



Kid, Inc.

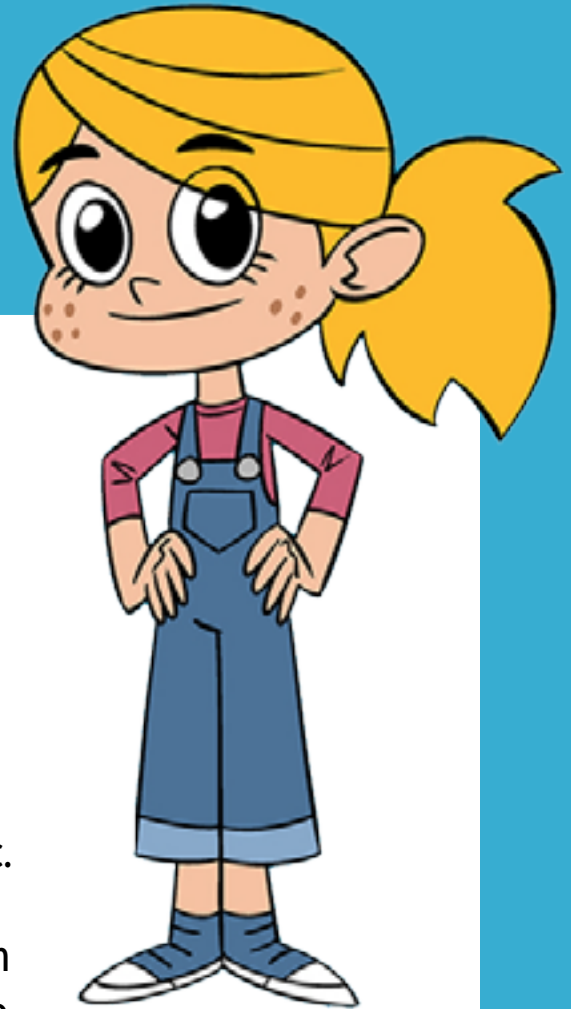


They're on a mission to upgrade the world!



Whether they're recreating dodos and dinosaurs with a DNA Printer, selling virtual reality apps that do your homework while you play, campaigning for a 4-day school week, or fantasizing about big ideas like time travel and A.I., these young entrepreneurs are determined to make the world a better place — for them, at least.

Media Jean



As the 5th grade CEO of Kid, Inc., Media Jean considers it her job to challenge the status quo.

The problem (for adults, at least) is that she's *really* good at it. Media Jean is smart, articulate, funny, and seems to have an instinct for finding flaws in grown-up logic.

For example, when told she has to write an essay in pencil, she makes a YouTube video (interviews with kids, side-by-side pencil vs. laptop speed tests, Googled stats, animated charts) — proving that digital writing is more efficient *and* improves retention. When told there's no support for virtual education in 5th grade, she sets up a web cam and speakers — and charges other kids for access. When parents campaign for less screen time, she discovers *they* spend more time online than their kids — and launches an opposing campaign.

In the end, she loses most of these battles and the status quo is restored. The fact that she doesn't mind reveals an essential truth about Media Jean: to her, challenging the norm is *fun*.

To process his feelings, Bob keeps a typewritten journal where he pounds out his ideas, hopes, dreams, fears, and frustrations.



His son, Chip, thinks Bob is the best dad in the world. In fact, Chip wants Bob's to turn the journal into a blog so *everyone* can see what a great guy he is. But for a private, handn-on man like Bob, a “blog” is as disgusting as it sounds.

So Chip upgrades Bob's typewriter to wirelessly post every keystroke online — and Bob becomes a blogger *without knowing it*. As Bob types, we see a split screen with the kids (the only ones who know the blog exists) commenting on Bob's private thoughts.

Bob is always trying to get Chip and his friends to slow down, to listen to what he has to say. They don't listen to his sermons, but they read his blog. The sweet irony is, Bob has no idea!



When I was a kid, **dads** were the internet. Dads were **Google**. When I wanted to know something, I turned to my dad. Today, kids can learn *anything* on their own. No mentoring or discussion or exploration. Just click and know. It's kind of depressing. They're getting all the information, and none of the knowledge.

Your dad cracks me up. He wants to slow *everything* down.

Maybe he has a point. Some days I feel all clicked-out.

Not me. I like "Click & Know." That's my new motto!

Emma's right. That phrase is **gold!** Apple would kill for it!

Hey! We could print t-shirts and give one to your dad!

I don't know. Somehow I just can't see my dad wearing "Click & Know" on his chest.

Homework Protest



The kids are so sick of homework they start an online campaign *and* picket outside school — only to be assigned an essay on the pros and cons of homework!

That's the last straw for Media Jean. She and Chip code an app to write the essays for them. The app goes online, Googles the topic, and prints an essay in 60 seconds — forging their own writing styles!

Alice bans the app. Too late! Johnny has uploaded EasyEssay® and it hits #1 in the all the App stores. Thousands of kids are using it.

Bob “blogs” about his confusion. Yes, kids get too much homework these days, but isn't this app (coded by his son!) cheating?

Kid, Inc. releases apps for junior high, high school *and* college. Teachers can't tell real essays from fake ones. EasyEssay® sweeps America, becoming, in the words of one TV news show, “An academic epidemic!”

