Getting Started with ThriveCast

Whether you are starting from ground zero or have a rich history of subject expertise, the team at Lifelab Studios is ready to bring the power of the ThriveCast Learning platform to your organization.

Powered with your content,
Supported by your people,
Optimized through your data!

Your Custom Library

Customized growth and impact opportunities on mobile, tablet and desktop along with the champion / facilitator tools to support your user’s growth

- Logo and Color Treatment
- Getting Started Resources
- Content Development Tools
- Facilitator & Mgmt. Tools
- Ongoing Data Analytics
- Unique Login to Instance

New Library Setup

<table>
<thead>
<tr>
<th>Customized Library</th>
<th>$40k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes 3 days of:</td>
<td></td>
</tr>
<tr>
<td>Journey Mapping</td>
<td></td>
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<tr>
<td>Content Development</td>
<td></td>
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<tr>
<td>Platform Coaching</td>
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- Up to 500 users  | $ 3k
- Facilitator Tools Y1 | $ 5k

Year 2 and Beyond

Facilitator Tools Annual | $10k
Annual Fee (starts at $10 per user)
ThriveCast Platform Enhancements

Lifelab Studios is a unique partnership of Learning Scientists, Engineers, Game Designers and Researchers committed to building innovations to empower individuals and communities to realize their potential.

As a university research and development entity we have brought together what we know about powerful learning principles, coupled with a design studio and new platform technologies, to provide a suite of products and services customized to your needs.

<table>
<thead>
<tr>
<th>Enhancement Pricing</th>
<th>Stakeholder Alignment</th>
<th>Journey Mapping</th>
<th>Quest Development</th>
<th>Ecosystem Integration</th>
<th>Impact Optimization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholder Alignment</td>
<td>Included with any enhancement</td>
<td>$ 10k</td>
<td>$ 750/day</td>
<td>$ 1000/day</td>
<td>$ 750/day</td>
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<tr>
<td>Journey Mapping</td>
<td>- up to 5 days</td>
<td>Not sure where to start? Our team will work with you to analyze the needs of your organization and propose a content design plan</td>
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<tr>
<td>Content Services</td>
<td>$ 75k</td>
<td>Stakeholder Alignment - Ensuring goals and assumptions are shared.</td>
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<td>Face 2 Face Training</td>
<td>$ 10k/day</td>
<td>Journey Mapping - Grounding the work in what the users care about.</td>
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<tr>
<td>Research &amp; Iteration</td>
<td>$ 750/day</td>
<td>Thrive Development - Developing activities to support member growth.</td>
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<td>+ Travel / Expenses</td>
<td></td>
<td>Ecosystem Integration - Enabling the local community to own and adapt.</td>
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<tr>
<td>Community Manager</td>
<td>$ Quote</td>
<td>Impact Optimization - Using data and aligned analysis to improve outcomes.</td>
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<tr>
<td>Feature Development</td>
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<tr>
<td>Partnership Agreement</td>
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<tr>
<td>White Label App</td>
<td></td>
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<td>$ 75k</td>
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Thrive Development

- Developing activities to support member growth.

Ecosystem Integration

- Enabling the local community to own and adapt.

Impact Optimization

- Using data and aligned analysis to improve outcomes.

Stakeholder Alignment

- Ensuring goals and assumptions are shared.

Journey Mapping

- Grounding the work in what the users care about.

Content Development Services

Our team will develop content for your Thrive opportunities and build them on the platform.

Community Management

Project success involves managing product integrations in part through supporting member interactions.

White Labeled App

A customized wrapper for the ThriveCast platform downloadable as your own app.

New Feature Development

Need a new feature? Our software development team is ready to deliver to your custom needs.

Partnership Agreement

Many of our partnerships involve a fixed-priced contract as we work with you to identify products and services and then collaborate to achieve your impact goals. Our team can develop a quote and customized service package to fit your needs.
Digital worlds offer a delicate balance of challenges and rewards that can drive deep levels of engagement, time-on-task, enabling learners to advance their own pace, fail in a safe and supportive environment, acquire just-in-time knowledge, and iterate based on feedback, all as they develop skill mastery.

- Using our Journey Mapping research methodology, we will work with your team to identify core narrative and mechanics to drive maximum growth.

Because we at Lifelab Studios strive for thin and light component-based architecture, all data and analytics are linked to our Lifelab Studios’ facilitation and management dashboards.

**Immersion Gaming Engine**
- Practice within a Safe World Designed to Maximize Growth

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**Build an Immersive Game**

A customized immersive game available with your content, managed by your facilitators, integrated with the broader Lifelab Studios products and services.

- Customized Game Mechanics
- 3D World Building
- Champion Dashboard
- Interactive Characters
- Integrated Tools
- Live Progress Data
- Managed Accounts

**New Game Setup**

**Immersive Game Design**
- Up to 500 users w/ Facilitator Dashboard
- Starts at $175k

**Year 2 and Beyond**

**Facilitator Tools Annual**
- $10k
- Annual Fee ($5 per user)

**Fixed Price Contract**
- $Quote

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**Game Mechanics**

- Character Traits
- Interview Techniques
- Role Playing
- Data-Driven Decision
- Professionalism

For a quote tailored to your needs, contact us at 480-965-7813.

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