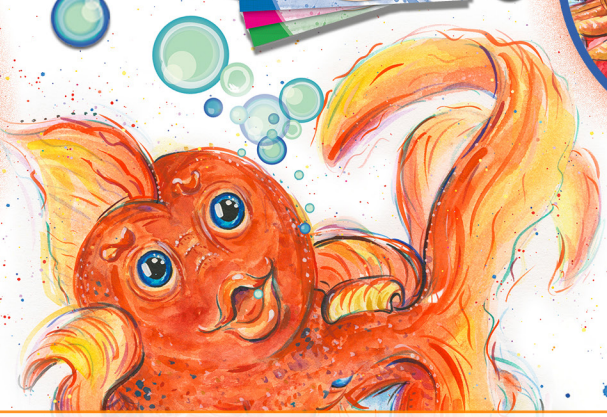
Overview

Jane & Jake's Adventures to Awesome™

Discover Your Inner-Awesome Superpowers

A Full Line of Multimedia Experiences.



INNER-AWESOME SUPERPOWERS • FRIENDSHIP • TRUTH • KINDNESS • HARMONY • FORGIVENESS • GIVING • LOVE • DETERMINATION • I AM "ME" • STRENGTH • COMPASSION • INNER-AWESOME SUPERPOWERS

JNP BOARD OF EDUCATION APPROVED Anne Arundel County

- **JNP IS FUN!:**

The World of Jane NOT Plain® (JNP) is a line of interactive multimedia experiences. In the *Jane & Jake's Adventures to Awesome* series, our two main characters, nine-year-old Jane and Jake have fun while learning to deal with the day-to-day challenges of growing up with the help of their mentor, Oracle, a very wise talking goldfish, who regularly whisks them off to the magical, colorful and empowering undersea world of Awesome. There they meet a host of colorful and engaging creatures, play games and work together to overcome problems, which surprisingly lead them to insights into how to solve their current challenge. Jane and Jake return to the real world having enjoyed themselves with prizes in hand, and learned skills together to help them cope with their current problems along the way. They return stronger and empowered. And, they can't wait to go back!

- **SERVING YOUR AUDIENCES (THE PROBLEM):**

Today's children live in a world of real difficulties – bullying, cliques, uncertainty – that can seriously impact their development. Data indicates that JNP projects fill a very important societal need – empowering children to overcome the every-day challenges they face, challenges that can hold them back from achieving their full potential.

- **BRAND ASSET:**

JNP nurtures character, courage, and confidence in children 5-12+ (*all boys and girls, targeting the 9yr old market*), empowering them to discover all the colors of their inner-awesome superpowers: **Friendship, Truth, Kindness, Harmony, Forgiveness, Giving, Love, Determination, Compassion, Strength, and I AM ME!**

- **COMPETITION:**

No other children's programing addresses this need in such a unique, integrated way.

- **WHAT DIFFERENTIATES THIS ASSET:**

The adventure series of books are supported by a wide variety of complimentary materials: music, parent activity kits, educator's curricula, plush, toys, JNP Gear & accessories, and website down-loadable activities in Club Inner Awesome (C.I.A.). As members, children can access monthly puzzles, as well as games and other materials, and have direct conversations with Jane NOT Plain and Jake. The program helps children to make positive choices from what they have discovered, and recognize that: I AM. I CAN. I WILL. EMPOWERED.™

- **ACHIEVING OBJECTIVES:**

The program, while still in its early stage, has already achieved wide acclaim from its readers, parents, educators and other groups interested in and supporting child development. The reason is that JNP addresses a huge unmet need**.** No program on the market today addresses this need head-on. And it does it in a way that draws in the child, in a very compelling way — using Jane and Jake as friends and peers on adventurous travels, winning along the way.

- **NEXT STEPS:**

Developing an animation series with an integrated game segment built into each adventure, cross-marketed with interactive game apps, for which the founder is currently seeking resources. JNP is now at the stage where it needs to implement the animation portion of its program to fully exploit this huge market opportunity. The groundwork is in place and future opportunities have been identified.

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