



Engagement Platform

Confidential and Proprietary

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The stickK Initiative

stickK.com, LLC (“stickK”) was founded on the principles of behavioral economics—that goal-setting, with the right mix of incentives, accountability, and social engagement, can create real behavior change. In a time of shrinking budgets and rising healthcare costs, stickK’s efficient approach to self-improvement and lifestyle change offers the necessary framework to maximize success.

The Commitment Contract

The key element of stickK’s model is the Commitment Contract—a binding promise by an individual to achieve a personal goal and be held accountable. Whether it’s to lose weight, quit smoking, or go to spin class, any goal can be made into a Commitment Contract. stickK will work with the organization’s team to develop Commitment Contracts that address the personal wellbeing goals and needs of its employees while maximizing the four critical elements of the program: participation, engagement, goal attainment and sustained success.

stickK recommends creating both behavior-based habit, forming goals (e.g., pack a healthy lunch to work, hit the gym, etc.), and outcome-based goals (e.g. weight loss) to maximize engagement and success. To create a Commitment Contract, users follow these 4 steps:

- | | |
|-----------------------------|---|
| 1. Choose a goal | Make it measurable |
| 2. Set the Stakes | Incentives compel and reinforce behavior change |
| 3. Get a Referee | Someone to monitor your progress |
| 4. Invite Supporters | People to cheer you on and keep you motivated |

Incentives

Years of research conducted by renowned Yale University professors Ian Ayres and Dean Karlan (stickK’s co-founders) have demonstrated that adding incentives to Commitment Contracts can dramatically improve a person’s likelihood of success. Incentives also drastically improve program participation rates.

To capitalize on the impact of power of behavioral economics and incentives, the experience can reward employees for their success with a uniquely developed virtual currency. Points can be redeemed in various ways, including:

Products	iPads, Wearables, Gift Cards, Gadgets, Company Gear
Services	Meeting with a financial advisor, gym memberships, massages, etc.
Experiences	Sports tickets, movie tickets, Six Flags, Ski lift tickets

Recognition/Non-financial	Featured success story on homepage, premier parking spot, jeans on Friday, conference room naming rights, and more
Raffles	Prizes can be structured as raffles to incentivize behavior while limiting the number of rewards distributed. Winners of the raffles will be featured on the homepage, along with a success story.

Points are awarded to users who engage in desirable behavior, such as inviting supporters (see next section), reporting regularly, writing in commitment journals, or posting progress to Facebook or Twitter. This structure is critical in that it does not delay the incentive; there is immediate feedback and satisfaction as points accumulate in real time.

stickK is responsible for the labor and technology involved in the administration and distribution of the rewards and raffle based prizes, but not the actual costs of the rewards and shipping.

Accountability—the key to success!

Referee: An individual can be invited to track the progress of a user’s goal and verify the accuracy of successful reports. The Referee can be a predetermined, mandatory professional referee; chosen by the user; or the user may opt to report on the “honor system.”

Professional Referee: In select instances, a professional Referee such as a personal financial advisor, health coach, on site nurse practitioner, career coach, life coach, and more can serve as a verifier. The primary interaction with the Professional Referee can be contained within the experiences core messaging systems (direct message and Commitment Journal posts).

Supporters: Friends, family employees, or co-workers can be invited to support users in their Commitments, cheering them on along the way. Supporters are updated via email on the progress of a Commitment Contract, and can write messages on the user’s profile, further increasing the peer pressure to succeed.

Users can also post **photo** and **video** reports to an album for each of their Commitments. This visual representation provides additional mediums for documenting progress to help users maintain focus and keep supporters and referees engaged.

Social Media Integration

Facebook and Twitter provide the opportunity to exponentially increase social accountability while creating brand awareness, if desired. Users on the stickK platform can post their progress to their Facebook wall and Twitter feeds. Each Facebook post will include a link that says “take a look at the Commitment Contract I made with (your organization name)!” along with logo created for the program. All tweets will also have a similar link, but without the logo. Integration is available at each of the following touch points:

- | | |
|---|---|
| 1. Commitment Contract Creation: | Users can post or tweet their Commitments to their Facebook wall and Twitter feed for friends to see. |
| 2. Weekly Report Updates: | Users can post their weekly updates to Facebook and Twitter. |
| 3. Commitment Journal Postings: | Each user has a “Commitment Journal” where he or she can keep track of anecdotal progress on their Commitment and share those thoughts on Facebook and Twitter. |
| 4. Supporter Invitations: | Users can also invite their friends for support through their Facebook and Twitter contacts (and Google+) who can accept the invitation via the posted link. |

Mobile

Users can access the primary functionality through a mobile friendly version of the experience that will render according to the device being used (smart phone, iPad, or desktop).

Results and Analysis

In addition to real time reporting detailing registration rates, Commitment Contract breakdown, and rewards redeemed, stickK will provide your organization with quarterly updates detailing program participation and success rates. An interpretative analysis will examine how success rates are affected by various factors (e.g. length and difficulty of the commitment, referee type, gender, age, reward item, etc.) and provide suggestions for optimizing future program performance.

Marketing Initiatives

To get the word out about your organization’s new program, stickK will work to develop marketing materials and a rollout strategy prior to the launch of each phase of the program. stickK will take advantage of any communication channels available to reach new employees, including email campaigns, newsletters, printed materials, or kick-off events. stickK will also coordinate ongoing marketing initiatives.

Appendix A—Sample Commitments

Each stickK Portal can have up to 30 specific Commitment Contracts grouped into broader initiatives called Campaigns based on the lifestyle goals we want to create. Below are some possible options:

1. My Health
 - a. Lose Weight
 - b. Quit smoking
 - c. Pack Lunch to Work
 - d. Cook healthy meal 5 nights/week
 - e. No fried foods
2. Exercise
 - a. Gym 3x/week
 - b. Jog 15 miles each week
 - c. Go to spin class 4x/week
 - d. Take the stairs instead of elevator
3. Financial Wellbeing
 - a. Skip the premium coffee
 - b. Make a Grocery Shopping List
 - c. Max out my 401k
 - d. My car fund
 - e. Track Ghost Money Savings
4. Stress Less
 - a. Go for a family walk after dinner
 - b. Board game Mondays
 - c. Morning meditation
5. Good Habits
 - a. Lights off at 10pm
 - b. Screen-free one hour before bed
 - c. Limit TV watching to 5 hours/week
6. Go Green and Save
 - a. Use a programmable thermostat
 - b. 8 minute showers
 - c. Wash clothes in cold water
 - d. Use fans and shades during summer heat
 - e. Use weather stripping on windows

Appendix B—Company Profile

Jordan Goldberg, Co-Founder and CEO

Jordan is a graduate of Yale University, where he earned his BA in American Studies in 2006. He is a recipient of the Yale School of Management's Silver Anniversary Scholarship, a first year full-scholarship to the MBA program awarded to six undergraduate students each year. After completing the first year of his MBA program, Jordan took a leave of absence from school to work full-time on stickK.

Ian Ayres, Co-Founder

Ian Ayres is a lawyer and an economist. He is the William K. Townsend Professor at Yale Law School and a Professor at Yale's School of Management. Professor Ayres has published eleven books including *Super Crunchers* in 2007 and *Carrots and Sticks: Unlock the Power of Incentives to Get Things Done* in 2010. In 2006, he was elected to the American Academy of Arts & Sciences. He has a Ph.D. in Economics from M.I.T. and a J.D. and BA from Yale University.

Dean Karlan, Co-Founder and President

Dean Karlan is a Professor of Economics at Yale University. He is also the President of Innovations for Poverty Action (IPA), a non-profit organization he founded in 2002. In 2007, he was awarded a Presidential Early Career Award for Scientists and Engineers (PECASE), the highest honor bestowed by the US government on outstanding scientists and engineers beginning their independent careers. He earned a Ph.D. in Economics from M.I.T., an MBA and MPP from the University of Chicago, and a BA from the University of Virginia.

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