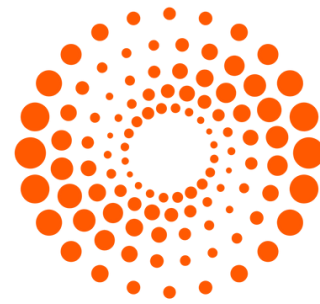




What do you want to be when you grow up?

**THE PLATFORM FOR THE
NEXT GENERATION OF TALENT.**

CORPORATE PARTNERSHIPS



THOMSON REUTERS

"My Unique Genius is focused on equipping teens with the tools for **skills like creativity and problem-solving, so that they better understand themselves and have the confidence to shape their place in this dynamic, chaotic world. Their mission meshes with **Thomson Reuters'** aspiration for tomorrow. *The Life Builder Journal* is the book we all needed when we were young."**



DANIELLA DE GRANDE
VP OF TECHNOLOGY SERVICES
+ DIGITAL ENABLEMENT AT
THOMSON REUTERS



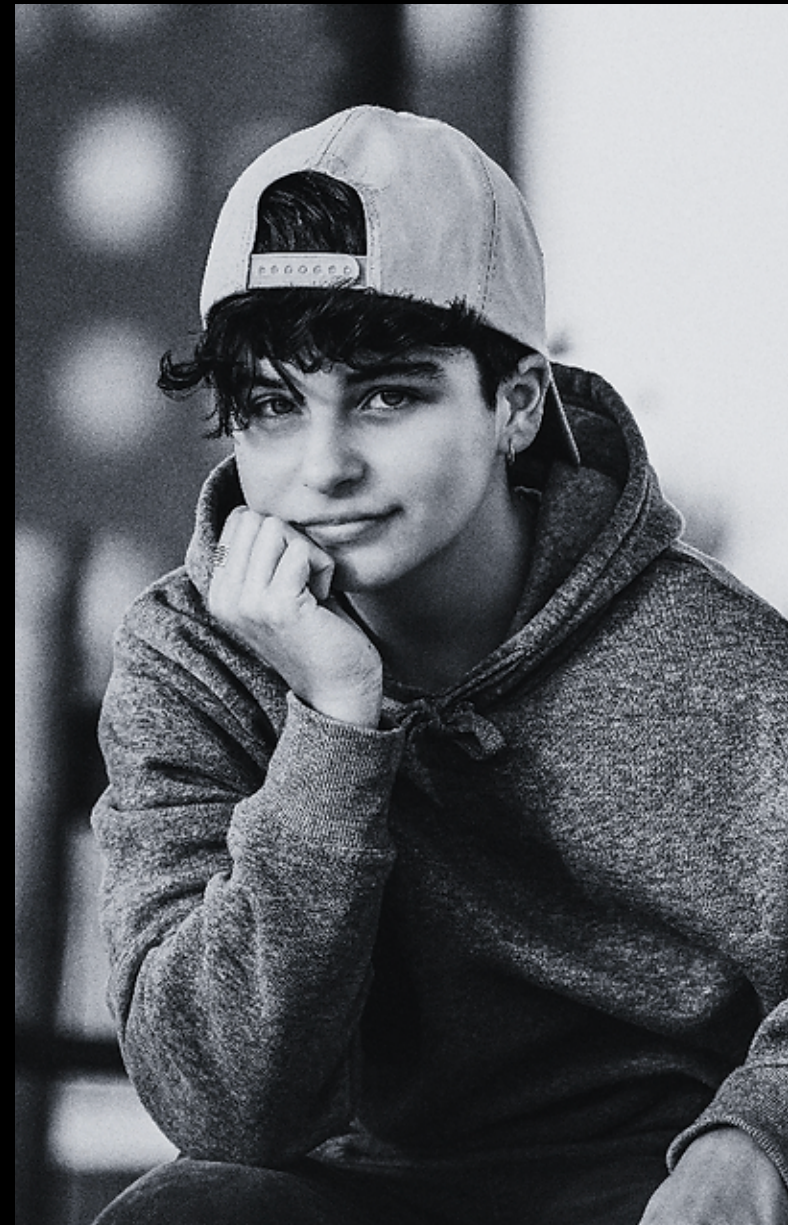
ABOUT MUG

OUR MISSION

Unlocking possibilities is our mission and mandate — to reframe human potential so that millions of teens around the world tap into their unique talents and aspirations to build a truly meaningful and impactful life.

WE BELIEVE

Way too many teens arrive at the threshold of adulthood lost and unsure of the essence of who they are or their place in the world. School should guide students to build this capacity. We've got the tools to help.



WHY YOU SHOULD JOIN OUR PARTNERSHIP PROGRAM

- Teens are the workforce of the future. Together, we can ensure they have the skills and the confidence to thrive.
- Drive interest of new talent to your industry.
- Raise brand awareness about your company/organization.
- Help teens discover their passion through real-life stories and authentic learning experiences.



WORKPLACE PARTNERSHIPS BENEFITS

*The
Why*



KRISHAN TROTMAN
PUBLISHER OF LEGACY LIT AT
HACHETTE BOOK GROUP



WORKPLACE PARTNERSHIPS

The Why

PARTNERSHIP IS WIN-WIN

PARTNERING WITH MY UNIQUE GENIUS IS A **WIN-WIN** FOR COMPANIES AND TEENS/SCHOOLS.

PARTNERSHIP BENEFITS TO COMPANIES

Visibility/Brand Awareness:

Our partnership offers shareable, valuable advertising for your company with meaningful social impact. Our videos are featured on YouTube and all social platforms. They'll also be seen in classrooms nationwide. Students get to know your company name, building widespread brand awareness with the next generation of talent and consumers.

Next Gen Talent:

Through our partnership, your company gets introduced to the next generation of talent through our video stories, and students also gain early access to the skills needed to succeed at your company and within your industry.

Social Impact:

Together, we shape the lives of young people by showing them what's possible: professional pathways, real stories of success, and how to get there.

Community Relations:

Let us connect you with schools in your local area, so you can make a significant social impact while building important community relationships.





WORKPLACE PARTNERSHIPS

The Why

PARTNERSHIP IS WIN-WIN

PARTNERING WITH MY UNIQUE GENIUS IS A **WIN-WIN** FOR COMPANIES AND TEENS/SCHOOLS.

PARTNERSHIP BENEFITS TO **SCHOOLS/TEENS**

Awareness + Exploration:

Most teens aren't aware of the vast array of careers that exist. Through our career exploration videos and learning materials, students gain access to essential career insights and learn about pathways beyond their everyday scope. They are able to see themselves in our stories, experience a workplace through a visit, and unlock unexpected possibilities for their future.

Next Gen Skills:

Students build the skills they need for their future *today*. When we connect the working world to the academic world, learning becomes authentically useful, eye-opening, and truly prepares students for life after high school like never before. *The Life Builder Journal*, together with our video stories and upcoming app and platform, leads students through a guided process of self-discovery, exploration, next-gen skills building, vision-setting and planning.

Beyond College Prep:

Most schools focus their post-secondary planning largely on senior-year college preparation, leaving out other pathways — and not adequately preparing students to make monumental life decisions. High school students report that they don't feel ready when they're thrown into the college process. We've got the tools to help students engage in story-based self-discovery, skill-building and exploration, so they feel prepared to choose a pathway that truly fits.





WORKPLACE PARTNERSHIPS

WE HELP TEENS ANSWER THE QUESTION:

What do you want to be when you grow up?

SOME OF OUR PARTNERS



THE MY UNIQUE GENIUS REVOLUTION

MY UNIQUE GENIUS (MUG) IS THE CAREER/LIFE HUB FOR TEENS AND TEACHERS. IT'S THE PLATFORM FOR THE NEXT GENERATION OF TALENT. OUR MISSION IS TO REFRAME HUMAN POTENTIAL SO THAT MILLIONS OF TEENS TAP INTO THEIR UNIQUE TALENTS AND ASPIRATIONS TO BUILD A TRULY MEANINGFUL AND IMPACTFUL LIFE. WE HELP TEENS ANSWER THE QUESTION, "WHAT DO YOU WANT TO BE WHEN YOU GROW UP?"

UNLOCKING POSSIBILITIES THROUGH WORKPLACE PARTNERSHIPS

We are a new media education company that helps teens explore what's possible after high school. We tell the human stories behind diverse careers to allow teens to unlock possibilities through guided exploration. Our lessons and learning experiences are truly story-based, so our production team makes beautiful videos profiling people in varied professions for teens to watch – both on their own at home as well as in the classroom with supporting lesson materials for educators.

My Unique Genius is the hub where companies have an opportunity to bridge industry and education. And exploration is the key to unlocking possibility. Teens can deeply explore Career Stories from diverse people in varied careers – both on our web site and our YouTube Channel. We work together with companies to build career-specific, story-based learning experiences that resonate with teens, to help build the next generation of talent. Our partner companies help bring awareness to careers in diverse industries. Together, we're helping kids build next gen skills, discover who they really are, and design a life. That's a truly profound social impact with a long-lasting effect.





WORKPLACE PARTNERSHIP PACKAGE



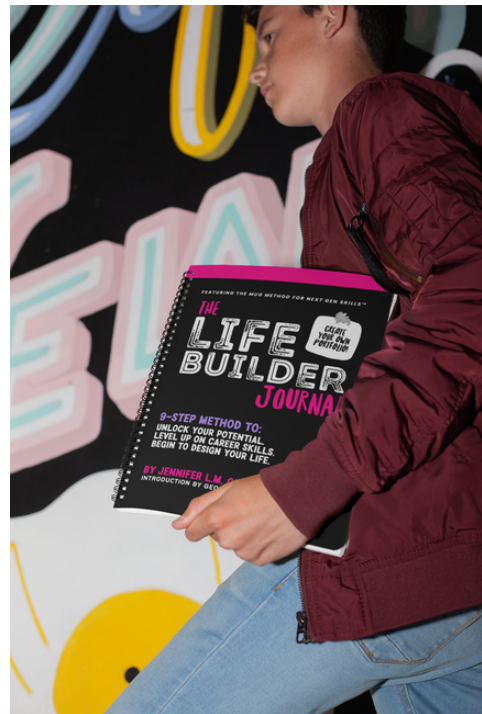
CHRISTINA BAAL-OWENS
CO-FOUNDER AND EXECUTIVE
DIRECTOR OF PUBLIC WISE



WORKPLACE PARTNERSHIPS

MUG PARTNERSHIP

Becoming a **MUG Partner** means working with us and sponsoring career exploration learning for teens nationwide.



\$30,000 PARTNERSHIP PACKAGE INCLUDES

Day in the Life Career Video Series

- We profile a staff member and your company in a Day in the Life video series shown both online and in classrooms across the country.

A Field Trip Experience at your Company

- We coordinate a field trip visit with a group of high school students. Leave the planning to us! All students will receive *The Life Builder Journal*.

Gift a Class Set of The Life Builder Journal to a Visiting School

- Help students in your area prepare for life after high school. Students who visit your company during the field trip receive a copy of *The Life Builder Journal*. You can also opt to purchase more books for the entire grade or entire school at an additional cost.

Participate in a Career Q&A session.

- Help students in schools and our TLAB learn about careers by participating in a MUG MEET UP session and unlock possibilities.

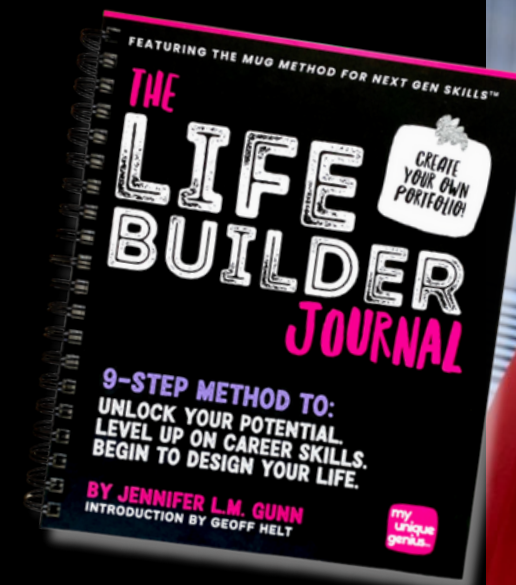


WHAT OUR PARTNERS ARE SAYING:

"At **Thomson Reuters**, we are looking for the next generation to have a skills toolbox that will enable them to problem solve and navigate uncertainty, embrace and leverage new technologies, and have a resilient growth mindset to design a more creative and sustainable future.

My Unique Genius is focused on equipping teens with these tools, so that they better understand themselves and have the confidence to shape their place in this dynamic, chaotic world. Their mission meshes with our aspiration for tomorrow. **The Life Builder Journal** is the book we all needed when we were young."

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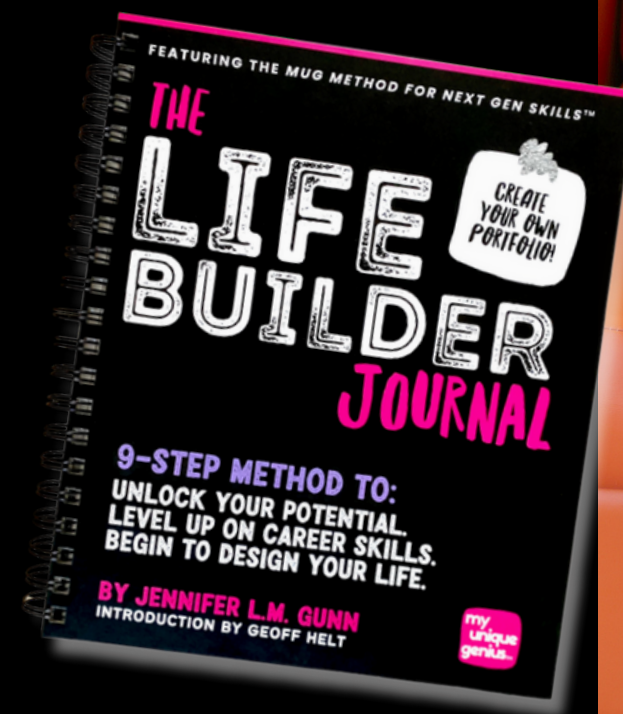




WHAT OUR PARTNERS ARE SAYING:

"*The Life Builder Journal* helps teens understand themselves in a way that will build confidence and trust in their inner selves. This confidence and trust will help them navigate life, both professionally and personally. The journal is a tool unlike any other!"

DR. JESSICA FALCON,
ASSOCIATE MANAGER IN RESEARCH PROGRAM
MANAGEMENT AT REGENERON



DR. JESSICA FALCON
ASSOCIATE MANAGER IN
RESEARCH PROGRAM
MANAGEMENT
AT REGENERON



WORKPLACE PARTNERSHIPS DETAILS





WORKPLACE PARTNERSHIPS

COMPANIES SHARE WHAT THEY DO WITH THE **NEXT GENERATION OF TALENT** — AND BUILD THE SKILLS OF **TOMORROW'S WORKFORCE** TODAY.

CAREER EXPLORATION VIDEO SERIES

WE'LL FEATURE A PERSON FROM YOUR COMPANY WITH IN-DEMAND SKILLS AND A COMPELLING CAREER PATH AND STORY IN A DAY IN THE LIFE VIDEO SERIES. THESE VIDEOS ARE ADDED TO OUR CAREER LIBRARY AND INTEGRATED INTO OUR LEARNING CONTENT. VIEWABLE ONLINE AND IN CLASSROOMS AROUND THE COUNTRY.

- Videos are filmed by the My Unique Genius production team in one day on location at your company.
- Videos include a Day in the Life video and other short videos related to the featured person's pathway, skills, and story.
- Videos are viewable online for free to teens, teachers and parents, and tie into our supporting learning content. They'll also be seen in classrooms nationwide.
 - See examples at <https://www.youtube.com/@myuniquegenius>

Benefits:

- **Visibility/Brand Awareness:** Our partnership offers shareable, valuable advertising for your company with meaningful social impact. Our videos are featured on YouTube and all social platforms. They'll also be seen in classrooms nationwide. Students get to know your company name, building widespread brand awareness with the next generation of talent and consumers.
- **Next Gen Talent:** Through our partnership, your company gets introduced to the next generation of talent through our video stories, and students also gain early access to the skills needed to succeed at your company and within your industry.
- **Social Impact:** Together, we shape the lives of young people by showing them what's possible: professional pathways, real stories of success, and how to get there.



PUBLIC WISE

REAL CAREER
STORY VIDEO
PARTICIPANTS



JET BLUE



HEARST



REGENERON



WORKPLACE PARTNERSHIPS

COMPANIES SHARE WHAT THEY DO WITH THE **NEXT GENERATION OF TALENT** — AND BUILD THE SKILLS OF **TOMORROW'S WORKFORCE TODAY.**

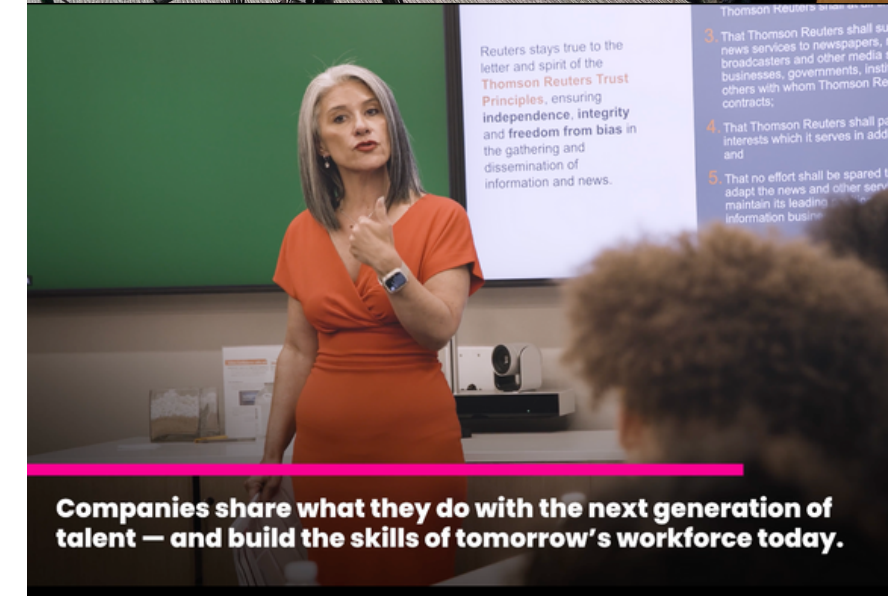
HOST A FIELD TRIP

HOST A SCHOOL TRIP TO VISIT YOUR FACILITIES. BUILD BRAND AWARENESS FOR YOUR COMPANY WHILE HELPING YOUNG PEOPLE LEARN WHAT YOU DO.

- We arrange for a local school to visit your location and provide a 2-hour program of activities.
- We provide activities, a schedule, and support for the visit.
- The visit is approximately 2 to 2.5 hours long.
- All students receive The Life Builder Journal.
- Depending on location, some field trips will be filmed as part of our Virtual Field Trip series.

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WORKPLACE PARTNERSHIPS

WE HELP TEENS ANSWER THE QUESTION:

What do you want to be when you grow up?

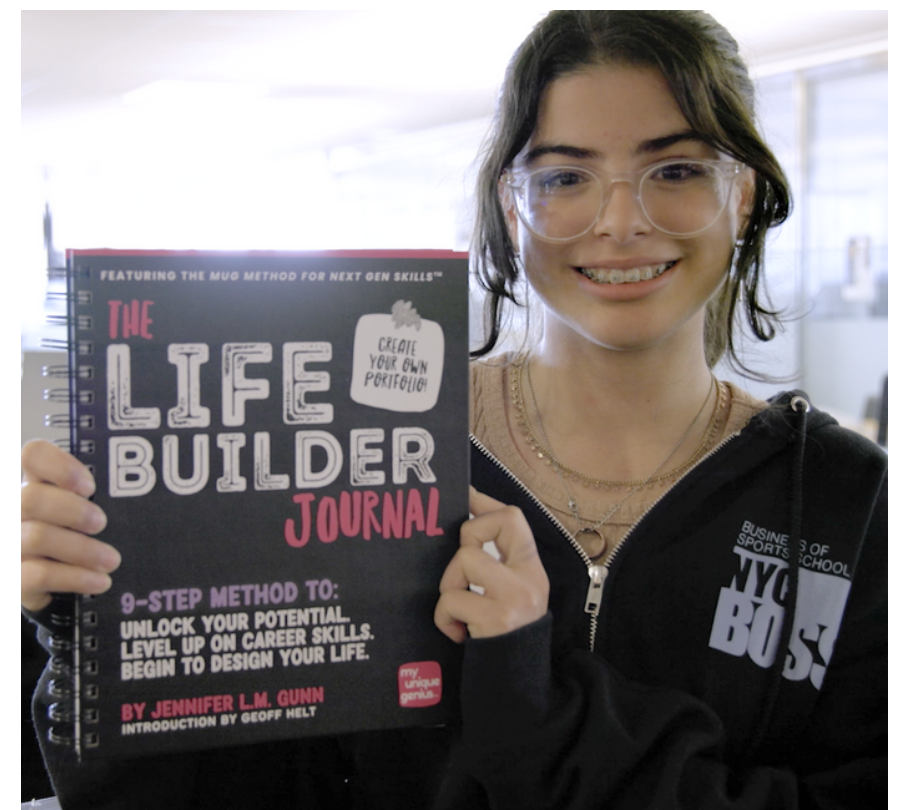
THE LIFE BUILDER JOURNAL

STUDENTS WHO ATTEND A FIELD TRIP TO YOUR COMPANY WILL RECEIVE A COPY OF THE LIFE BUILDER JOURNAL. YOU CAN ALSO BUY ADDITIONAL SETS OF THE LIFE BUILDER JOURNAL FOR A CLASS, GRADE LEVEL, OR WHOLE SCHOOL — OR A TEEN ORGANIZATION — AND CHANGE THE LIVES OF YOUNG PEOPLE TODAY. FEATURING THE MUG METHOD FOR BUILDING NEXT GEN SKILLS, AS WELL AS GUIDED ACTIVITIES FOR SELF-DISCOVERY, EXPLORATION AND LIFE-BUILDING, THE JOURNAL IS USEABLE IN CLASSROOMS OR BY TEENS ON THEIR OWN.

All book buy sponsors will be featured on our web site and shouted out on our social media platforms. Books purchased for schools or organizations can include sponsorship labels with your company logo.

Benefits:

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WORKPLACE PARTNERSHIPS

Reach Out Today + Let's Chat

Geoff Helt

CEO + Founder

My Unique Genius

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Jennifer L.M. Gunn

Head of Learning Experience Design

My Unique Genius

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www.myuniquegenius.com



LEARN MORE

WWW.MYUNIQUEGENIUS.COM



WE HELP TEENS ANSWER THE QUESTION:

What do you want to be when you grow up?

*Real stories of success,
so teens can build their own.*

Stories change lives. Exploration opens the pathways to possibility. My Unique Genius shares impactful stories of success from real professionals in diverse careers, so that students can explore what's possible. We offer story-centered learning and exploration for teens, educators and parents to help students discover their passions and talents, build skills, try pursuits and unlock their unique genius.

