

SCRIPT ~ :60 seconds, white board motion graphics

Image: Website logo + face of student = 21<sup>st</sup> Century Success!

Image: Student [Keith] standing in front of a building with YOUR LIFE in a bold banner across the top. He carries a heavy backpack with the word “Unsure” on the back.

VO: Keith knows he needs an edge to compete in this world but isn’t sure how to go about getting it. How will he ever take charge of his own future?

Image: IncYOUbator graphic over a typical college campus

Image: Student walks through doors of building

VO: Keith knows this: He has to make the first move and that’s at CEO of my life.

Image: Keith in grayscale walks in a room full of other students in bright colors working on a project around a conference table.

VO: CEO of my Life has an innovative program called the IncYOUbator that will give Keith the competitive edge he’ll need to compete in a fast paced global economy.

Image: The number 10,000

VO: You may have heard visionaries like Malcom Gladwell talk about needing 10,000 hours of practice to be proficient in any endeavor. The IncYOUbator starts that 10,000 hours much earlier ...

Image: Keith is starting to gain confidence and this graphic should have him halfway colored in like the other students with these words around him: Ignite, Empower, Connect, Unleash.

VO: Students don’t enter the IncYOUbator ready to take on the world. No. It’s our job ... together with business leaders and companies like Google, Microsoft and Apple ... to give Keith and students like him the opportunity to think creatively, analytically and critically. In other words, to innovate.

Image: Keith pitches an idea to Google. Leaders give thumbs up. Keith is all in bright colors now.

VO: Get in touch with CEO of my Life today to learn how you can give your students the competitive edge they need.

Image: Keith standing next to this graphic: CEOOFMYLIFE.ORG ~ Designing Their Futures on Purpose, Not by Default.

Image: Logo plus website address and contact information