



IMMERSIVE LEARNING MEDIA

The Problem: For the first time in history nobody knows what skills or jobs will be needed in 20 years. The education system, created over a century ago, is sorely outdated and focused on what to think not how to think and learn. Leaving little regard for teaching life skills needed to adapt in an unpredictable world.

Simply put, how and what children are taught, and their preparedness for the future has never been more disconnected.

We call it **The Life Preparedness Gap** and it's putting an entire generation's future wellbeing and ability to thrive in jeopardy.

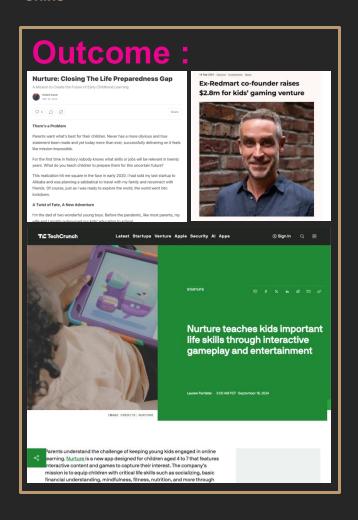
The Category: Immersive Learning Media – a new category of media that combines immersive storytelling with active participation using a revolutionary learning framework that helps children thrive in new situations.

Category Blueprint



FROM: Passive, mindless screen time

TO: Immersive Learning Media that drives deep engagement and reinforces learning critical life skills



Lightning Strike

