



STEPPING STONE EDU INC.

“The Gamification of Higher Education”

This document lays the groundwork for an educational based competition that we hope one day will become the foundation for an innovative business model that seeks to transform Students from their studies to occupation.

Stepping Stone Edu does not propose to reduce, or pay off Student loans, but rather, to provide an equitable path that leads Students from their higher education studies to full time employment upon graduation.

For this first competition, the focus is on in-force, withdrawn, expired, and/or abandoned University based patents in the field of Ecological reclamation and sustainability. Future competitions will be based on finding and implementing solutions for curing disease, improving infrastructure and communication systems, and reducing poverty through use of applied science, just to name a few.

To level the playing field, Students will peruse University patent databases and begin to compile lists of intellectual properties they wish to secure. Withdrawn, expired, and/or abandoned University based patents require no prior licensing and compilations of these I.P.'s will be used to form the core portfolio for each Student based Start-up from which it is surmised that new and innovative technologies will be spawned and patented.

America loves to compete! What better way is there, than to compete to do the common good!

The creation of the Pilot as directed by our Executive Producer, (E.P.)

- a. Having first read the promotional materials (Elevator Pitch & One Pager) candidates for the pilot's E.P. position, and their proposed budget will be determined by our Advisory Board.
- b. Contacting the Universities with the support of Stepping Stone advisors. - Initially the pilot will involve two Universities. Our Advisory Board will oversee and supervise competing Teams to fully explain our goals. With Team, Peer, and University feedback our founding principles will be refined, and continually improved upon.
- c. Referring to University I.P. databases, the E.P. will select comparable Universities with **withdrawn, expired, and/or abandoned University based patents** focused on **Ecological reclamation and sustainability** that will be featured in the Pilot.
- d. The competition is open to all Students currently studying at a H.E.I. (Higher Education Institute) with the focus of Team leaders being those who are within one year of graduating.
- e. The E.P. will liaison with Team leaders, University managers and Professors versed in the fields of forming and operating a Start-up company, developing intellectual properties, and to discuss with all how the show will go on.

- f. Each University holds in-person sessions with interested Students to define their role in the Start-up and to choose the I.P.'s they wish to revive.
- g. Items e. and f. will be filmed for presentation during televised sessions. Portions of these segments will become an ongoing part of the Pilot for promotional use by all Universities.
- h. Whenever possible Team leaders will liaison with former Students and alumni (in most cases, those whom have long since graduated) that help developed their chosen I.P.'s. This list will also include the Inventors and/or industry sponsors that created the invention(s).
- i. In final preparation before the filming for each Pilot session commences the following Attendees (whenever possible) are required to be present:
 - i. The selected Students and the Universities management liaison(s).
 - ii. The creator(s) of the selected I.P.
 - iii. An investor(s) or investment group versed in fields of the chosen I.P.'s.
 - iv. Industry Sponsor(s), Foundation representatives, and Government officials.
 - v. Celebrity, Political, and Industry Reps to act as Judges.
 - vi. Members of the advisory board of Stepping Stone and other founding members.
- j. Once the above milestones have been met the E.P. creates a calendar for shooting, production and airing.
- k. Preliminary production for airing during each segment will include:
 - i. A short portrait of the University and the selected departments.
 - ii. Portraits of the University management and creators of the selected I.P..
 - iii. Video portraits of each Student that includes what motivates them, their vision of the future utilizing dormant University patents, how they fit into, or will form their Team, what role in the Start-up will they choose to perform, how are their studies going, etc.
 - iv. Interviews of those involved in the production, from concept to air!
 - v. Misc. details to be discussed ongoing throughout the production of the first pilot and subsequent segments. There will be many!
 - vi. A short portrait for each of those who will act as Judges.
- l. As required or as restricted by COVID protocols the production crew will travel to the site of each live pitch session or serve to prepare competitors for competition via Zoom or the www.SteppingStoneEDU.com website system.
- m. Prior to each session being produced, Student Team members prepare by discussing their collective visions. In this process they begin to manage themselves by first democratically assigning Executive and if need be, Board positions for their new venture. Their collective vision is then captured, aired, and used as part of the judging process.

Game time –

- n. Students are introduced to the live audience (whenever possible) and television/internet audience, and to the Judges.
- o. Judges choose the order of pitches, the President of the panel explains the decision and the pitches begin.
- p. All pitches are recorded.

- q. Candid reactions from each Student presenter are recorded prior, during and post pitch.
- r. The Judges convene to private chambers and are filmed during the judgment deliberations in what appears to be a confidential session, but is viewed by the audience post production.
- s. Our governing criteria;
 - i. Quality, diversity, and knowledge of the Team.
 - ii. Overall cohesiveness of the Team (You have to get along to move along! and “If it can’t be fun, it just shouldn’t be done!) Live by it and you shall prosper!
 - iii. Knowledge of the Teams chosen I.P. and how they plan to use it for profit and the better good.
 - iv. Persuading all the necessary elements to support this advanced Startup business model. i.e.: University Officials, Investors, Sponsors, Multi-media Producers, Students, Veterans, and more.
- t. Following the pitches and judging, the Awards Ceremony commences:
 - i. Simply put, it equates down to this – Is the Team ready to join the Start-up ecosystem and create the company and products they envision, or they are not?
 - ii. If “No” nurture them further for the next round. They need more preparation before becoming a Founder of their own Start-up.
 - iii. If “Yes” move on to Step “B”. Step “B” – let’s prepare for market.

Ultimately all Teams that enter will enjoy the opportunity to acquire as many dormant University patents as they require to bolster their I.P. portfolio and further nurture their venture towards investors and market readiness. However, for those who produce a winning proposal and win out in this competition, they will be provided added bonuses and help on their way to global markets. But NO one gets left behind!!

- u. Following post production comes the grading of the Sponsors and Foundation members.

Should an interest be struck, possible requirements from these groups might include;

- i. Covering a Team’s combined Student loan payments while they actively participate in the project and agree to promote the Sponsors in a “Quid pro Quo” environment as they grow from early Start-up to profit generating Unicorn.
- ii. Working as mentors to Student formed Start-ups.
- iii. Providing access to their networks including access to their media channels to self-promote the Start-up.
- iv. Promotion of the Start-up through their Social media and other networks.

Investors, and Investment groups -

- v. Yes, I will invest in your Start-up.
- vi. Sorry, for now you will need to do more work to get an investment from me.

The ultimate prize (far from the only one!) will be decided with the “Battle of the CEO’s!”. The CEO of each Team will appear live on stage as they are bombarded with revealing questions by the Judging panel, and possibly an online and studio audience. Surviving this intense question period could seal their company’s fate, so we caution, “Best be prepared!!”

The suggested CEO judging criteria is as follows

CEO's are judged on their commitments, ideas, determination, knowledge and direction of their teams collective vision, and the quality of delivering their pitch to the Judging panel.

CEO's will have the right to quickly consult their Teammates for each question asked of them.

The winning Team and their associated University will receive yet to be determined prizes, global media exposure, and mentorship on their way to market.

For promotional, and other purposes, "Stepping Stone Edu" claims 100% unrestricted ownership of all Pilots produced materials, and claims 100% ownership of all production materials produced for this project, unless otherwise specified in a separate binding agreement, and control of said productions, at its discretion, including, but not limited to the following:

- vii. Promotional clips of any time length to use as we deem appropriate.
- viii. All completed all-inclusive programs of any time length.
- ix. FULL CONTROL and access of the production and distribution process.
- x. Full ownership of any educational materials derived as a result of the initiation of this project, and its subsequent endeavors.

In summary,

The Stepping Stone Edu pilot project is first being presented as a local competition to garner attention for the projects end goal.

Reduce and eliminate Student loan debt through a series of University governed Start-ups that serve to feed the University with badly needed funding, the economy of the U.S with sorely needed jobs, and the Student youth of the country with a positive vision for their future replacing the one that we all know that they have now!!

Stepping Stone Edu –

- ❖ **“Bridging the gap between vocation, education and occupation”**
- ❖ **“Paving the path to prosperity with market applied advanced education”**
- ❖ **“Providing a road map to your success!”**
- ❖ **“The Gamification of Higher Education”**
- ❖ **“Why graduate with a diploma and debt when you can now graduate with an occupation in your studied vocation?”**
- ❖ **“Why graduate with a diploma and huge debt when you can graduate as an Executive of your own Start-up?”**
- ❖ **“Where baby steps in education lead to giant leaps in global commerce!”**



Elevator pitch -

- Win the Vocation of a lifetime!! Your dream job awaits!
- Stepping Stone is the bridge between University based intellectual properties and the global markets that lie before them.
- Stepping Stone is an educational based game event competition developed for TV and online simulcasting.
- Stepping Stone serves to reduce and ultimately eliminate Student loan debt by providing an innovative Startup model to provide income as they continue their studies.
- To succeed, groups of Students form Start-up companies that will revive multitudes of the over 350,000 expired, withdrawn or abandoned Intellectual Properties initially created by Universities, each of which represents approximately a loss of \$1,000,000.00 per patent in tax dollars, and incalculable GDP revenue.
- Teams are judged on their plans to best conquer global markets by strategically utilizing the selected I.P., and their Start-ups ability to attract Investors, and secure customers.
- Our tagline -:) Why graduate with a diploma and insurmountable Student loan debt when you can graduate with your fellow Students as a paid Founder of a new company, I.P. backed, investor friendly, and market ready?
- Steppingstone is currently preparing a television and internet simulcast Pilot and is searching to secure and develop the following associations:

Universities with attractive I.P.'s, willing to help Students achieve their study goals through patent licensing, mentoring, and Human resources applications.

Multi-media Producers to ensure top monetization, maximum visibility & distribution.

Investors to fund the project, provide prize money, and act as Jury members and mentors.

Foundations to ensure initial impact of the Students' project and help facilitate the equitable pay down of current and accrued Student loan debt including interest where applicable past debts incurred by other students like alumni and veterans.

The end game? To foster a nationwide relationship between Students and Veterans who help develop, and bring to market for profit, University based patents, not as this introductory competition, but rather as an everyday way of doing business generating revenue to support Students and the higher education system they were spawned from.

Stepping Stone is the bridge that completes the journey from applied education to profit!

Thank you!



Steppingstone Edu Inc. – A short introduction to all

- Stepping Stone is the next level ubiquitous educational project with powerful goals designed to enhance the national economy while serving to reduce Student loan deficits by providing job opportunities for millions.
- Stepping Stone seeks to make University affordable to all Students while teaching them to become successful entrepreneurs by providing them employment opportunities before graduation in the field of their chosen studies.
- Stepping Stone facilitates a mechanism to pay down your Student loan debt equitably. Earn as you earn, keep up on all your payments.
- Graduate with reduce debt as Founder, employee or partner of a University I.P. backed, investor friendly, market ready start-up.
- How is this possible?
- Stepping Stone initially matches Graduate Students and Veterans with a portfolio of University spawned intellectual properties and places them into learning and earning Start-up environments.
- Through licensing of some of the over 350,000 dormant patents created by Universities at little or no cost, Stepping Stone associated Start-ups gain a protected investor friendly market edge.
- Students and Veterans of all business disciplines combine their skills and talents to bring a successful scalable venture to market.
- Through mentorship and University based Human resources programs, Start-up Teams are formed and guided through each daunting chasm of bringing an invention to market. We turn dream work into profit generating team work!
- The various components of Stepping Stone -
- The Steppingstone has the look and feel of a TV game show...with one critical difference: Everybody wins!
- Competitors are Universities having agreed to compete, lining up a team of graduating Students, organized as a Model Startup company with positions and responsibilities, built to revive dormant or expired IP already in the University.
- Students Moto: Why graduate with a diploma and insurmountable Student loan debt when you can graduate with your fellow Students as a paid Founder of a new company, I.P. backed, investor friendly, and market ready?
- Why a competition?
- Competitions are highly motivational and emulate the life of any product or service in most markets. In this case scenario the completion is the catalyst for what we believe will become a national educational initiative.

- Why Teams and not individual Students?
- The diversity of positions and competence needed to support any Startup can only be achieved by a Team disciplined in all aspects of operating and maintaining a successful business venture. An individual on their own with a great idea cannot support a venture! An idea supported by those dedicated to its success stands a much greater chance of scaling globally.
- Why a Television and Simulcast event?
- The visibility of television and internet simulcasting attracts more Students to the program. Global network exposure also serves to generate new revenue streams for tax supported, and financially strapped Universities. Prize money generated from Sponsors of the broadcast events will further serve to attract Students seeking the opportunity to reduce or even pay off their Student loan debt.
- A global broadcast event also attracts Celebrity mentors and program guest Stars making the broadcast considerably more attractive to the masses by increasing its visibility on a global scale.