

## The Impact Filter

Name:	Brian LeBlanc	Date:	10/29/2025
<b>Project</b>		Alpha Peer	
<b>Purpose</b>	<b>What do you want to accomplish?</b>	<b>Success Criteria</b>	<b>What has to be true when this project is finished?</b>
Launch Alpha Peer as a functioning peer-to-peer learning platform for AI education, starting with three founding course creators and their initial cohorts. Validate that students who complete courses will transition to becoming paid Student-Teachers, proving the learn-teach-earn flywheel can create self-sustaining teaching capacity.		<p><b>Model Validation:</b> Student-to-Teacher Conversion Rate: Ten percent of students who complete courses in the Genesis Cohort actively transition to teaching roles, demonstrating that the learn-teach-earn flywheel creates real value beyond the initial learning experience.</p>	
		<p>Student-Teacher Compatibility: Achieve ninety-five percent or higher satisfaction ratings from students learning from peer teachers, proving that recent graduates can effectively guide others through the material.</p>	
		<p>Learning Outcomes: Students taught by peer teachers achieve an average course grade of ninety percent or higher, demonstrating that the peer teaching model maintains educational quality.</p>	
		<p>Course Completion: Achieve seventy-five percent completion rate across all courses (significantly above the industry average of fifteen to twenty percent for MOOCs), showing that the peer support model combats isolation and improves persistence.</p>	
<b>Importance</b>	<b>What's the biggest difference this will make?</b>		
I have personally hosted online courses and witnessed firsthand how traditional online education leaves learners isolated and overwhelmed, consuming content without genuine mastery or community. Completion rates are less than 10 percent. This project matters because I believe learning should be an interactive act where teaching deepens understanding for both parties. Students become participants and contributors instead of passive consumers. By proving that peer teaching can scale through proper incentive design, we can demonstrate a fundamentally better way to help adults master complex skills like AI. The biggest difference this makes is showing that education doesn't have to be a one-way transaction—it can be a reciprocal relationship that enriches everyone involved and creates genuine expertise rather than superficial familiarity. It will solve the "2 Sigma Problem" by democratizing the most effective form of learning, leading to superior learning outcomes, knowledge retention, and mastery for adult learners globally.		<p>Active Engagement: Platform demonstrates sixty percent higher monthly active user retention compared to traditional course platforms, measured through login frequency, forum participation, and teaching session bookings.</p>	
		<p>Creator Satisfaction: All three founding course creators report that managing their Student-Teacher networks requires less time than traditional teaching while generating equal or greater income, validating the income model.</p>	

		Path to Sustainability: Platform generates sufficient transaction volume to cover operational costs within twelve months, even if not fully profitable, demonstrating that the fifteen percent platform fee can support the business at scale. Also considering a per month fee for creators.
		Growth Trajectory: Each successful Student-Teacher recruits an average of at least two new students within their first three months of teaching, showing early evidence of the exponential growth pattern the model predicts.
Ideal outcome	What does the completed project look like?	
The Alpha Peer platform has three thriving course communities with active peer-to-peer teaching happening daily. When you visit the site, you see genuine conversations between recent graduates confidently guiding new students through challenging AI concepts they just mastered themselves. The atmosphere feels collaborative rather than transactional—people are helping each other because they're invested in the community's success, not just consuming content alone in their rooms.		
Course creators are earning meaningful income as their Student-Teacher networks expand organically. They spend their time deepening course content and supporting their communities rather than repeatedly teaching the same material. Students report feeling genuinely connected and motivated; completion rates exceed seventy-five percent because people don't want to let their peers down. When Student-Teachers describe their experience, they talk about how teaching helped them master the material more deeply than they could have alone.		
The hard metrics validate what you can observe: twenty percent of completing students transition to active teaching roles, compatibility ratings between Student-Teachers and students exceed ninety-five percent, and course grades average ninety percent because the one-on-one attention helps students truly understand rather than just memorize. The platform has proven that the learn-teach-earn flywheel creates real value for everyone involved—it's not just a clever business model but a genuinely better way to learn.		

<p><b>Best Result</b></p>	<p><b>If you act</b></p>	<p>Alpha Peer successfully validates that peer teaching can scale quality education in the AI space. The initial three course creators each build communities of fifty-plus active Student-Teachers, generating sustainable income streams that free them to focus on advanced content creation rather than repetitive teaching. Students discover they can master complex AI concepts faster and more affordably than through traditional platforms, with many earning back their course fees by teaching others.</p>
<p><b>Worst Result</b></p>	<p><b>If you don't act</b></p>	<p>I miss the critical window of opportunity in the exploding AI education market. The learn-teach-earn model remains theoretical and unproven—an interesting idea that never got validated. Another platform captures this space with an inferior approach, and thousands of students continue struggling through impersonal, low-completion online courses without experiencing the transformative power of peer teaching.</p> <p>The course creators I could have partnered with continue grinding away at one-to-many teaching models that limit their income and impact. I'm left wondering whether this model could have worked, and whether I gave up too soon on something that might have genuinely helped people. The opportunity cost isn't just financial—it's the knowledge that I saw a better way but didn't commit to proving it.</p>