

A photograph of a woman with blonde hair, wearing a red beanie and a yellow vest over a white shirt, holding a young girl in a blue knit hat and light blue denim jacket. They are standing in a grassy field with trees in the background.

iSocial

Socialization for the next generation

SPECIAL NEEDS VIRTUAL LEARNING ENVIRONMENT

2018 BUSINESS PLAN

COMPANY OVERVIEW & BACKGROUND

University Research-Based Solutions

Company Overview & Background

iSocial is a 3-dimensional virtual learning environment developed specifically to meet the social, educational, and therapeutic needs of students with special needs. Building on 7 years of research at the University of Missouri, iSocial allows students to learn in a virtual environment, free from the distractions and pressures they experience in a classroom environment.

UNIVERSITY RESEARCHED-BASED SOLUTIONS

Dr. Janine Stichter is a professor at the University of Missouri's College of Education and the Thompson Center for Autism and Neurodevelopmental Disorders, specializing in the social and behavioral development of students with autism in a special education environment.

Thompson Center for Autism & Neurodevelopment Disorders

Dr. Stichter has published over 80 peer-reviewed articles and provided over 120 international presentations, including the creation of The Social Competence Intervention curriculum. This curriculum, focused on social competence skills, is the result of \$12m in federal grants over a span of seven years, during which she perfected 32 lessons proven to be effective in helping students with autism greatly improve their social skills.

To take the curriculum further, Dr. Stichter worked with Dr. Jim Laffey, an expert in educational software design, to deploy the curriculum in Wonderland, an open-source 3D environment. With the Wonderland solution, Dr. Stichter's team continued research on how the environment could benefit students with autism.

So far, The SCI Curriculum has been the subject of eight different university research studies across 61 classrooms, proving the efficacy of the program. For example, 65% of the children in a 3-year UNC Chapel Hill study showed "significant" improvement in all five Social Responsiveness Scale measures, relating directly to an improvement in social and communication skills.

INTELLECTUAL PROPERTY AND COMMERCIALIZATION PLAN

Based on this research, the University of Missouri identified the commercial value of the solution and sought to provide the benefits of The SCI Curriculum to the entire special needs community. To do this, the University needed to engage a solid team of experienced entrepreneurs to take the solution to market.

"We are integrating state-of-the-art technology into iSocial- cloud delivery, mobile applications, telehealth, virtual environment, artificial intelligence, and a digital tether into our solution set. We are the first to introduce these disruptive technologies into educational and therapeutic solutions for children with ASD."

Bob Etzel
CEO, iSocial

The University identified iSocial as the company to take the solution worldwide. iSocial is a subsidiary of Nascent Stage Development (NSD), a technology product development company focused on education and healthcare solutions led by veteran entrepreneur and CEO, Bob Etzel.

Under the agreement negotiated with the University, iSocial will build a cloud-based learning solution and sell subscriptions to a global market with very low incremental cost and a low cost of customer acquisition. In return, iSocial has the exclusive rights for the next 99 years to market the University's current and all future intellectual property developed for this curriculum. The 32 lessons will be updated to include student avatars, social media, a gaming reward system, and a parent portal. The University will retain ownership of their intellectual property and NSD will retain ownership of all the coding that creates and maintains the virtual learning environment and associated applications.

ISOCIAL EXPERTISE

iSocial is led by a team of experienced education, healthcare, and technology entrepreneurs. The team is complemented with the knowledge and input of over 30 industry experts, including 9 PhDs.

The iSocial team is led by Bob Etzel, Chief Executive Officer. Most recently, Bob served as the CEO of BrightEHR, an electronic health records company for mental health providers located on the University of Kansas campus. He previously founded two education companies focused on advanced emerging communications technologies. Bob led his team to successfully execute on educational projects of all sizes, including introducing modern wireless communications to the People's Republic of China for Motorola and a three-year contract from The City of New York to train their 74 hospitals on mass decontamination after September 11th, 2001.

Wayne Morgan Ph.D. is an active partner and advisor to the iSocial team. Wayne was an executive and partner at Black & Veatch and the CIO for MRI Global. Wayne is also one of the founders of Netchemia, a startup that provided HR services to schools using a similar SaaS business model as iSocial. After expanding services to nearly 3,000 schools, Netchemia was successfully sold and Wayne exited the company. Wayne's entrepreneurial experience and connections are invaluable to iSocial.

Jeff Blackwood is the Chief Product Officer and manages the design and delivery of the iSocial solution. Jeff previously served as the CEO and Founder of Pathfinder Health Innovations, a national provider of autism therapy and insurance billing software. Jeff has been honored with the Microsoft Health Innovation Award, named a Healthcare Transformer by Startup Health, recognized as a Kauffman Foundation Top EdTech Connector, and as a member of HEMP and PIPELINE entrepreneurial organizations. Jeff currently serves on committees with the Autism Society of America and the Kansas City Area Life Sciences Institute, and is participating in autism research projects with Children's Mercy Hospital.

Company Overview & Background

TAKING iSOCIAL TO THE WORLD

Having developed multiple, successful technology products, the NSD technologists combined their expertise with extensive input from interviews with special educators to greatly expand and amplify the availability of the University's program. Based on the needs of today's special education classroom, iSocial is combining the evidence-based curricula with a Learning Management System (LMS) and a modern 3D virtual environment built upon the Unity Platform be like a classroom in a modern online game.

iSocial has chosen to outsource development of the software platform to a company with extensive experience developing custom software solutions, and is considered the one of the top developers of 3D environments using Unity are a preferred software developer for Apple, Google, Pearson Learning, NASA and Sony Music. Their programmers are all located in the USA.

iSocial has also signed an exclusive teaming agreement with Sandbox & Co, an international marketer of educational materials to over 20 million parents and teachers a month in 250 countries. They have searched for years for a way to help children with disabilities, and said that iSocial would be a perfect fit with their corporate objectives and virtual worlds that provide a "kid safe" learning environment.

Example of a Unity Environment



The Council of Administrators of Special Education (CASE) has agreed to review the research behind iSocial with the goal of providing their endorsement to the software. CASE reaches 130,000 school administrators of special education, and their endorsement is highly respected by education professionals.

With this solution, iSocial is leaping past paper and poster tools and introducing a solution focused on today's students, providing them with a safe environment for learning critical social and living skills using technology that engages them as active participants in learning.



More mobile games are made with Unity than with any other game technology, with companies such as Disney, Electronic Arts, LEGO, Microsoft, NASA, Nickelodeon, Square Enix, Ubisoft, Obsidian, Insomniac and Warner Bros relying on our tools and features to drive their business.

Independence & the Cost of Autism

Since 2009, the incidence of reported Autism diagnosis has grown over 60%. The CDC now estimates that 1 in 68 children are being diagnosed with ASD; that equates to nearly 80,000 children born every year in the United States.

That means that there are currently 3.5 million people in the United States that are diagnosed on the Autism Spectrum that need some form of therapy, and while there isn't an official global number for individuals with autism, many estimate that the population exceeds 25 million. To put this in perspective, the entire population of Texas is 26 million.

In the United States, the responsibility for serving the special needs population falls on the public and private education system. There are over 1.5 million primary and secondary level children with autism, supported by several million more parents, educators, paras and other mental health professionals working to help these children.

“The rapid growth of autism has overwhelmed the education system, putting teachers under stress and placing students in larger classrooms that inhibit their ability to learn critical social and communication skills.”

SOCIAL COMPETITION CHALLENGES

Due to poor social competence, individuals with autism experience decreased academic/job performance and few close relationships. Without these critical skills, individuals with autism will have difficulty throughout their lives, impacting the core liberties that define societal independence.

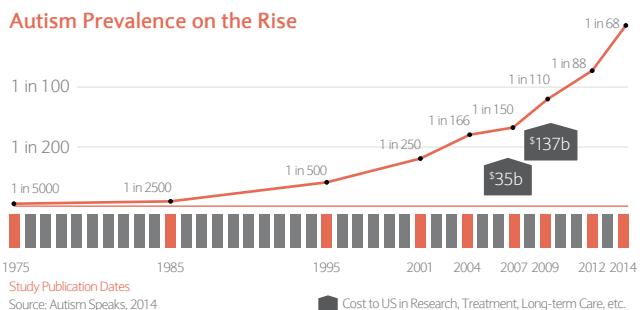


Unemployment among adults with autism exceeds 85%, and underemployment and below-minimum wages are common among those considered employed. Studies have shown that the primary workplace challenges for an individual with autism center around social skills. Interactions with colleagues, understanding directions, and communicating with managers are required skills in the workplace, and social competence is a primary deficit in autism.

In addition, autism is not a life-limiting disorder. Individuals with autism can live a normal lifespan, well into their 70s and 80s. Skills like hygiene, cooking, toileting, cleaning, and medication management are critical to living an independent life, causing the task of caring for individuals without these skills to fall on aging parents and Medicaid-funded residential living facilities.

A new study pegs autism's economic costs for 2015 at an estimated \$268 billion in the United States. The study, funded in part by Autism Speaks, projects costs rising to \$461 billion in 2025 if autism's prevalence remains flat at today's rates. By contrast, if autism's prevalence continues the steep rise seen over the last decade, the projected costs will top \$1 trillion by 2025.

Autism Prevalence on the Rise



Creating a New World

iSocial is a 3D virtual learning environment for teaching social competence to children and youth who have been diagnosed with Autism Spectrum Disorders (ASD) or have similar social deficits. iSocial enables social interaction and provides support for the development of social competence in a safe, completely controlled environment.

The program was developed through the University of Missouri and during the past seven years has been proven very effective in numerous university studies across the country.

The iSocial platform will combine elements of gaming using Unity, the top-rated software for generating 3D worlds, with the features of a Learning Management Solution (LMS). The environment is based on a scalable, HIPAA/FERPA-compliant SaaS model, allowing tens of thousands of concurrent users.

The iSocial School program is an annual subscription for the hosted virtual learning environment. The iSocial Home Adventures program for parents and students will offer brief games and exercises presented in the same 3D world, allowing students to

independently explore and learn while maintaining a relationship with their avatar.

iSOCIAL SCHOOL: B2B

iSocial School is an instructor-led 3D environment for engaging children with special needs in an active learning environment free from the distractions and pressures of the outside world. With the benefits of this environment, iSocial aims to bring evidence-based educational practices to therapists, educators, and school districts throughout the country; including rural and small school districts that may not have access to this type of intervention.

The activities in iSocial's initial curriculum are based on the Social Competence Intervention (SCI) curriculum developed by Dr. Janine Stichter, PhD professor at the University of Missouri. This curriculum is proven to maximize student learning and assist in skill acquisition and maintenance, and has been successfully implemented in 61 schools with hundreds of students.

This curriculum consists of five units with a total of 32 lessons intended to complement other lesson plans. Throughout each lesson, implementers use evidence-based strategies (i.e., Cognitive Behavior Intervention, Applied Behavior Analysis, and Scaffolding) to monitor and improve the students' social and behavioral skills.

The five units are:

- Recognizing Facial Expressions
- Problem Solving
- Understanding Feelings & Emotions
- Sharing Ideas
- Turn Taking in Conversation

iSocial

1 Recognizing Facial Expressions

2 Problem Solving

3 Understanding Feelings & Emotions

4 Sharing Ideas

5 Turn Taking in Conversation

65% of children made improvement in all 5 SRS subscales:

Social Responsiveness Scale (SRS) for communication improved by 29% and social motivation improved by 31%.

Each lesson is approximately 45 minutes, during which learners participate with a small group of peers in immersive and interactive activities that target the development of social competence and are systematically sequenced to scaffold the students' learning.

Over 65% of the students involved in research of the curriculum showed improvement in all five areas, demonstrating a 29% increase in communication skills and a 31% increase in social motivation.

In iSocial, an instructor will set up a lesson and then meet a cohort of students in the iSocial 3D environment. The students and the instructor will be represented by avatars, providing an outlet for creativity and personal expression while also being the basis for a token reward system that reinforces positive behaviors.

The instructor and students may be in the same physical environment or they can meet remotely, similar to SaaS-based telehealth, but with an "N to 1" ratio of students to instructor. Paraprofessionals can support both the instructor and students, as well.

The curriculum is designed to strike a balance of direct teacher instruction, video and process modeling, and structure and naturalistic interactive learning through games and cooperative learning activities. It is meant to be highly engaging and realistic to encourage students to generalize and maintain the skills learned and practiced.

iSOCIAL SCHOOL FAMILY: B2B/B2C

Through an additional license, parents can also log into iSocial, allowing them to interact and participate with their child as they engage in learning activities and homework. With some communication disorders, this may be the best chance for these parents to communicate effectively with their children and potentially providing a lifeline to be independent.

In addition, the iSocial platform can be used as a primary communication channel between the parent and instructors, allowing them to exchange notes on the student's progress, alert instructors to any illness/sleep issues and exchange ideas for interactions that support the student's growth. Parents can check grades, follow homework, and join their children in expanding their world.

iSOCIAL ADVENTURES: B2B/B2C

Parents and educators have asked what we can provide to students after they complete the 32 lessons. Parents want something they can contribute in the evenings that supports and maintains what is learned in school. Educators and therapy practitioners like Speech Therapists want access to therapy and educational exercises they can prescribe to children and their parents.

iSocial Adventures is a "home" version of the iSocial School environment, providing individuals with special needs a way to

access select content within the iSocial world independent of a school program. It allows participants a chance to explore the iSocial world, engage with games with an underlying educational or therapeutic basis, and continue to enjoy the relationship they can create with online friends.

All adventures have three common components:

- A lesson plan and guide for parents to use for every activity
- A simple path to the adventure
- A reporting process to record progress made during exercises and generate reports

Examples of some of the initial Adventures are being developed by team members, Matt Braun Ph.D., Keenan Stump Ph.D., and Gary Jesch. Matt and Keenan are creating a short-form live video library similar in format to popular YouTube videos covering skills in the same five skills on the Social Responsiveness Scale used in the School version.

Gary Jesch is a digital puppeteer, and he has created a series of Adventures using characters like Marley the Fish for younger children, and Malachi, a teenage avatar worker at McDonald's, for older children.

Examples of the scenes created by Matt and Keenan cover a variety of social interactions involving different activities, such as:

- Bowling - ordering shoes, taking turns, dealing with changing plans
- Attending a birthday party
- Ordering and eating at McDonalds
- Riding an escalator - Narrating feelings before during and after
- Playing a game with an action figure - Explaining the rules to the game

Each Adventure contains coaching tips for the parents, progress notes, and fun for everyone.

Parents and educators can enhance the student's experience by using some of the same games and exercises used in the classroom. This integrates home sessions with school sessions for maintenance, generalization, and supplemental development important to skill retention and growth.

Market Definition

The market cap for iSocial's virtual learning environment exceeds \$1.8 billion in annual revenue opportunity. The solution has both B2B and B2C elements, allowing the solution to appeal to educators, parents, and children alike.

To define the market, iSocial cites the following information:

iSOCIAL TARGET MARKETS

- **Primary Market** - Administrators/Educators in 130,000 public and private K-12 schools serving 3.5 million people in the United States with ASD (over 25m globally)
- **Secondary Market** - 6.7 million students/families with special needs in the United States (13% of all public-school students)

GROSS MARKET CAP

- **Schools** - Public and private schools serving students with special needs represent a primary market for iSocial.

$$130,000 \text{ schools} \times \$5,000/\text{year} = \$650\text{M}$$

- **Families/Individuals** – iSocial is intended for individuals with special needs, regardless of age. In addition to students with autism, iSocial can serve many individuals with special needs. There are 6.7 million students in special education classrooms in the United States, all of which could be prospective users of the iSocial platform.

$$6.7\text{M students} \times \$18/\text{mo (average)} = \$1.2\text{B}$$

Total School and Home potential is nearly \$1.8 billion annually compared to cost of Autism in the USA of \$268 billion¹. Cost of lifelong care can be reduced by 2/3 with early diagnosis and intervention.²

¹ Buescher et al., 2014

² Autism. 2007 Sep;11(5):453-63; The economic consequences of autistic spectrum disorder among children in a Swedish municipality. Järbrink K1.

Marketing & Sales Plan

iSocial's management team includes sales and marketing experts experienced in delivering technology solutions to the education market. The sales plan includes a combination of direct sales, channel sales, and internet-based marketing resulting in self-service transactions.

DIRECT SALES

Showing the product to the customer is very important to iSocial's sales strategy. The iSocial sales team will engage with prospects at conferences, roadshows, on the phone and via webinars. The primary goal will be to demonstrate how educators can engage children with special needs through our solution, requiring educated sales professionals that can demonstrate how the solution can benefit their classroom efforts. Because of this, a direct sales model using a combination of outside/inside sales techniques is required.

Initially, the iSocial Management team will represent the primary sales force for iSocial. The management team includes multiple sales and marketing veterans that will build the initial customer base for the company.

As the company grows, iSocial will hire a direct sales team, with the goal of proactively contacting schools in pre-defined territories. When approaching the market, iSocial will use a hunter/gatherer model. "Hunter" salespeople acquire new business, and then hand the account off to "gatherer" customer service reps for the long-term management of the account.

Ultimately, every two outside salespeople on the iSocial team will be supported by an Inside Salesperson, responsible for generating leads while the outside salespeople are the "closers." Sales compensation is directly aligned with the goal of getting customers onboard and ramped through any trial period as quickly as possible.

MARKETING

Our marketing effort will center on the primary goal of introducing educators and parents to iSocial, showing them a safe environment that can open the world to a child with special needs. In addition, we'll generate awareness among the primary influencers – children.

iSocial School's message will be promoted through media focused on professional educators, administrators, and therapists:

CONFERENCES

There are numerous conferences on a local, national and international scale for special education. The key will be to choose tradeshows that align directly with our message and our target audience, and then attend those tradeshows with a solid demonstration and a well-targeted message. These conferences include:



		Anticipated Attendees
AASA	The School Superintendents Association	3,000
ASHA	American Speech Language Hearing Association	14,100 in 2017
CEC	Council for Exceptional Children	4,500
CASE	Council of Administrators of Special Education	300 - 500 SPED admins
CASP	Council of Autism Service Providers	200 autism therapy execs

To present the company's image, iSocial will create a tradeshow booth centered around the visual demonstration of the platform. Stations will be available allowing people to explore the environment and experience some of the games available. Brochures, uniforms, and giveaways will also support our product message.

In addition to exhibiting, iSocial will seek to align our research advisors with speaking engagements where they can present research supporting iSocial's efficacy.

WEBSITE / BRANDING

iSocial will present a professional branding image including a video demonstration of our software. The website will be our chance to give our first controlled impression to a prospect, and it's important that we promote an image of professional education and therapy technology focused on improving the welfare of students with special needs.

PROACTIVE OUTREACH

iSocial's management and advisors are well known in the industry, and we will use our network to generate success stories and promote company news to relevant media across the country. By targeting high-value individuals at conferences and increasing our visibility among key customer segments, iSocial's team will increase awareness around the solution and its benefits to special education students and teachers, making our sales cycles easier.

iSocial Adventures will be promoted to parents and children outside of a school setting. Advertising to children will focus on fun, challenging games and the opportunity to participate in a socially supportive environment. Parents will be interested in the safety and educational aspects of the platform.

CASE ENDORSEMENT

Upon successful review of research materials, the Council of Administrators of Special Education (CASE) has agreed to endorse iSocial to its members, the administrators for Special Education across the United States. Once we are endorsed, CASE will actively promote us to school districts as well as State Boards of Education.

CASE will assign a committee to review and confirm the research supporting the iSocial platform. iSocial's University research team has reviewed CASE's requirements, and are confident that their seven detailed studies more than exceed the requirements for the endorsement.



Marketing & Sales Plan

Exclusive Agreement to Co-Promote iSocial with Sandbox & Co.

Sandbox & Co is a millennial marketing and education company made up of award-winning products, platforms and brands purchased from Pearson Learning including, Poptropica, TeacherVision, FamilyEducation and more. One of the two founders of Sandbox & Co is on the NSD board.

In 2017, iSocial executed an exclusive contract with Sandbox & Co to market the iSocial solution for special education to their customers. By co-promoting with Sandbox the iSocial brand will be presented to over 20 million children, teachers and parents worldwide every month.

- TeacherVision is used by one third of all teachers in the United States
- Poptropica is actively used in 250 countries by over 10.5 million children and parents
- 1.5 billion visits to their virtual learning worlds in the last 10 years.
- “**Exclusivity. During the term of this Agreement, Sandbox agrees not to and will not grant, to any third party engaged in the provision of educational services in the area of autism and similar social deficits, any rights substantially and materially similar to those granted to NSD hereunder.**” (Taken from the Sandbox and NSD contract signed November 30th, 2017.)



Competition & iSocial Advantage

There are a number of standalone educational games, learning management solutions, and online gaming platforms. We are the only one's however who have targeted the special education market with a safe, educational gaming environment combined with a comprehensive university-researched curriculum.

iSocial has identified the following as potential competitors:

- **PopTropica** – This is a 2D educational gaming system designed for children 10 and under, with no special education focus. It does not have a core curriculum like iSocial.
- **SecondLife** – This is an older 3D environment with little focus or educational value.
- **Minecraft** – Mojang and Microsoft have invested in an education-specific environment for Minecraft. It provides good lesson building tools and has a marketplace for lesson assets, but it too lacks a special education focus (there is an autism-specific environment in Minecraft, but it is not focused on education, just safe gaming) or any comprehensive curriculum.
- **Classcraft** – Like Minecraft, Classcraft has an education focus, but lacks an organized curriculum to help special education teachers. It is a much more modern platform, providing us a recent model that we can review while building iSocial's environment.
- **Paper** – Single purpose paper-based exercises like flash cards and posters are still widely used in special education classrooms.

iSOCIAL ADVANTAGES

We believe iSocial enters the market with a number of advantages that will set us apart from the competition:

- **Proven solution** - iSocial has a unique market advantage in that it was developed by a PhD-led team in a highly respected, university-based research program. It is the only evidence-based program of its type, and has eight technical studies that prove its efficacy. Over 65% of students demonstrated growth through the solution. There is additional anecdotal information from students and parents who loved the sessions.
- **Exclusive and lifetime license** - The University of Missouri has granted NSD an exclusive, 99-year license to the IP we use to create, deliver and update the iSocial program.
- **Experienced team of technologists, virtual game developers, speech language pathologists and entrepreneurs** - Our iSocial team includes pioneers in virtual and distance learning. Some held key positions in large companies like Apple. Nine of the thirty team members have Ph.D.s. Others have created successful

startups in the education and autism markets, including very successful experience creating, developing, and selling SaaS-based solutions to the same schools systems and therapy centers to be served by iSocial.

■ **Significant sales and delivery partners** - NSD has an exclusive teaming agreement to co-promote iSocial through Sandbox & Co's TeacherVision and Family Education brands. Over one-third of all teachers in America use TeacherVision for their lesson plans. This means that over 3.5 million people a month will learn about the benefits of iSocial just through this relationship. The Council of Administrators of Special Education Administrators (CASE) has also agreed to endorse and promote iSocial to the 130,000 schools they serve in the United States.

■ **Natural learning environment** - Gaming is very common with children, providing them with familiar environments and controls they understand and enjoy. They identify closely with computers and mobile devices.

■ **Sought after solution** - Julie Azuma, the Founder of Different Roads to Learning, a distributor of materials and products for special education, has sold millions of dollars of autism products globally every year for the past 23 years. When she heard about the iSocial program and read the research results, she said, "Oh, thank God! There is nothing for those kids except for squeeze balls and trampolines."

Competitive Matrix

	3D VLEs	Commercial Application	Special Ed Focus	Social Skill Curriculum	Safe Environment
iSocial	●	●	●	●	●
PopTropica	✗	■	✗	✗	●
Second Life	●	■	✗	✗	✗
Minecraft	●	■	■	■	✗
Paper Curricula	✗	●	●	●	●

● Full ■ Partially ✗ None

iSocial Team

Deep Expertise

The iSocial team is made of industry experts, researchers, and serial entrepreneurs. The team of advisors includes 30 professionals, 9 of which hold PhDs in areas relevant to special education and iSocial's solution.



Full biographies can be accessed online via
isocl.net



Bob Etzel
 CEO and Founder

Business Leadership

Bob has over 25 years of experience as president or owner of a preeminent training company focusing on emerging communications and information technologies. He is also known for his work in six successful startup companies, three of which are focusing on mental health solutions. Bob is known for recruiting top national talent in his efforts to create innovative healthcare solutions. His core competence is being the first to introduce new disruptive technologies to solve traditional healthcare problems. Projects include introducing modern wireless communications to the People's Republic of China for Motorola, developing and deploying the first weapons of mass destruction and mass decontamination training for the 74 hospitals in the City of New York following September 11th 2001 and supporting the University of Kansas' work in developing prescriptive e-learning for children with disabilities.



Wayne Morgan, PhD
 Partner / Advisor

Business Leadership

Wayne Morgan, Ph.D. served as Chief Operating Officer and a Partner at Netchemia, a K-12 Talent Management SaaS software company, for 10+ years. During his tenure, the company experienced dramatic growth, ultimately serving over 2,500 school districts across 47 states. In this role, Dr. Morgan led two add-on acquisitions, a private equity investment from Mainsail Partners, and the eventual sale of the firm to Vista Equity Partners in early 2015.

Previously, he served as Chief Information Officer (CIO) for MRI Global. Earlier, he was a Partner and Vice President at Black & Veatch, a global engineering construction and technology company, for over twenty years.

Dr. Morgan currently is Director of the Growth Mentoring Service at the Enterprise Center in Johnson County (ECJC), a team mentoring program developed and practiced at MIT. He is also the Vice-Chairman of the ECJC Board of Directors and an active angel investor in the Mid-America Angels. He serves in Advisory and Board member roles for three Kansas City area technology startups.



Jeff Blackwood
 Chief Product Officer

Jeff Blackwood

Jeff manages the design and delivery of the iSocial solution. Jeff previously served as the CEO and Founder of Pathfinder Health Innovations, a national provider of autism therapy and insurance billing software. Jeff has been honored with the Microsoft Health Innovation Award, named a Healthcare Transformer by Startup Health, recognized as a Kauffman Foundation Top EdTech Connector, and as a member of HEMP and PIPELINE entrepreneurial organizations. Jeff currently serves on committees with the Autism Society of America and the Kansas City Area Life Sciences Institute, and is participating in autism research projects with Children's Mercy Hospital.



Meggan Griggs
 Vice President of Operations

Business Leadership

Prior to being Vice President of Operations at iSocial, Meggan served as the Vice President of Operations for a nationally known new media company. Her career has included executive level positions at a technology training company, educational software development and marketing, and major account management. Meggan has also served as a lobbyist working to promote vocational education. She started her career with the US Department of Commerce where she helped introduce broadband learning services to libraries across the United States.



Eric Diebold
 Partner / Creative

Business Leadership

Eric Diebold is a skilled UX Designer and web savvy entrepreneur with a passion for compelling design. With his experience innovating within a high-growth startup and his skills in product design, product development, and client services, Eric brings a wide breadth of knowledge and insight to iSocial.

Prior to his involvement with iSocial, Eric functioned as the Lead UX Designer for PeopleAdmin, which he joined in 2015 as part of the sale of the company he co-founded, Netchemia. At Netchemia, one of the leading technology companies in K-12 education in the country, he led the initial efforts in the areas of client services, project management, brand management, usability design, and client training.



Janine Stichter, PhD
 Professor, University of Missouri

Autism Research and Solution Development

Dr. Stichter is a Professor in the Department of Special Education and has worked with schools and students with autism and behavioral needs for over 25 years. She is the creator of iSocial. Everything from the objectives for the program to the 32 lessons themselves came from Janine. Dr. Stichter presents nationally and conducts research in the following areas: Implementation science, social competence and the antecedent strategies. She has published over 80 peer-reviewed articles, provided over 120 national and international presentations and has received over \$12 Million in federal grants including the Institute of Educational Sciences and National Institute of Health as Principal Investigator and Co-Investigator.

iSOCIAL TEAM

Autism Research and Solution Development

iSocial Team



Jaclyn Benigno
Research Associate,
University of Missouri

Autism Research and Solution Development

Jaclyn is a Research Associate in the Department of Special Education at MU. She is a Site Facilitator for the CSBC Center and focuses on training and technical support for implementers using the Social Competence Intervention curriculum. She has her masters in Special Education with an Emphasis in Autism.



Dr. Keenan Stump
Owner, New Balloon
Therapy

Autism Research and Solution Development

Keenan and his colleague Dr. Matthew Braun create all of the parent guides and exercises for the iSocial Home program. Keenan is a licensed speech-language pathologist and researcher with more than fifteen years of experience providing services to individuals diagnosed with autism spectrum disorder (ASD) and various developmental delays.

In addition to his clinical experiences, Dr. Stump has taught graduate courses about evidence-based services related to ASD in the speech pathology programs at Bloomsburg University (Bloomsburg, PA), Rockhurst University (Kansas City, MO), and the University of Kansas (Lawrence, KS). His primary research interests focus on creating innovative approaches for individuals with ASD and their families that work toward maximizing community involvement, independence, and social interaction skills.

Dr. Stump was honored as one of three speech pathologists in the state appointed to the Missouri Autism Guidelines Initiative (MAGI), a project derived from a recommendation of the Missouri Blue Ribbon Panel on Autism to adopt screening, diagnosis, assessment, and treatment standards. The resulting publications, **Autism Spectrum Disorders: Guide to Evidence-based Interventions and Autism Spectrum Disorders: Missouri Best Practice Guidelines for Screening, Diagnosis, and Assessment** are currently available online, along with overviews for families, clinicians, and educators.



Dr. Matthew J. Braun
Owner, Speech &
Language Solutions

Autism Research and Solution Development

Dr. Braun is a licensed speech-language pathologist with more than fifteen years of experience serving individuals and families affected by autism spectrum disorders and other developmental disabilities. Dr. Braun has worked in the public schools, the Therapy Services Department at St. Louis Children's Hospital, and the University of Kansas Center for Child Health and Development where he worked on an autism diagnostic team and served as the Assistant Training Director for the Leadership Education in Neurodevelopmental and Related Disabilities (LEND) program.

Currently Dr. Braun works in his private practice, Speech & Language Solutions LLC and maintains an affiliate faculty appointment at the University of Kansas. Dr. Braun's research interests include family centered care, using a "strengths based" approach to serving families, and the use of telemedicine for underserved populations. Dr. Braun has co-authored several research articles on these topics and has co-authored a chapter in an autism text book for Occupational Therapists.



Debbie Vignatelli
Industry Association
Relations

Other Team Members

Debbie is responsible for industry associations relations and special events planning. Prior to joining iSocial Debbie was an Executive for telecommunications provider, AT&T. She has extensive administrative and supervisory experience in event planning, project management, public relations, leadership training, coalition building and customer service. She also gained experience with mental health EHRs when she was one of five people who created a successful EHR startup.

Debbie's professional experience includes:

- Site selection, contract negotiation, coordination and hosting corporate sponsored events
- Trade show coordination and continuing education seminar planning/execution
- Keen understanding of what both attendees and organizers expect from meetings and events



Steve Kearney
Chief Legal Counsel

Other Team Members

Steve is an attorney and founder of Kearney and Associates, Inc. and Kearney Law Office, P.A which will celebrate their 25th year in business this year. Kearney and Associates, Inc. is a full service Government Relations Firm that represents both business and non-profit organizations in all aspects of lobbying and administrative relations. He successfully assisted Autism Speaks in obtaining favorable decisions for healthcare coverage for ASD. Steve is currently serving as the Chairman of the Board for Family Service and Guidance Center in Topeka. Steve is also the Executive Director for the Kansas Psychiatric Society.

iSocial Board of Advisors

Deep Expertise

As well-respected leaders in the industry, our Board of Advisors give us their support, guidance and insights to help navigate the current and future success of iSocial.



Full biographies can be accessed online via
isocl.net



Abhi Arya

Advisor

President and co-founder of one of the largest digital learning companies in the world reaching over 20 million teachers, students and their parents every month.

Abhi has over 15 years of diverse experience in the education, technology and consumer goods industries. As President, he oversees FEN Learning and StoryArc Media's entire creative and business operations. Together, FEN Learning and StoryArc Media own one of the largest integrated digital audiences in the world reaching over 20 million children, teachers and parents worldwide, every month.

FEN Learning helps its audiences learn through brands such as TeacherVision, FamilyEducation, Fact Monster and Infoplease. StoryArc Media creates fun, engaging and interactive experiences for kids through its brands Poptropica, Funbrain, Galactic Hot Dogs and Adventure Pig.



Stephen Kanne PhD,
ABPP

Advisor

Executive Director of one of the nation's premier autism research, training and clinical institutions.

Dr. Kanne is the Executive Director, Thompson Center for Autism & Neurodevelopmental Disorders and the William and Nancy Thompson Endowed chair in child health & associate professor at the University of Missouri Columbia campus.

Dr. Stephen Kanne is a pediatric neuropsychologist leading one of the nation's premier autism research, training and clinical institutions. He is an expert diagnostician for autism spectrum disorders. Dr. Kanne is a nationally certified independent trainer for the gold-standard diagnostic tests for autism – the Autism Diagnostic Observation Schedule (ADOS) and Autism Diagnostic Interview-Revised (ADI-R) – and has trained and presented to clinicians throughout the U.S. and internationally. His research includes the genetics of autism, clinical presentations of autism, measuring the effectiveness of screening and treatment methods in autism, and co-morbid conditions and developmental challenges in individuals with autism.



Paul Resta PhD

Advisor

Known internationally as a pioneer in advanced learning technology. He was the first President and founder of the International Society for Technology in Education (ISTE). Paul has extensive global ties in education based on over a decade of leadership at United Nations Education, Scientific and Cultural Organization (UNESCO).

Dr. Paul E. Resta holds the Ruth Knight Millikan Centennial Professorship in Learning Technology at the University of Texas, Austin campus.

He teaches advanced graduate courses in learning technology, instructional systems design, online learning, technology planning, and computer-supported collaborative learning. His current work focuses on Web-based learning environments, computer-supported collaborative learning, and national planning and policy issues in the use of information and communication technologies in teacher education.



Bill Bass

Advisor

President Elect of the Board of Directors for the International Society for Technology in Education from January 2019 through December 2020. Bill currently serves as the innovation coordinator for instructional technology, information and library media for the Parkway School District in St. Louis, Missouri.

During his over 20-year career in education, he has also held positions as a middle and high school English teacher, technology integration specialist, instructional coach and educational consultant. As a speaker, writer and professional developer, he focuses on systemic and sustainable integration of technology into classrooms at all grade levels and seeks to empower students and teachers with authentic learning experiences.

Bill holds a master's degree instructional technology and a certificate of online learning from Southern Illinois University Edwardsville, as well as a bachelor's degree in English from Culver-Stockton College.



Spencer Hunley

Advisor

Spencer Hunley is an autistic professional based in Kansas City, Missouri. He is a fervent advocate of people with disabilities, with a distinct focus on improving assistive & accessible technology while also lowering cost.

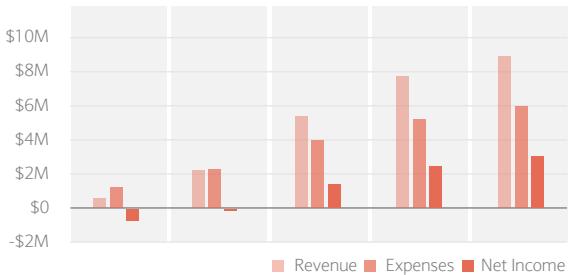
Before joining the advisory board, Spencer served as a board member and interim president for the Autism Society - The Heartland, leader for the Autistic Self-Advocacy Network - Kansas City chapter, and the Mayor's Committee for People with Disabilities. Spencer has spoken previously at LinuxCon North America, discussing open-source assistive technology; held informal events to teach others how to be safe in digital spaces; and presented at local area autism conferences about autistic advocacy.

Financials

iSocial has developed a 5-year pro forma for planning our the financial goals of the company. Based on these projections, iSocial estimates that we will achieve breakeven in Year 2 and have a target revenue of \$9 million after 5 years.

iSocial Annualized Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$546K	\$2.22M	\$5.42M	\$7.84M	\$9.04M
Expenses	\$1.25M	\$2.32M	\$4.03M	\$5.32M	\$5.96M
Net Income	(\$707K)	(\$102K)	\$1.39M	\$2.52M	\$3.08M



Summary

iSocial is creating a new world. One in which students with autism can learn without the distractions of life interfering. One where students can feel safe, allowing them to interact and gain the critical skills they need to live independent lives.

The iSocial solution combines state-of-the-art gaming technology and a learning management system with a research-backed social skills curriculum proven to be effective for 65% of students. Led by a team of industry experts, technologists, and serial entrepreneurs, iSocial will redefine special education and allow individuals with autism to gain their independence.