

# LIFELAB

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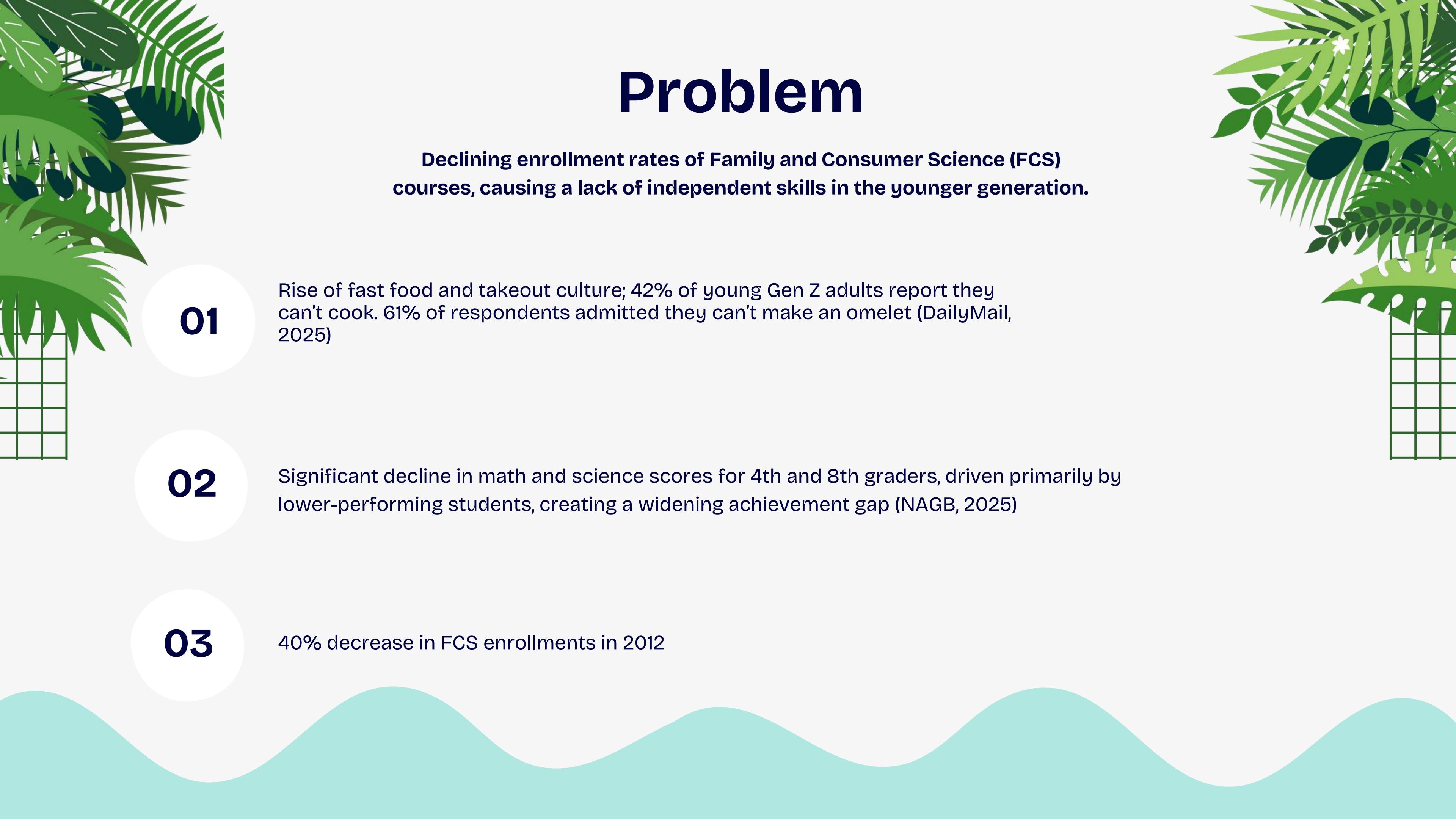
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# Problem

**Declining enrollment rates of Family and Consumer Science (FCS) courses, causing a lack of independent skills in the younger generation.**

**01**

Rise of fast food and takeout culture; 42% of young Gen Z adults report they can't cook. 61% of respondents admitted they can't make an omelet (DailyMail, 2025)

**02**

Significant decline in math and science scores for 4th and 8th graders, driven primarily by lower-performing students, creating a widening achievement gap (NAGB, 2025)

**03**

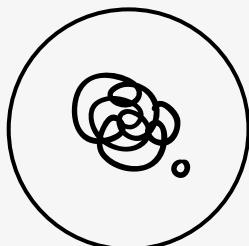
40% decrease in FCS enrollments in 2012

# Solution

A STEM and FCS web-based program that gamifies lessons for students, combines key FCS lessons and STEM lessons, which allows for mastery achievement. This program will be accessible through school issued devices, with the chance for students to gain a ServSafe certification at the end of the program.

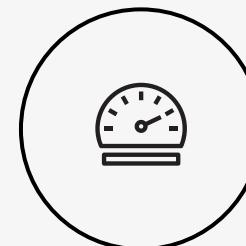


# Why is it unique?



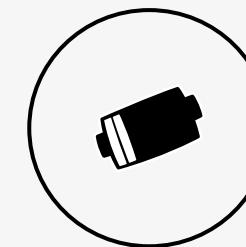
## Adaptable

- Any student can use it on any school issued device.



## STEM+Life Skills

- A program that combines both STEM and FCS has never been attempted before.



## Certification "Microcredential" Offered

- The completion of this program allows for students to gain a certification to run any commercial kitchen, allowing for an easy pathway to work while in school.

# Model



# Business Model and Market Strategy



## Pilot Program

- Handful of districts in one state
- Charged based on students per year
- Improve product and gather case studies

## National Expansion

- Expansion on a national scale
- To become national standard for student wellbeing

## Regional Expansion

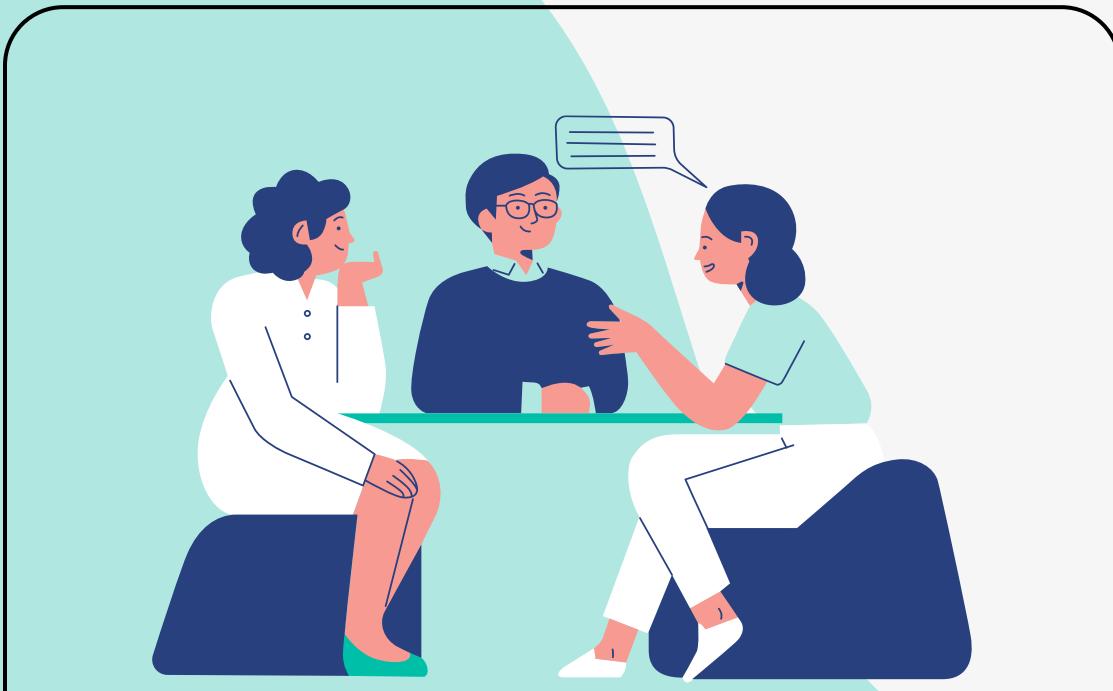
- After pilot, expansion to neighboring states
- Building bigger team to suit regional expansion

## Development

- Funds would contribute towards development and initial pilot program expansion



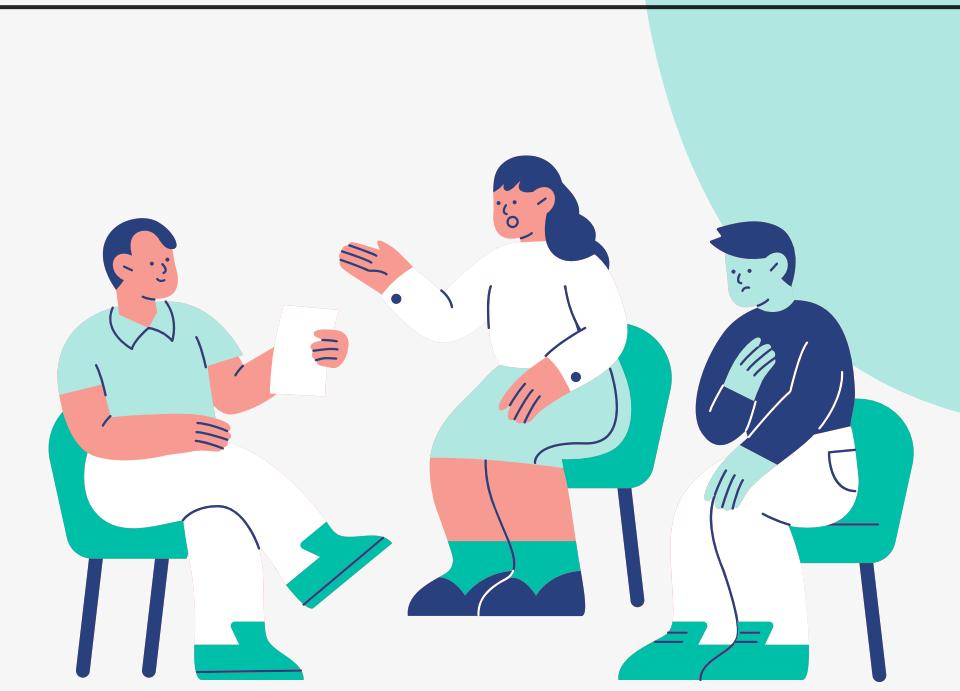
# Ask



## The Chan Zuckerberg Foundation

**\$300,000**

To develop, launch, gather a team  
of professional, licensed, mental  
health experts.



Product Development	\$120,000
Content Dev.	\$90,000
Pilot Program	\$60,000
Marketing and Sales	\$30,000



# Thank You!

