

2014 Year End Report



PRAXIS

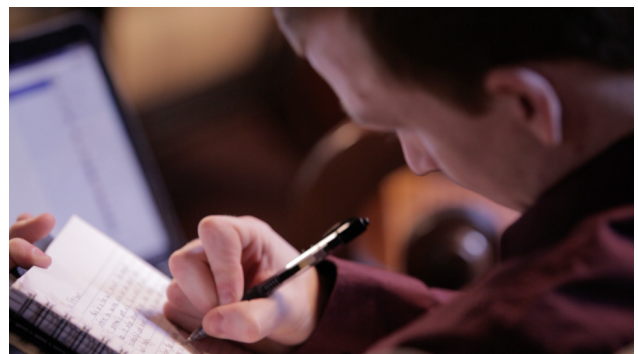
Break the mold

At the start of 2014, Praxis was little more than a big idea and a small webpage. In the course of the year, we took it from zero to one. It's here, it's real, and it's having an impact.

“Participating in Praxis was the best decision of my life.”

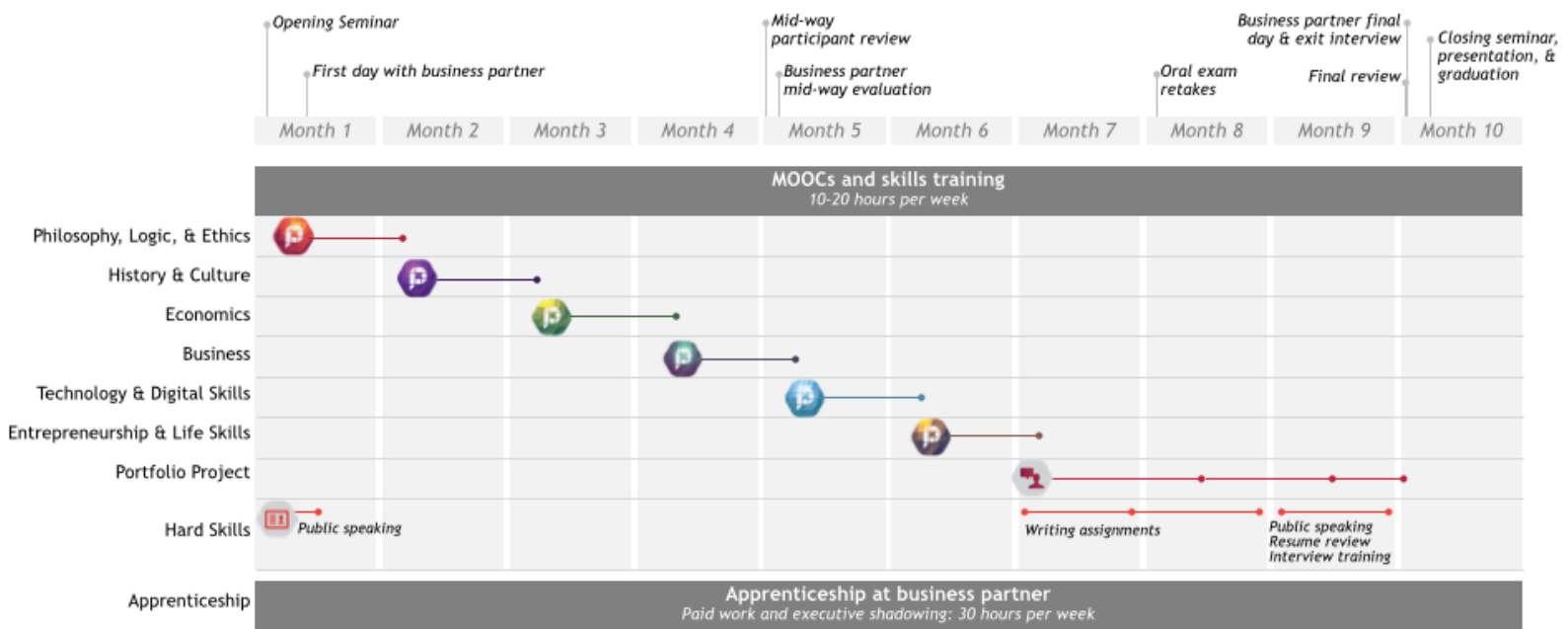
— Cameron Sorsby
Winter 2014 Alumnus

In February of 2014, our first-ever class kicked off with an opening seminar. Six participants came together and heard from entrepreneurs and educators and engaged in workshops and exercises. They left to begin the ten-month journey at their business partners and through the curriculum. We launched a second class of eight participants in September, and we're wrapping up finalists for our third class, expected to be ten participants, in February 2015.



Images from the Winter 2014 Opening Seminar at Mugdock Castle in Charleston, SC.

The Program



A visualization of the program as it is experienced by participants. In addition to what's listed, we have weekly discussion sessions, one on one mentoring sessions, and a Facebook page where participants engage the curriculum.

Activities and Growth



- From 500 to 5000 Facebook page followers
- From 30 to 400 Twitter followers

- From 300 to 1200 newsletter subscribers, with an open rate average of 27.2% (vs industry average of 18.7%)
- Launched PraxisConnect, a way to get Praxis representatives into schools and clubs to speak to students. Over 100 students reached.
- Created Google+ presence and connected to DiscoverPraxis.com to boost Search Engine Optimization.
- Our Guide to Higher Education published and downloaded by hundreds.

Events



In 2014 Praxis staff gave 36 talks or presentations at 25 different events in 20 cities. We had tables, workshops, and representatives across the country who reached more than **2,500** people, primarily young people or parents of young people in our target demographic.

Highlights included:

- Two standing-room only presentations to a room of 250 students at Future Business Leaders of America National Conference in Nashville, TN
- Six standing-room only presentations to over 500 students at Future Business Leaders of America National Fall Leadership Conferences in Washington, DC, Minneapolis, MN, and New Orleans, LA.
- Six jam-packed breakout sessions of several hundred parents and students each at Great Homeschool Conventions in Greenville, SC, Cincinnati, OH, and Ontario, CA.

- One of the most popular sessions at the Students for Liberty International Conference in Washington, DC.

Media

Articles and interviews about Praxis and the idea of alternatives to the education status quo were featured in **Forbes**, the **PanAmPost**, the **Undergraduate Times**, **BuzzFeed**, **Allister & Paine Magazine**, **Idea Mensch**, **Thought Catalog**, **The Freeman**, **Caren's Couch**, the **Power & Market Podcast**, and more.

“I was on the edge of my seat, feeling like I was watching a new model of education unfold before my eyes.”

— Jeffrey Tucker in **The Freeman**, on the Praxis Fall 2014 opening seminar

Business Partners



We grew our network of business partners where participants can be placed during the program from just over 20 to well over 100. We added great businesses like ADS Security, JobHive, Khorus, Able, LevelWing, and many more.

Participants

Winter 2014



Mitchell Broderick
Advantage Family Media
Charleston, SC

Zachary Corbett
Nowlin & Associates
Birmingham, AL



Conor McClanaghan
Modern Coins Direct
Philadelphia, PA

Christopher Morbitzer
OppSource
Minneapolis, MN



Claire Morris
The l'On Group
Charleston, SC

Cameron Sorsby
FEE
Atlanta, GA





Winter 2014 Graduates, from left to right: Chris Morbitzer, Cameron Sorsby, Zachary Corbett, Mitchell Broderick, Conor McClanaghan (Not pictured: Claire Morris)

"I'm inspired to be creative all the time. My bucket list is now a to-do list. I know I can write because I was encouraged to write, and now I know where I need to improve in that skill."

— Chris Morbitzer

Graduation Portfolios

An example of the portfolios received by Praxis grads. They also built a web-based digital version as part of the curriculum.



RECOGNIZES

Conor McClanaghan

Winter 2014 Class • Modern Coins Direct • Philadelphia, Pennsylvania

FOR THEIR OUTSTANDING ACHIEVEMENTS IN THE PRAXIS CURRICULUM

Isaac Morehouse, CEO

TK Coleman, Education Director

"Conor proved himself to be thoroughly trustworthy and responsible. He was always reliable and consistently exceeded the expectations of his position. Applying his experience in helping manage a family business back home in Michigan, Conor often identified potential issues before they materialized. I found his insights helpful and I know he had the best interests of the business at heart."

– Harry Jarin, Owner, Modern Coins Direct



Philosophy, Logic, and Ethics
Satisfactory
Prof. Aeon Skoble, Bridgewater
State University



Economics
Excellent
Prof. Daniel J. D'Amico, Loyola
University New Orleans



Technology & Digital Skills
Satisfactory
Kurt Bouwhuis, Praxis



Portfolio Project
3E Engineering Equipment
conormcclanaghan.wordpress.com



History & Culture
Satisfactory
Prof. Philip Magness, George
Mason University



Business
Satisfactory
Prof. Pavel Yakovlev, Duquesne
University



Entrepreneurship & Life Skills
Excellent
Praxis Staff



Hard Skills
Public speaking workshop (2)
Writing workshop (2)
Digital presence workshop

Fall 2014



Fall 2014 Participants at the Opening Seminar in Charleston, SC, from left to right: James Walpole, Mary Kate Crockett, Gabriel Mltchell, Cameron Luther, Kristina Miller, Carter Hutchinson, Laurie Barber, and Lydia Matson



Laurie Barber

LevelWing
Charleston, SC

"I am excited to be a part of this unique, challenging, entrepreneurial experience as a Praxis participant and better determine how to use my abilities to give valuable contributions to the world."

— Laurie Barber

Mary Kate Crockett

Tranquil Seasons
San Antonio, TX



Carter Hutchinson

Senasys
Altoona, WI

"Deep down, what I really wanted was an education that would help me to cultivate value in myself, and teach me how to offer this value to other people. Then I discovered Praxis."

— Cameron Luther

Cameron Luther

Celebucki Enterprises, LLC
Providence, NJ





Lydia Matson
Lunar Massage
Washington, DC

"I realized that I was investing too much time, money, and too many resources in an education about business when I could be experiencing business for myself. That's why I chose Praxis."

— Lydia Matson



Kristina Miller
LevelWing
Charleston, SC



Gabriel Mitchell
Amagi Metals
Denver, CO

"Many students look forward to taking a gap year to take control of their education. While Praxis started as that for me, I am now looking forward to my gap life!"

— James Walpole



James Walpole
BitPay
Atlanta, GA

Goals and Projections

Our goal is to reach 20 participants in the fall 2015 class, and in 2016 between the two classes to get the total number of participants to 75. We are aggressively expanding our marketing efforts online, in-person, and through strategic partnerships. We are also building out our network of high quality business partners, and continually refining the curriculum and our delivery of it.



What People Are Saying

Once I discovered Praxis, I dropped out of school at the opportunity to enroll. I packed up my stuff and moved across the country to Philadelphia, PA to begin my ten months. I couldn't be happier with my decision. My months at my business partner, Modern Coins Direct, have taught me more about working in the real world and about myself than 4 years at any school could have. I'm now on the track to starting my own operation and have more opportunities than I could have imagined eight months ago. I took a big jump by leaving school, but I couldn't be happier with my decision.

Conor McClanaghan, W14 Alumnus

This is what I wish college was like.

Andrew J. Cohen, Associate Professor of Philosophy, Georgia State University, after conducting oral exams with F14 Praxis participants

Before Praxis, I was struggling to make a young career in real estate work. I was waiting tables at Applebee's full time, and while I thoroughly enjoyed and was proficient at both jobs, I knew I had to make a big step because I've always had big goals. Ultimately, upon 60 seconds of Isaac telling me about Praxis, I knew it was the change. ... Participating in Praxis is one of my proudest accomplishments.

Mitchell Broderick, W14 Alumnus

It was a pleasure to bring a Praxis participant on to our team. Showing a clear passion for learning and ability to deliver practical value to OppSource, we were happy to hire Chris full-time.

Mark Galloway, President, OppSource