



# THE PLATFORM FOR THE NEXT GENERATION OF TALENT

CREATING FUTURE-READY TEENS

# TEENS ARE UNPREPARED FOR THE FUTURE

93% OF TEENS FEEL HIGH SCHOOL IS NOT PREPARING THEM FOR WHAT'S NEXT



1

## STUDENTS ARE UNPREPARED

75% of high school graduates **lack the preparedness** needed to make choices about their future.

2

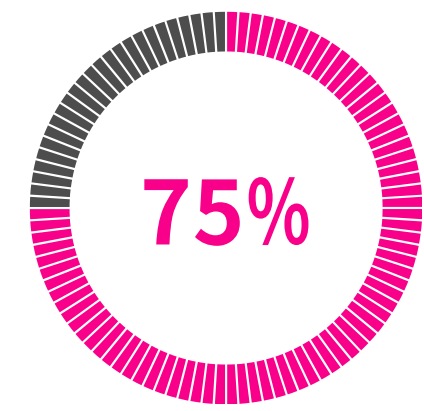
## TEENS ARE OVERWHELMED BY PATHWAY DECISIONS

80% of guidance counselors acknowledge that their students grapple with **feeling overwhelmed** by decisions about college and career pathways.

3

## POST-SECONDARY PREP IS EXCLUSIONARY

Future-readiness is frequently **concentrated solely on college applications**, instead of other prospective career pathways. Schools struggle to provide tailored strategies that cater to the diverse needs of students, resulting in a significant gap in future readiness.

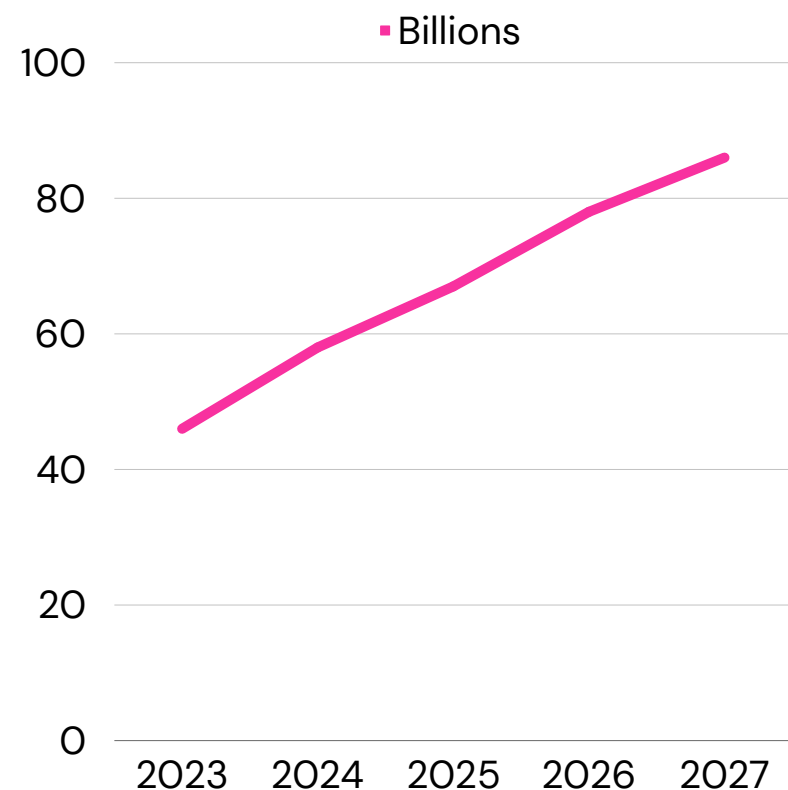


3 million or 75% of high school graduates are **not ready** to make college, career, or life decisions.

SOURCES: XQ, HORNBUCKLE (2022), AMERICAN STUDENT ASSISTANCE (2021), YOUSCIENCE SURVEY

# THE MARKET IS EXPANDING RAPIDLY, DRIVEN BY INNOVATION + TECHNOLOGY.

## U.S. ED TECH MARKET GROWTH



**LIFE SKILLS PRODUCTS + PROGRAMS**  
**\$1.7B in 2022**

SOURCES: TRANSFORMINGEDUCATION.ORG, MARKET.US

## KEY TRENDS

- Personalized learning
- AI-assisted solutions
- Career-connected learning
- Workforce of the future

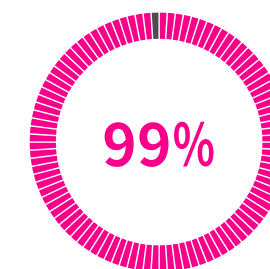
## ADDRESSABLE MARKET

- 22K high schools
- 16M teens/year grades 9-12
- 9M households/year
- 3M+ high school graduates/year

## THE NEED IS GREAT



**31/50 U.S. states** are **mandating** Future-Readiness learning for HS graduates.



**99% of teachers** believe quality teaching must include life skills programs.

TRANSFORMINGEDUCATION.ORG

# OUR AIM IS TO BE THE SPACE WHERE TEENS CREATE THEIR FUTURES.

## VISION

We are creating *the* space where teens create their futures. A platform for the next generation of talent — where stories lead exploration and *every* teen can find their path.

## MISSION

Reframing the measure of human potential and how it's ignited, so that millions of teens can build truly meaningful, impactful lives. It's no longer a question of *if* you're smart, but *how* you're smart.

## SOLUTION: THE LIFE BUILDER LAB™ (LBL)™

An inclusive, school-based platform for future readiness that guides students to **explore career possibilities, develop next-gen skills, and create their life story,** while building a bridge to the workforce of the future.

SEE OUR VIDEO [HERE](#)



# OUR TEAM WAS BUILT TO CAPITALIZE ON THIS MOMENT.

A CADRE OF EDUCATORS, TECHNOLOGISTS, AND BUSINESS BUILDERS.

## LEADERSHIP TEAM



**GEOFF HELT**  
Chief Executive Officer



**JENNIFER L.M. GUNN**  
Chief Design Officer



**BENNETT SMITH**  
Chief Technology Officer



**GINA ANGELILLO**  
School Partnerships



**DOUGLAS OLNEY**  
Dir. Filmmaking/Storytelling

## STRATEGIC ADVISORS



**DR. BRIAN DALY**  
Drexel University  
Head of Psychology +  
Brain Science



**JEFF STONE**  
Managing Director  
Sixth Street  
Multiple SaaS Exits  
Strategic Growth Advisor



**BEN ARNEBERG**  
Founder of Pet Honesty  
Zero to Exit  
Scaling + Growth Advisor



**BLAKE BOWMAN**  
Schwabe  
Legal Advisor

## THE MUG TEAM HAS DEEP ROOTS IN

- business building
- education
- launch and start-up success
- innovation
- technology
- content production/filmmaking/storytelling

# THE LIFE BUILDER LAB DELIVERS FUTURE-READINESS

A SCHOOL-BASED PLATFORM FOR SELF-DISCOVERY, CAREER EXPLORATION + NEXT GEN SKILLS BUILDING.

## THE KEY COMPONENTS OF THE LIFE BUILDER LAB™



### 1 METHOD FOR NEXT GEN SKILLS

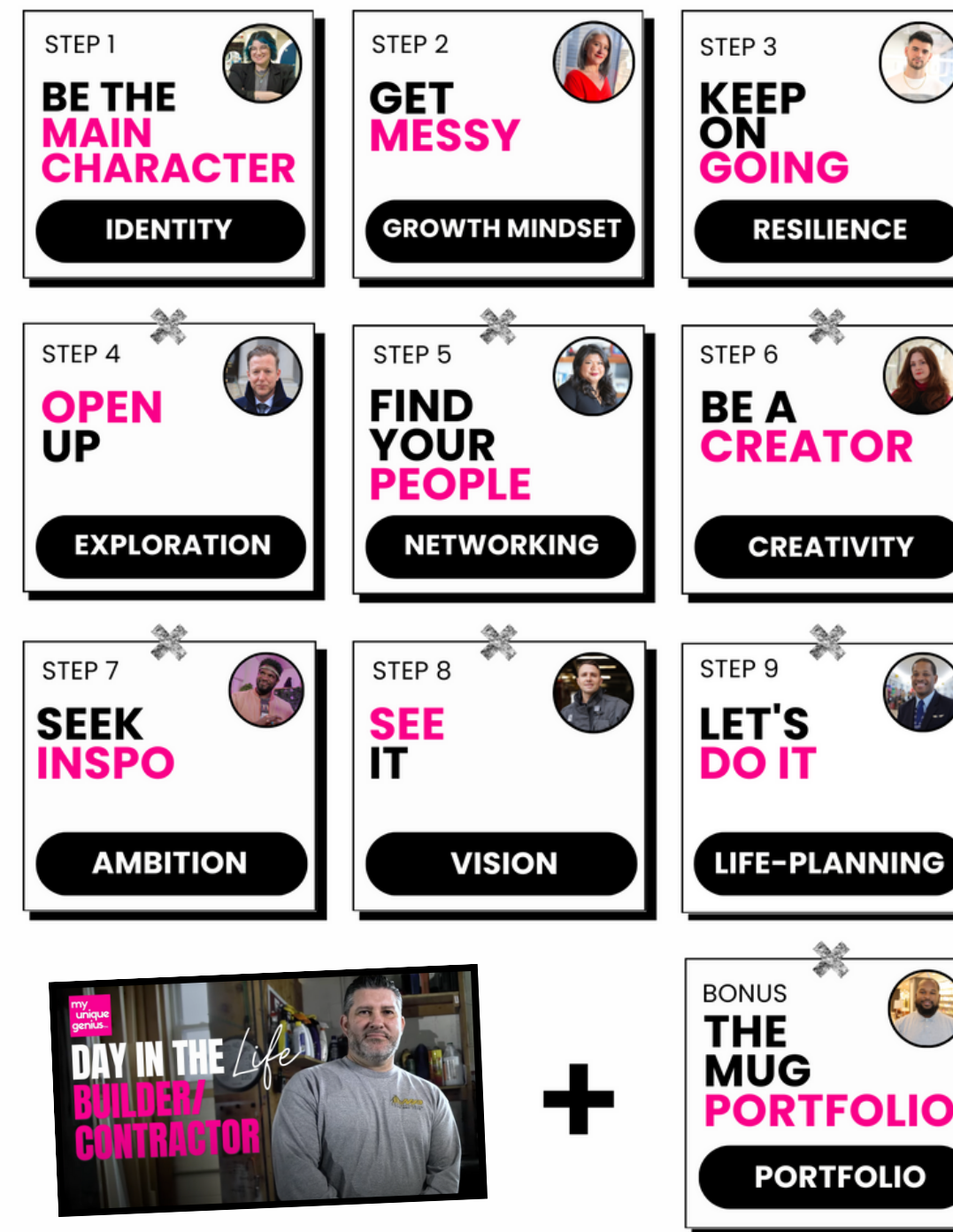
Our evidence-based approach for self-discovery, pathway exploration, and skills-building that builds future-ready teens, no matter the pathway.

### 2 STORY-BASED LEARNING EXPERIENCES

We gather insights from diverse professionals to create a comprehensive, story-based curriculum, with a teen-centric design, where teens embark on a transformative journey from high school to future-ready.

### 3 SMART PORTFOLIO

The portfolio, served up by an AI-based transformative workflow, is where teens curate their story as it evolves. Part workspace, showcase, talent print, canvas, journey map, and smart engine.



# WE WILL WIN BY SETTING THE STANDARD FOR TEEN FUTURE-READINESS.



## SETTING THE STANDARD

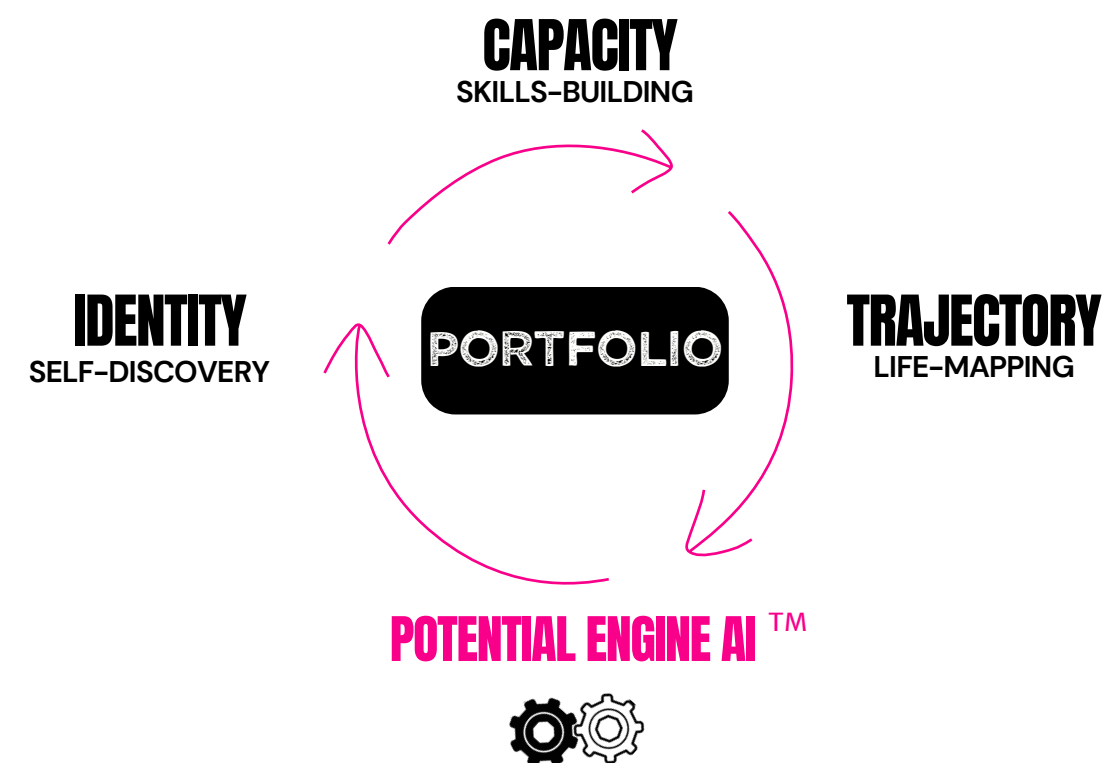
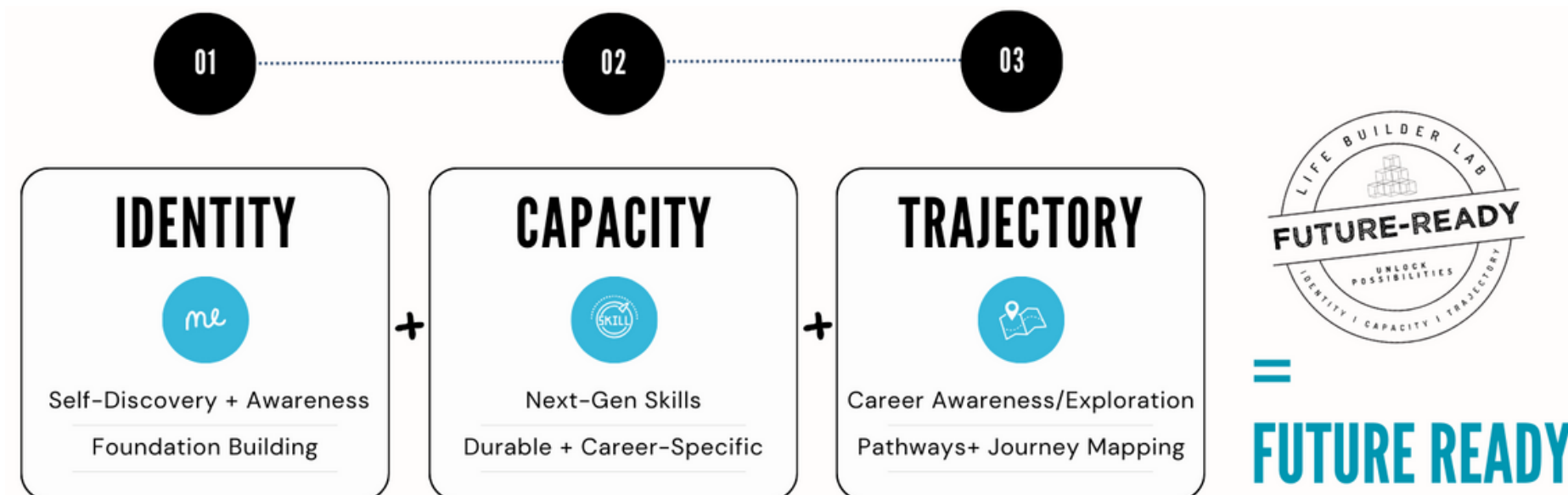
A **transformative** skills-building method for developing a teen's **identity, capacity and trajectory** — built for *all* teens, no matter their intended pathway, background, or academic performance.

Plus, a comprehensive assessment for measuring student growth — **The Future Ready Index.™**



## THE FUTURE-READY PROMISE

Every teen will have **clarity** about what makes them unique, and the **capacity** and **confidence** to secure their place in the world.

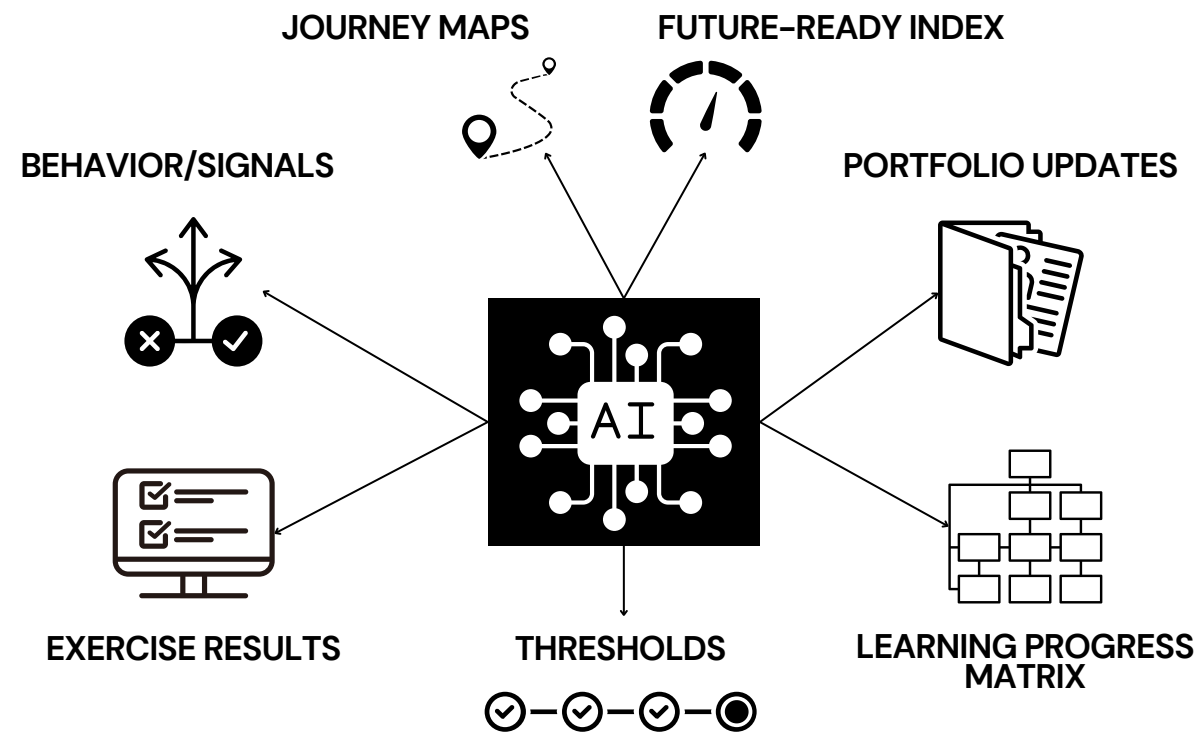


# DATA AND TECHNOLOGY ARE THE HEART OF REINVENTING EDUCATION.

## PROPRIETARY WORKFLOW MODEL

Proprietary workflow model that generates unique data and insights for sustained competitive advantage.

### WORKFLOW DATA



## SCALABLE + EXTENSIBLE

Modern service-based architecture that is scalable and extensible as technology evolves.

## AUTHORING TOOLS TO EMPOWER EDUCATORS

Robust content plus learning experience authoring tools to empower educators to craft bespoke student experiences.

## OPEN INTERFACES

Open interfaces that both acquire and share data, content, + services with external systems and partners.

## AI-ENABLED SERVICES

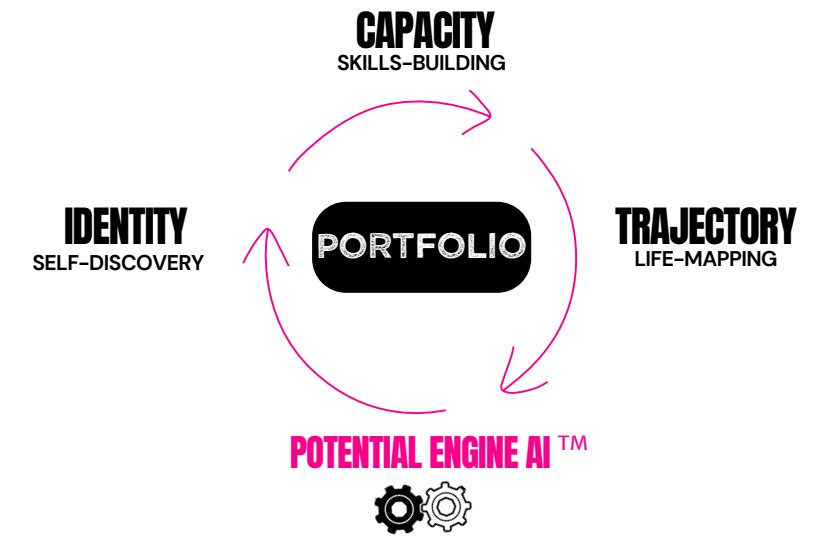
Cutting edge AI-enabled services that power configurable, adaptive, and generative learning experiences.

## RICH ANALYTIC CAPABILITIES

Rich analytic capabilities to track metrics and demonstrate efficacy.



# THE POTENTIAL ENGINE™ WORKS TO PROPEL THE TRANSFORMATION PROCESS *FORWARD.*



## THE TEEN'S JOURNEY



**JUSTIN RAMIREZ, 16,  
BEGINS HIS JOURNEY  
IN ADVISORY CLASS.**

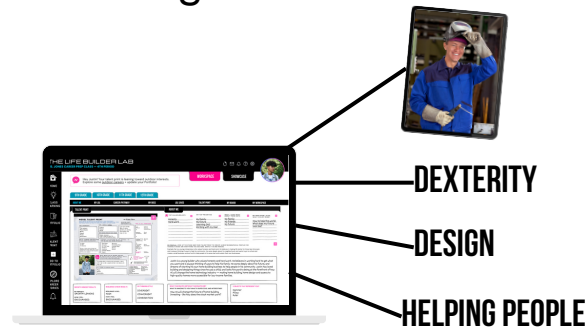
### CAREER EXPLORATION

- Justin saves a video about a firefighter to his portfolio. The LBL™ shares other careers to explore that have similar talent profiles, and Justin begins exploring lots of new pathway options.



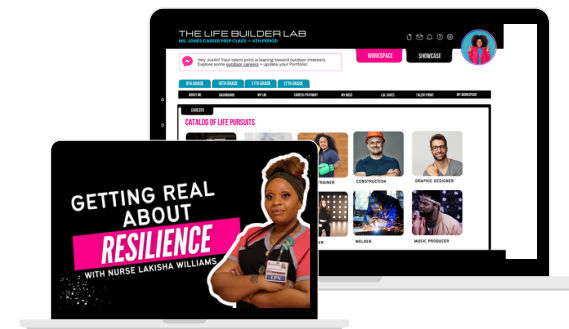
### THE TALENT PRINT

- Justin begins to uncover his passions, interests, and gifts by working on his own Talent Print. Dynamic pathways open up for exploration like welding!



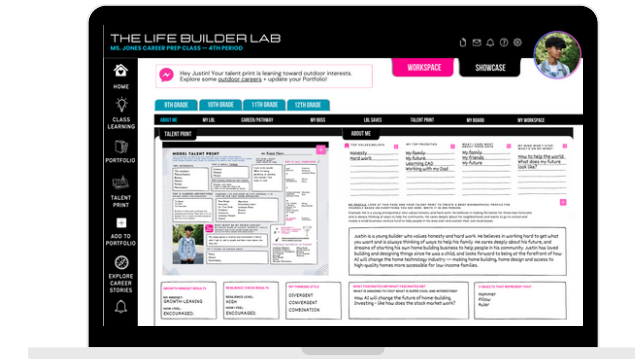
### NEXT GEN SKILLS

- Justin dives into the topic of resilience. The LBL™ engine recommends what he should tackle next to deepen his skill base and pursue his path.



### THE PORTFOLIO

- All of Justin's LBL™ learning artifacts are added to his portfolio and forms a clearer picture of his story and pathway. He begins to work on his life map and résumé.



## THE POTENTIAL ENGINE™

### CUSTOM LEARNING PATHWAYS

Serves up learning pathways that are adapted to a student's unique profile elements and real-time actions.

### PERSONALIZED RECOMMENDATIONS

Synthesizes interactions + a teen's Talent Print to make suggestions that align with their interests + talents.

### RESPONSIVE RESULTS

Anticipates and surfaces search prompts and results based on a student's recent activity and responses.

### PORTFOLIO UPDATES

Analyzes elements of teen's portfolio + suggests updates and enhancements based on their completion of modules.

# THE LIFE BUILDER LAB™ 1.0 RESONATES WITH KEY PARTNERS

## THE LIFE BUILDER LAB™ 1.0 LAUNCHED JULY 2023

Over the last year, we have established resonance in the market.

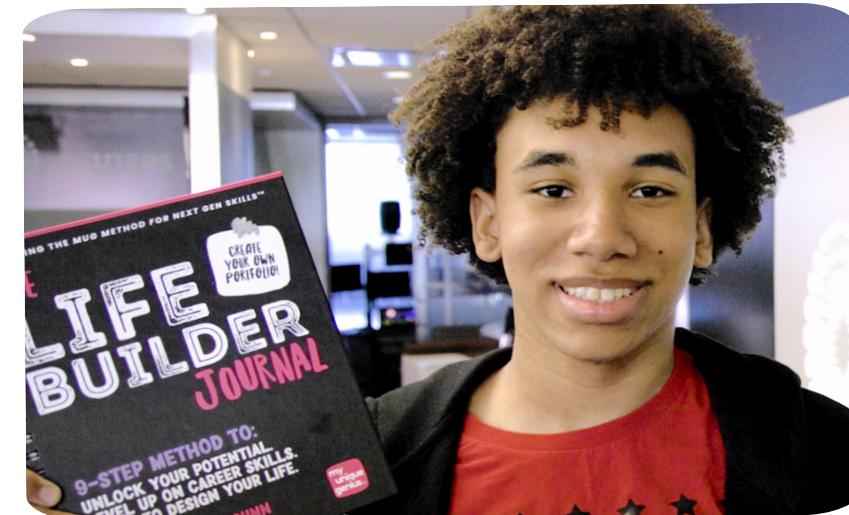
### SCHOOLS + ORGANIZATIONS



### DISTRIBUTION PARTNERS



### CORPORATE PARTNERS



# SCHOOLS INVEST IN THE RIGHT TOOLS FOR FUTURE READINESS - BUYER PROFILES.

## EXISTING LIFE BUILDER LAB™ CONTRACTS



### SUPERINTENDENT



**Need:** Innovative **tools** for helping students identify their strengths and pathways.

**“No one has anything like the Talent Print.** There’s nothing like this on the market. When I saw that, I knew we needed the Life Builder Lab™.”  
*Dr. Michael Nagler, Superintendent, Mineola Schools*



### SCHOOL LEADER



**Need:** Teen-centric whole-school **curriculum** for future-readiness and skills building.

**“This is exactly what we’ve been looking for, but could never find. We’re using The Life Builder Lab™ for our entire school’s Design for Life course.** It’s everything teens need to know themselves, explore and build skills.”  
*Melissa Dorcemus, Chief of Youth Dev. Support, New Design HS*



### TEACHER



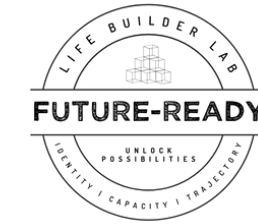
**Need:** Lessons with **skills-building tools** that really resonate in the classroom.

**“My students are responding** and are **learning how to lean into uncertainty**, how to think about things that are uncomfortable and unknown, and realizing that their peers are in same place.”  
*Phil Linder, Teacher, The Business of Sports High School NYC*

## SCHOOLS ARE SEEKING A COMPREHENSIVE SOLUTION FOR POST-SECONDARY SUCCESS.

AVERAGE SALES PRICE PER SCHOOL: \$9,000 PER YEAR

# OUR GO-TO-MARKET STRATEGY



**POSITIONING:** Be the space where teens create their futures.

1

## SHOW UP AS THE AUTHORITY ON FUTURE-READY TEENS

- Social Media: Instagram for educators/TikTok for teen voice
- The Catalyst: Weekly e-newsletter for educators
- Future Readiness Forums/Regional Administrators + State/District Agencies
- Conferences like: ISTE, ASU + GSV, EduCon, AASA, Deeper Learning, SXSW EDU

2

## REPLICATE NYC METRO SUCCESS

- Identify and target other progressive leading adopters.
- Deploy focused sales teams to penetrate similar markets.

3

## AMPLIFY REACH AND DISTRIBUTION WITH PARTNERSHIPS

- Communities in Schools: 28 states and over 3,000 schools
- City Year: 28 cities and 21 states
- Eton College/EtonX: 900 high schools in UK

4

## ESTABLISH INDUSTRY PARTNERSHIPS TO SCALE

- Corporate partnerships underwrite school subscriptions as well as day in the life videos and career content production.

### TARGET METRO MARKETS

NEW YORK  
PHILADELPHIA  
CHARLOTTE  
CHICAGO  
HOUSTON  
DALLAS  
PROVIDENCE  
LOS ANGELES  
MIAMI  
ATLANTA  
DENVER  
PHOENIX  
SEATTLE  
SAN FRANCISCO

### DISTRIBUTION PARTNERS



# LIFE BUILDER LAB: CURRICULUM TO PLATFORM

## LBL™ 1.0: THE CURRICULUM

- A research-backed method
- 2-year story-based curriculum
- A catalog of life pursuits
- A totally teen-centered design
- A Canva-based portfolio

### CURRICULUM PRICING

- \$5/student/yr
- 500 students: \$2,500
- \$3,000 training professional dev.
- **\$5,500/school/year**

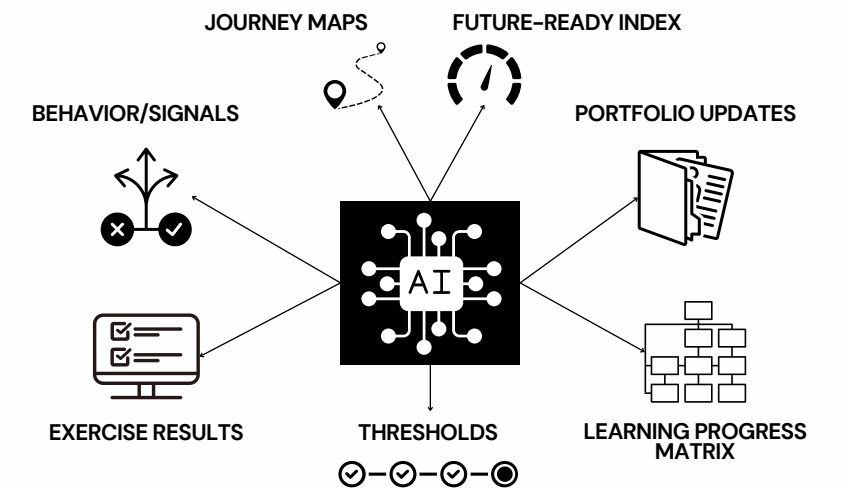


## LBL™ 2.0: THE PLATFORM

- 4-year story-based curriculum
- An AI-based Potential Engine™ for transformation
- An expansive catalog of life pursuits with 100s of careers
- An integrated, dynamic, and smart portfolio + talent print
- A Future-Ready Index to assess student growth
- An LMS for educators with insights + assessment

### PLATFORM PRICING

- \$10/student/yr
- 900 students: \$9,000
- \$3,000 training professional dev.
- **\$12,000/school/year**



IN MARKET CURRENTLY

IN MARKET - 2025-2026 SCHOOL YEAR

# THE CATALYST ACADEMY

TEACHERS NEED TARGETED PROFESSIONAL DEVELOPMENT TO BE EFFECTIVE AT FUTURE READINESS INSTRUCTION, AND PARENTAL INVOLVEMENT IS KEY

The Catalyst Academy offers innovative and impactful professional learning experiences for educators, designed to enhance their instructional practices and cultivate their role as catalysts for teen future-readiness.

We empower educators to become dynamic facilitators of self-discovery, champions of next-generation skills development, and guides in the exploration of diverse pathways.

- THE CATALYST NEWSLETTER
- VIRTUAL + IN-SCHOOL PROFESSIONAL LEARNING
- PARENT ENGAGEMENT

[SEE OUR VIDEO HERE](#)



SOURCE: BILL AND MELINDA GATES FOUNDATION

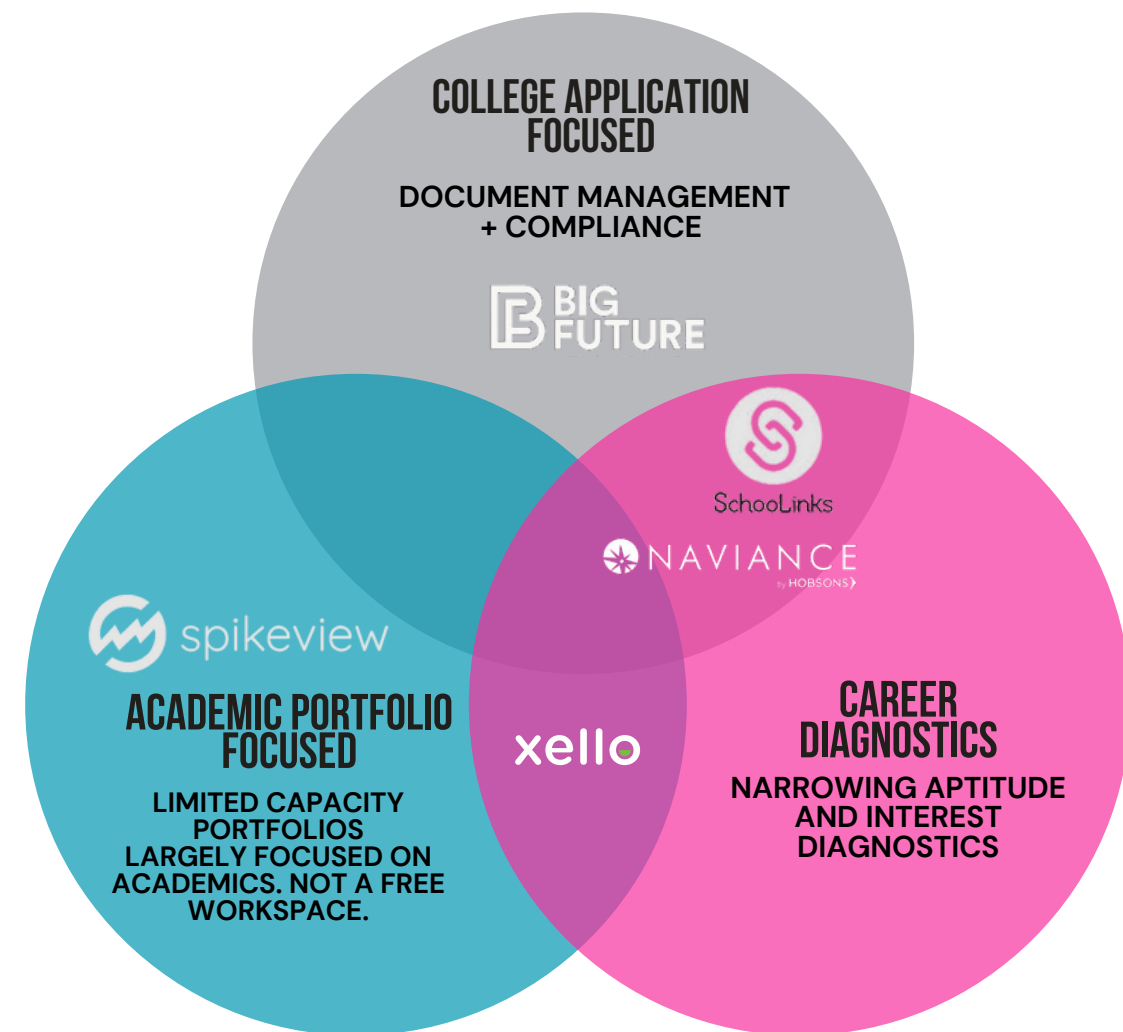


**\$18 BILLION**  
Schools spend \$18B on PD annually + from 68 to 89 hours a year in trainings.

# A BLUE OCEAN IN A MARKET RIPE FOR INNOVATION

## FRAGMENTED CURRENT LANDSCAPE

Fragmented, academic, narrowly focused, static platforms with limiting experiences.



## MARKET-CHANGING SOLUTION BUILT WITH TEENS AT THE CENTER

- Dynamic personalized pathways and smart Portfolio
- Teen-centric vibe and resonance
- Compelling rich media content
- Story-based learning content from active professionals
- End-to-end method-based transformative experience
- Expansive exploration of life pathways for all teens



WE'RE NOT JUST INCREMENTALLY IMPROVING THE FUTURE-READINESS PROCESS...  
WE'RE COMING AT IT FROM A **DISRUPTIVE**, NEW ANGLE.

# REVENUE RAMP

## THE LIFE BUILDER LAB™

School Subscription Model  
 Driven by 7M+ subscribers + corporate partners

### LBL™ 1.0

**School Subscriptions**

- \$5/student/yr
- 500 students: \$2,500
- \$3,000 training profesional dev.
- \$5,500/school/year

**Corporate Partner Packages**

\$30K Sponsorships + Career Profiles

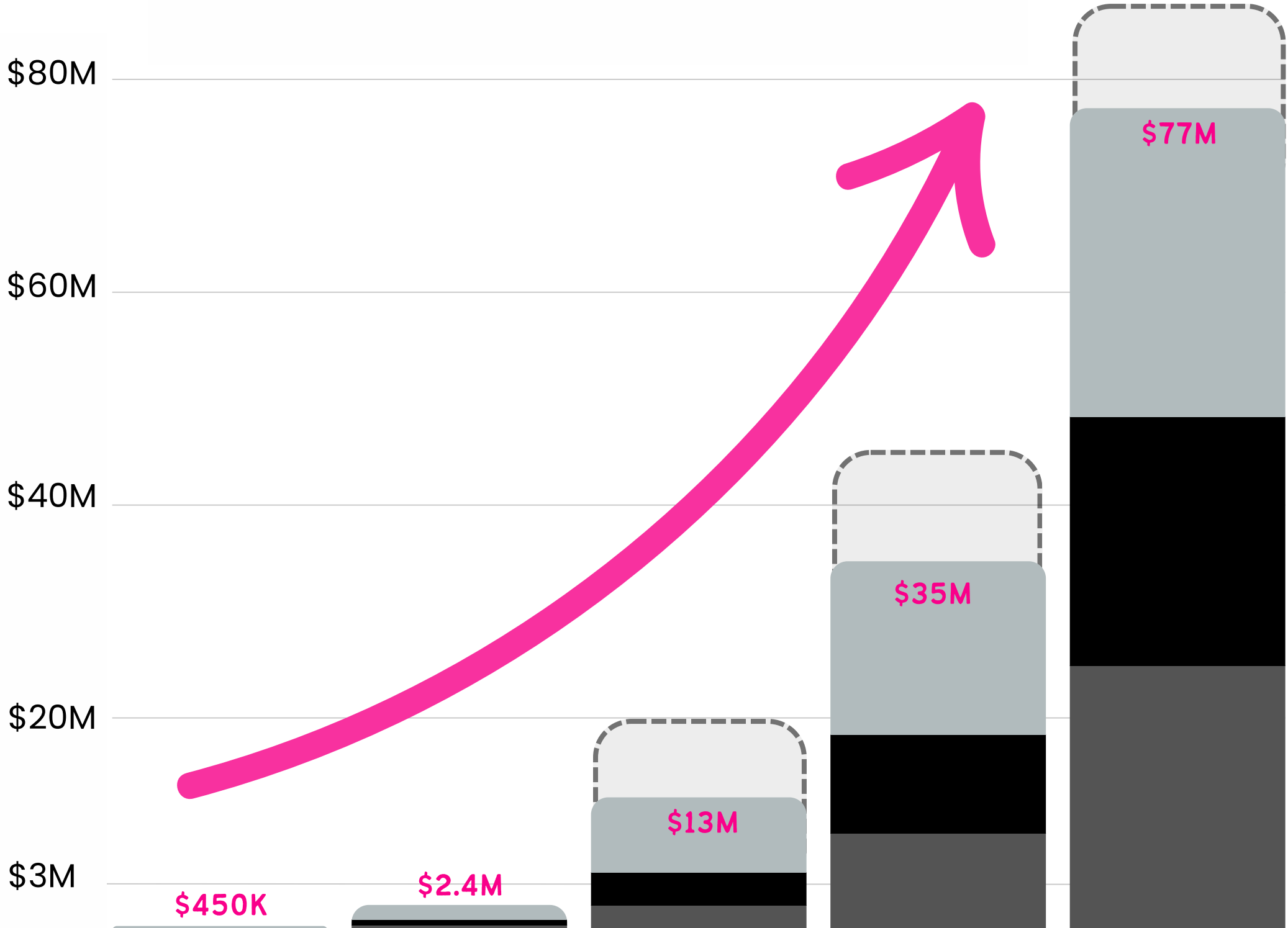
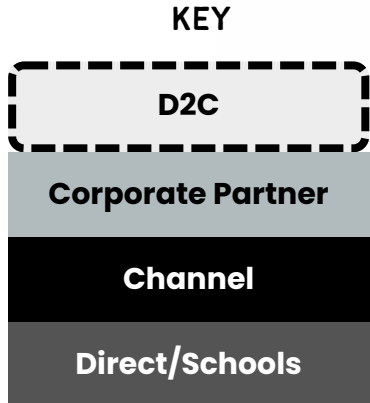
### LBL™ 2.0

Platform: Pricing increasing annually with added features and content.

- \$10/student/yr
- 900 students: \$9,000
- \$3,000 training profesional dev.
- \$12,000/school/year

**DTC Premium Subscriptions**

- Give app away for free.
- Add-on revenue for premium services.



	Y1	Y2	Y3	Y4	Y5
SCHOOLS	24	142	852	2,542	5,720
STUDENTS	11K	99K	633K	2M	5M
PARENTS	6K	55K	352K	1.14M	2.78M
CORPORATE PARTNERS	10	35	110	190	270



# THE ROLL OUT OF THE LBL CURRICULUM + PLATFORM

## FUNDING

RAISE FUNDING

## ORG + TEAM

KEY HIRES

- o VP of Business Development/Sales
- o Technical Lead/Architect
- o Product Lead
- o Director of Social Media/Marketing

EXPAND SALES TEAM

## PRODUCT DEVELOPMENT

BUILD YEAR 2 CURRICULUM

BUILD 2.0 LBL™

LAUNCH 2.0

BUILD DTC APP

LAUNCH DTC APP

## GO TO MARKET

SELL LIFE BUILDER LAB™ INTO SCHOOLS

SELL LIFE BUILDER LAB™ + DTC APP

CORPORATE PARTNER SALES

TODAY

24-25  
YEAR 1

25-26  
YEAR 2

26-27  
YEAR 3

SCHOOL  
YEARS

# BUILDING THE PLATFORM FOR THE NEXT GENERATION OF TALENT



We're raising **\$4M** to scale our platform and accelerate sales.

## PRODUCT DEV. + TECH \$2M

- Life Builder Lab™ 2.0
  - App
  - Dynamic Portfolio/Talent Print
  - 4-Year Curriculum
- Potential Engine™
- Video + Content Production

## SALES + MARKETING \$1M

- Ramp up direct sales, social media/marketing, and conferences.
- Replicating the regional sales model (NYC, Philadelphia) for other metro markets.
- Establishing corporate partnerships and industry guilds.

## CAPACITY + TEAM \$1M

- Key hires:
  - VP of Business Development/Sales
  - Technical Lead/Architect
  - Product Lead
  - Director of Social Media/Marketing
  - Director of Content Production

# CONTACT

## THE MY UNIQUE GENIUS TEAM



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