 Power Hour	17	18	19 Storytelling that Sells ALPHAX Pitching Storytelling
20	21 Writing Copy That Sells ALPHAX Copywriting Being Persuasive	22	23 Guest Session	24	25	26 Power Hour
27	28 Power Hour	29	30	31	Aug 01	02
03	04	05	06	07	08	09








August

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01	02 Guest Session
03	04 KICK OFF  Guest Session	05	06 Power Hour	07	08	09 Growth Hacking ALPHAX  User Acquisition User Retention
10	11 How to Scale your Masterpiece ALPHAX  Scaling User Acquisition	12	13 Guest Session	14	15	16 Power Hour
17	18 Power Hour	19	20 How to Scale your Masterpiece ALPHAX  Marketing Customer Research	21	22	23 Guest Session
24	25 Guest Session	26	27 Power Hour	28	29	30 Growth Strategies that actually Work ALPHAX  Growth Network Effects
31	Sep 01	02	03	04	05	06

September

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  New Session Kick Off

SUN	MON	TUE	WED	THU	FRI	SAT
31	01 NO SESSION	02	03 NO SESSION	04	05	06 SESSION BREAK
07	08 Power Hour KICK OFF	09	10 Developing Spiky POVs ALPHAX insights Differentiation	11	12	13 Guest Session
14	15 Guest Session	16	17 Power Hour	18	19	20 The Metrics you Need to Understand and Track ALPHAX Decision Frameworks
21	22 How to Stop the Scroll and Get Noticed ALPHAX Audience Building Social Media	23	24 Guest Session	25	26	27 Power Hour
28	29 Power Hour	30	Oct 01	02	03	04
05	06	07	08	09	10	11



October



Skills



Workshop



Guest Session



Power Hour



No Session



Demo Day



New Session Kick Off

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	01 How to Find the Right Mentors ALPHAX Networking Outreach	02	03	04 Guest Session
05	06 Guest Session KICK OFF	07	08 Power Hour	09	10	11 Getting Your First Customers/Users ALPHAX Validation User Acquisition
12	13 SESSION BREAK	14	15 How to Influence Decision-Makers ALPHAX Pitching Building Influence	16	17	18 Power Hour
19	20 Power Hour	21	22 How to Analyze Your Competitive Landscape ALPHAX Become an Expert Competitor Research	23	24	25 Guest Session
26	27 Guest Session	28	29 Power Hour	30	31	Nov 01
02	03	04	05	06	07	08



November



Skills



Workshop



Guest Session



Power Hour



No Session



Demo Day










New Session Kick Off


SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01 Financial Projections for your Masterpiece ALPHAX Financials Growth and Funding
02	03 KICK OFF How Fundraising Works ALPHAX Building Your Masterpiece Financial Models	04	05 Guest Session	06	07	08 Power Hour
09	10 Power Hour	11	12 Converting Social Media Followers to Customers ALPHAX User Acquisition User Retention	13	14	15 Guest Session
16	17 Guest Session	18	19 Power Hour	20	21	22 The Essentials of Great Design ALPHAX User Experience Design Fundamentals
23	24 SESSION BREAK	25	26 SESSION BREAK	27	28	29 SESSION BREAK
30	Dec 01	02	03	04	05	06



December

-  Skills
-  Workshop
-  Guest Session
-  Power Hour
-  No Session
-  Demo Day
-  **KICK OFF** New Session Kick Off



SUN	MON	TUE	WED	THU	FRI	SAT
30	01 How to Build and Launch Quickly ALPHAX  MVPs Iteration	02	03 Guest Session	04	05	06 Power Hour
07	08 Power Hour	09	10 Growing Your Following ALPHAX  Audience Building Viral Content Creation	11	12	13 Guest Session
14	15 Acquiring New Users/ Customers ALPHAX  User Acquisition User Retention Outreach	16	17 Guest Session	18	19	20 Power Hour
21	22 SESSION BREAK	23	24 SESSION BREAK	25	26	27 SESSION BREAK
28	29 SESSION BREAK	30	31 SESSION BREAK	Jan 01	02	03
04	05	06	07	08	09	10

APPENDIX

PROGRAM CALENDAR

Please Note: exact workshop session topics and weekly schedule may change subject to guest availability.

