**APEX**

# Get hired for
# <span style="color:#f4625a">what you can do</span>

The 2–year alternative to a 4–year degree

apex.degree

# College is broken

## For Students

**$200K**    average cost

**4 yrs**    of your life

**$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**
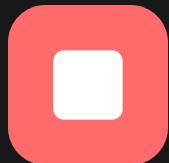
**2 years**

**Real challenges**

**→ A portfolio**

# Choose your track

Start with Data Analytics. More tracks launching soon.

## Data Analytics

SQL, Python, visualization, statistics, and dashboards
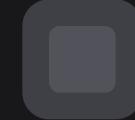
**Product**

Coming soon

**Engineering**

Coming soon

**Design**

Coming soon

**Marketing**

Coming soon

# AI teaches you

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

## AI Video Lessons

Generated fresh and personalized to your level

## Interactive Slides

Visual explanations that adapt as you learn

## AI Tutor

Tests your understanding before you move on
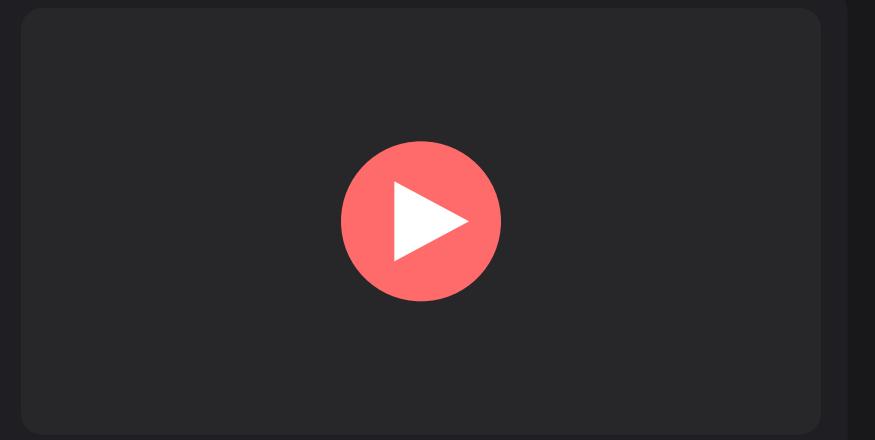
**Why AI?**  Lecture retention is just 20%. Active learning hits 90%.

# See it in action

Your 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 you 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. You solve them.

**RUSHLY GROWTH TEAM**

## R Northeast Order Decline Analysis

| **−12%** | **$1.2B** | **127K** |
|---|---|---|
| Order Decline | Revenue at Risk | Users Churned |
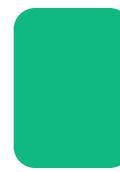
**Q4 PERFORMANCE BY REGION**

+7% West
+5% Midwest
+9% South
−12% Northeast

# Your work gets ranked

AI evaluates your submission against thousands of students.

## Top performers stand out.

Employers notice.

**CHALLENGE COMPLETE**
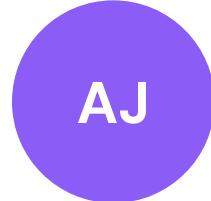
# Top 10%

You beat 90% of all submissions

**Score: 94/100**

# Build your portfolio

Every challenge you complete gets added. Employers see your ranked work.

**AJ**

## Alex Johnson
Data Analytics

**Top 15%**

**8**
Projects

**12**
Skills

**94**
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**

Your portfolio + APEX network make landing a job easy

**R**

**OFFICIAL OFFER**

# You're 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**