APEX

Get hired for
what they can do

The 2-year alternative to a 4-year degree

apex.degree

College is broken

For Students

$200K   average cost

4 yrs   to complete

$1.75T   total US debt

For Employers

42%   underemployed

73%   work outside major

Little   skill verification

The gates are closing

1980

17%
Ivy League avg acceptance

$140K
Inflation-adjusted, Ivy League cost

→

2025

5%
Ivy League avg acceptance

$360K
Ivy League cost

380,000+ students rejected from Ivy League schools each year.

They need another path.

Proof of work, not seat time

TRADITIONAL

$200K, paid yearly

4 years

Lectures & exams

→ A transcript

APEX

$12K, paid monthly
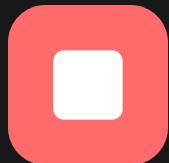
2 years

Real challenges

→ A portfolio

Students choose a track

Start with Data Analytics. More tracks launching soon.

Data Analytics

SQL, Python, visualization, statistics, and dashboards

Product
Coming soon

Engineering
Coming soon

Design
Coming soon

Marketing
Coming soon

AI teaches students

Personalized videos, interactive slides, and quizzes — optimized for engagement.

AI Video Lessons

Generated fresh and personalized to each student

Interactive Slides

Visual explanations that adapt as students learn

AI Tutor
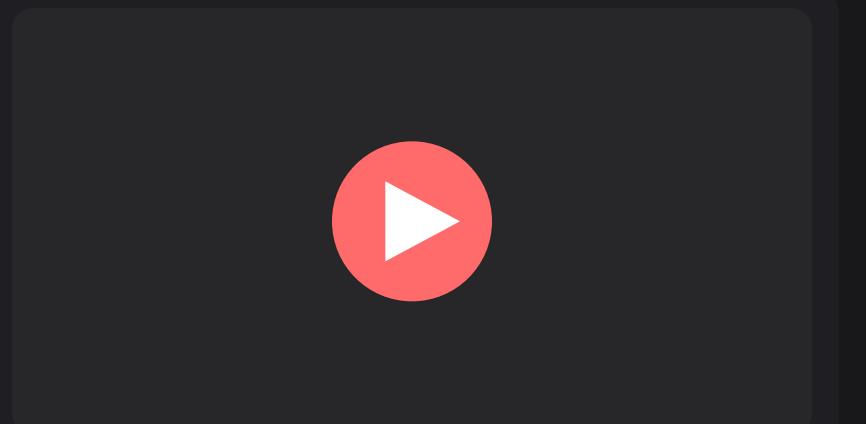
Tests understanding before moving on

Why AI?   Lecture retention is just 20%. Active learning hits 90%.

See it in action

The personalized learning dashboard — video lessons, slides, and AI tutor.

Introduction to SQL Joins

Lesson 3 of 12 • 8 min

AI **AI Tutor**
Always here to help

Great job! Now explain why LEFT JOIN keeps all rows from the first table.

A LEFT JOIN returns all records from the left table and...

Correct! Moving to next concept...

Module 2: SQL Fundamentals

A 2-year journey

From foundations to job-ready.

MONTHS 0-6

Learn the fundamentals

AI teaches students core skills with personalized lessons

MONTHS 6-24

Real challenges

Learn advanced concepts and work on real problems

1 — **2** — ✓

Start   Challenges begin   Graduate

Solve real challenges

Companies send us actual business problems. Students solve them.

RUSHLY GROWTH TEAM

R

Northeast Order Decline Analysis

−12%
Order Decline

$1.2B
Revenue at Risk

127K
Users Churned

Q4 PERFORMANCE BY REGION

+9%

+7%

+5%

−12%

West   Midwest   South   Northeast

Student work gets ranked

AI evaluates each submission against thousands of students.

## Top performers stand out.

Employers notice.

CHALLENGE COMPLETE
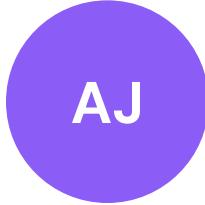
Top 10%

Beats 90% of all submissions

Score: 94/100

Students build a portfolio

Every completed challenge gets added. Employers see ranked student work.

Alex Johnson
Data Analytics

AJ

Top 15%

8	12	94
Projects	Skills	Avg Score

R — **Rushly Growth Analysis**
Data Analytics Challenge — Top 1%

M — **Melodix Churn Prediction**
Data Analytics Challenge — Top 5%

F — **Flowpay Dashboard**
Data Analytics Challenge — Top 8%

Companies hire directly

Employers browse portfolios and reach out to top performers.

Two paths to success:

1 **Get hired early**

Employers recruit top performers before they finish the program

2 **Graduate with APEX degree**

Their portfolio + APEX network make landing a job easy

R

OFFICIAL OFFER

Student Hired

Data Analyst • San Francisco

Base	Bonus	Year 1
$125K	**$20K**	**$165K**

The shift is happening

72%

of employers say skills
matter more than degrees

Google, Apple, IBM have dropped degree requirements.

$250B

EdTech Market

Online learning tools

$19B

Alt Credentials Market

Bootcamps & certs

18%

Annual Growth

Credentials market

Two revenue streams

STUDENTS

$500 /mo

Full access to all content, AI tutor, and challenges

EMPLOYERS

$300 /mo

Monthly subscription to browse verified talent pool

Price varies based on features company opts into

The future of
hiring

Learn more at

apex.degree