



Year End Report

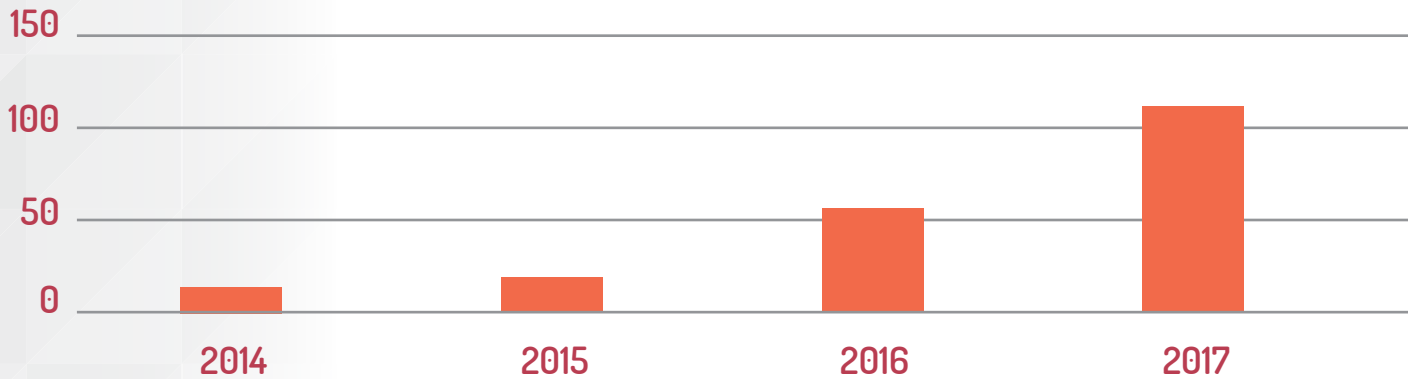
2017



2017 was explosive

2017 marked our first full year of starting a new class each month. We often had more participants starting in a single month in 2017 than started the program for the entire year of 2014.

Participants Starting Praxis



2017 was innovative

Our program model shifted again, lengthening the professional development bootcamp to six months and the whole program to twelve months. We also revamped the bootcamp curriculum to give participants the tools to learn new skills and then showcase them during their apprenticeship.

Months:



Bootcamp

Participants undergo robust professional and entrepreneurial training with Praxis Staff.

Placement with business partner

\$15/hour

96% employment rate
\$50k avg. starting salary

Professional development projects

Participants work with Praxis advisors to develop PDPs in conjunction with professional goals.





2017

We gave our education experience a facelift

Our custom-built education portal allows participants to work through the 6-month bootcamp at their own pace and keep track of their progress. The portal is a one-stop shop for participants to access curriculum, book sessions with advisors, and view recordings of past group discussions.

Praxis Portal



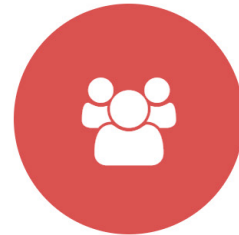
The Bootcamp

Here you can find the Praxis educational materials, the expected monthly deliverables, and keep track of your progress through them.



Facebook Workplace

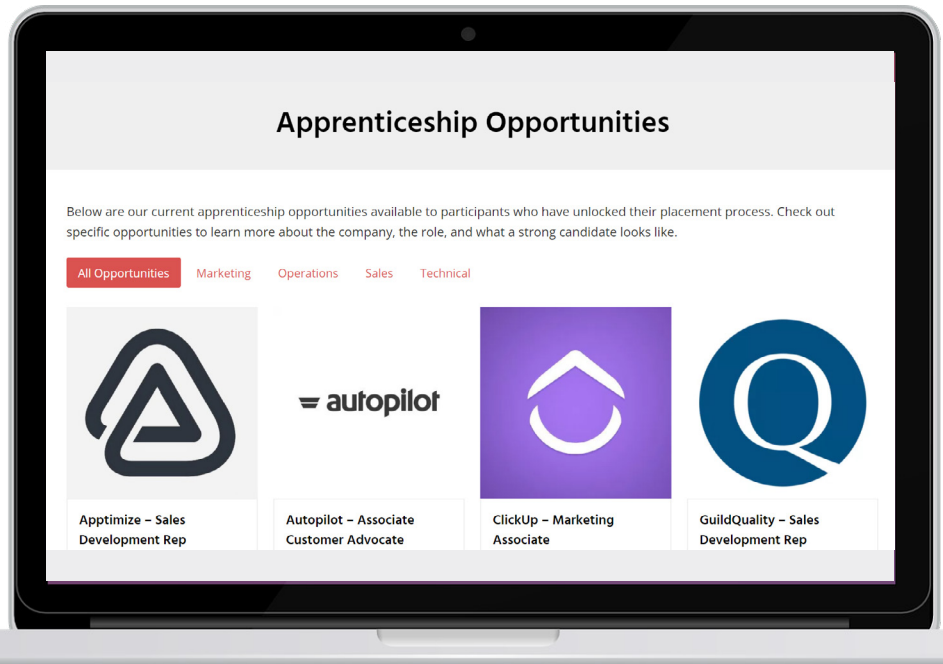
This is our own private community built on top of Facebook. Share what you are working on, collaborate with others, and ask questions.



Advisors

Meet the Praxis advisors, learn about their specific skill sets, and schedule office hours with them.

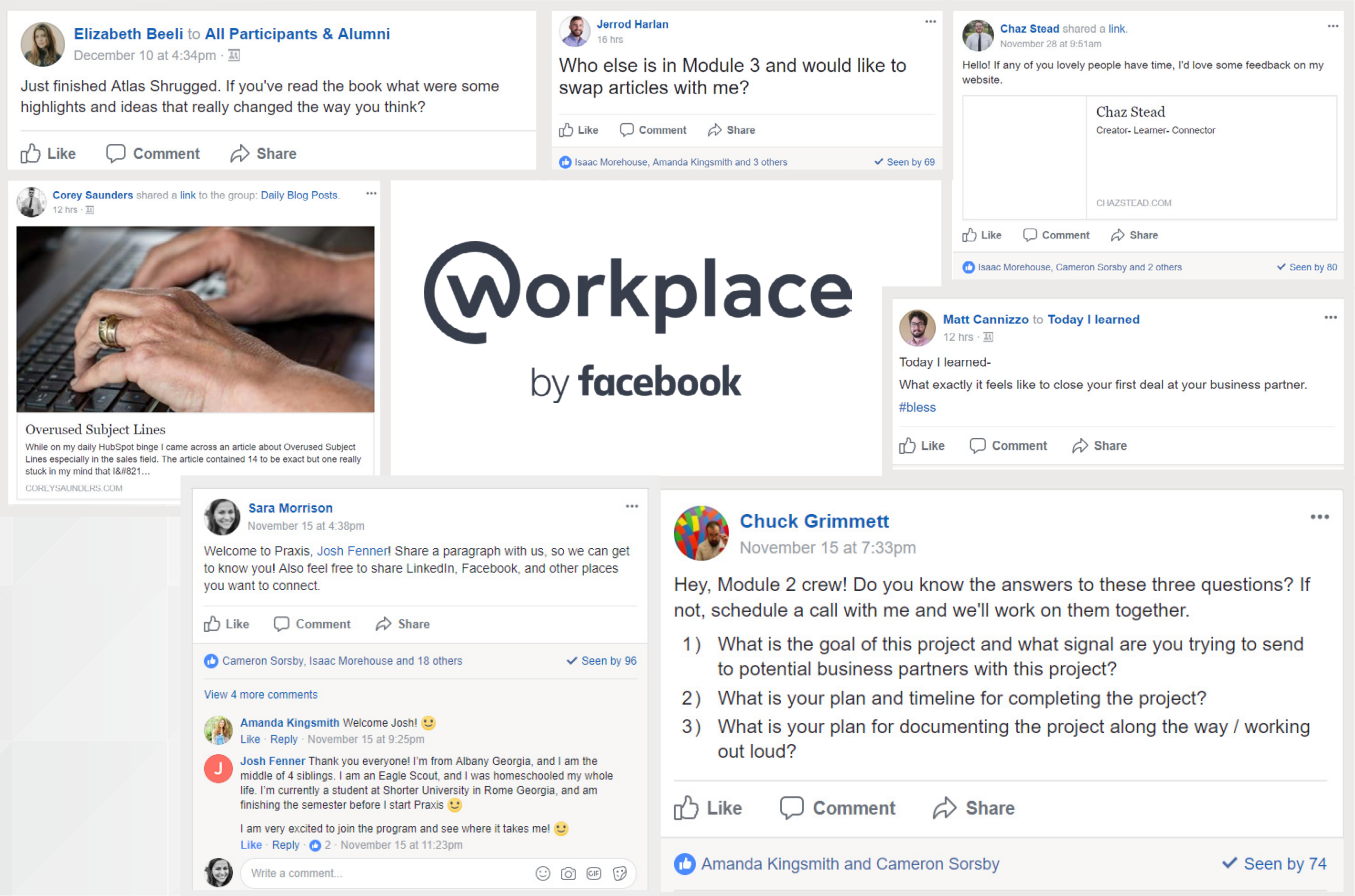
As they work through the bootcamp and enter the placement process, participants can also view openings at our business partners in our new opportunities portal.





2017 Our community outgrew Facebook

We migrated our online community over to Workplace by Facebook to accommodate all of our participants in various stages of the program as well as our alumni and advisors. Each month of the curriculum has a group dedicated to it for participants to post questions or tips and engage with each other.



The community is the “meeting spot” for participants to join group discussions or even create their own!

We hosted **76** group discussions this year including skills workshops, philosophy discussions, and “how tos” from experts in the field.





2017

We extended our reach

With two separate news appearances (Tucker Carlson Tonight and CNBC), numerous podcast interviews, and several in-person speaking engagements, we interacted with more people than ever this year.



The segment on Tucker Carlson Tonight was the most impactful and **broke existing records for website traffic and applications.**





2017

We created new products for outreach

If you want a great career, you're gonna have to create it.

The Forward Tilt podcast delivers 5-10 minutes of common and uncommon career sense each week. We also published the book *Forward Tilt: An Almanac for Personal Growth* with 52 weekly tidbits of insight and inspiration.



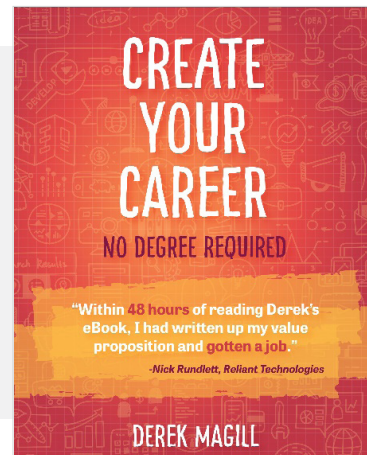
We're like the Geek Squad for your professional development.

Every week on the Office Hours podcast, TK Coleman and Isaac Morehouse give actionable advice and insight into your questions about work and life.



No degree required.

Create Your Career is an essay collection from Praxis staff and other career and education experts who have used the principles in this book to create unconventional careers.





2017

We grew our network of partners

To match our influx of incoming participants, our network of business partners grew rapidly as well. Offering sales, marketing, operations, and technical apprenticeships, these tech startups are hungry for the young and ambitious talent that Praxis provides. Notable new business partners include:



remine



METADATA

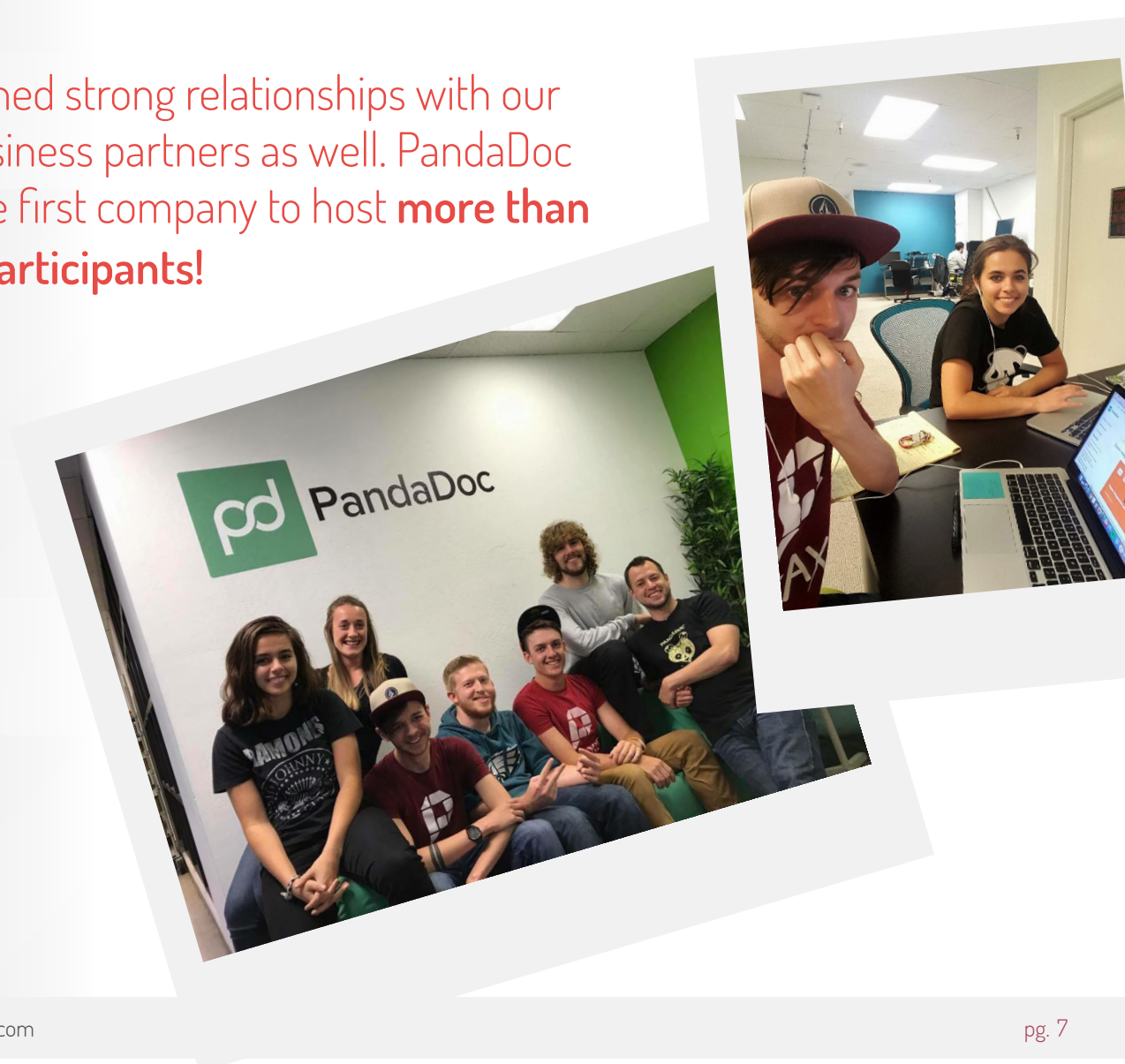


clickup



Sit Back Host
Hosting Has Never Been Easier.

We've retained strong relationships with our existing business partners as well. PandaDoc became the first company to host **more than 10 Praxis participants!**





2017

We got together!

Nearly 100 Praxians gathered in Atlanta in August for Praxis Weekend – two days of engaging breakout sessions run by Praxis alumni, staff, and advisors on topics such as freelancing, personal branding, authority marketing, and selling yourself as a success early in your career.



In addition to organized events like the International Students for Liberty Conferences (ISFLC), Voice & Exit, and FEEcon, participants created their own meetups!



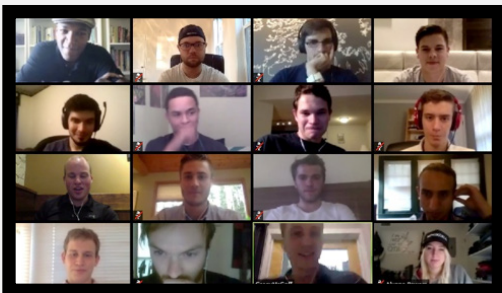


2017 Our team is rocking

We added amazing team members in the marketing, operations, and education departments to continue fueling growth, improving our product, and serving the needs of our customers.



Our advising team also expanded to 11 members with expertise in sales, writing, marketing, podcasting, design, and more. Advisors **hosted more than 250 hours of one-on-one sessions** with our participants this year.



How to Negotiate Your Pay w/ Levi Morehouse



How to Create and Sell Physical Products (and How I Grew a \$1m Company) w/ Brennan Agronoff



How to Communicate Effectively with Leadership w/ Janna Jackson





2017 by the Numbers

110 Participants started the program this year.



"I have gained so much from this company. I'm extremely grateful to staff for creating the opportunity to gain all of the connections, friendships, knowledge that I have in the few months I've been in the community."

- Maxine Cox

"I built the skills I knew employers would find valuable and that were in demand. I created a portfolio demonstrating those capabilities. When I was interviewing for the junior software engineer position I have now, I had a portfolio of websites I built that I showed to the engineer interviewing me."

- Madison Kanna



"When I first applied to Praxis, I was really focused on the apprenticeship. I was ready to jump in and get to work at a fast-growing start-up. I've been in the program for a little over a month, and I now see how the bootcamp is truly an invaluable part of the program. The time, community, mentorship, and skill-building activities the bootcamp offers are crucial to putting me in a position to crush it at my apprenticeship."

- Jackie Blum

58 participants graduated the program this year.



Taylor King
Social Media Specialist
at Media Assembly



Casey McGoff
Senior Supply Chain & Sales
at TemperPack



Olivia Van Wormer
Account Executive
at PandaDoc





Onward!

We aren't content to rest on the growth of 2017 and have big plans for 2018. There are already 34 participants confirmed for 2018 classes, and we are in the midst of redesigning our website with plans to hit new marketing niches, roll out new features for the apprenticeship, add new structure to group discussions, and upgrades to the education portal in 2018.

Always forward.

“Praxis is a delivery mechanism for a particular view of the world that we want to see made real.”

