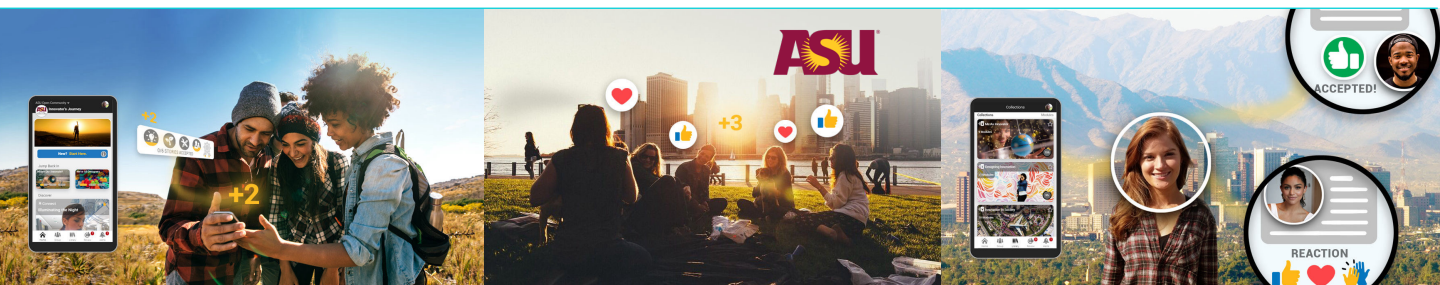




POWERING PEOPLE, ORGANIZATIONS, AND
COMMUNITIES TO *thrive*.



Lifelab Studios is an ASU spinout led by a team of learning scientists, platform engineers, and successful entrepreneurs.

Incorporated: June 2021

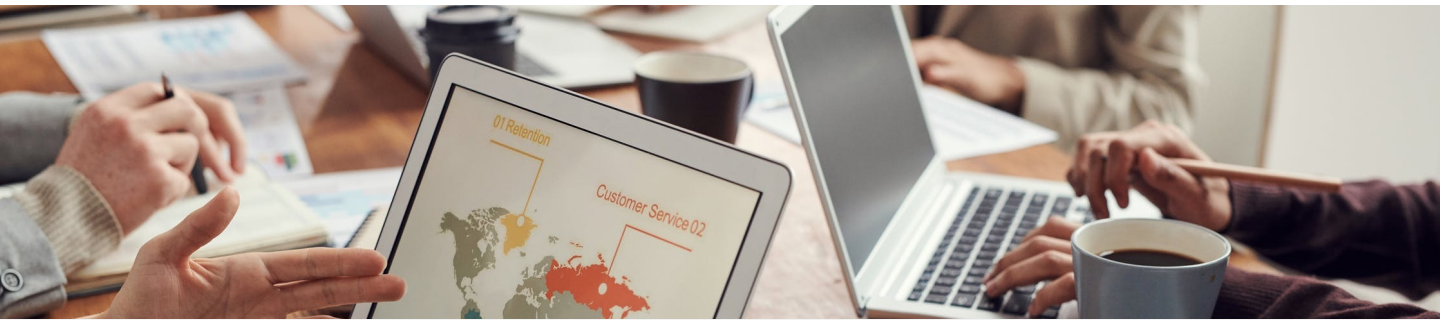
A NEW APPROACH TO CHANGE

THE PROBLEM

While people long for growth and impact, they often fail to self activate. The content isn't the problem; we have plenty of experts disseminating expert advice and numerous products, programs, and services designed to support growth.

| The problem is that **content** and **desire** are not enough.

Most online learning platforms are designed to transmit “expert” content. Yet, **people grow when they feel inspired, supported, valued, and validated**. Advances in how people learn and platform innovations make it possible to do more.



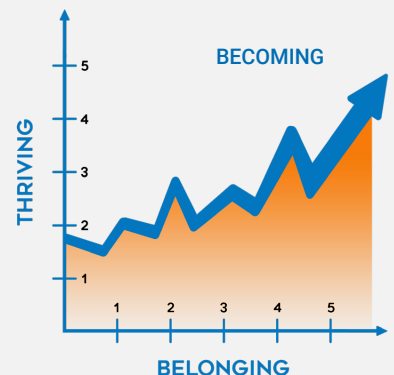
But, what is really needed are tools that...

- ☐ focus growth on activities that are **personally meaningful** to the learner
- ☐ are **available anytime, anywhere** in personalized technologies that people already use
- ☐ **connect learners** with believable stories from relatable peers pursuing change
- ☐ provide facilitated groups where learners are **seen, supported, and valued**
- ☐ support progress across experiences over time in ways that **validate success**
- ☐ allow facilitators to provide support and organizations to **track progress**

OUR SOLUTION

Our design solution brings together what we know about human **learning, motivation, relationship, and innovation—driven by the power of AI**. We have built a behavioral change framework that leads with goals, connects clients to relatable stories, uses the power of narrative, and is supported by a trained coach.

| We support learners to engage and apply their learning to achieve goals that matter to them (**thriving**) and do so in a way that connects them with others (**belonging**). The result is changed lives (**becoming**).



Built on decades of research, we utilize a mobile-first, connected growth framework that starts with why, involves connecting with others, growing one's skills, and positions content in the service of goals that members want to achieve.

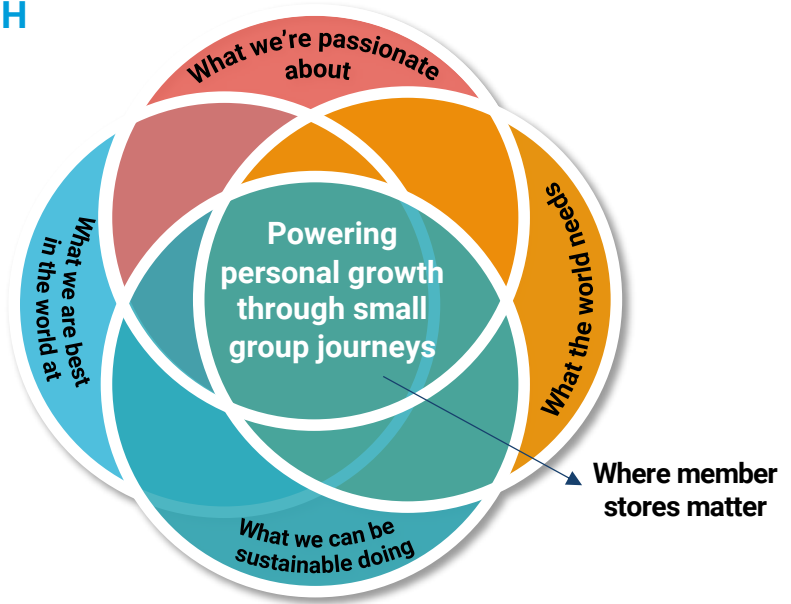
WE DO GROWTH DIFFERENTLY

A DIFFERENT APPROACH

"We provide a mobile-first, social growth platform where champions can support others in growing their capacity to achieve meaningful goals ...

... as part of a safe and supportive community in which members are seen, valued, and validated for their growth and impact stories."

Dr. Sasha Barab, CEO



BASED ON LEARNING SCIENCES RESEARCH

Developed in a research laboratory at Arizona State University, journey.do is built from the ground up on what we know about how people learn. Consuming content is easy, but personal change is hard.



60,000+
User Accounts



40,000+
Microcerts Earned



70,000+
Stories Published



150,000+
Story Connections

JOURNEY.DO: We offer a mobile-first, anytime, anywhere platform where members pursue goals, connect to inspiring peer stories, and get personal feedback from experts.

KEY DESIGN PRINCIPLES:

1. **Starts with "Why?"**, then cultivates connection with others who are on the same journey
2. **Positives content** as tools to help people succeed in real-world goals
3. **Provides a sense of belonging** by valuing member stories and validating their progress
4. **Uses multiple incentives** – program, personal, and social relevance – to encourage progress
5. **Results in printable certs** – to acknowledge the development of meaningful skills
6. **Data analytics** to provide accountability and AI insights to enable continuous improvement



WHY IT WORKS

Behavioral Change Framework

Our **Journey Arc™** process, based on behavioral-change research, combines evidence-based practices, advanced AI, and a next-generation growth app to ensure individuals feel **seen, valued, and supported** on their growth journey.

- Growth is powered by trained specialists providing trauma-informed feedback and hyper-personalized care, using evidence-based practices from intake to outtake.
- This comprehensive approach fosters meaningful and lasting change, ensuring participants receive support from intake to outtake.

Grounded in our framework, every person receives the same **quality of care** from intake to outtake. Growth is supported by trained coaches providing strength-based feedback and personalized care, using evidence-based practices enhanced by AI, to ensure quality and consistency of care.



01 INTAKE MEETING

1:1 Meeting to build rapport, identify needs, set goals, and onboard user.

02 GROWTH PLAN

Customized roadmap with plan, and why it will lead to meaningful growth.

03 CERTIFICATE ONE

First major achievement recognized when individual completes desired number of Modules in an area.

04 CERTIFICATE TWO

If multiple certificates expected, second significant milestone achieved based on completing Modules.

05 TRANSITION PLAN

Summary of achievements, challenges, and next-steps transition plan.

06 OUTTAKE MEETING

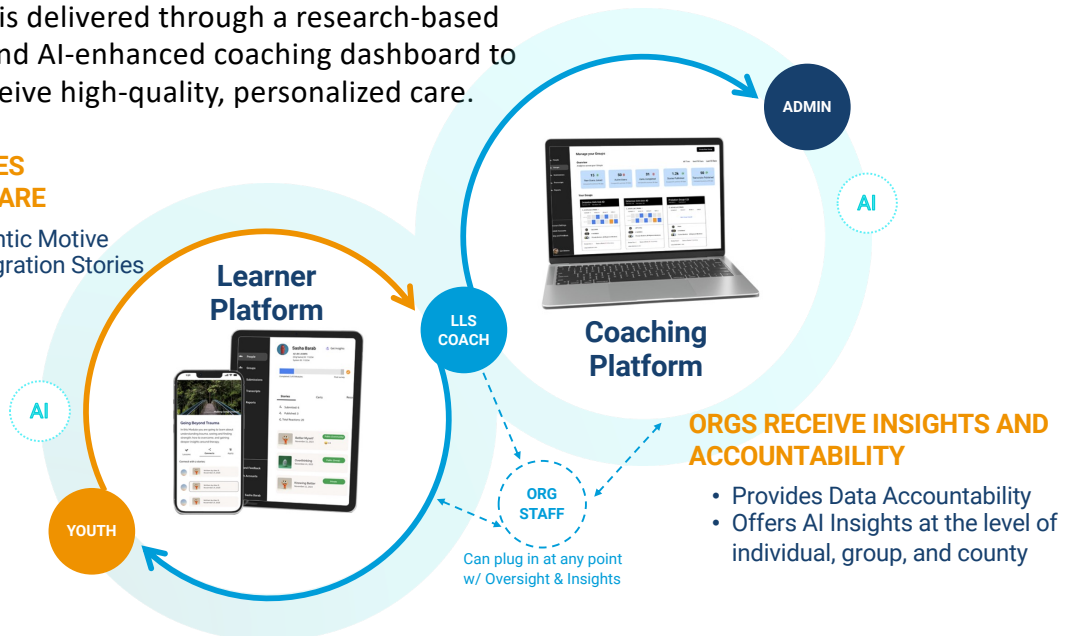
Final session to affirm success, discuss challenges, and transition.

The Core Interaction

The Journey Arc™ is delivered through a research-based learner platform and AI-enhanced coaching dashboard to ensure learner receive high-quality, personalized care.

LEARNER RECEIVES PERSONALIZED CARE

- Develops Authentic Motive
- Shares Life Integration Stories



AI-POWER COACHING SUITE

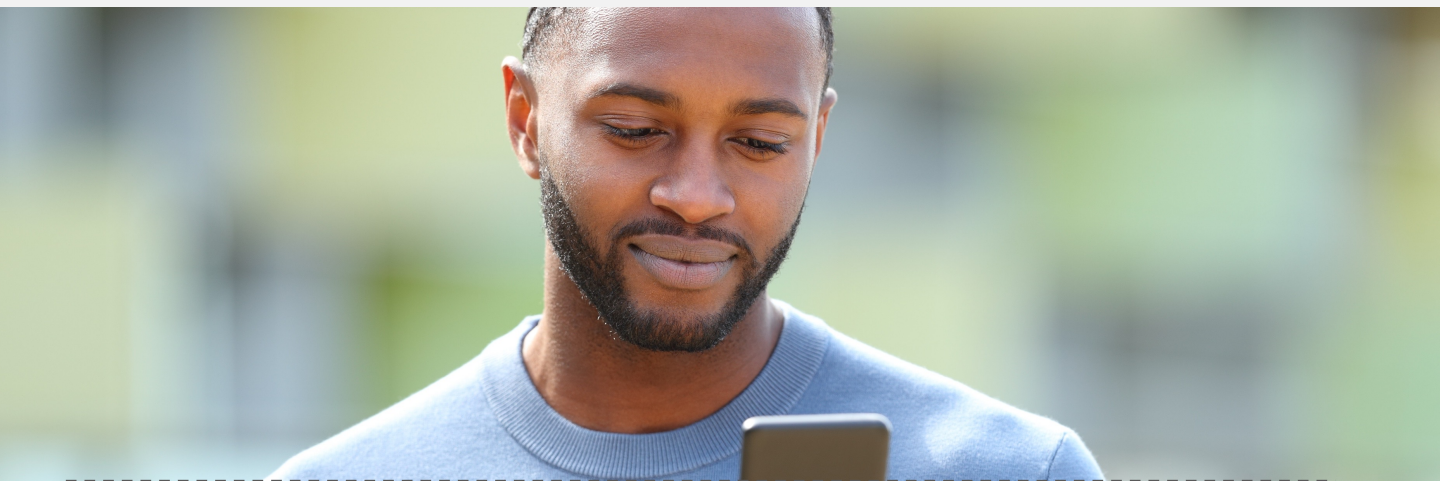
AI is transforming every industry — and now it's revolutionizing probation and corrections. Behavioral change is hard, but our **AI-powered coaching suite and next-generation growth platform** make it **faster, easier, and more effective than ever**.

- This is more than case management — **it's a new era of accountable care** where **every interaction drives measurable progress and lasting change**.
- With our AI suite, justice professionals not only **save hours of administrative work**, but are able to deliver **personalized, high-quality** case planning, notetaking, and insight generation—ensuring change happens.

Next Generation Case Management Tools

Built for today's supervision realities, these tools **turn paperwork into progress — inspiring transformation, strengthening relationships, and accelerating growth**.

From intake to outtake, this system **ensures alignment with supervision goals, supports accountability and deepens impact**.



1 AI Case Planner

- ✓ Auto-generates growth plans from interviews or transcripts
- ✓ Aligns with agency frameworks and transition goals
- ✓ Fully editable with version history and e-signature export
- ✓ Auto-converts plans into transition portfolios

2 AI Notetaker

- ✓ Transforms any client session into structured case notes
- ✓ Reinforces supervision objectives with linked guidance
- ✓ Offers coaching prompts, reflections, and activity suggestions
- ✓ Suggests staff development needs based on client trends

3 AI Insight Generator

- ✓ Summarizes strengths, needs, risks, and areas of focus
- ✓ Aligns progress to case plan goals and suggests next steps
- ✓ Surfaces trends across individuals or to inform supervision and policy
- ✓ Provides just-in-time staff development based on client needs

This technology changes the game. Every contact, every note, every plan becomes a deliberate step toward positive behavioral change. Combining the speed and precision of AI with a human-centered growth platform, we transform documentation into insight, and insight into action — moving supervision beyond compliance to true transformation.

SERVICES WE PROVIDE



GROWTH PLATFORM

Designed from the ground up to motivate positive change within supportive communities, providing a research-based, next-gen platform.



DESIGN SERVICES

We partner with you to identify needs, build or adapt content, and create applied growth opportunities as part of personal journeys.



COACHING SERVICES

Our AI-Enhanced coaching dashboard and come alongside coaching services ensures class support whether run by your staff or ours.



RESEARCH ANALYTICS

We use data analytics to examine your community engagement, and work with you to iterate to maximize community impact.

THRIVE INTEGRATIONS METHODOLOGY

Core to our approach in building, implementing, and optimizing partnerships is the **Thrive Integrations methodology**; an **agentic AI** process of **researching, designing, and optimizing** products and services to cultivate the capacity for people in your community to thrive, based in their needs and strengths.



Stakeholder Alignment



Stakeholder Alignment - Ensuring goals and assumptions are shared.



Journey Mapping
Grounding the work in what the users care about.



Content Development
Developing activities to support member growth.



Ecosystem Integration
Enabling the local community to own and adapt.



Impact Optimization
Using data and aligned analysis to improve outcomes.



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Lifelab Studios is proud to be an ASU spinout.