

Beyond BETA Camp

Fall 2023



"Shoot for the moon. Even if you miss, you'll land among the stars"

-Norman Vincent Peale

AlphaX is an invite-only program for BETA Camp alumni who want to take their entrepreneurship journey to the next level.

AlphaX challenges students to build an independent project with an incredibly **ambitious goal** -- *as ambitious as being an Olympian*.

At AlphaX, you will work toward defining and building an individual **Masterpiece project**: a project that in *any* area that inspires and challenges you (e.g. launch a health app with 1M users; write a climate change newsletter with 1M subscribers; build a game with 1M downloads)

The program provides the structure, mentorship, network, and accountability to unleash your potential, accomplish truly remarkable goals, and set yourself apart.

Program at a glance:

- September 11, 2023 - May 31, 2024
- **Weekly skills-based workshops** on Monday evenings
- **Optional co-working/coaching sessions** on Tuesday & Wednesday evenings
- **Weekly Milestones & Project Submissions**
- Invite-only program for BETA Camp Alumni

Why build a Masterpiece?

Find your purpose & passion

There's no reason to 'wait to grow up' to dive into your interests, pursue what you actually love (not what you're told to do in school), and make a real-world impact.

Stand out in a sea of sameness

Ivy Leagues and top schools look for students with an extraordinary edge. In a sea of students participating in school clubs, be the one who scaled a business, coded an app, grew a non-profit, or built a massive following online.

Re-define what is possible

Ambitious goals have the power to inspire; motivate; and ignite creative solutions and unconventional approaches. When you aim to achieve the remarkable, you are far more likely to achieve more than if you set mediocre targets.

Get a 10 year head start on your career

Forget memorizing dates. AlphaX allows you to build the skills demanded by today's economy -- skills like creative problem solving, project management, networking, sales, design, and marketing. You get a head start on your future career not only by identifying your purpose and passion -- but by gaining skills required for any career.

Why ambitious goals?

Numerous studies have shown that ambitious goals produce better performance than average goals.

In a review of 110 studies from 1968-1980, [Locke et al. \(1981\)](#) reported that 90% of studies found specific hard goals produced better performance than medium goals, or easy "do your best" goals. There is a linear relationship between goal difficulty and performance, as long as the individual has the ability to reach the goal.

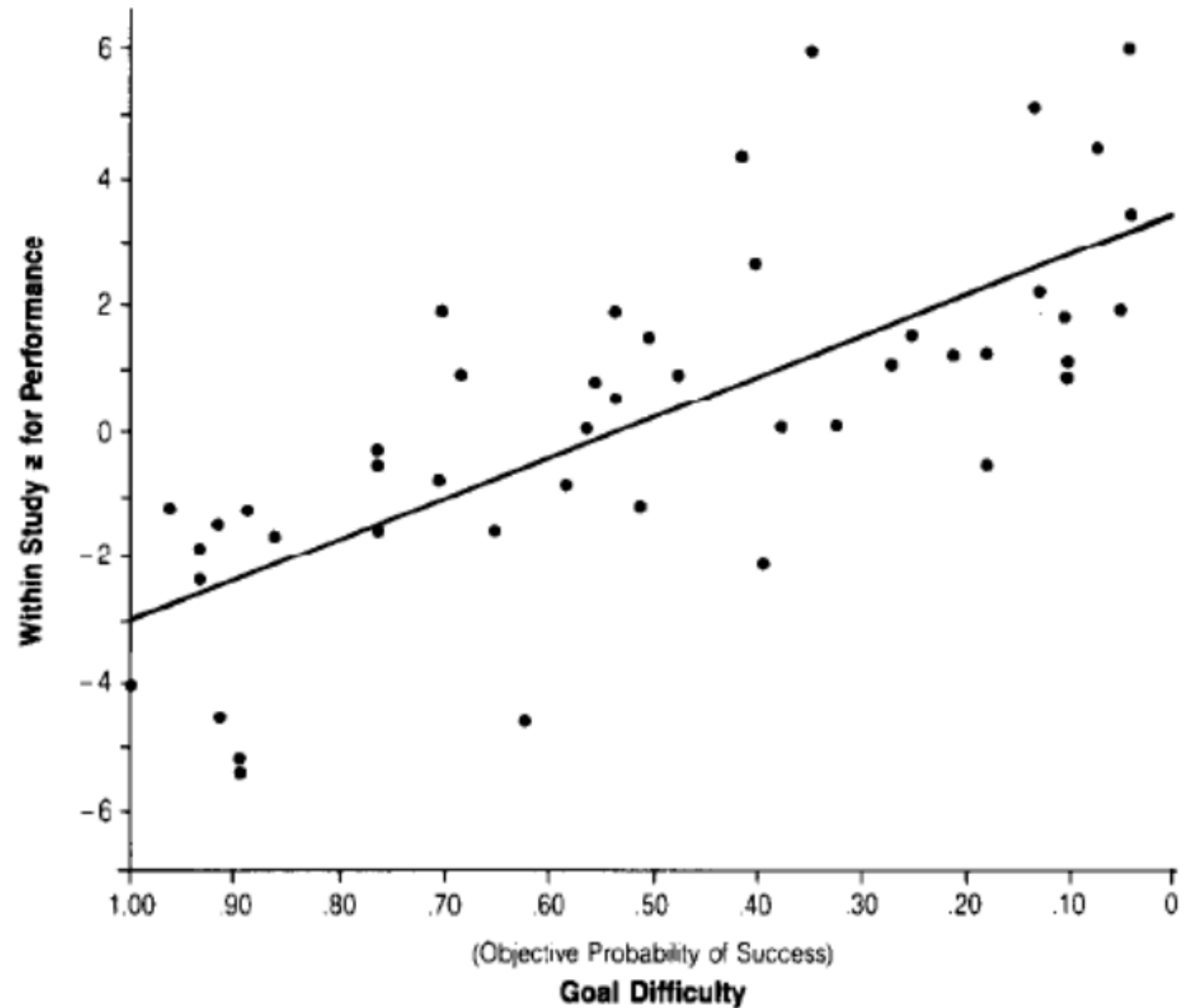


FIG. 1. The relation of goal difficulty to performance (based on Locke, 1968).

AlphaX Format

Learn

Skills based workshops + Student Portal.

Live interactive workshops are held on Mondays, 7-8:30 pm ET. Led by Program Directors and Masterpiece Advisors, these cover essential skills to equip you to build your Masterpiece.

Our **Student Portal** also hosts on-demand access to resources and guides.

Mentorship

Optional co-working and coaching sessions.

Optional co-working and coaching sessions are held on Tues & Wed evenings, between 7-9 pm ET.

Led by **Masterpiece Advisors** & Program Directors, these 1-hr drop-in sessions are designed to give you feedback, guidance and accountability.

Masterpiece Advisors are also available async over Slack.

Competition

Earn points to win up to \$400 per month to help you grow your masterpiece.

Monthly competitions help you stay motivated, accountable and on track to meet your goals.

Ways to earn points include: winning hackathons; submitting the best MVP update; and even helping other students.

Community

One-of-a-kind community.

Work alongside ambitious peers who challenge and inspire you.

Share ideas, discuss, get feedback and collaborate with other students to reach your goals. Note: the Masterpiece is an *independent project*, but you'll be working alongside your peers in the program.

BETA Camp

4 weeks
3 hour workshop M-F

1 hour / week
(Startup Advisor meeting)

Team Project

Student Portal of online videos

To get your first customer

Alpha X

1 year
1.5 hour workshop, weekly

2 hours / week
(Co-Working & Coaching Sessions)

Individual Project

Student Portal of guides and startup playbooks

Build an Olympic-level Masterpiece

Duration

Mentorship

Project

Resources

Main Goal

AlphaX Program Plan: Your Path to Success

Advance at your own pace through each stage by achieving clear milestones.



Stage 1



Exploration

Participate in **hackathons** and **rabbit-hole-athons** (*a research deep dive in a topic of interest*) to discover your passions and explore what your Masterpiece will be.

Outcome: Find your passion & develop an olympian mindset.



Stage 2



Experimentation

Become an expert in your topic and identify the unique **masterpiece project** you will do within your passion, and pitch it for approval.

Outcome: Create your olympian-level one-liner.



Stage 3



Acceleration

Bring your **masterpiece to life & share it with the world**. Learn how to grow your audience, distribute your work, build an MVP using no-code and AI tools, and acquire your first 100 customers/users.

Outcome: Build your masterpiece & achieve product-market fit with paying customers.



Stage 4



Execution

Participate in coaching, mentorship, and specialized workshops to **execute, scale and grow** your masterpiece.

Outcome: Meet your olympic-level goal.

A Month at AlphaX

Exploration Phase

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Workshop 7-8:30 pm ET	Optional Coaching & Co-working 7 - 8 pm ET	Optional Coaching & Co-working 8 - 9 pm ET		Weekly Reflection
Workshop 7-8:30 pm ET	Optional Coaching & Co-working 7 - 8 pm ET	Optional Coaching & Co-working 8 - 9 pm ET	Submit Pitch	
Workshop 7-8:30 pm ET	Optional Coaching & Co-working 7 - 8 pm ET	Optional Coaching & Co-working 8 - 9 pm ET		
Workshop 7-8:30 pm ET	Optional Coaching & Co-working 7 - 8 pm ET	Optional Coaching & Co-working 8 - 9 pm ET	Submit Presentation	

SAMPLE WORKSHOPS:

Future of X & Moonshot ideas

Explore future industries & innovative moonshot ideas to spark ideas for your masterpiece.

Competitive Advantage

How to differentiate your masterpiece in a competitive & saturated market.

Finding Your Personal Vision & Mission

Gain clarity on your goals and align them with a meaningful vision and mission for your life.

Finding Your Personal Strengths

Identify your personal strengths and learn how to leverage them for your masterpiece.

AlphaX Student Story - Rhett

Raised \$350k and started construction on his own bike park business

In 1 Year of AlphaX, Rhett...

- **Raised \$350,000** from investors
- **Secured a \$3 Million lease** partnership to build a community bike park in Austin TX
- Secured \$40,000 in government grants
- **Started construction** on his bike park -- set to open November 2023 & now selling passes!



Meet the 17 Year Old Building Texas' Best Mountain Bike Park

AlphaX Student Story - Grace

Aims to flatten the cancer curve by 2040.

In 1 Year of AlphaX, Grace...

- Researched the connection between food, epigenetics, and cancer
- Started sharing her knowledge with teens around the world via Twitter & her blog, <https://travelingen.es.com/blog>
- Built a following of 3.5 k followers
- Was re-tweeted by Andrew Huberman (Stanford researcher and podcaster with 1M Followers) & appeared on several podcasts
- Landed an internship via her Twitter following



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   @travelingen.es · Feb 2

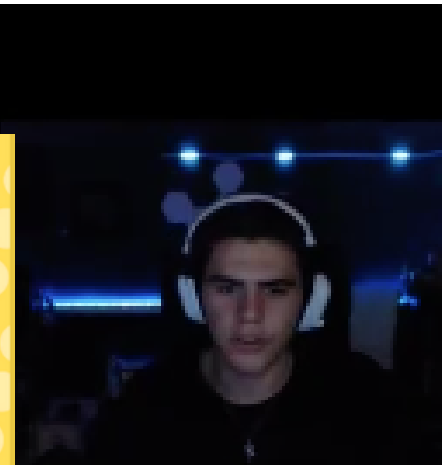
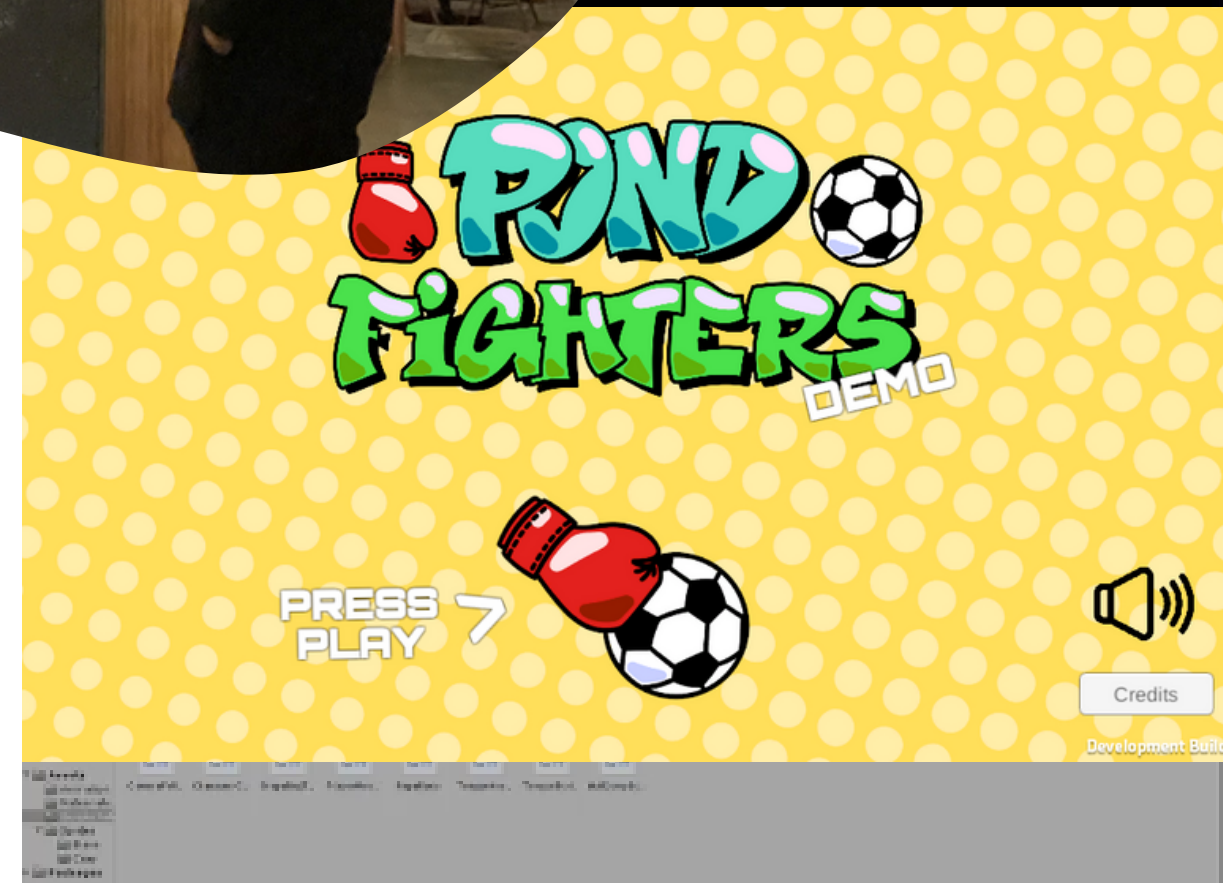
Who funds America's health organizations?

AlphaX Student Story - Parker

Put his dream of launching a game studio into action

In 1 Year of AlphaX, Parker...

- **Programmed & launched** his first game publicly on Itch.io for the world to play
- Networked with and learned from top Indie Game Developers through building his online presence
- Founded his own Indie game studio with a game artist & musician

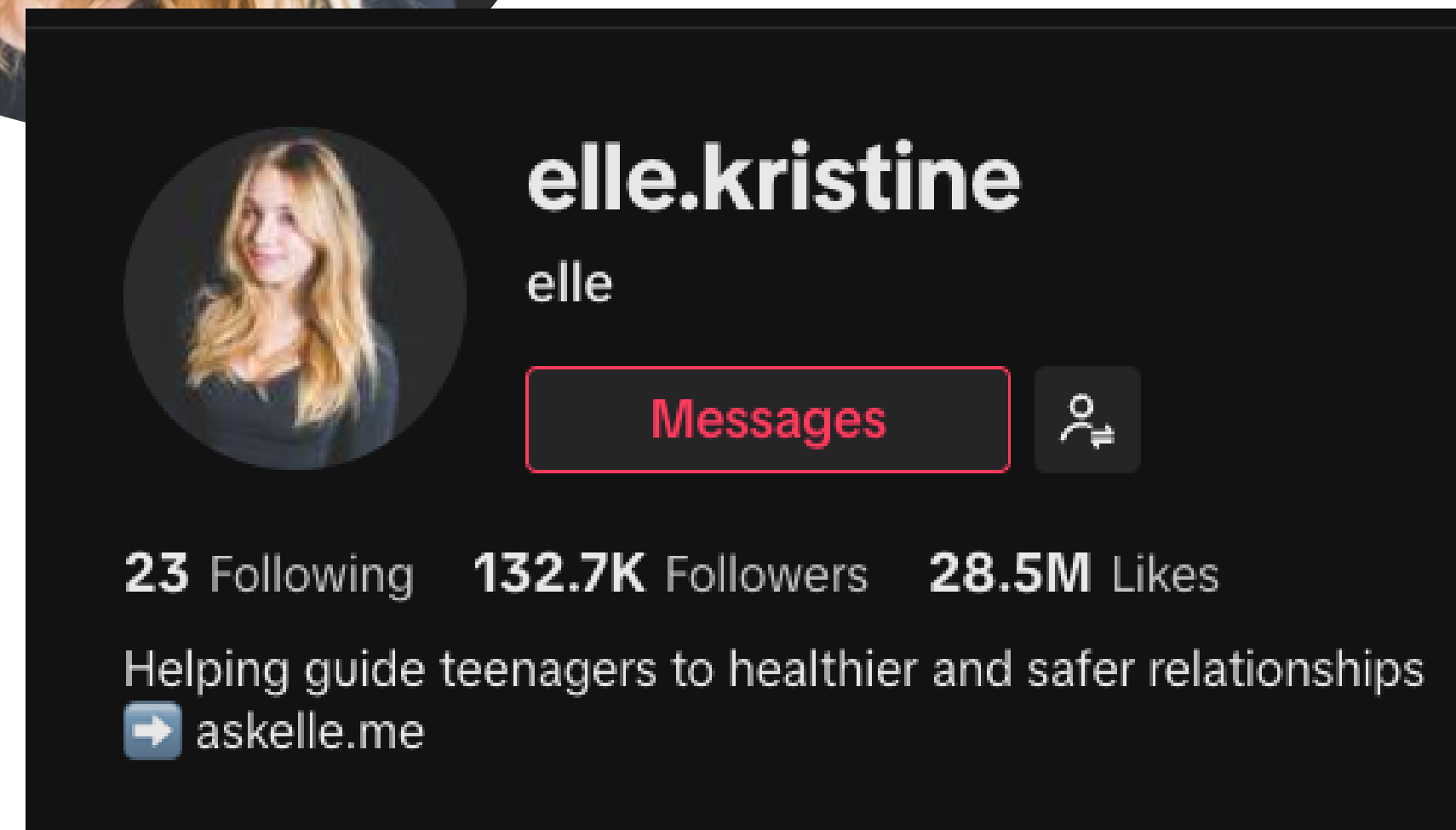


AlphaX Student Story - Elle

Built an audience of 132K followers to scale the launch of a teen-safe dating app

In 1 Year of AlphaX, Elle...

- Grew her teen dating advice TikTok account to **132K followers**
- **Built an AI bot** of her dating advice that has received **12,000+ messages**
- She is currently building her teen-safe dating app to launch next year



Why AlphaX?

- **Push your boundaries:** actively work towards what most people only dream about.
- **Explore your own path:** develop your passion & purpose; build what you love.
- **Support to succeed:** get the mentorship, support and accountability to accomplish a remarkable goal.
- **Stand out:** set yourself up to get into a top college with impressive accomplishments.
- **Best of the best:** work alongside ambitious, creative and innovative peers.

\$425 USD/month

Cancel anytime.

Includes:

- **1.5 hrs of weekly** live, interactive workshops
- **2 hrs / week** mentorship and coaching calls with Masterpiece Advisors to give you guidance and help you stay on track
- Private Slack community for **1:1 async support**
- **On-demand** student portal with playbooks & resources to help you build your masterpiece

\$106/week

Questions?

What is the time commitment?

~ **10 hours per week.**

This consists of 1.5 hours in interactive workshops with our mentors and instructors on Mondays.

Beyond time in the workshops, students are expected to spend ~8 hours per week working on their masterpieces. This includes time to attend the guided co-working sessions and time to meet with Masterpiece Advisors.

Reaching Olympic-level goals requires significant time, effort, and dedication. The more time a student puts in, the faster they will be able to reach their goals. **Top students often put in 15+ hours a week.**

We take breaks during Thanksgiving & Winter Holidays.

How many students are in the program?

We do not have a specific enrollment cap. We expect to have about **50 - 75 students** in AlphaX this fall. All students receive 1:1 mentorship and we ensure all students receive personalized attention.

During workshops, students often meet and work in smaller discussion groups.

Has this been run before?

Yes! AlphaX currently runs with a group of 30 students at a private school called Alpha High School.

Are there limits on what my masterpiece is?

Students' masterpieces are chosen based on their interests and passions, and can be anything. From **songwriting, to newsletter writing, to filmmaking, to starting a business**, and more, students get to work on what they care most about. The only requirement is that your Masterpiece must be incredibly ambitious - as ambitious as becoming an olympian.

What's the cancellation policy?

We want you to love AlphaX. Payment is a monthly subscription and you can cancel anytime prior to the next month's payment.

Is it fully online?

Yes, all of AlphaX is taught through online interactive workshops and activities.

Do I need to have an idea for a masterpiece?

No, in fact, all of stage 1 is about exploring your interests and passions. In stage 2, you'll choose your Masterpiece topic.

You control your journey in AlphaX and decide on your masterpiece topic when you are ready, with support from our team to get you there.

Other Questions? Reach out!

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**We invite you to
DREAM BIGGER**



katarina@beta.camp