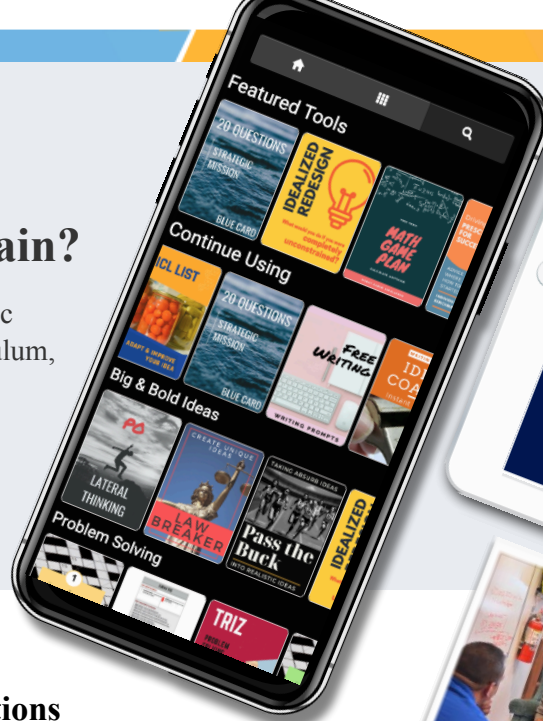


What is Jump Start Your Brain?

Jump Start Your Brain is the world's first academic approved & industry validated package of Curriculum, Tools and Activations for igniting innovative thinking. It's also the first enterprise scalable platform for helping your front line staff, managers and leaders think smarter, faster and more innovatively.



What makes it Unique?

Custom Built for Established Organizations

Some innovation programs want you to act like a start up or entrepreneur. But you're not. You have different resources and constraints as a large organization. We know. We've been "front line" helping large companies for 40 years. We've worked with 15,000+ teams and invented 30,000+ ideas. The content and activations have been custom designed for and used by 100s of *established* companies like American Express, Disney and Nike.

Addressing the Innovation Skill Gap

In today's economy everyone needs to know how to create "meaningfully unique" ideas, communicate them and bring them to life. But 65% of executives agree they lack confidence in their organizations ability to be innovative.

Of the People. By the People. For the People.

Our first priority is content that creates behavior change, impact and PULL - giving staff the tools and education they need to do cool stuff that really matters. As a measure, that means "touch points" - activities that demonstrate learning and action. Today, we have over 1,000,000 touch points, like using a tool, doing a task on an innovation project or submitting a class assignment.

Benefits for You:

- ☒ Increase retention and create a buzz
- ☒ Upskill current workforce at every level
- ☒ Easy tailoring to fit your culture
- ☒ Academia-approved, real-world-tested curriculum
- ☒ Very Flexible - use the JSYB LMS or import import into your own LMS.

How does it Work?



100+ On-Demand Classes

5-7 minute video micro-classes help your staff get just-in-time education or a daily dose of inspiration and know-how.



25+ Activation Events

Workshops, hackathons, lunch-n-learns, office hours, coaching sessions, book-clubs and other hands-on applications to help your staff stay energized, engaged.



50+ Instant Use Tools

Take action on the learning with easy yet powerful tools to help your staff innovate on demand.



Custom Learning Journeys

Staff take a brief assessment and get a personalized learning plan that helps your staff quickly fill your innovative skill gaps.



Skill Badges & Certifications

Through a series of classes and hands-on applications, your staff can get new skills and certifications demonstrating their command of content.



Course Credit

These aren't just any courses. They've been vetted through academic peer review and are eligible for college credit, often qualifying for tuition reimbursement.

Because Thinking Innovatively is the Life Skill of the 21st Century.

The De-Risking Baker's Dozen for Established Companies

the most dangerous choice you can make early on in innovation	the easiest way to shut down innovation	the most irresponsible thing you can do	the most short-sighted thing you can do
the worst way to benchmark innovation	where you lose the most money in innovation	the most under-utilized asset of innovation	the most over-looked energy source
the biggest oversight of innovation processes and systems	the easiest way to get instantly better thinking	the easiest way to get better math	the best way to get accurate math
the greatest sin of all innovation			

The De-Risking Baker's Dozen for Established Companies

trying to make a choice too soon	make the "No" personal	Having systems that work against innovation & innovative thinking!	assume your staff "aren't creative enough to innovate."
assuming the rest of the world will stay steady	development (and NOT because of CapEx)	patents	intrinsic motivation
not going fast enough	make everyone do their own math - at the start.	provide simple forecasting tools and reference data (bonus points for forensic data)	make it easy to model the risk
not knowing what one is.			