

# BUILDAPROJECT THATGETS YOU INTO YOUR DREAM SCHOOL

Fall 2025

joinprequel.com



Prequel brings together ambitious high school students and trains them to build world-class projects that stand out to admissions officers at competitive colleges.

Prequel is a 12-month program for students in grades 9-11.

Students launch real-world projects with paying customers, build an audience to expand their influence, learn from top industry experts, and join a global network of ambitious peers. Throughout the program, we coach students to develop projects that admissions officers from top schools can't ignore.



## WHAT DOES IT REALLY TAKE TO STAND OUT?

Every year, admissions officers read through hundreds of thousands of applicants who look the same on paper:

- 35,000 seniors graduate as valedictorians
- 1.1 million seniors volunteer every year
- 200,000+ students participate in FBLA
- 1.8 million seniors play on a school or community sports teams

### Being well rounded ≠ standing out.

Top colleges want a well-rounded class of exceptional students, not well-rounded individuals.

These numbers are illustrative and calculated based on publicly available data.

## AMASTERPIECE PROJECTIS NOW A MUST-HAVE FOR TOP UNIVERSITIES

### The average lvy League applicant has:

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

Yet, only 4% of these applicants get accepted.

For students with strong academic credentials, a standout Masterpiece Project can significantly improve Ivy League admission chances—up to 75% based on past student outcomes.

## 80% PREQUELALUMNI ATTENDT20 SCHOOLS

in the U.S. and T10 schools in the U.K. and Canada.































## PREQUEL ATAGLANCE

### Program Dates and Session Times

### **Fall Cohort**

12 Month Program kicking off on **Saturday, September 20, 2025**Mandatory Weekly Sessions on **Saturdays, 12:00 – 1:30 pm ET**Optional Session (rotates between Guest Speaker, Masterpiece Work Session, and Cohort Social) on **Wednesdays, 8 – 9 pm ET** 

### What You Get

### **Live Sessions**

Every week, you'll participate in live sessions designed to help you build your project faster than you ever imagined.

### **College Support**

Meet with your College Advisor and get a tailored plan to centre your college application around your Masterpiece.

### **Coaching and Advisors**

Monthly coaching calls with your Prequel guide and coaching calls with your expert Expert Advisors to get personalized and expert support to build your Masterpiece.

### CORE SKILLS

Prequel students learn the skills they need to build their projects now—and the skills they need to thrive in the future. Careers, industries, and the world itself are evolving, but new opportunities to create will be limitless.

## Business & Entrepreneurship

Learn how to create value, solve real problems, and build ventures that matter.

You will learn how to:

- Build and launch a product people will pay for
- Sell, market, and acquire your first customers
- Pitch and present your ideas persuasively
- Manage finances to ensure long-term success

## Audience & Distribution

The best product doesn't win—the best distribution does.

You will learn how to:

- Share your ideas publicly to attract customers and mentors
- Build a loyal audience that fuels opportunities
- Position yourself as a thought leader to stand out
- Leverage distribution strategies to maximize impact

### Al-First Approach

Al is replacing entire teams. The future belongs to those who can leverage Al—not just as a tool, but as a force multiplier.

You will learn how to:

- Use AI as a force multiplier to accelerate your work
- Create new knowledge beyond what Al already knows
- Think independently and adapt in a fast-changing world
- Stand out in an Al-driven future without needing to code

### PREQUEL FOUNDATIONS MONTHS 1-3

### COMPETENCE LEADS TO CONFIDENCE

During the first three months of Prequel, you'll develop foundational skills and mindsets that will give you the ability and confidence to create a world-class project.

The detailed curriculum is available in the appendix.

### **Meet our College Advisor**

Meet with your college advisor and get a customized roadmap to get into your dream school, including how to make your Masterpiece central to your college application.

### **Pick Your Project**

Through hands-on workshops, you'll explore what truly excites you, develop a mindset built for big achievements, and dive deep into research. By the end, you'll have a clear focus and a bold, one-of-a-kind project that sets you apart.

### **Build your MVP**

You'll build and launch your first MVP and get your first customers who will help you understand the market demand for your project.

### Validate Your Idea

With feedback from your early customers, you will validate and refine your idea, pivoting when necessary.

### **Get your First Wins**

Secure your first 1,000 customers or users. You'll start building an online presence, land interviews with experts, and learn how to contact anyone online.

### PREQUELSCALE MONTHS 4-12 AND BEYOND

## SCALE YOUR PROJECT

After completing your Foundations phase, you'll set quarterly goals to grow your Masterpiece Project and stay accountable.

- Weekly sessions focus on Audience Building, Business & Entrepreneurship, and Al-First Learning.
- Book coaching calls with your advisors whenever you need them.

The detailed curriculum is available in the appendix.

### **Build a Fully Monetized Masterpiece**

Refine, scale, and monetize your project—achieve \$10,000 in revenue, users, funding, or an equivalent milestone based on your project's goals.

#### **Grow Your Audience And Influence**

Establish authority in your field and attract meaningful opportunities. Gain 10,000 engaged followers and recruit at least three expert advisors to your project's board.

### **Develop Deep Expertise and Unique Insights**

Become a world-class expert in your field—developing insights that AI cannot replicate.

### Master the Skills to Build & Scale Any Future Projects

Develop the mindsets and repeatable skills to ideate, build, distribute, and scale projects independently. Learn to create opportunities, build products, and solve problems.

### **Beyond Your First Year**

Students aiming for a 75% chance of T20 admission stay in Prequel to continue scaling their world-class project—growing it to millions in revenue, users, and audience.

## EXPERT COACHING



Product



**AUSTIN** 

College Advisor



**DONNIE** 

Automation and Operations



**ESSAM** 

Sales
Program Director



IVY

Serial Founder and CEO



JP

**Content Creation** 



KATARINA

**Program Director** 



MARIA

Innovation and Technology
Prequel Guide



RUBAINA

E-Commerce and Retail



SHREEYA

**Alumni Advisor** 



ZAKI

**Social Media** 

# BUILT-IN COLLEGE ADVISORY

- Custom Planning on Academics,
   Extracurriculars and Test Scores
- Monthly College Admissions
   Masterminds
- 1-1 Coaching to position your project for your Dream School





### **Critical Advice from Orientation Meeting**

### 3. Reevaluate your extracurricular involvement & focus on key activities

- a. DECA is an activity I think you can safely let go of. Working through AlphaX on your Masterpiece will do so much to demonstrate many of the skills DECA tests for with the added benefit that they're in the real world and have tangible impact.
- b. A project is often the centerstone of successful applicants to Ivy League schools, so focusing on your Masterpiece will significantly help improve your applications. But you have to put in the work!
- c. I think it's safe to continue with Astronomy Club and HOSA, though don't let them supersede classwork, test prep, or your Masterpiece; these three things will be far more impactful for your profile, so you should prioritize them to the best of your ability.

### 4. Take the SAT or ACT! (ideally in August to start)

- a. While it's the summer, you'll want to start prepping now.
- b. The ideal goal is a 1500+/34+ on the SAT/ACT respectively, so if you score in this range you don't need to worry about SATs going forward.
- c. If you score a 1400–1490/31–33, you'll be in a strong position but definitely not quite competitive for top20 schools, so you'll likely need to take the test once more and work towards a 1500+
- d. Anything less than 1400/30 means you'll probably need to do some significant studying to position you competitively for these top schools and will need to make a robust study plan to achieve this.
- e. There's more information about testing on your roadmap!



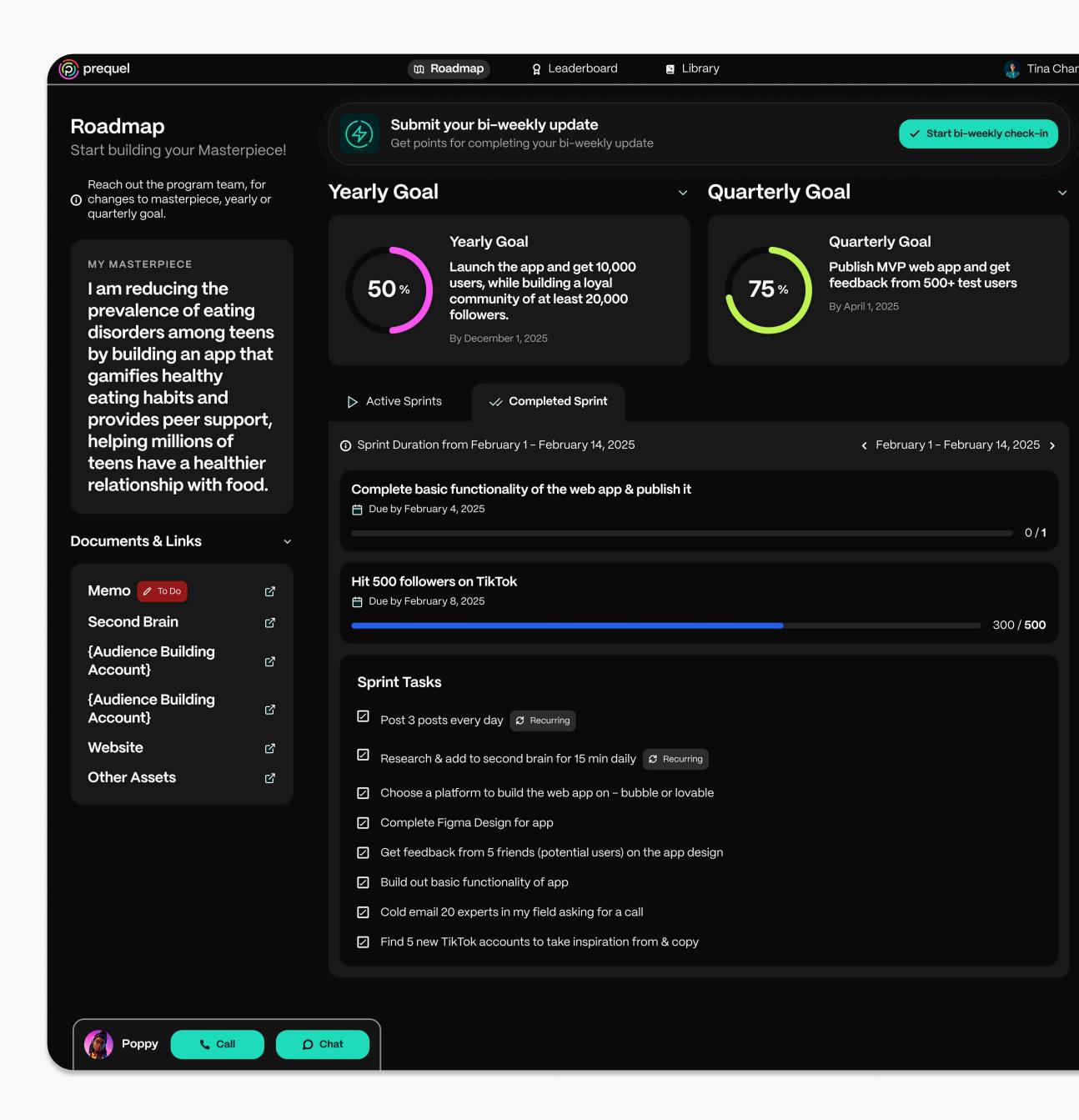
### **YOUR**

## PERSONALIZED ROADMAP

You will receive a step-by-step plan to scale your project to 10,000 users, revenue, funds raised – depending on your project type.

Your plan will be broken down into annual, quarterly and weekly goals to keep you on track and accountable.

All progress you make is recorded in biweekly updates, which are graded for points towards our quarterly competition.

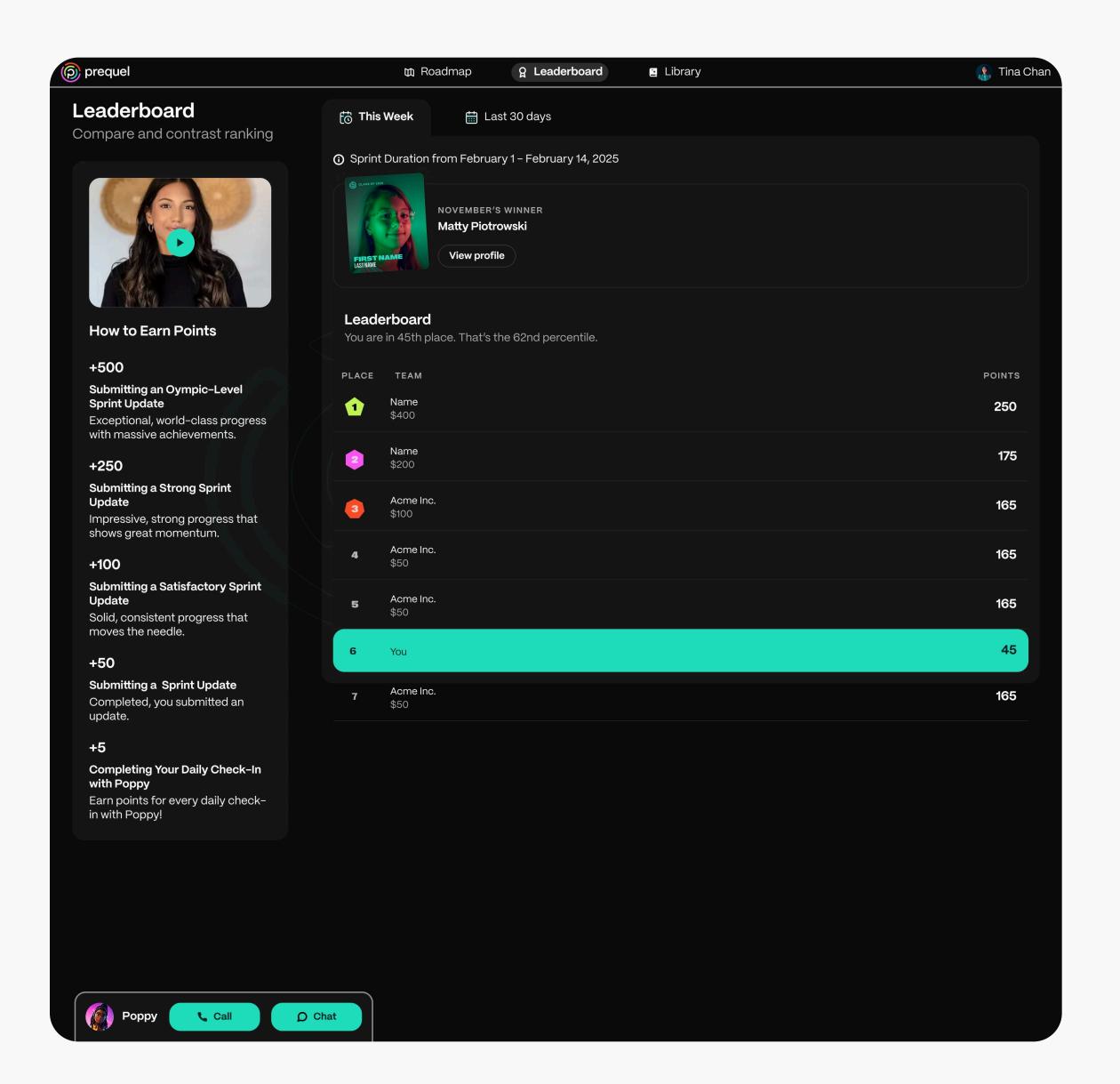


## COMMUNITY AND COMPETITION

Prequel's community is supportive and competitive. Students connect with each other during live sessions, on Slack, and in our community clubs and power hours.

Every two weeks, students earn points by submitting updates about their projects:

- Places 1 5 win \$400 each
- Places 6 10 win \$200 each
- Places 11 20 win \$50 each



# ACCESS ALL THE TOOLS YOUNEED TO SCALE

Prequel provides you with access to subscriptions and courses to help you scale and grow your masterpiece.





bubble









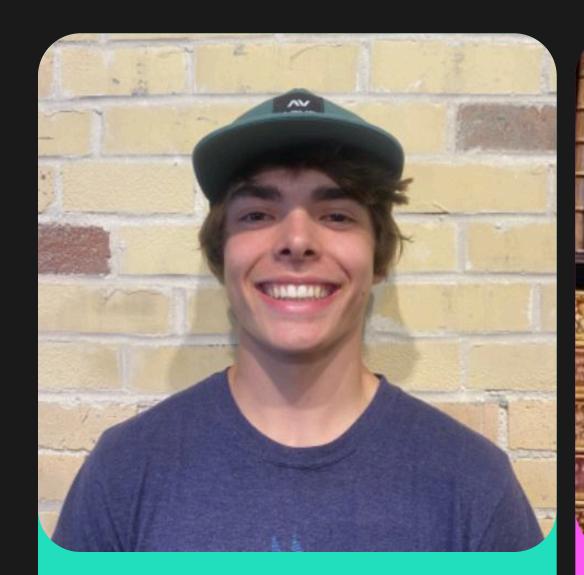






## WORLD CLASS STUDENTS

Join a community of ambitious students who push boundaries, challenge each other, and raise the bar.



### Rhett

Raised \$350K from investors and launched a successful bike park business.



### Nila

Presented groundbreaking research to world leaders at the United Nations in Geneva.



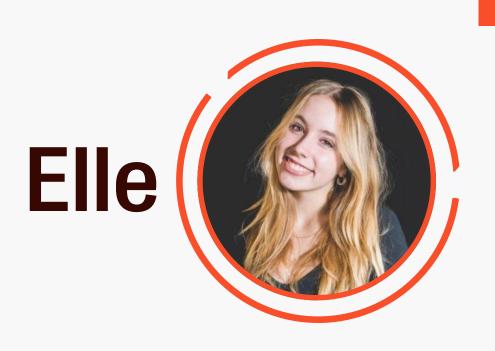
### Rishi

Secured \$1.6M in venture capital funding to scale his startup.



### Madi

Published research in a top-tier academic journal and got accepted to Stanford.



#### **MONTH 1**

Started exploring her interests.

Launched her first business and earned \$200.

#### **MONTH 2**

Researched teen dating, current challenges, and solutions, becoming an expert in the space.

#### MONTH 3

Defined her project: building a safe digital space for teens to date.

#### **MONTH 4**

Began actively posting on Twitter.
Created a 'demo' version of her app.

### PREQUEL FOUNDATIONS MONTHS 6-12

#### **MONTH 5**

Distributed a demo version of her app to 102 people for feedback and insights.

#### **MONTH 6**

Shifted from Twitter to TikTok and gained 6,000 followers.

### **MONTH 7**

Turned her content into an AI chatbot and website using no-code tools.

#### MONTH 8

Reached 100,000 followers on TikTok. Launched her AI chatbot to her audience, generating 10,000 messages on her website.

#### **MONTH9**

Started building a mobile app, AskL.

### YEAR 2

### **MONTH 10**

Reached 15,000 followers on Instagram and 190,000 followers on TikTok.

AskL V1 launched on the App Store.

### **MONTH 11**

Reached 195,000 followers on TikTok.
AskL hit 1,000 downloads.

### **MONTH 12**

Reached 200,000 followers on TikTok.
Launched V2 of her app on the App Store.

### **BEYOND**

App reached 35,000 downloads on the App Store.

Featured on The Today Show and The Boston Globe.

## A WEEK AT PREQUEL

**Weekly Sessions** 

**Advisor Meetings** 

Independent

**Optional Session** 

### **SAMPLE WEEK: FOCUS ON AI**

SAMPLE WEER: FUCUS UN AI							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12 PM ET						The Future of Al Learn which Al platforms are changing the game and leverage them for research.	Independent Work Work on your Masterpiece on your own time.
3 PM ET						TOT TOSCATOTI.	
8 PM ET	Independent Work Work on your Masterpiece on your own time.	Prequel Advisor Meetings Meeting time available for students who need assistance.	Guest Speaker on Al Hear from an expert who leverages Al to create world-class insights.	Independent Work Work on your Masterpiece on your own time.			

## 2025 TUITION

### WHY PREQUEL?

- Build a passion-aligned project and stand out to your dream school
- Expert coaching from Ex-FAANG and Ivy League-educated mentors
- Dedicated college advisor to shape your project for college admissions
- Weekly sessions on AI, Business and Entrepreneurship and Audience Building
- Join a lifelong community of ambitious peers



"I went in with the mindset of just learning to create a company, but along the way, I learned lessons that go far beyond my startup. It is not a fluff program where you pay for a lecture; it is a program where you get some of the best hands-on, real-world experiences."

### Shrihan

Prequel alum, 2022

### Pay in Full

## \$6,000 usp

### **Save \$500**

- Covers 12 months of Prequel sessions and coaching.
- Includes 3-month intensive Prequel Foundations.

### Pay in Installments

## \$6,500 usp

- Initial \$3,500 payment covers your deposit and Prequel Foundations (Months 1–3).
- Followed by quarterly installments of \$1,000 for Prequel Scale (Months 4–12).



### IS IT FULLY ONLINE?

Yes. Prequel is taught entirely through online interactive workshops and activities.

### DO I NEED TO HAVE AN IDEA FOR A MASTERPIECE?

No! The first three months of the program (Foundations) focus on exploring your interests and passions before choosing a Masterpiece project. Our coaches and advisors will guide you through this process.

### WHAT IS THE TIME COMMITMENT DURING THE WEEK?

On average, students spend approximately 10 hours per week on Prequel during the school year, including:

- 1.5-hour mandatory session
- Optional workshops & coaching sessions

Achieving world-class goals requires time, effort, and dedication—the more you invest in your project, the faster you'll reach your goals.

Breaks are taken during Thanksgiving, winter holidays, and other national holidays.

### HOW LONG HAS PREQUEL BEEN RUNNING?

Prequel launched in 2020 and has served over 1,000 alumni.

### HOW MANY STUDENTS ARE IN THE PROGRAM?

There are 100+ students in Prequel's program. We hire staff based on cohort size and scale our team as we grow to ensure every student receives the support they need.

In addition to full-time program staff, we have part-time subject matter experts who mentor students on their projects.

### WHAT'S THE CANCELLATION POLICY?

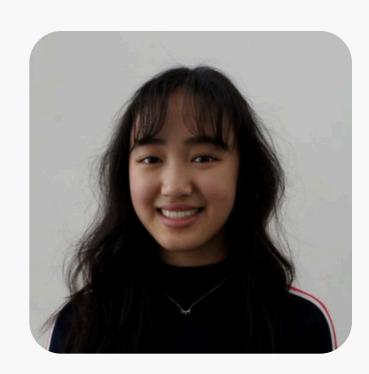
For Students Paying in Installments:

- Refunds are not available for the Foundations component (Months 1-3).
- After the first three months, if you decide Prequel isn't the right fit, you
  may withdraw and receive a refund on your remaining tuition balance,
  minus a 10% administration fee.

For Students Paying in Full:

- Refunds are not available for the Foundations component or the deposit (\$3,500).
- You may receive a refund on the remaining tuition balance, minus a 10% administration fee, based on the total tuition price (\$6,500).

### WHAT OUR STUDENTS SAY:



"I feel like the hands-on aspect that Prequel provides is unmatched. I think that as students we have the perfect balance of pressure and freedom. It's exciting and challenging at the same time because we're constructing an entire business out of a small idea in just six weeks, and what we end up with is ultimately up to us. I've been encouraged, challenged, and pushed to step outside of my comfort zone at Prequel."

Ming, Prequel alumni



"As a student already so involved in my community, I did not think that I would have much to take away from Prequel's exposure to incredible speakers in lead positions of the world's greatest companies. But I was proven wrong. Hearing from and developing connections with them opened up a world of possibilities for me, painting a clearer picture of future roles I can now work towards and look forward to, as well as empowering me to strive to achieve more.

Sarah, Prequel alumni



"Prequel taught me that my achievements aren't what define me; my experiences do—everyone goes through rejection, but how we come out of those rejections is what makes us as humans. Building our startup was filled with hardships, but going through the motions is exactly how we were able to come out with an amazing end product."

Rishi, Prequel alumni



"Before I joined Prequel, I never knew that you could have such an impact and great impression through a screen. Even if we are not present in-person in front of your instructors, their words have left such a substantial mark in my life. This camp has tested my perseverance, my leadership and my ability to think of the unthinkable.

Amelia, Prequel alumni



## WEINVITE YOUTO DREAM BIGGER

hello@joinprequel.com

© @joinprequel

## APPENDIX1 STUDENT STORIES





### Built a top-ranked Substack newsletter that is transforming the way millions of moms think about education. Kate

### $\square$ In one year at Prequel:

- Wrote 100+ newsletters for an audience of 11,000, earning \$3,000+ per month.
- Grew a Twitter following to 32,000.
- Used her audience to connect with industry leaders, including:
  - Sam Altman (CEO of OpenAI & ChatGPT)
  - David Perell (Founder of Write of Passage, 450K+ followers)
- Accepted Early Action at Stanford.



Austin Scholar 📀 🛐 @Austin Scholar · 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





### Launched a worldclass mountain bike park

### $\square$ In one year at Prequel:

Rhett

- Built mountain bike parks in Austin and for SpaceX.
- Raised \$350K from investors and secured a \$3 million land lease.
- Earned \$20,000 in his opening weekend and **\$100K+ in revenue** in the first three months of business.

TRAVEL & OUTDOORS

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

the serpentine trails and daring jumps of his dreams.

By Aaron Chamberlain November 22, 2023 1







## Flattening the cancer curve by 2040.

### Grace

### $\square$ In one year at Prequel:

- Wrote, filmed, and produced a full-length documentary, Cancer: A Food-Borne Illness, which has over 5 million views.
- Testified at a **Senate Roundtable** on Health and Nutrition and the Arizona House on sugar consumption in children.
- Built a 60,000-follower audience on Twitter, leading to an internship with a Stanford and Harvard-educated founder.



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!





## Built a safe teen dating app with 200K followers. Elle

### ☐ In 1.5 years at Prequel:

- Grew her audience to **200,000+ followers** across platforms to promote her app.
- Launched **AskL**, an Al-driven dating advice app, now with **35,000 users**.
- Meeting with **VCs and investors** to build a team and scale AskL.



### AskElle Al 17+

Your Personal Al 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



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

### $\square$ In 6 months at Prequel:

- Helped 10+ international artists go viral, generating 50+ million views and 3.6+ million likes across platforms.
- Landed **two paid** internships in the music industry.
- Co-founded a music marketing agency with artist contracts ranging from \$10K-\$100K.

### **HUM Marketing**

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

Marketing Services · 33 followers · 2-10 employees

2

Simran & 19 other connections follow this page

▼ Message

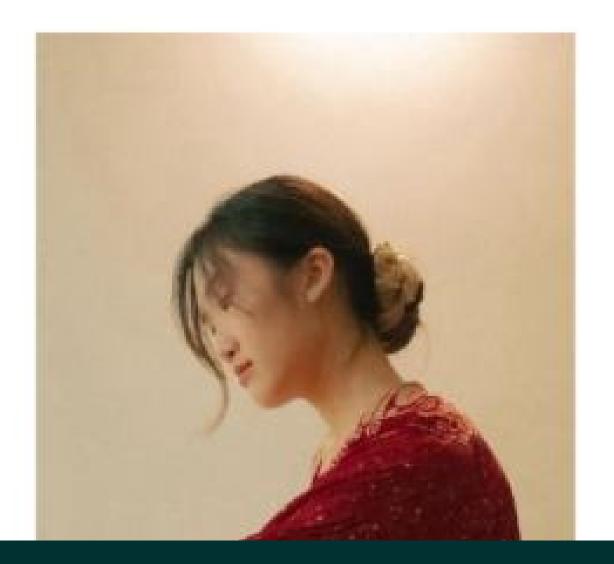
√ Following

(···)



+ Follow ···

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

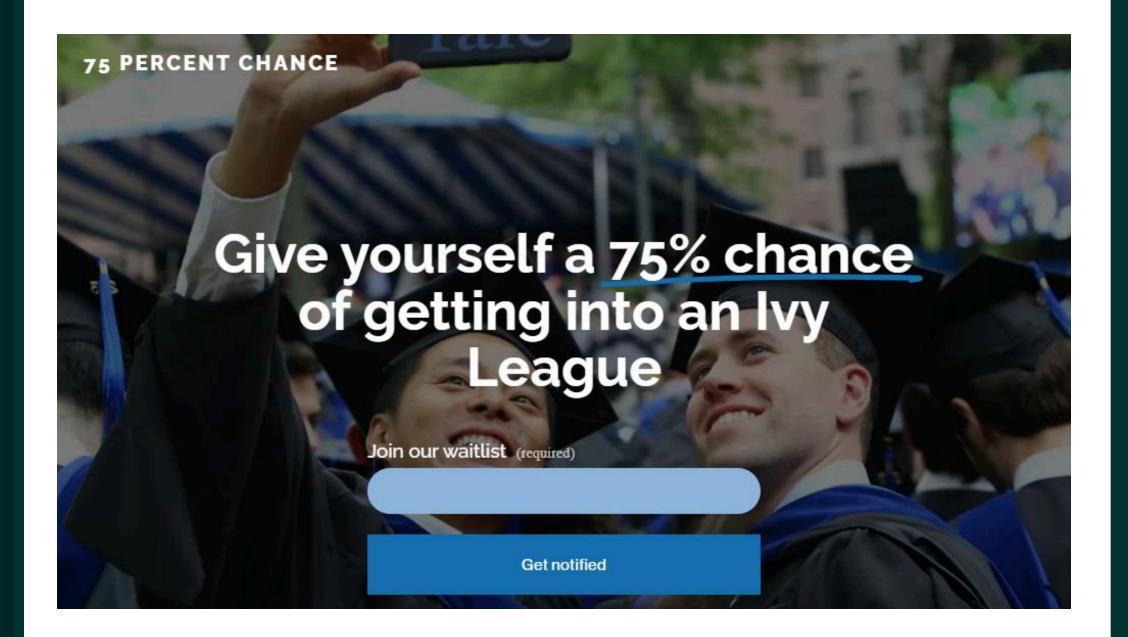




# Empowering millions of students to get into their dream university. Joshua

### $\square$ In 1 year at Prequel:

- Built a **1,000-person waitlist** for his upcoming course launch.
- Grew from **0 to 15,000** followers on Instagram in just **three months**.
- Met with **Forbes 30 Under 30** honorees and top university professors.
- Wrote and published a book on the subject.



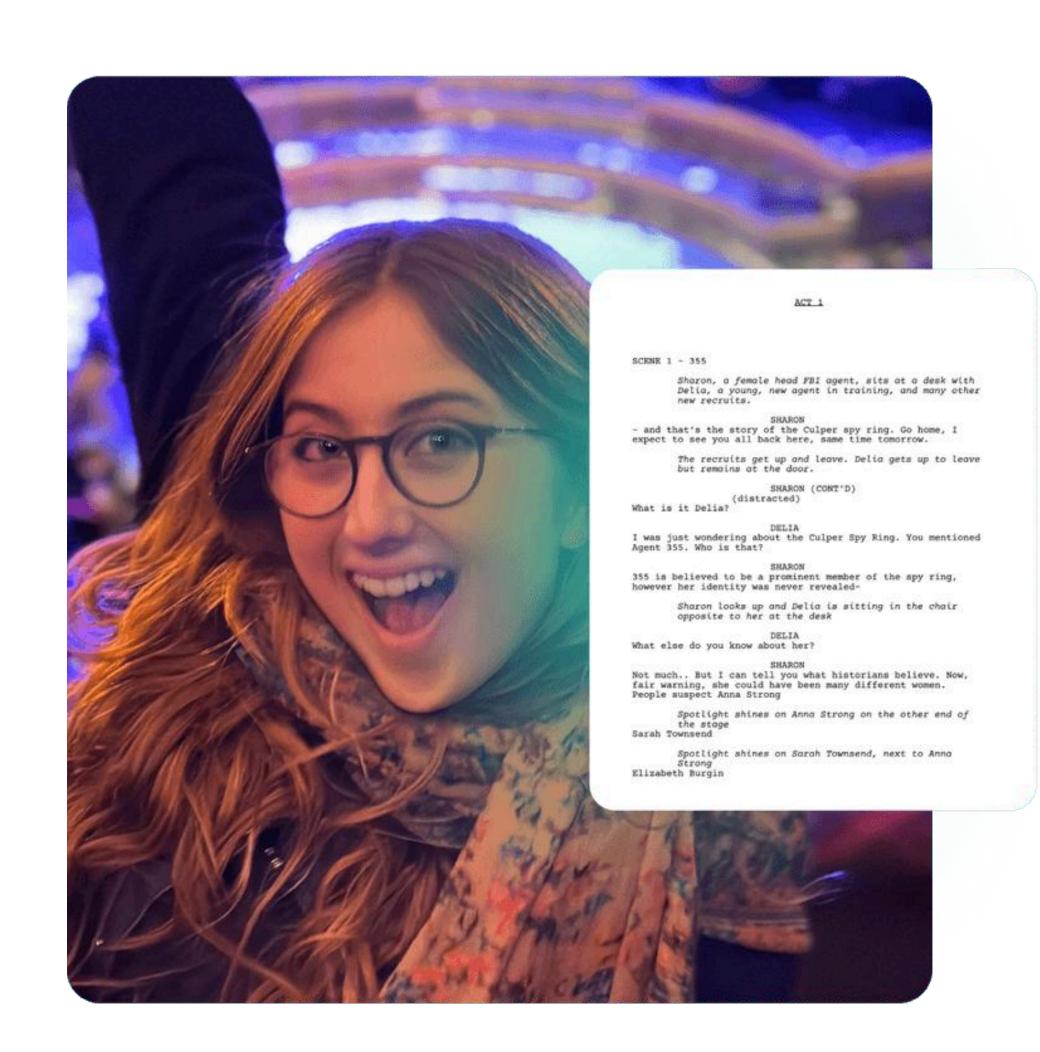


## Creating the first teen-produced Broadway musical.

### ☐ In 1.5 Years at Prequel:

Maddie

- Wrote "355 The Musical," a full-length Broadwaystyle musical.
- Hired and built a team of renowned teen singers and songwriters.
- Premiered her sold-out musical at 54 Below, an iconic NYC venue known as "Broadway's Living Room."
- Grew her audience to 70,000 followers across TikTok and Instagram.





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

Peyton

### $\square$ In 1 year at Prequel:

- Built a **15,000-follower** audience on TikTok.
- Launched an AI chatbot that breaks down moral lessons in popular TV shows for kids and parents.
- Accepted to Vanderbilt University.





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.

## APPENDIX 2 CURRICULUM



After completing Prequel Foundations, you'll transition into Prequel Scale for the remainder of the year.

### Every three months, you'll:

- Assess progress to track growth and milestones.
- Set ambitious goals to push your project forward.
- Refine your Masterpiece through advanced lessons in business, audience building, and Al-driven strategy.

### DETAILED CURRICULUM



### Orientation

Learn How AlphaX Works & Align Your Masterpiece with College Admissions

- Understand the AlphaX framework and how to leverage it for admissions.
- Complete your strategy plan and passion discovery exercises.

**PREQUEL** 



### **Build Something that Matters**

Analyze successful case studies to learn key concepts like:

- Hypothesis testing
- User/market research
- Business models & customer personas

Conduct user research to validate your idea.

**BUSINESS**& ENTREPRENEURSHIP



### Your Voice, Not Al's

- Learn how to think differently and develop original insights in a world driven by AI-generated content.
- Craft a unique perspective on your topic.
- Draft your Masterpiece
   One-Liner to clearly
   define your project.

**AI-FIRST THINKING** 



### **Build Fast, Build Smart**

- Learn to rapidly build and launch a project using AI tools.
- Develop a landing page, web app, or automation tool using AI.
- Finalize your
   Masterpiece One-Liner
   and Investment Memo.

**AI-FIRST THINKING** 

## DETAILED CURRICULUM



### Your First 1,000 Followers

- Learn audience-building fundamentals
- Define your content pillars
- Set up your social media accounts
- Develop a content plan and create five posts

**AUDIENCE BUILDING** 



### The Viral Blueprint

- Learn how to create viral, high-engagement content aligned with your project.
- Study viral case studies to understand what works.
- Craft compelling hooks and practice engagement strategies to boost reach.

**AUDIENCE BUILDING** 



### **MVP** Mastery

- Turn your ideas into products quickly using Al.
- Learn what makes a great Minimum Viable Product (MVP).
- Define your MVP strategy for efficient execution.
- Build and launch your first version using AI and nocode tools.

**AI-FIRST THINKING** 



### First 10: The Sales Sprint

- Learn to sell, generate demand, and attract customers.
- Develop a launch plan and implement outreach strategies.
- Experiment with sales tactics and secure your first 10 users.

BUSINESS AND ENTREPRENEURSHIP

## DETAILED CURRICULUM



### **Making Money Moves**

- Create a sustainable business, non-profit, or media project.
- Map out financials, pricing, and sustainability in your Masterpiece Memo.

BUSINESS & ENTREPRENEURSHIP



### **Connect & Conquer**

- Find and connect with key mentors and advisors.
- Craft outreach messages and secure your first advisor.

**AUDIENCE BUILDING** 



### Pitching 101

- Develop a compelling, story-driven pitch for Demo Day.
- Learn how to pitch differently for different audiences

**AI-FIRST THINKING** 



### **Your Personal Monopoly**

- Establish yourself as the go-to expert in your field.
- Refine your online presence and authoritybuilding strategy.

BUSINESS AND ENTREPRENEURSHIP

## PREQUEL SCALLE

After completing Prequel Foundations, you'll transition into Prequel Scale for the rest of the year.

### Every three months, you'll:

- Assess progress and measure growth.
- Set ambitious goals to push your project forward.
- Refine your Masterpiece with advanced lessons in business, audience building, and AI strategy.

### PREQUEL SCALE

### DETAILED COURRICOULUM



### **Goal Setting**

- Set clear 3-month goals with an execution plan.
- Audit your product, customer feedback, marketing, and audience.
- Identify what's working, what's not, and what's missing.

MASTERPIECE REVIEW



### Crack the Customer Code

- Conduct user research to gather insights.
- Analyze customer behavior and engagement.
- Collect feedback to refine and enhance your product.

**BUSINESS & ENTREPRENEURSHIP** 



### Product Upgrade Lab

- Your first product is never your best—evolve through customer feedback.
- Define new features, usability fixes, or repositioning based on research.

**BUSINESS & ENTREPRENEURSHIP** 



### Profitable by Design

- Study competitors and customer insights to refine your strategy.
- Optimize pricing, revenue streams, and business model for longterm growth.

BUSINESS AND ENTREPRENEURSHIP

### PREQUEL SCALE

### DETAILED COURRICOULUM



### Marketing Funnels & Channels

- Analyze and optimize your marketing funnel to improve conversions.
- Identify weak points and test new distribution channels for expansion.

BUSINESS & ENTREPRENEURSHIP



### Sales & Acquisition

- Strengthen your sales strategy to attract more customers and users.
- Learn how to pitch, close deals, and increase conversions through direct outreach.

BUSINESS & ENTREPRENEURSHIP



### **Networking & Outreach**

- Build high-value connections to accelerate your success.
- Effectively reach out to advisors, investors, and potential partners.

BUSINESS & ENTREPRENEURSHIP



### **Content and Audience Growth**

- Refine your content strategy to improve messaging and reach.
- Experiment with new storytelling formats for engagement.
- Identify high-performing content and strategies to grow followers.

**AUDIENCE BUILDING** 

### PREQUEL SCALE

### DETAILED CURRICULUM



### Al Breakthroughs in Action

The AI landscape evolves weekly—ChatGPT is just the beginning.

 Master cutting-edge AI tools to automate, optimize, and scale your project.

**AI-FIRST LEARNING** 



### From Opinions to Authority

- Differentiate yourself in an Al-driven world by developing unique insights.
- Stay ahead of industry developments to position yourself as a leader.

**AI-FIRST LEARNING** 



### **Competitors and Grants**

- Identify strengths, weaknesses, and opportunities in your industry.
- Analyze market trends and track competitors.
- Find funding and growth opportunities to scale your project.

**BUSINESS & ENTREPRENEURSHIP** 



### **Growth Hacks Lab**

- Test new strategies and channels for audience, revenue, and engagement.
- Optimize your approach using real data and analytics.

**AUDIENCE BUILDING**