ALPHA

Human flourishing begins here

Alpha Charlotte

K-8

Currently enrolling: K-8

A BOLD NEW VISION for K-12 Education

ALPHA

THE ALPHA DIFFERENCE

Three commitments

At Alpha, we believe kids are limitless. Our three commitments create the conditions for every student to unlock their potential: loving school, excelling in academics efficiently, and developing life skills they'll carry into the real world.

Love School

We believe loving school isn't a nice-to-have: it's the foundation of learning. At Alpha, our guides uncover what motivates each student, creating a deeply personal connection to their education. When students love school, they engage, tackle hard challenges, build grit, and are ready to succeed even when the path isn't clear.

Learn 2x in 2 Hours

Alpha students achieve academic excellence in a fraction of the time. Through AI-powered, personalized learning plans, students excel in core subjects in just two focused hours each morning with classes consistently scoring in the top 1–2% nationally.

Learn Life Skills

The hours freed from traditional academics are invested in essential life skills: leadership & teamwork, entrepreneurship & financial literacy, storytelling & public speaking, socialization & relationship building, and grit & hard work. Through workshops, passion projects, and hands-on challenges, students develop the confidence and capabilities they'll carry for life.

Human flourishing **begins here**

ALPHA

LOVE SCHOOL

EVERY 6 WEEKS

We ask our Alpha students "Do you love school?"

96% say 'Yes!'

96%

Kids love school when they...

- Feel motivated and excited to engage, because their guides take the time to truly understand what drives them
- Build authentic confidence through real progress and meaningful wins
- Trust their guides as personal mentors and feel deeply supported every step of the way
- Feel a strong sense of belonging within a community of engaged learners
- Get time back to explore interests, try new things, and discover passions and what inspires them

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40–60%

would rather go to school than go on a vacation.

*VARIES BY WORKSHOP AND TIMING

ALPHA

LEARN
2x IN 2 HOURS

Revolutionizing Education

With AI-powered, 1:1 personalized curriculum and guide support, students excel in core academics in just **2 hours** every morning.

Personalized Learning

Students progress in each subject at their own pace. If they are behind, they catch up. If they are ahead, the sky's the limit.

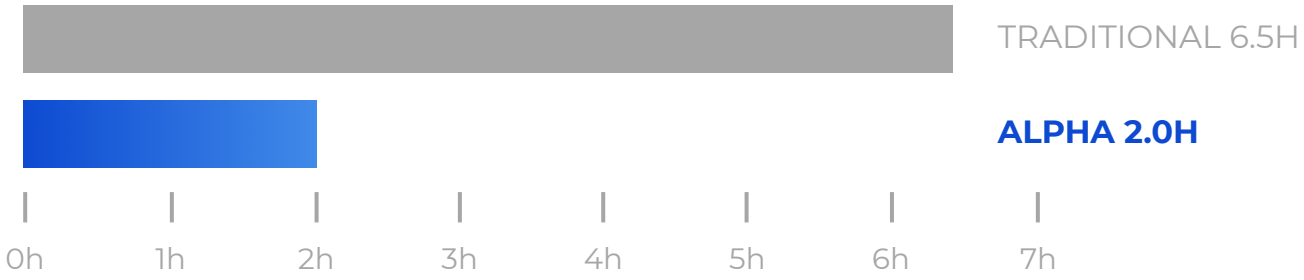
Motivation-Driven Mastery

Guides build personalized plans for motivating every student, which inspires them to focus and engage for two concentrated hours every morning.

Competence Creates Confidence

When students engage in academics at the right level and pace with motivation and support, they build early wins and see themselves as capable. This success mindset is critical to starting kids on the right academic path.

CORE ACADEMIC HOURS PER DAY



2x

FASTER LEARNING RATE

1–2%

NATIONAL CLASS RANK

MEASURED WITH NWEA MAP - NATIONWIDE BENCHMARK, ADMINISTERED 5x PER YEAR

ALPHA

LEARN
LIFE SKILLS

We spend the afternoons on team and project-based learning workshops.

Unlike the typical “soft” skills you might find elsewhere, Alpha workshops are action-packed, with concrete goals and measurable outcomes. Each skill comes with a skill-quantifying “AlphaTest” event, ensuring mastery as students progress.

Workshops in action:

GRIT	**Pedal Power**	Ride a bike 5 miles without stopping.
TEAMWORK	**Escape Room**	Beat an escape room with a team.
FINANCIAL LITERACY	**World Changers**	Start a business and make $500 in profit to support a cause.
STORYTELLING	**Alpha Afternoon**	Write and direct a full sketch show.
SOCIALIZATION	**Supper Club**	Planning and hosting a five-star dinner for a large group.

At Alpha, **life skills are the foundation** for confident, empowered kids who thrive beyond the classroom.

See what Alpha workshops looks like. Scan here.

ALPHA

WORLD-CLASS EDUCATORS

At Alpha, our educators (also known as guides) embody a mentor mindset: holding students to high standards while providing the motivational and emotional support they need to meet them.

Motivational Architects

Guides don't lecture at the front of the classroom: they work directly with kids to discover what drives them, helping every student stay engaged and excited to learn.

High Standards + High Support

Guides set clear expectations and provide just the right scaffolding to help each child rise to meet them: encouraging kids to try hard things, learn from mistakes, and feel proud of what they accomplish.

Time to Connect

Guides create an exciting, caring environment where kids feel known, encouraged to dream big, and free to unleash their creativity.

WHERE ALPHA GUIDES COME FROM

- PROFESSIONAL ATHLETES & COACHES
- IVY LEAGUE SCHOLARS
- COMPANY FOUNDERS
- BUSINESS EXECUTIVES
- CLASSROOM EDUCATORS

Kids are **limitless.**

ALPHA

ALPHA SCHOOL FAST FACTS

A proven track record	We're different by design, but not new to the rodeo. Since our inception in 2014, we've fine-tuned our model in our flagship schools, constantly improving as we grow.
Cognia-accredited	Cognia is the gold standard in school accreditation with 130+ years of experience and a network of 36,000+ schools. Alpha School meets Cognia's 30 standards for learning, leadership, and continuous improvement.
Students surveyed every 6 weeks	We survey our students every 6 weeks to see if they love school, are connecting with their teachers, learning life skills and to make sure teachers are delivering Alpha School's three commitments.
Pomodoro sprints, 15–25 minutes	Core academics happen in 15-25 minute sprints on our adaptive AI platform with built-in breaks, which allow kids to get up and play: it keeps energy high and distraction low.
Different grade levels per subject	A student at Alpha School might be completing 4th grade level math and 6th grade level reading. Alpha School meets kids exactly where they are.
AI is the key to learning	Alpha School's adaptive AI platform individualizes academics for each student, so they can catch up or get ahead: it allows them to be met exactly where they are, learning to mastery.
Guides are experts at motivation	Our guides come from extraordinary backgrounds, whether in education or other fields of demonstrated expertise: Alpha guides include professional sports coaches and players, business executives, Harvard-trained lawyers, and successful entrepreneurs who bring their real-world passions and expertise directly to our students and focus on motivation.
Ready for what's next	Our kids explore and discover passions and learn how to be successful in academics and life from a young age. So by the time they are in high school, they are acing APs, crushing the SATs, going on to elite colleges and creating mind-blowing career opportunities for themselves. At Alpha, our kids aren't waiting for the future, they are creating it.

ALPHA

THE CHECK CHART

Every student has one. Every grade has its own.

A check isn't a test you sit. It's something you show you can do.

ACADEMIC

Mastery, measured

90% or better on the grade-level mastery test.

PRACTICAL

Skill, applied

Cursive paragraph.
30 WPM.
All 50 states on a map.

SIGNATURE

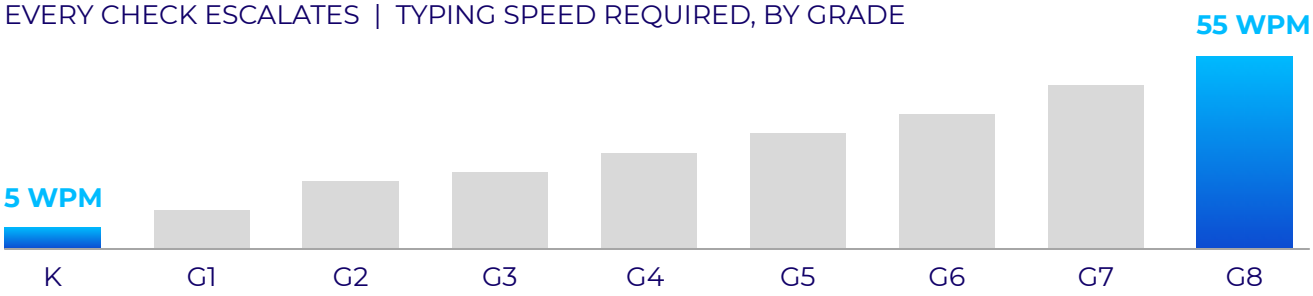
Proof, in public

The ones students talk about for years.

The ones parents don't know to ask about

G1	**Plan a Playdate**	I can call a peer's grown-up and independently plan and schedule a playdate.	✓
G2	**Run a 5K**	I can run a 5K in 35 minutes or less.	✓
G2	**Zero-Help Build**	I can patch a bike tire.	✓
G3	**Sell in Public**	I can sell a product I made and keep an accurate record of what I earn.	✓
G4	**Deliver a Speech**	I can deliver a 3 minute speech on a topic I receive on the spot.	✓
G5	**Launch a Startup**	I can turn an idea into a business model, test it, and launch it as a live website.	✓

EVERY CHECK ESCALATES | TYPING SPEED REQUIRED, BY GRADE



EXAMPLE DAILY SCHEDULE

ALPHA

At Alpha, we've reimagined the traditional school day to focus on both academic excellence and the development of critical life skills. Our innovative schedule allows students to excel in core subjects quickly, giving them more time to explore and grow in areas that prepare them for life beyond the classroom.

MORNING - ACCELERATED ACADEMIC MASTERY

8:15 - 8:45 AM

MORNING DROP-OFF

Students arrive, ready to kick start their day in a focused and engaging environment.

8:45 - 9:00 AM

MORNING LAUNCH

The day begins with a motivational activity to energize and inspire students to jump into their learning tasks ahead.

9:00 - 10:15 AM

2 HOUR LEARNING BLOCK 1

First round of 15-25 minute focus sprints on core subjects, with a 5-minute brain break in the middle

10:15 - 10:30 AM

SNACK/OUTDOOR RECESS

A short break is included to refresh and recharge, allowing students to return to their studies with renewed focus.

10:30 - 11:30 AM

2 HOUR LEARNING BLOCK 2

Second round of focus sprints, with a 5-minute brain break in the middle

11:30 - 12:30 PM

LUNCH/OUTDOOR RECESS

Students enjoy lunch and free time, with exact times staggered by age/grade to provide the best experience for all.

AFTERNOON - PREPARING FOR THE FUTURE

12:30 - 3:15 PM

WORKSHOP TIME

In the afternoon, the focus shifts to developing life skills through a variety of engaging, hands-on workshops. These sessions are designed to equip students with essential skills such as learning how to ride a bike, hosting your own news broadcast, completing a Spartan Race, and even building an Olympic-level final project!

Individual Goal Checks

- Students also receive personalized support through individual goal-setting and check-ins, ensuring they are on track academically and personally.

1:1 Meetings

- Students meet one-on-one with guides to receive personalized support and mentoring, tailored to each student's goals and challenges.

3:15 - 3:30 PM

AFTERNOON CLOSING

The day ends with a student-centered meeting where they celebrate their peers' achievements, engage in student-led town halls, and have the opportunity to shop in the weekly student emporium.

3:30 - 4:00 PM

AFTERNOON PICK-UP

Students are ready to be picked up after a full day of crushing academics and developing life skills!

CALENDAR A

2026–2027

ACADEMIC CALENDAR YEAR

ALPHA

AUGUST

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

AUG 12 FIRST DAY OF SCHOOL
AUG 18 - 21 MAP TESTING
AUG 24 - 28 FALL MAP RETESTING

SEPTEMBER

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SEP 7 LABOR DAY

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

OCT 9 SESSION 1 ENDS
OCT 12 - 16 SESSION BREAK
OCT 19 SESSION 2 STARTS

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

NOV 23 - 27 THANKSGIVING BREAK

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

DEC 18 SESSION 2 ENDS
DEC 21 - JAN 1 SESSION BREAK

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JAN 4 SESSION 3 STARTS
JAN 18 NO SCHOOL / MLK DAY
JAN 26 - 29 WINTER MAP TESTING

FEBRUARY

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23		25	26	27
28						

FEB 1 - 5 WINTER MAP RETESTING
FEB 19 SESSION 3 ENDS
FEB 22 - 26 SESSION BREAK

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MAR 1 SESSION 4 STARTS

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

APR 16 SESSION 4 ENDS
APR 19 - 23 SESSION BREAK
APR 26 SESSION 5 STARTS

MAY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MAY 18 - 21 SPRING MAP TESTING
MAY 24 - 28 SPRING MAP RETESTING

JUNE

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 31 NO SCHOOL/ MEMORIAL DAY
JUN 4 LAST DAY OF SCHOOL/ SESSION 5 ENDS

KEY

- STAFF MEETINGS
- START OR END OF SESSION
- SCHOOL HOLIDAY/SESSION BREAK
- EARLY DISMISSAL @ 12 NOON
- TESTING DAY

ALPHA

MIDDLE SCHOOL
THE MAX YEARS

Mornings don't change. Afternoons do.

Core academics continue. The rest of the day lmakes time for a big project.

THE WHOLE ARC

PRE-K – GRADE 5	**GRADES 6 – 8**	GRADES 9 – 12
Check Charts	**MAX**	**Alpha X Projects**

The MAX Journey

Four phases. Each ends in a milestone students present live at AlphaTest Showcase.

01 **EXPLORE** ● **The Ikigai Showcase**

I can explain my Ikigai (my golden thread), my archetype, the mentors I resonate with, and what I'm excited to build.

02 **CREATE** ● **The MVP**

I can build a testable MVP and bring it to Showcase for real users to put their hands on.

03 **CONNECT** ● **The Board**

I can assemble a real board of advisors who back my project and my direction.

04 **DEPLOY** ● **The Launch**

I can launch something market-ready, prepared for widespread real-world use.

ALPHA

KEEP EXPLORING

Alpha's leaders, campuses, and students publish every week.

Scan any code to listen, read, or follow along.

FROM ALPHA'S LEADERSHIP

Future of Education Podcast

MacKenzie Price, Alpha's co-founder, talks with educators, parents, and students about reinventing school.

PODCAST / 330+ EPISODES

Future of Education Substack

MacKenzie's newsletter on personalized, AI-powered learning and what it means for families.

SUBSTACK / FUTUREOFEDUCATION.SUBSTACK.COM

Joe Liemandt on X

Alpha's principal on AI, mastery learning, and where education is heading.

X / @JLIEMANDT

FROM OUR CAMPUSES

Alpha School on Instagram

Everyday life on Alpha campuses: workshops, showcases, and students at work.

FROM A STUDENT

Austin Scholar

A weekly Substack newsletter by an Alpha graduate and current Stanford student.

32,000+ SUBSCRIBERS / AUSTINSCHOLAR.SUBSTACK.COM

AN EXCERPT BEGINS ON THE NEXT PAGE →

How Alpha Kindergarten Became a Top 0.01% Program

I started at Alpha in the 3rd grade. When Alpha first started, it didn't have a Kindergarten. Everyone – the founders included – believed five and six-year-olds were too young for the 2 Hour Learning model. But Alpha now has been running Kindergarten for several years and I thought I would look in to see how it is going.

100% TOP 1%

NATIONWIDE EXAM PERFORMANCE

What is it like today? Alpha Kindergarten and first grade are so phenomenal it's honestly hard to see this and not hope this is the future of education. These programs launch kids on their academic journey in a way that's nothing short of extraordinary. Every single kid achieves top 1% performance on nationwide exams. They're taught to have a growth mindset from day one and develop this infectious, optimistic, can-do attitude. And they accomplish all this through a carefully crafted set of workshops that completely transforms their parents' perception of what their kids are capable of achieving.

Here's what Alpha teaches its Kindergarten and first grade students:

Love of school (yes, really)

This is an important starting point, because I know what you're thinking. Alpha often talks to parents about this directly: "You're probably worried that because of these insane achievements and expectations, you'd be putting your little kid into some stress-induced pressure cooker environment. But that couldn't be further from the truth.

When you meet Charity, Mallory, and Malu (three of our Kindergarten guides) and witness how they wrap your kids in genuine love and care, you realize you're looking at the greatest Kindergarten teachers in the world. These women have cracked the code on making rigorous learning feel like the most natural, joyful thing a child could be doing.

But here's what's going to happen to your daughter (and yes, this story gets told over and over). Sometime in the first 90 days, you're going to pick up your little bundle of love, and as you drive home, she'll start crying. You'll immediately spiral into panic mode, thinking to yourself: Is this environment too intense? Are they pushing her too hard? Did I make a terrible mistake?

But between those sobs, your 6-year-old will whisper: "Mommy, why can't we go to school on Saturday?" And that's the moment you'll know Alpha is exactly the right place for your kid."

Our academic performance

The academic data from Alpha Kindergarten and first grade truly speaks for itself.

100% Met or Exceeded Projected Scores

In both math and reading, every single student hit or surpassed their individual growth targets. This is statistically impossible at scale. Even the best schools typically see 80-90% of students meeting projections.

222% (Math) & 195% (Reading) of Projected Growth

Alpha students didn't just meet their growth targets, they obliterated them. They learned more than twice as fast as the sophisticated algorithms predicted they would. This suggests the learning environment is so optimized that it's accelerating development beyond what standardized models consider possible.

99th & 97th Percentile Growth

The median student at Alpha is growing faster than 97-99% of all students nationwide. This means even Alpha's "average" performers are growing at rates that would make them standouts at any other school.

And remember: they are doing all of this **in just two hours every day**.

Life skills workshops

Here's the beautiful thing about AI-powered personalized learning: because of the precision of personalization and mastery-based progression, it allows kids to master their academics in just 2 hours a day. So what should these tiny humans do with their free afternoons? Learn actual life skills.

This is revolutionary because life skills typically aren't taught to young kids. Most adults assume children aren't capable of handling real responsibilities or complex tasks. But they absolutely are, and Alpha's students prove it every single day.

These kids are doing things that I struggle with now, and it’s crazy for me to imagine doing them ten years ago. The students are inspiring me to continue to raise my personal bar, and they’re also raising the bar on what I believe it’s possible for kids to achieve. When you give kids the tools, the structure, and the self-confidence to handle real challenges, they don't just meet expectations – they obliterate them.

MORE FROM AUSTIN SCHOLAR

Everyone is Wrong About Motivation

How Your Kid Can Design Their Dream Life

Don’t Let Your Kid Struggle with Self-Confidence

ALPHA

TUITION OVERVIEW

2026-2027 SCHOOL YEAR

Begin your journey at

https://alpha.school/application/?submission_campus=charlotte

ANNUAL TUITION

$45,000

Your child should stay at Alpha because they're thriving, not because they're locked into a year-long contract. That's why we offer monthly enrollment.

Alpha Charlotte

K-8

How to pay

OPTION 1

Monthly

10 equal payments, August-May

OPTION 2

In full

Due at enrollment

August 1, 2026

Deposit	$1,000 non-refundable deposit (deducted from tuition)
Sibling discount	5%

Key dates

Enrollment Deadline*	School Year Dates
Rolling admissions	**August 12, 2026 – June 4, 2027**

*Alpha offers rolling admissions and midyear enrollment

HOW TO APPLY

2026-2027

Your child shouldn't have to wait until fall to thrive. That's why Alpha welcomes new students throughout the school year.

Alpha Charlotte

K-8

Apply now

TAKES ABOUT TEN MINUTES

Learn more

QUESTIONS?

admissions.charlotte@alpha.school

ALPHA