

**Miss out, do more.**

# The Problem

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## FOMO

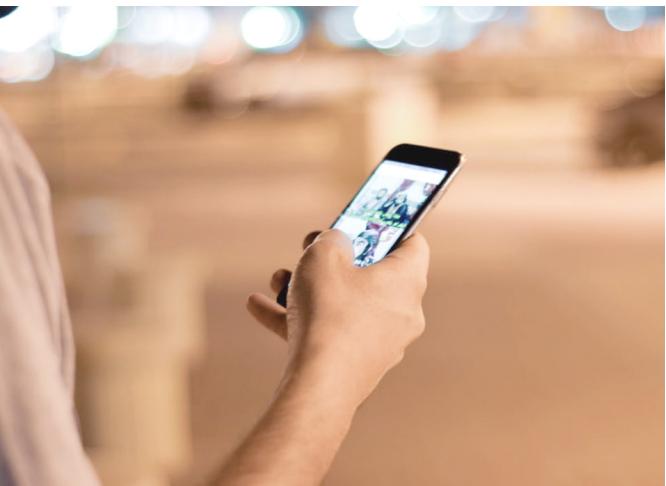
*noun—informal*

Acronym, meaning Fear of Missing Out. Definition: Anxiety that an exciting or interesting event may currently be happening elsewhere, typically aroused by posts seen on social media.

If this is your first time hearing of this, FOMO is the reason people aimlessly scroll through social channels instead of engaging in real-life experiences. It's the reason you can look around a restaurant and see 80% of the patrons staring at their phones.

FOMO is the epidemic that's driving global mobile phone addiction, and it is slowly devolving genuine human interaction into a 144 character message!

**“FOMO is the epidemic that’s driving global mobile phone addiction”**



The world is full of digital distractions that pull us away from real experiences



## Stats from 2016

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**110x**

Number of times the average looks at their phone every day, equating to nearly 5 hours each day.

**80%**

Percentage of adults that are not active enough to meet minimum healthy living requirements.

**54%**

Percentage of the population that has nomophobia—the fear of being without your cell phone.



# The Idea

At JOMO, which stands for Joy of Missing Out, we view “friends” and “activity feeds” a bit differently.

We believe technology should make a positive contribution to society—improving our lives rather than replacing them. We (somewhat ironically) encourage people to miss out on all the digital distractions and instead engage in the real-world to do more of what they enjoy.

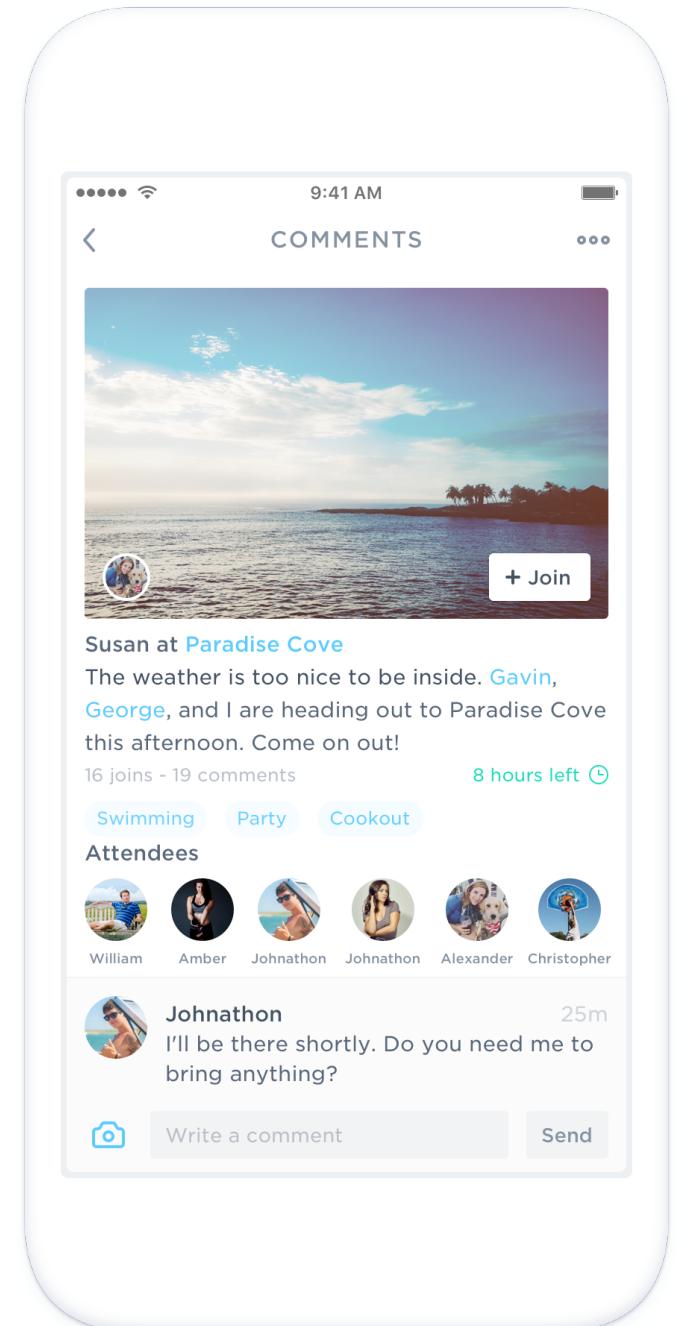
JOMO is a simple and seamless way of instantly connecting with activities you enjoy and can do now. No need for weeks of planning or static meetup pages. JOMO is made to connect quickly in today’s spontaneous world.

Looking for a pick-up basketball game? No problem. A chess match? We’ve got it. Want to meet some friends for a beer in an hour? JOMO can easily make that happen.

And if you’re not sure what you want to do, no problem. JOMO shows you a beautifully curated list of the things happening around you that you are likely to enjoy.

With JOMO, you can Miss Out, and Do So Much More!

**“We believe technology should improve our lives rather than replacing them.”**



# The Movement

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The world is changing and people are beginning to feel the weight of social media fatigue. Small pockets of trendsetters are fighting to break free of FOMO — determined to miss out on the online noise and end addictive scrolling through meaningless feeds. They're opting to #MissOut, and do more!

The Miss Out Movement will launch nationally in September of 2017, and will be dedicated to promoting an Active Mind and an Active Body. The Launch will be sparked by JOMO, dozens of great companies and likeminded internet

influencers. It will also be joined by millions of active-minded people, looking to bring awareness and support to the vital cause of being healthy and active in the real-world.

The Miss Out Movement will also help enable the next generation of active kids through GENYOUth and their programs, NFL Fuel Up to Play 60 and AdVenture Capital. As a commitment to the Miss Out Movement, JOMO will donate \$1 to GENYOUth for every new person who joins.

**"JOMO will donate \$1 to GENYOUth for every new person who joins"**

## How It Works

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### Digital Marketing

JOMO will invest in a national digital campaign to drive participation in the Miss Out Movement, and support for GENYOUth's NFL Fuel Up to Play 60 and Adventure Capital programs.

### Social Influencers

Dozens of high-impact social influencers are joining the Miss Out Movement cause, and will engage their large YouTube, Facebook, and Snapchat audiences to promote the cause.

### PR and Media

JOMO has engaged a leading PR agency to ensure the Miss Out Movement receives the national televised, digital and print media coverage required for rapid adoption.

### Active Organizations

Leading consumer brands that support either "Active Mind" and/or "Active Body" activities are coming together to ensure we keep our future active and healthy. This includes leading Active Gear, Wearables, Food, Media, and Lifestyle brands.



# GENYOUth

GENYOUth is a leading non-profit organization that empowers teachers, parents and students to exercise their influence to build healthy and active communities. Specializing in a range of national initiatives, GENYOUth's flagship programs include the largest in-school wellness program (NFL Fuel Up to Play 60) and an innovative youth social entrepreneurship program (AdVenture Capital).

GENYOUth has also built a diverse network of over 150 public and private sector stakeholders who have raised over \$47 million to provide resources for schools and students.

## \$47 MILLION IN GRANTS:

Working with numerous partners and supporters, GENYOUth has given over \$47 million in grants and equipment to jumpstart healthy changes.

## 8,500 FLAG KITS DISTRIBUTED:

GENYOUth has distributed more than 8,500 Flag Football kits to schools all over the country in order to increase physical activity among girls and boys.

## 73,000 ENROLLED SCHOOLS:

GENYOUth, has created the largest in-school wellness program in the U.S., with over 73,000 schools enrolled reaching millions of students.



Students, business leaders, and community members connect at the leadership roundtable



GENYOUth celebrates 5 years of empowering student-led nutrition and physical activity

# The GENYOUth Team

GENYOUth leadership team has assembled a Board of Directors that includes executives from leading organizations that are invested in active



THOMAS P. GALLAGHER  
CEO Dairy Management, Inc. & Foundation Chair



ALEXIS GLICK  
CEO GENYOUth



ROGER GOODELL  
Commissioner NFL



LAURA BAY  
President National PTA



SKYLAR DIGGINS  
WNBA Player Dallas Wings



PATRICK DOYLE  
President & CEO Domino's



RICHARD EDELMAN  
CEO Edelman



CARLA HALL  
Co-Host, The Chew; Top Chef All-Star



CURT KOLCUN  
VP U.S. Public Sector Microsoft



HOWIE LONG  
Former NFL Player & Hall of Fame Inductee



JEFF MILLER  
SVP Health and Safety Policy NFL



JENNIFER MORGAN  
President SAP North America



LOUIS M. NANNI  
VP of University Relations University of Notre Dame



JAMES J. PHILLIPS'  
VP for Athletics and Recreation of Northwestern



CHRIS POLCINSKI  
President and CEO Land O'Lakes



DR. DAVID SATCHER  
16th U.S. Surgeon General



DEMAURICE SMITH  
Executive Director NFL Players Association



LALLY WEYMOUTH  
Senior Associate Editor Washington Post

For more information on GENYOUth's leadership team or their Board of Directors please visit:

[www.genyouthnow.org/about-us](http://www.genyouthnow.org/about-us)



## Active Body

GENYOUth's program, NFL Fuel Up to Play 60 is the country's largest in-school nutrition and physical activity program launched by National Dairy Council and NFL, in collaboration with the USDA, to help encourage today's youth to lead healthier lives.

NFL Fuel Up to Play 60 aims to build a more active future by teaching youth the importance of eating nutrient-rich foods and achieving at least 60 minutes of physical activity each day. Currently the program is active in more than 73,000 schools and has enrolled over 38 million students nationwide.

### Be Healthy

Over 13 million students are now eating healthier, nutrient rich, meals. Prior to Play 60 involvement many of these students, who were on free or reduced plans, were not given breakfast options in school.

### Be Active

Today, NFL Fuel Up to Play 60 has worked with more than 38 million students, many of which are still participating in weekly activities from flag football to in school activities.

### Give Back

Fuel Up to Play 60 has more than 130 thousand adults mentors, coaches and volunteers enrolled and empowering youth across the country.



Trent Murphy participating in a Play 60 flag football event



Kids of all ages and backgrounds come together to build a healthy future

# Active Mind

GENYOUTH's program, AdVenture Capital is a social entrepreneurship program that empowers students to think like entrepreneurs as they take their ideas to improve nutrition and physical activity in their schools and communities from idea to creation.

AdVenture Capital has created a digital platform, where students can design projects, team up with mentors, get funding for their big ideas and inspire people all across the nation!

## Inspiring the Next Generation

To help create the workforce of tomorrow, AdVenture Capital partners with global leaders in business, technology, and innovation to find and support the next generation of young entrepreneurs and leaders.

## Transforming Health and Wellness

AdVenture Capital empowers students to improve health and wellness in their schools and communities with funding, mentor support, and access to exclusive experiences.

## Supporting Schools and Communities

AdVenture Capital gives grants to students in hundreds of schools across the country to support initiatives to improve health and wellness.



Ten winners took home a \$1,000 grant to bring their entrepreneurial projects to life



9th grader, Darden Fletcher, wins grant to develop her emergency response project



# Join The Movement

As an active lifestyle company or influencer (active mind or active body), your brand aligns with the mission of the Miss Out Movement. Because of this, we would love for you to consider joining us in September to fight FOMO and inactivity. By doing so, you'll raise awareness for the cause, and impact millions of people who are fighting to keep our future moving.

Joining is easy! And to participate, all we ask is that you encourage your audiences to be active with others in the real-world. You can do this by sharing information about the Movement on your social channels and encouraging your team members to live active and healthy lives.

Through all this, together we can spark healthy changes that impact millions of adults and support generations to come! Remember, each new person who joins the Miss Out Movement raises \$1 for GENYOUth and their programs.

## Here's How You Can Help

### Engagement

By promoting your involvement in the Miss Out Movement to your audiences across social channels, you can help spark rapid awareness for the Movement

### Workplace awareness

By encouraging your employees to join the Miss Out Movement, you can grow an active workforce and promote corporate wellness



If you are interested in learning more or you would like to join us in the movement, please email us at [join@missoutmovement.com](mailto:join@missoutmovement.com)!

### Content Creation

You can engage directly with millions of Movement participants by creating targeted content that is relevant to your organization

### Live It

This one is easy—go do something fun so that the world can see how good life is in the real world!



# The Result

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By participating in the Miss Out Movement, organizations will help drive awareness, and indirectly raise donations for GENYOUth's non-profit programs (JOMO's donation of \$1 per new Movement member). This campaign will bring to light the issues surrounding inactivity, as well as promote programs that educate, equip and excite our future generations to live active and healthy lives.

JOMO is committed to supporting those organizations and individuals who choose to #MissOut and inspire others to break away from inactivity. Beyond the substantial impact each organization can have on its community,

## The Benefits

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### Awareness

Exposure on major talk and news shows, tech and active lifestyle publications and blogs, and other media outlets; as well as targeted national digital campaigns across major social networks.

### Impact

You'll be part of a movement that will impact millions of lives for the better. Your efforts will drive awareness and donations that will help create an active and healthy future for generations to come.

participants in the Miss Out Movement will also have access to the millions who choose to fight FOMO, engage with others, and do more of what they love in the real-world.

**"JOMO is inviting well-aligned corporate partners from various active body and active mind markets to join"**

### Engagement

You can build new audiences by engaging directly with millions of JOMO users.

### Goodwill

JOMO will donate \$1, in your name, to GENYOUth for each person from your audience that joins the Miss Out Movement. In addition, you will be able to promote your participation in a meaningful and broadly supported cause.



# The Team

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At JOMO, we've assembled a team of proven and talented professionals—every area has team members with rock-solid skills. And as much as we love the work we do (engineering, marketing, design, etc.), we are equally passionate about being part of the movement to get people off their phones and active in the real-world.



**George Taylor III**  
Founder & CEO



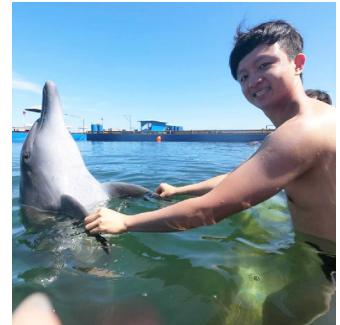
**Kerry Knight**  
VP of Product



**Gavin Baradic**  
Lead Designer



**Jordan Godwin**  
Backend Developer



**Nicholas Ng**  
iOS Developer



**Thomas Quarton**  
Marketing



**Greg Ennis**  
Android Developer



**George Taylor**  
Chairman

# Advisors

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JOMO seeks out domain experts in critical areas to help accelerate problem solving and expand its business network. From the previous CMO of Pandora (now CMO of Tile) to a nationally recognized human psychology expert, it's clear,

the JOMO advisory board is a group of people you want on your team. JOMO anticipates adding two additional members in the next 30 days, and will continue to seek out new members as needed.



**Simon Flemming-Wood**  
CMO at Tile (Previous  
CMO of Pandora)



**Doug Scholer**  
IP Attorney/Partner at  
Toler Law Group



**Juddy Arnold**  
Founder/CEO at  
Insight Profiling



**Dave Herman**  
VP Data Science  
at Payoff



**Kurt Taylor**  
Founder/CEO  
of Next Glass



**Adam Burke**  
Serial Entrepreneur  
GE/P&G/PBM



**Nick Poorman**  
Lead Data Scientist  
at Untappd



**Chris Hammer**  
VP Media Product at  
Nielsen Company

# Contact Us

If you have any questions or would like additional information on becoming a Miss Out Movement partner, please contact George Taylor at 910.398.2237 or by email at [join@missoutmovement.com](mailto:join@missoutmovement.com)

[jomoapp.com](http://jomoapp.com)