



At My Unique Genius™, our aim is to be **the space where teens create their futures**. We strive for every teen to have clarity about what makes them unique, and the capacity and confidence to secure their place in the world. That's our future-ready *promise*.

The crisis among teens today is glaring. They are unprepared for life beyond high school with 75% of graduates not ready to make college and career decisions. Eighty percent of school counselors, who are on the frontlines of this dilemma, believe students are "overwhelmed" by decisions about prospective pathways. Educators crave solutions, with 99% of teachers saying quality education must include life skills. The pervasive lack of readiness is a systemic challenge affecting not only students, families and schools, but also the workforce of the future.

Our founding team is moving fast to fill this void. In 2023, we launched The Life Builder Lab™ (LBL), a comprehensive product for post-secondary readiness that guides students to explore career possibilities, develop next-generation skills, and create their portfolio for life. Teen-centric and story-based, the LBL™ delivers future readiness — building identity, capacity, and a trajectory *forward* for all teens. Students are immersed in the lives of diverse professionals, conveying wisdom and insights that are woven into an interactive, story-based curriculum by our learning designers — all presented in a style and design language teens love.

Breaking into the education market can be complex. Our team got scrappy, fast, and creative with a beachhead strategy, a conference plan, a direct-to-school campaign, plus outreach to key distribution partner prospects. The results speak for themselves.

- Contracts in NYC metro HS's reaching over 1,700 registered students, including grant sponsorship from an anchor high school.
- Endorsement from Bill Milliken, founder of Communities in Schools with 2,800 schools in the U.S, who signed on as grant sponsor.
 - Distribution partnership: LBL™ pilot project with the Director of Innovation + Workforce of the Future Summit
- Partnership and grant sponsorship with City Year, who provides whole-child coaching in 29 high-need communities.
- Partnership with Eton College to co-develop The Future-Ready Series for their EtonX platform (900 UK schools + over 100K students).
- Corporate partnerships with Jet Blue, Regeneron, Hachette, Hearst + Thompson Reuters for career profiles + curriculum content.
- Securing pre-seed investment from a growing number of angels.

At the core of our vision — being the platform for the next generation of talent — lies a proprietary method for self-discovery and human development. Potential Engine AI™ is a transformative workflow model that translates student inputs and insights into recommended experiences and pathways, ultimately guiding a teen from a baseline of unprepared to a state of future ready. Potential Engine AI™ will be the center point for Life Builder Lab™ 2.0, launching in 2025. The roll-out of LBL™ 2.0 brings the opportunity for direct-to-consumer revenue streams, where teens/parents will engage with our platform outside of the school setting and subscribe to premium services.

Our team came together because we share a mission to redefine human potential by providing teens and educators with the tools to ignite fulfilling, impactful lives. We are leaders with deep expertise across education, career development, emerging technology, product creation, customer experience, business scaling and startup ventures.

- **Geoff Helt, CEO:** Our leader with a driving passion and vision for revolutionizing human potential. "It's not *if* you are smart, it's *how* you are smart." Co-founder of Forge School, with 30 years of experience in strategy, innovation, and executive development.
- **Bennett Smith, CTO:** An innovator with a fascination for emerging technology and shaping its use in meaningful ways. Excited to chart the future for AI in education. Leading technology and product innovation with FedEx, Orbitz, Dice and startup ventures.
- **Jennifer L.M. Gunn, Chief Design Officer:** An authority on future-ready teens with over a decade of high school teaching, advising and mentoring experience in NYC, plus a background in magazine publishing and title launches. She is an author, designer + learning expert.

It is with tremendous inspiration that we seek an investor partner to join with us, challenge us, and dig in with us to create and scale a thriving business that drives transformational change in the education of teens and shaping of the next generation of talent.

Geoff Helt
Chief Executive Officer, My Unique Genius