

# INTRODUCING JOURNEY.DO

## A NEW ERA IN ENSURING STUDENTS THRIVE

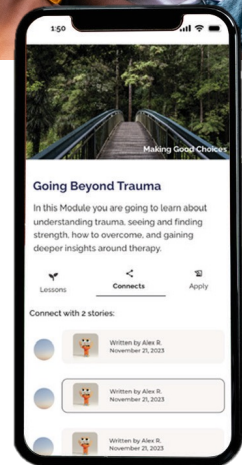


### WE COME ALONGSIDE TO ENSURE YOUR STUDENTS THRIVE:

For school, district, and university leaders who are struggling to provide students with individualized care, have a desire to help students in their care thrive, and want to create lasting success, meet Journey.Do.

- **EVIDENCE-BASED THERAPEUTIC FRAMEWORK**
- **COME ALONGSIDE GROWTH SPECIALISTS**
- **ANYTIME, ANYWHERE GROWTH PLATFORM**
- **AI-POWERED INSIGHTS FOR STAFF AND ORGANIZATIONS**

Journey.Do has built a full-service growth and readiness program with advanced AI intelligence, real-time data, anytime-anywhere access, and trained coaches who guide students through personalized journeys to ensure they develop the skills and habits needed to excel in school, career, and life..



**Schedule a Demo**

Contact: [matthew@lifelabstudios.org](mailto:matthew@lifelabstudios.org)

### REAL WORLD RESULTS

**75,000+**  
User Accounts

**250,000+**  
Story Connections

**75,000+**  
Stories Published

**250,000+**  
Lessons Completed

**55,000+**  
Microcerts Earned



# ANYTIME, ANYWHERE ACCESS

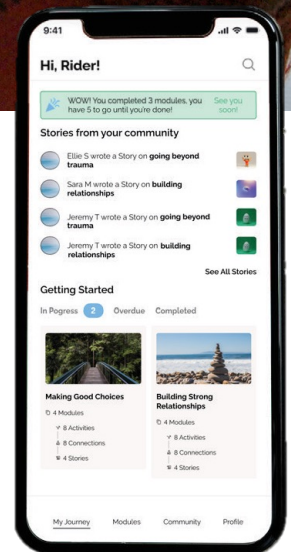
JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM



From early intervention, academic advising, skill-building, and career readiness to ongoing support, students struggling with challenges or seeking direction can access the Journey.Do platform anytime, anywhere, on any device. This enables real-time collaboration with trained advisors, ensuring personal growth and resilience.

All data is securely managed, with participants using SSO and 2FA within the learning app. Our staff are trained in confidentiality and best practices for student support, and AI is utilized to deliver high-quality, personalized feedback.

Designed for a mobile-first generation, our connected growth platform ensures students feel seen, supported, valued, and empowered throughout their educational and career journey.





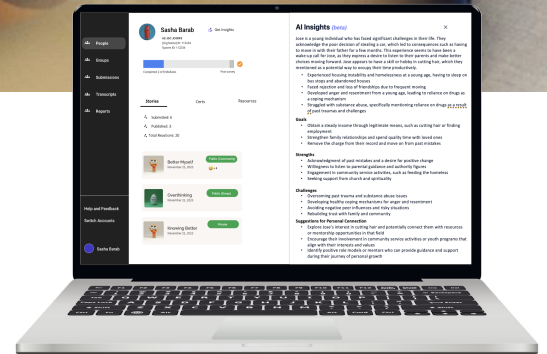


# AI INSIGHTS

**JOURNEY.DO: THE FIRST AI POWERED ADVISING PROGRAM**



The Journey.Do program, in partnership with the National Science Foundation, has developed a groundbreaking AI-Powered Growth Program for student success and career readiness. AI is seamlessly integrated into the platform's core, with a focus on fostering human connection through actionable, personalized insights.



As students engage in their growth journeys, the AI compiles unique, strength-based and trauma-informed insights from these interactions. These insights empower advisors, educators, and counselors, enhancing their ability to support students through meaningful connections, personalized coaching, and tailored development plans.



Additionally, these insights can be aggregated across groups, advisors, and organizations, providing a powerful tool for school and program leaders to assess the effectiveness of their student success initiatives.

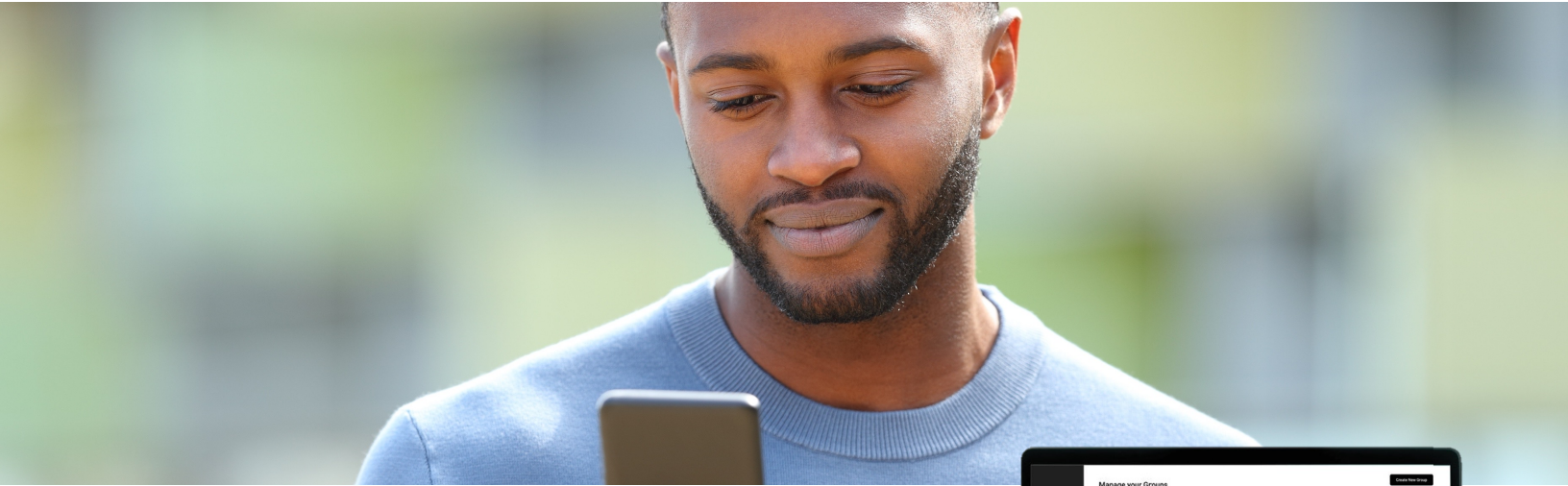


National Science Foundation, SBIR grant # 2333168



# TRAINED GROWTH SPECIALISTS

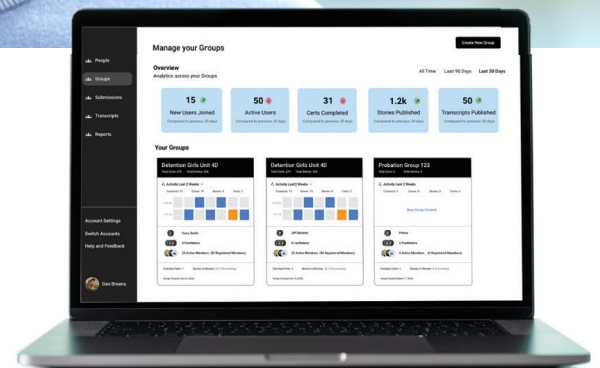
JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM



We help students overcome challenges and build lasting success through a wraparound advising service led by our dedicated Growth Coaches, providing a structured, personalized development pathway tailored to each student's unique needs and goals.

Our team offers end-to-end support from intake to transition, skilled in fostering growth through trauma-informed and strength-based feedback that is both personal and supportive.

Deeply engaged throughout the journey, our Growth Specialists assign growth modules, monitor progress, and provide real-time reporting and updates, ensuring students are fully supported as they work toward their educational and career aspirations.







# STUDENT SUCCESS GROWTH CERTIFICATES

**JOURNEY.DO: STUDENTS EARN SHAREABLE, BRANDED CERTIFICATES**



Our Student Success Program includes multiple structured journeys for students, including Adulting, Career Readiness, and Growing Protective Factors. These journeys address essential areas like developing an appreciation for one's strengths, building career pathways, fostering positive relationships, and enhancing life skills.

Additionally, we can collaborate to integrate your content onto our platform, facilitated by your advisors or educators.

## **BUILDING MY CAREER FUTURE**

Knowing My Strengths | My Professional Identity | Market Value Assets

## **SUCCEEDING AS A YOUNG ADULT**

Self-Care | Life Skills | Balancing Finances | Positive Friendships | Managing Time | Career Pathways | Working It | Making Meals | House Care

## **PROTECTING MY FUTURE**

Positive Relationships | Avoiding Substances | Making Healthy Choices | Managing Emotions | Failing Forward

## **LIVING A FLOURISHING LIFE**

Knowing My Strengths | My Professional Identity | Growing Market Value Assets

## **BRING YOUR OWN CONTENT**

Our design team can work with you to place your content on the platform, using AI and integrating your material

# INTAKE TO OUTTAKE

## JOURNEY.DO: RESEARCH-BASED BEHAVIORAL CHANGE FRAMEWORK

All programs are based on our research-based, behavioral change framework to ensure change happens. The framework is deployed using our coaching dashboard and AI-enhanced platform, so we can provide personalized care from intake to outtake.



We start programs with aligned motive, built through an intake meeting. AI is used to create a personalized growth plan. The plan is validated by shared by your staff and the student.

Students then progress through Modules, receiving strength-based feedback from our coaches as the capstone of each Module. Growth happens as part of small groups, using our safe and secure, small group anytime, anywhere, journey platform. Gamification meters track progress.

AI insights are always available to your advisors. Certificates are earned in each growth area. Upon completion, an AI-enhanced transition plan is created and shared with relevant parties.

# ABOUT US

Lifelab Studios is a spin-out of Arizona State University and is led by a team of learning scientists, platform engineers, growth specialists, and successful entrepreneurs.

Our program solutions bring together what we know about human learning, relationships, and innovation.

## **We Believe that**

Personal growth is critical for life success and fulfillment, and that everyone has the potential to do amazing things.

## **We are committed to**

Providing organizations and youth with the best social growth platform in the world, supported in a manner to ensure personal growth.

## **We are deeply passionate**

About powering personal growth through small group journeys where members are seen, valued, and validated for what they are able to achieve.

**Schedule a Demo**

Contact: [matthew@lifelabstudios.org](mailto:matthew@lifelabstudios.org)



A personal growth and wellness company.

Makers of



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