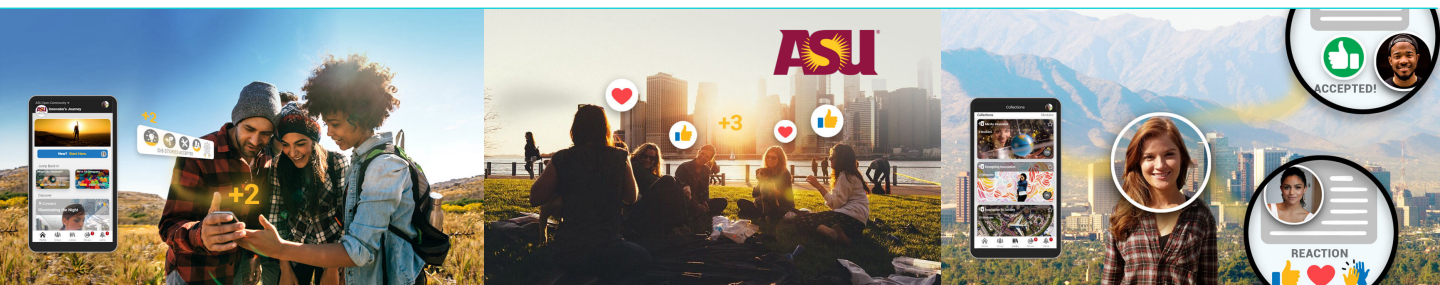




POWERING PEOPLE, ORGANIZATIONS, AND  
COMMUNITIES TO *thrive*.



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

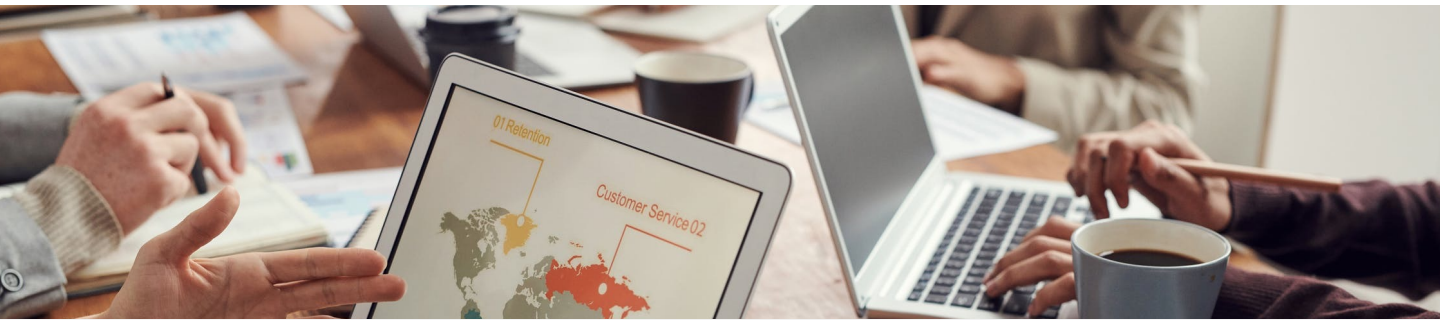
# A NEW APPROACH TO LEARNING

## 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.



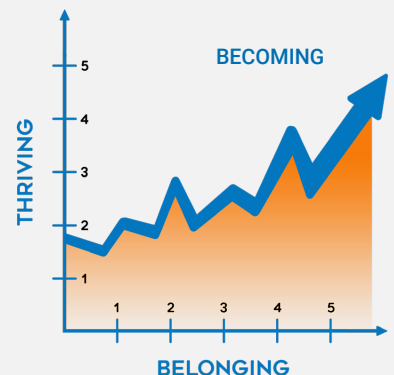
**But, what is really needed are tools that...**

- 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 solutions bring together what we know about human **learning, motivation, relationship, and innovation**. Instead of placing traditional learning within an innovative technology, we have built a transformative learning framework that leads with learners, goals that matter to them, and their real-world application stories.

| We support learners to engage and apply their learning to achieve goals that matter to them (thriving), and doing so in a way that connects them with others (belonging).



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.



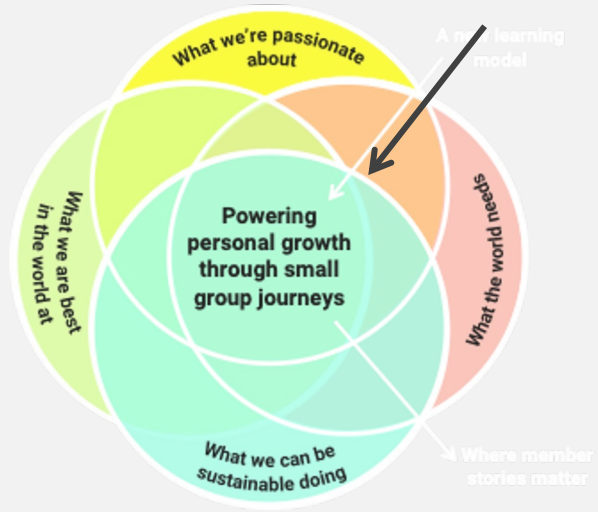
# WE DO LEARNING DIFFERENTLY

## 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



60,000+  
User Accounts



40,000+  
Microcerts Earned



70,000+  
Stories Published



150,000+  
Story Connections

## 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.

### Our Platform Solution

**1 We power small group journeys...**  
in which members grow with relatable peers.

**2 We focus on real-world goals...**  
with content supporting member progress.

**3 We value member stories...**  
about what they were able to achieve.



# THE JOURNEY.DO GROWTH PLATFORM

JOURNEY.DO IS A PLATFORM BASED ON THE ASSUMPTION THAT:



**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. **Utilizes expert content** which has been curated to help members reach their goals with reliable and accurate information
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. **Powers organizations with data** to enable continuous improvement



# FEATURES OF JOURNEY.DO

Journey.do provides individualized growth pathways, with just-in-time resources, supported by group leaders, and as part of a connected community of peers in an anywhere, anytime platform infrastructure.



Develop Custom Content MicroCerts for your Goals



Experience a Next-Generation Growth and Impact Learning Cycle



Ensure Relevance through a Smart User-Aware Feed



H5P brings a Variety of growth Activities with Success Validation



Users Support Users Creating and Sharing Thrive Stories



Members are Always Up-To-Date with User Notifications and Alerts



Launch a Branded/ Mobile Experience to Your Network



Manage a Champion Dashboard to Support the Growth of Another



Offer Validated Micro-Cert Collections with Your Content



Create Multiple Cohorts with Different People & Content



Use Real-Time Data to Track and Increase Growth Progress



Integrate External Services with pen API Architecture



## KEY COMPONENTS

### User-Aware Feed

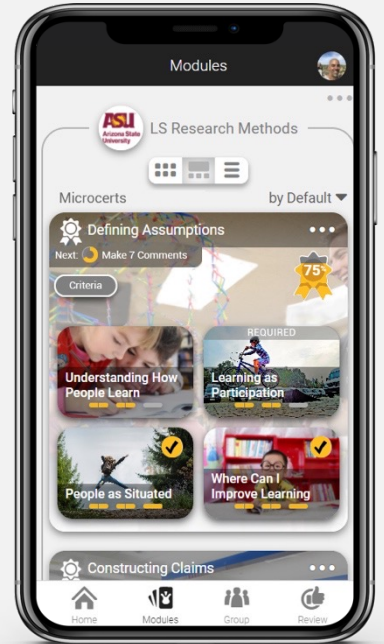
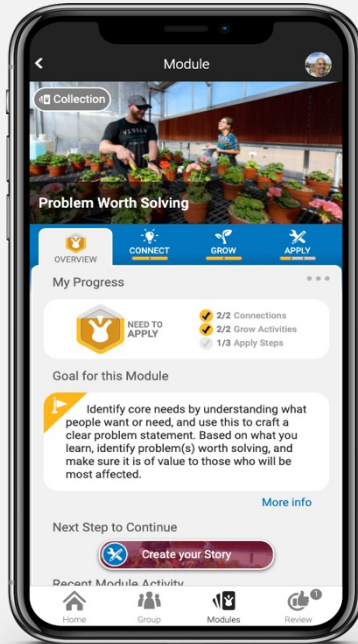
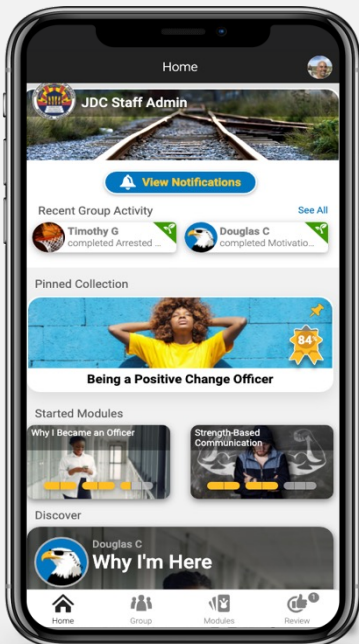
Platform algorithms help members find personal and social relevance, connecting them to the stories, ideas, and growth opportunities that are meaningful to them.

### Connected Growth

Connected growth cycle that starts with why, and enables members to create value as the connect, grow, and apply, then sharing their story to inspire others.

### Custom Micro-Certs

System tracks progress as members 'level-up' upon progress meters, culminating in printable micro-certificates that demonstrate personal growth.





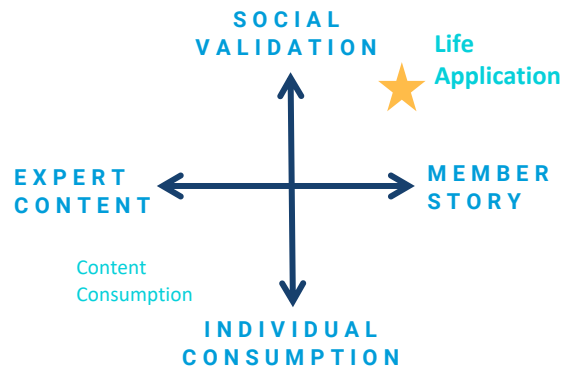
# SUPPORTING YOUR COMMUNITY

## IMPLEMENTING WITH YOUR COMMUNITY

Connection and belonging are critical to supporting personal growth. People are inspired by believable stories from relatable peers. Members grow within working groups managed by group leaders. The benefits associated with working in groups also come with challenges.

We work with you to balance the tradeoffs between the simplicity of transmitting expert content into isolated minds versus the challenges of supporting life application.

Through our **Champion Dashboard**, you can customize group settings based on the interactions you desire so that your members remain safe and connected. Customizable settings include turning off comments, messaging, member review, and even which stories can reach which groups.



## SUPPORTING MEMBER SUCCESS

While people long for growth and impact, they often fail to self-activate. This is because growth requires more than content and desire.

“People grow when they feel safe, supported, valued, and validated for their efforts.”

– Sasha Barab, CEO



Source: Inclusion Dial, Frances Frei, Professor Harvard Business School

We work with partners to ensure that members are growing within a supportive community of peers where they are **safe, welcomed, valued** and **validated** for progress they are making.

People feeling a sense of belonging is key to unleashing the power of connected growth. As members are validated for their successes and as they experience the pride of inspiring another, they begin to feel valued as a member of the group. The Journey.do growth platform was built as a new type of connected learning experience, grounded in the learning sciences and powered by your community.

# SERVICES WE PROVIDE

Led by an exceptional team of learning scientists, platform engineers, and successful entrepreneurs, we provide a full range of services and capabilities. **We work across multiple segments, including:**

## CORRECTIONS



## CORPORATIONS



## FAITH



## EDUCATION



**LifeLab Studios' core value proposition is a new model for connected growth.** We offer a full range of services and capabilities to support diverse organizations, partners, and even individuals who wish to leverage our products and services to fuel the growth of their communities.

- **Partner services** include journey mapping, custom content development, implementation support, and research analytics.
- **Partner products** include a mobile first, connected growth platform and integrated champion dashboard that can be customized to your content and organizational needs.

Partners **use products and services needed by them**, allowing large and small organizations, even individuals, to power their community. We are also **growing a B2C marketplace**, matching customers to relevant growth journeys and expanding the reach of partner content.

## THRIVE INTEGRATIONS METHODOLOGY

Core to our approach in building, implementing, and optimizing partnerships is the **Thrive Integrations methodology**; a localized 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.



# ABOUT LIFELAB STUDIOS

## OUR SERVICES

We power people, organizations, and communities to thrive.



### 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.



### ECOSYSTEM SUPPORT

Partners utilize the services that are needed by you, allowing organizations and individuals to power your community using our platform.



### RESEARCH ANALYTICS

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

## WHO WE ARE



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

Our design solutions bring together what we know about human learning, relationship, and innovation.



We offer platform, design, integration, and research services to our partners to **unlock the potential** of those they serve.



**CONTACT US**  
[SUPPORT@LIFELABSTUDIOS.ORG](mailto:SUPPORT@LIFELABSTUDIOS.ORG)  
Lifelabstudios.org | info.journey.do



Lifelab Studios is proud to be  
an ASU spinout.