

Learn More About BeMapt™

Executive Summary

As we emerge from COVID-19, there are great concerns and challenges facing our youth's overall mental, social, and emotional health. We must support our youth's growth and learning in a multifaceted and scalable manner to recover from the potential learning loss of the pandemic. According to experts, social relationships, emotional skills, mental health wellness, access to resources addressing poverty, and trauma coping mechanisms are crucial for youth to come back ready for school and to succeed moving forward.

In addition, we need to create an educational experience for our youth that puts their needs, desires, and motivation at the forefront. The majority of products are client-centric, utilizing data to ensure that their clients have high engagement to maximize user-friendliness and intended outcomes. This results in individualized experiences that are highly tailored to ensure the client's success. Education and youth development on the other hand does not do any of this and is often based on assumptions of academics that are disconnected from the students. We need to develop a solution for education and youth development that puts the youth's voice, needs, and motivation at the center as we design and innovate.

More importantly, we need a scalable solution that can keep growing over the next few years.

At Higher Ground, we developed a proprietary continuous tracking system using science, experience, and empathy. It has allowed us to create individualized strategies for every youth and their families to support their social and emotional growth while increasing their access to resources. This has created outcomes that have allowed our organization to serve thousands of youth in our city. We have helped improve self-control and resilience while also improving overall school attendance and increasing access to resources. This mapping has helped us support youth suffering from trauma, giving them skills and support systems to succeed.

Now, we have translated this system into an app to reach the youth where they are. BeMapt™ is a mobile and web-based application that enables youth to visualize their current assets, needs, and opportunities. Each youth is connected to a live coach, strategies, and resources individually tailored to empower that specific youth towards the healthy navigation of their life, behaviors, and goals.

BeMapt™ increases the relationships and community connections that young people have increasing their access to opportunities around them. Through the proprietary system we've developed, youth will learn to maximize their internal and social assets. Improving their help-seeking behaviors and life skills, the app will increase personal and healthier relationships in their lives while they pursue their goals.

This app will help improve youth's grades, behaviors, engagement level, attendance, and overall well-being. It also has the potential to give our schools the impact they want to see on academic performance, attendance, and discipline data, along with critical student-to-staff relationships and overall school culture. If you want something that walks alongside your youth as they navigate school and life, BeMapt™ is that solution.

We are working with a group of scientists and experts to ensure that this beta test will yield the impact we need on our youth's growth. In collaboration with these experts, we are bringing the best of psychology, behavior change, resource navigation, design thinking, and growth into the palm of our youth.

In addition, Higher Ground has formed RTEAZ, a type 1 supporting organization of our nonprofit organization, Higher Ground a Resource Center. Our mission is to empower one life at a time to REACH, TRANSFORM, and ELEVATE their community through love and building character. RTEAZ's primary purpose is to monetize Higher Ground's technology to fund the mission of the nonprofit organization Higher Ground.

Our vision is to see BeMapt™ and other applications of our proprietary technology become accessible to people and empower them to become meaningful members of their communities.

*** While this business plan is currently about BeMapt™, it is assumed that this is one product of the proprietary technology we've developed and in reality, a phase 1 business plan for RTEAZ. Certain phrasing throughout the document accounts for such. ***

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Strategic Plan

Milestone Date	Objectives Stemming from 2024-2027 Strategic Plan
By October 2023	Metrics for difference between BeMapt™ & in-person: identify foundational metrics to ensure success and understand the implementation elements between traditional deployment of data-powered strategic coaching system and technological application through BeMapt™.
By January 2024	Show effectiveness through testing phases: launch multiple beta tests documenting the success of BeMapt™ independent of Higher Ground's other strategies or compared with Higher Ground's more traditional approaches to show effectiveness.
By February 2024	Collaborate with districts: collaborate with early adopter school district leadership on technology policy, system integration, and identification of funding sources including existing school line items, grants, federal funding, and private foundations.
By June 2024	Complete RTEAZ business plan for markets (define UVP for BeMapt™): complete a comprehensive RTEAZ business plan that incorporates all the learning from successful beta tests, school district collaboration, market research, and lessons from early adopters and initial clients with a matrix that shows BeMapt™'s unique features from other available edtech apps.
By August 2024	Youth ambassador focus groups for feature innovations: create a system that ensures diverse student focus groups representative of communities for deployment and have continued input in future interactions of design, improvements, and features.
By October 2024	Hire RTEAZ staff: begin hiring a separate set of personnel for RTEAZ starting with an experienced edtech business administrator reporting to Higher Ground's CTO, then hiring and managing personnel in advertising/marketing, BeMapt™ life coaches, support staff, and administration team.
By January 2025	Deployment strategies for all SES: develop deployment strategies for every socioeconomic level of student/family (marketing, family finances, access, gap populations, etc.)
By August 2025	Continuous improvement strategies developed: develop continuous improvement strategies within Higher Ground to ensure continuous data and learning for RTEAZ staff for further development of tools.
By December 2025	Recruit thought leaders: begin formal recruitment of national thought leaders consisting of experts in psychology, sociology, neuroscience, urban planning, community development, economics, political science, spirituality, public health, and other related fields as an internal and external resource for Higher Ground staff that will have clear integration and ensure no mission drifting.
By May 2026	Innovation network
By July 2026	RTEAZ is a healthy Edtech business: establish RTEAZ as a company with the foundation for healthy business operations to market and deploy BeMapt™ in the EdTech field with positive revenue growth, statewide partnerships, regulatory compliance, and clear operational structure.
By December 2027	BeMapt™ + other RTEAZ products fund HG: use revenue from BeMapt™ and other RTEAZ products and ventures to support Higher Ground nonprofit initiatives and is a primary tool supporting Goal #1.