

# THE PETERSON FELLOWSHIPS



## FREQUENTLY ASKED QUESTIONS

The background of the slide is a blue-tinted photograph of a city skyline. In the foreground, a multi-arched bridge spans a body of water, likely a river. Behind the bridge, several tall skyscrapers of varying architectural styles are visible against a clear sky. The overall tone is professional and modern.

# What is Acton?

*Acton's mission is to prepare talented, dedicated individuals for extraordinary lives as principled entrepreneurs.*

*Acton is a hands-on, no-nonsense program, built by successful entrepreneurs for aspiring entrepreneurs who we expect will change the world.*

# I. THE PETERSON FELLOWSHIPS AT ACTON

## **What is the Peterson Fellowship Program?**

Dr. Peterson and Acton launched the Peterson Fellowship program to attract brilliant, competitive, aspiring entrepreneurs who want to change the world – achievers who want to work with us to transform how people learn.

During the intensive nine-month program, you will be led by successful entrepreneurs who share your values. You will tackle the same challenges faced by all Acton cohorts, including hundreds of real-world, hands-on problems, simulations and case studies – all to prepare you to run a profitable business and lead a more successful, satisfying and fulfilling life. As a Peterson Fellow you will be part of an elite cohort that prototypes innovative educational platforms and programs.

While there is no guarantee of employment at graduation, both Dr. Peterson's team and Acton hope to hire a number of highly talented, motivated and mission-centered leaders for several important large-scale educational projects. One caveat: While we work closely with Dr. Peterson and his team, it would be a mistake to attend because you long for personal time with Dr. Peterson. That is a rare privilege that must be earned.

## **How does learning work at Acton?**

The Acton School of Business (ranked number 1 for “most competitive students” 7 years in a row, by Princeton Review) is different from traditional business schools. We believe in learning by doing. Our lessons are grounded in personal meaning, and hands-on experiences. Our teachers are proven entrepreneurs who use the Socratic method, and prioritize asking the right question over having the right answer. What's more, our students build their own structure and culture: self-govern and self-organize. Your time is valuable, and we don't waste a second of it. Our program has a lesson at every level, and an unwavering focus on practical application.

## **What should I expect, in the end?**

You will leave Acton with a stronger sense of your principles and purpose; skills in sales, operations, hiring and cash flow management; plus the instinctual pattern recognition that only hundred-hour weeks and hundreds of real-world dilemmas can deliver.

If you give Acton your all, you will be ready for your next-great-entrepreneurial-adventure in life, either working with the Peterson and Acton teams, or forging your own path.

*Note: An undergraduate degree is not required for admission to Acton. Those without a completed bachelor's degree will be awarded a certificate stating their completion of the requirements for the MBA program in lieu of the MBA degree.*

## II. WORKLOAD, LOCATION AND KEY DATES

### What should I expect during the virtual semester at Acton?

Expect to work 35-40 hours each week, tackling business-related and personal discovery challenges. You can work on Acton assignments from anywhere in the world, anytime during the week, as long as you meet the Sunday night 11:59 pm CT deadline.

You will need to be in Austin September 26<sup>th</sup> - 29<sup>th</sup> for the Acton Games.

### What should I expect during the on-campus semester in Austin, Texas?

Set in one of the most entrepreneurial cities in America, Acton's on-campus semester models the life you'll face as an entrepreneur. Expect hundred-hour work weeks filled with Socratic case discussions, simulations and other hands-on challenges.

You'll be led by successful entrepreneurs who will challenge you with the frameworks, tools and questions you'll need to become a master entrepreneur.

#### *A typical day at Acton:*

6:00am – 8:00am – Meet in Study Groups

8:00am – 12:30pm – Classes and Simulations

1:00pm – Midnight or later – Individual case preparation

While in Austin you will be responsible for providing your own housing, preferably close to Acton's campus, which is located along Lady Bird Lake, across from downtown Austin.

Event	Dates
Virtual Semester Begins	July 29 <sup>th</sup> , 2019
Acton Games	September 26 <sup>th</sup> – 29 <sup>th</sup> , 2019
Last Day of the Virtual Semester	December 16 <sup>th</sup> , 2019
Winter Break	December 17 <sup>th</sup> , 2019 – January 5 <sup>th</sup> , 2020
On-Campus Semester Begins	January 6 <sup>th</sup> , 2020
Graduation	May 16 <sup>th</sup> , 2020



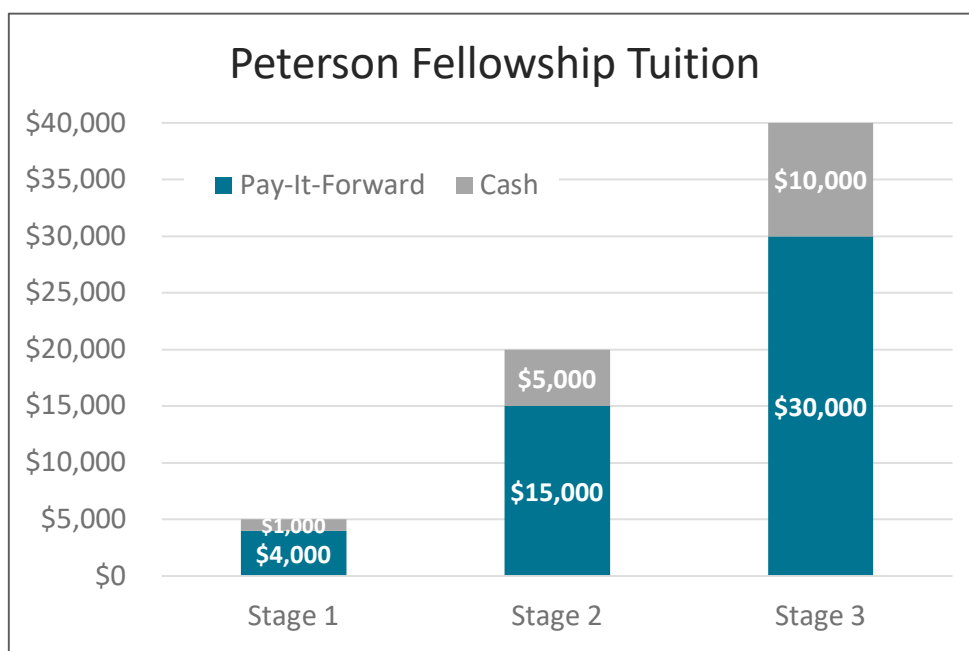
### III. TUITION AND FINANCIAL ASSISTANCE

#### Is Acton a not-for-profit venture?

While the Acton School of Business is run with all of the rigor of a real business, Acton is a non-profit philanthropic venture, in which our teacher-entrepreneurs have invested tens of millions of dollars. As such, Dr. Peterson and the Acton team have committed to reinvest any surpluses into pay-it-forward support for future cohorts or to use them to develop innovative and transformational education programs.

#### How much will I need to pay in tuition?

At Acton you'll learn the importance of aligning incentives with key success factors, to attract and motivate the right people. Our innovative pay-it-forward financing, made possible by Acton teachers, alumni and other successful entrepreneurs, is designed to mirror this lesson and make Acton as accessible as possible, while making sure every participant has "skin in the game."



Most students make staged cash payments, augmented by pay-it-forward advances that defray much of the \$65,000 tuition burden. Following completion of the program, pay-it-forward financing is repaid from 10% of a graduate's income, for a maximum of ten years. Unlike a loan, there is no interest on pay-it-forward balances.

Your financial decision is simple – if you believe that the Acton experience, and working with Dr. Peterson's team, will increase your earnings by more than 10%, pay-it-forward financing defers tuition with little to no financial risk, and the generosity can be passed to a future cohort.

### III. TUITION AND FINANCIAL ASSISTANCE (CONT'D)

#### **How do I know Acton will deliver on its promises?**

The best way to know Acton delivers on its promises is to talk with our alumni.

However, in order to lower your risk we also divide your payments into three stages. And we are so confident you will be delighted that we offer you a full refund at the end of each stage. All you have to do is complete every challenge to the best of your abilities.

The staged tuition payments are described below:

**Stage One:** Once accepted, you will be asked to send a check for \$1,000 to secure your place. Shortly thereafter, you will be asked to sign a \$4,000 pay-it-forward commitment. If by September 19<sup>th</sup>, you have completed all required work to the best of your abilities, you may request a full refund if not fully satisfied.

**Stage Two:** On September 19<sup>th</sup>, your payment of \$5,000 in cash is due plus a signed \$15,000 pay-it-forward commitment. If by December 20<sup>th</sup>, you have completed all required work from the second portion, to the best of your abilities, any payment for the second part of the program will be refunded if not fully satisfied.

**Stage Three:** On December 20<sup>th</sup>, your payment of \$10,000 in cash is due plus a signed \$30,000 pay-it-forward commitment. If by May 4<sup>th</sup>, you have completed all required work from the final portion, to the best of your abilities, any payment for the last part of the program will be refunded if not fully satisfied.

Note: When developing a budget please add the cost of housing, utilities, food, personal insurance, and a laptop computer (required).

In cases of extreme need, deserved because of extraordinary qualifications, or in return for additional work on the educational prototypes, we may offer additional pay-it-forward support.





*To be able to  
look back upon  
one's life with  
satisfaction is  
to live twice.*

*Lord Acton*

