

2015 Year End Report



2015: A Breakout Year



2015 has been a breakout year for Praxis, with two classes launched and two classes graduated. We received over 185 applications and got to work with a new group of 16 young moldbreakers who have gone on to jumpstart their own careers.

This report shares what we've been up to with our participants in 2015, and it highlights what we've been working on to continue to grow the program in the coming year.



February: Launched Winter 2015 class with our opening seminar in Austin, Texas

August: Released new website and opened up 12-month program and monthly class applications

March: Praxis grad Camerson Sorsby hired as marketing and applications director. Derek Magill becomes lead digital strategist. Zachary Slayback begins work as head of business development.

September: Beginning of the fourth and largest Praxis class, with ten participants across the country

June: Graduation for our Fall 2014 class, gathering at Thiel Summit in San Francisco

November: The first participants of our new year-long model start the program.

Digital Presence & Growth



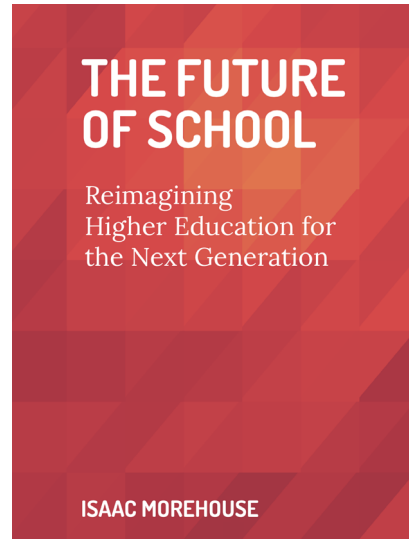
The Praxis presence has always been strongest online. This year, we've grown that presence substantially. From the Praxis blog and our downloadable ebook to our weekly email and our Medium publication, we've continued to find new ways to reach young people who want to break the mold.



Our new digital strategist Derek Magill



We saw consistent growth on our main social media platforms, reaching 660 followers on Twitter and 5,800 fans on Facebook.



Our ebook "The Future of School" was downloaded 405 times.



We continued to build the Praxis blog in 2015, writing several hundred new posts and adding 2,000 subscribers in 2015.



The Praxis team began posting on popular content platform Medium. Our posts were viewed tens of thousands of times, and our publication "On Breaking the Mold" was followed by 6,900 users.

Events & Community



This year the Praxis team engaged with young entrepreneurs and intellectuals at 48 events around the country, generating 747 email signups, building our network of partner organizations, and starting valuable conversations with future participants.



Praxis educational director T.K. Coleman speaking at the 2015 International Students for Liberty conference.

Media

2015 was also a valuable year for engaging the media with the Praxis story and mission.

The members of the Praxis team have given interviews, contributed articles, and earned coverage from the likes of the Huffington Post and FOX Business host John Stossel.





The Winter 2015 Class

Our winter 2015 class got off to a strong start with an opening seminar in Austin, Texas. The class graduated in November, with our graduates going on to full-time positions and other creative pursuits.



"Praxis shares my view for creation and direct experience, and they are the perfect institution for exercising those particular skills into something I can later make into my own business."

- Nicole Lough

"... [Praxis] has not only increased my confidence in my abilities but has taught me that you must believe in your ideas, be entrepreneurial, fail, and overcome these failures."

- Josh Jaye



Second Graduating Class



Our second Praxis class started in the fall of 2014 and stood out during the program as one of our most tight-knit participant groups.

After our closing seminar at the Thiel Summit in San Francisco, graduates have gone on to start businesses, begin full-time work, and continue personal development projects started during the program.



“What this experience gave me was something I could never have achieved in a brick and mortar school. I’m grateful for the opportunity to be a part of it, for the people who were leading the program, and for all the future successes I will have because of what I learned and achieved these past 10 months.”

- Mary Kate Crockett

“Praxis has been instrumental in my growth into the kind of person that can set and achieve goals independently.”

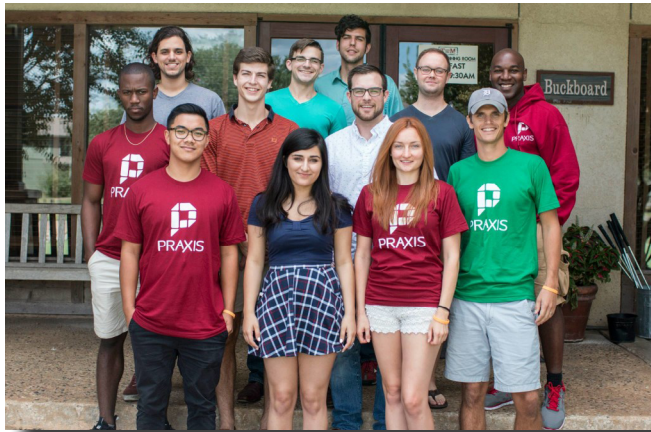
- James Walpole



The Fall 2015 Class



This is our largest class yet, with 10 participants working across the country. These young people have already impressed us: participants have started businesses, taken part in National Novel Writing Month, and recorded podcasts about lessons learned from their Praxis experience so far.



"Knowing that I am in the prime years of my life is pushing me to avoid taking the easy route of going to college. Instead, I want to learn and work towards my future. Praxis is exactly that. I have access to a fantastic education while working a job I love."

- Tamina Zaheri

"In my opinion, this is one of the most important steps I've taken to increase my value to others."

- Nick Tucker



Praxis 2.0: The Year-Long Model



As Praxis has grown in 2015, we've found the need to scale the program to serve more new applicants and business partners. In July, we announced the move from a model based on twice-yearly ten-month classes to a program based on year-long classes starting every month.

We've already started to see the results in our applications and business partner placements, and the new structure of the program has allowed us to develop and improve how we help our participants achieve their goals in the year they spend with us.

What to expect with the Praxis program:

01. Break the mold

Apply for Praxis and see how 1 year can change your life.

02. Build personal capital

Complete customized monthly personal development projects.

03. Get matched with a business

Get paid to work with founders, CEOs, and industry professionals.

04. Be prepared for the real world

Graduate with real work experience and a portfolio of accomplishments



17 year-old college opt-out Diana Zitting is one of the first participants to join for the new model.

"Once I discovered Praxis I immediately felt that the program would be the perfect opportunity to complement my academic background, develop new skills that go beyond theory, and gain unique work experience through a role with a Praxis business partner."

- Andrew Jacobs



"I'm so excited to be part of such a fast-paced, elite college alternative designed for entrepreneurial thinkers."

- Diana Zitting

The Business Experience



Early in 2015, our long-time team member Zachary Slayback took on the role of business development director. Through the year, we've grown our business partner network to 325 members, up from 200 in 2014, while adding notable names like FOX Business Network's John Stossel.

We're heading into 2016 with 16 actively-recruiting business partners, including cloud computing startup nGENX, investment platform Riskalyze, electric wholesaler CED, and security firm ADS.



The Educational Experience



Our education director T.K. Coleman logged 200 hours working with participants in our live one on one sessions in 2015, all while building our curriculum and continuing to develop new features for the Praxis educational experience.

The launch of our year-long model came with changes to make the that experience even more valuable – with personal development projects, professional coaching, and creative work taking center stage.

I knew we had a solid candidate on our hands, but when I was able to view his Praxis oral exam recordings it removed all doubt. Rather than just trusting a grade or a degree, I got to see him show his stuff in live action. There's no better credential than a real-world demonstration!

- Company that hired Fall 2014 participant Cam Luther

The Year Ahead

Our goal for 2016 is to add 40 new participants to the program. We believe we have the model and the team to get there, and we're grateful for your support and involvement in our mission to empower young people to direct their own careers and lives.

