



Americans All®

Preserving Your Legacy Through **Storytelling**



Introductory Video

PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

FOR **ALL AMERICANS**

Americans All is on a mission.

A mission to help people from all walks of life record, share and archive their stories for family, friends and future generations.

A mission to encourage everyone to demonstrate their ethnic, cultural and/or civic pride.

A mission to support growth and excellence in social studies instruction and to help small businesses succeed.

There's no denying that the history of our nation is deeply tied to immigration. Ancestors of all Americans came here from diverse locations. Their stories are history's missing pages.



We believe all generations need to pass on the knowledge they inherit from their families. This is extremely important; without it, how will children understand their roots and embrace their identity?

KEY HIGHLIGHTS

Americans All is the only membership-based legacy preservation program with a focus on education and helping small businesses succeed.

We aim to bolster social studies instruction by incorporating legacy stories to enhance the way history is taught.

Our mission supports author and historian David McCullough's belief that "history is the story of people."



INDUSTRY

Legacy preservation



MARKET SIZE

Millions of potential users



TARGET CUSTOMERS

Ethnic & cultural groups; public & private schools, libraries and historical societies; homeschool families; seniors; military personnel; first responder families; new parents



PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

THE NEED **FOR CHANGE**

STEM (Science, Technology, Engineering and Mathematics) is important, but its rise in popularity and support has created a decline in the time and funding devoted to social studies instruction.

Schools no longer emphasize social studies as much as they once did.

As if that weren't enough, our current environment has led to a lack of appreciation for the role immigrant groups have played—and continue to play—in our nation's birth and growth.

To make matters worse, most people rely too heavily on electronic devices to do just about everything. Consequently, it's getting harder for the average person—especially students—to become proficient in written communication, a skill they will need to succeed in college and the workforce.

All these factors contribute to the need for a program focused on legacy preservation, social studies education and helping small businesses succeed.

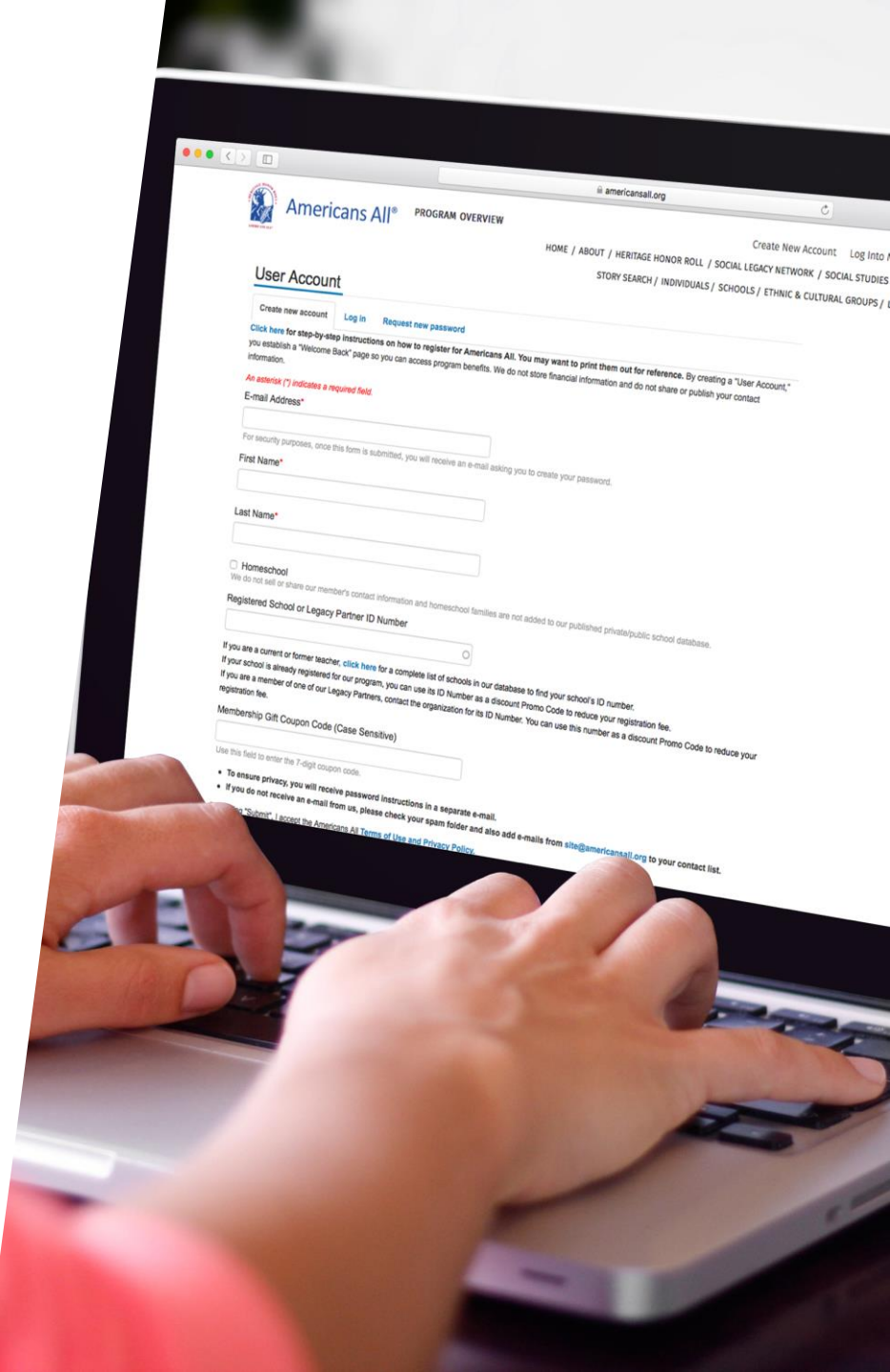


PRESERVING YOUR LEGACY THROUGH STORYTELLING

WE ARE THE CHANGE AGENT

We are solving these problems by:

- Providing an inexpensive and easy-to-use legacy preservation tool to everybody.
- Generating program revenue to support our education mission through our legacy preservation tool.
- Using that revenue to aggregate and distribute high-quality social studies resources that reflect multiple perspectives and meet state content standards.
- Sharing the contributions of diverse population groups.



Our successful track record speaks for itself:



We started in the 1990s as a publisher of supplemental K–12 social studies resources that highlight the contributions that immigrants have made—and continue to make—to our nation.



More than 2,000 schools and libraries have purchased our materials through Houghton Mifflin and other distributors.



This has given us immense credibility in the education community.



Visit us on the Legacy Café podcast for more in-depth info on the Americans All project to date (<https://legacycafe.org/kids>).

By creating and publishing a legacy story for themselves or others, students will develop skills in:



Critical thinking



Communicating



Researching



Writing

These skills are all critical in preparing students for success in college, in the workforce and in life. Students helping seniors create their legacy story receive a free legacy story for themselves, and schools, libraries and historical societies participate for free.

And when it comes down to it, you should ask yourself an important question:

Would you invest \$25 to record, share and archive your legacy story—one of your most valuable assets?

The answer is most certainly yes!

PRESERVING YOUR LEGACY THROUGH STORYTELLING

KEY FEATURES

Easy-to-use templates allow our members to create legacy stories. They can enhance their stories with photographs, audio-visual elements and links to other websites.

We permanently store these stories on our Heritage Honor Roll.

We also allow our members to update legacy stories—and publish them in multiple languages—at no additional cost.

Looking for more exposure? Americans All takes this one step further by encouraging its Legacy Partners to host members' stories on their Americans All home pages.





Even better, members also gain free electronic access to our existing education resources—a **\$500+ value**.

We also provide our members with additional benefits, including a secure internal e-mail tool; membership cards for discounts from Business Legacy Partners; and an opportunity, after a free 3-month trial, to subscribe to our Social Legacy Network.

We put an extra focus on getting students involved in the legacy recording process—seeing it as a key component of an effective social studies education—and another way for students to learn writing skills and earn service-learning credits.

Helping others create and enhance a legacy story is an intergenerational bonding experience; it also demonstrates to prospective employers and postsecondary institutions the strength of a student's character and his or her appreciation for how volunteerism benefits a community.

MEET THE TEAM



Allan Kullen | Founder and President

- Owned and operated a large printing firm for nearly 40 years. At its peak, the firm employed 127 individuals and had \$16 million in sales.
- Has directed the Americans All program and its Social Legacy Network since their inception.
- Created two of the major instructional resources: the timeline publication and the photograph collection.
- Restructured the program when the emphasis in education shifted to STEM to gain the revenue needed to make the Americans All classroom and other instructional resources available to the nation's 135,000 public and private K–12 schools and 800,000 homeschool families.
- Formed a marketing and operations entity, the Americans All Benefit Corporation, and leveraged the public's interest in legacy preservation to achieve the program's education mission and enable businesses to offer discounts to our members.



Steve Miller | Marketing Director

- Served with the U.S. Army in France from 1964 to 1966.
- Entered the insurance business in 1967 with Connecticut General Life Insurance Company and Lincoln National for a career spanning almost 50 years.
- Also ran Creative Business Solutions, an independent consulting practice specializing in employee benefits.
- Served on the boards of the United Jewish Appeal Federation, The Hebrew Home of Greater Washington and Easter Seals of Greater Washington, primarily involved with fundraising activities.



Karen Glass | Editorial Supervisor

- Lends editorial expertise to the program and its Web site.
- Received her bachelor's degree in political science from the University of Connecticut.
- Earned her master's degree in public policy from The George Washington University
- Taught writing/editing to the staff of the National Governors Association, where her 19 years of employment also included lobbying, communications and policy analysis positions.
- As a freelancer she has worked in several areas for more than 19 years, including:
 - Writing
 - Editing
 - Marketing
 - Writing training
 - Web and print publications development
 - Production and dissemination

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MARKET **OPPORTUNITY**

Our market potential is simply massive!

And we're not just targeting one area—Americans All reaches several enormous markets.

Best of all, those markets increase every single year.

Case in point—there are:

800,000

homeschool families

135,000

public and private schools

1.3 million

military personnel

40 million

people above age 65

4 million

annual births

30.1 million

small businesses

As these sectors continue to grow, Americans All will be there to serve each and every one.

BUSINESS MODEL & **REVENUE STREAMS**

We are pre-revenue but anticipate the following revenue streams:

A one-time, tax-deductible
Americans All membership fee of

~~\$49~~

(\$24.50 with a legacy partner ID number.)

- Schools and their students, teachers and alumni can publish stories for free.
- Enables a member to record, share and archive his or her legacy story and provides a free opportunity for another individual to create his or her legacy story.
- Provides free electronic access to our existing education resources.

Social Legacy Network
subscription (optional),

\$4 per month

after a free, 3-month trial:

- Provides electronic access to several additional education benefits.
- Activates membership cards to receive discounts on products and services from Business Legacy Partners.

BUSINESS MODEL & **REVENUE STREAMS**, Cont.

Owners and operators of small businesses or practices can join Americans All for a 6-month renewable membership fee of just

\$49

For this fee, they:

- Receive free home pages on our Web site—one for each location and in multiple languages, if desired—to share information about their business or practice and advertise discounts for current and future Americans All members.
- Can develop co-marketing strategies with other Americans All Business Legacy Partners.
- Get 2 free 7-digit Gift Codes (worth \$49) to publish stories on our Heritage Honor Roll. Every renewal includes two 7-digit Codes to gift to staff or family members.
- Host, on their home page(s), legacy stories that customers, clients and staff have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, a loyalty club is created or expanded for the business or practice to better connect with current and prospective customers and clients.
- Are listed on both our Discounts and Legacy_Partner landing pages, so Americans All members can identify Business Legacy Partners offering discounts on products and services.

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COMPETITIVE **OVERVIEW**

Americans All is unique in that it has no true competitors.

It is the only membership-based legacy preservation program with a focus on education and helping small businesses succeed.

We strive to enhance social studies instruction by incorporating legacy stories to improve the way history is taught.

Our only competitor—a very loose competitor—is Ancestry.com, a site that advertises very heavily.

Ancestry.com is also very expensive and does not provide any connection to education or small business success.



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Americans All
 Alliance of 12 Nations
www.americanall.org
 established 1993

Valid through October 2010

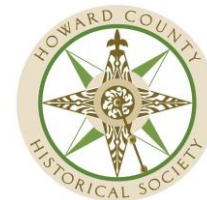
- ✓ Our market is significantly broader than most startups because we appeal to both people and groups wanting to record, share and archive their experiences and lessons learned.
- ✓ Students researching and writing legacy stories about themselves—or doing so for others who are less technology-savvy—learn more about the ethnic and cultural groups that make up their community. Students can then volunteer to earn service-learning credits.
- ✓ Students helping seniors create their legacy story receive a free legacy story for themselves, and schools, libraries and historical societies participate for free.
- ✓ Our secure internal e-mail tool is another important benefit.
- ✓ Americans All appeals to both for-profit and nonprofit organizations.
- ✓ A subscription to our Social Legacy Network, which provides even more benefits, is available only to members of Americans All.

KEY PARTNERS

Americans All has already attracted several outreach and resource partners:



Ancient Order of Hibernians



We have also obtained resources from *The Washington Post*, NPR, Rice University Library, many presidential libraries, the University of Illinois at Chicago and other education organizations and scholars.

INVESTMENT OPPORTUNITY

For this round, Americans All is seeking to raise **\$75,000 in convertible debt.**

The funds will allow us to reach the following milestones:

- Build case studies
- Design the architecture for the K–12 grade-level-specific resource databases that support state social studies content standards and include history’s missing pages

Our anticipated use of funds includes:

20%

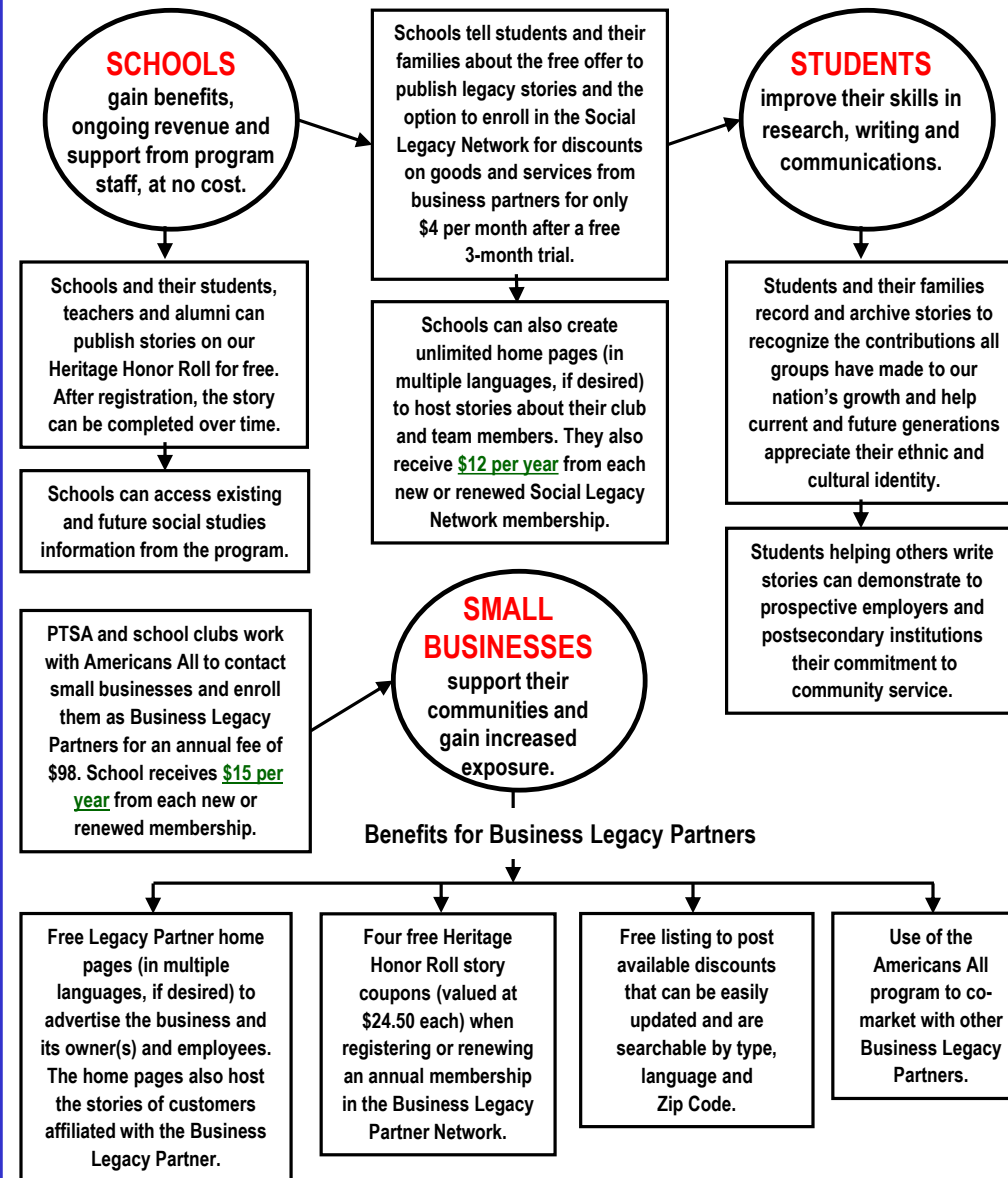
additional product
development
(not needed for launch)

80%

Marketing

Previous Funds. Our original program received approximately \$400,000 in grants from The Hitachi Foundation, The Sears-Roebuck Foundation, The John D. and Catherine T. MacArthur Foundation, The Quaker Oats Foundation and The Procter & Gamble Fund. All other funding was from program developer.


Americans All uses a unique storytelling tool to facilitate legacy preservation, enable students to communicate better and help small businesses succeed. Schools receive ongoing revenue from Business Legacy Partner and Social Legacy Network membership fees.



Participation in Americans All

Storytelling is a wonderful tool, not only to help students communicate better but also to help families pass on knowledge and experiences to current and future generations. In addition, it can help bring communities together by sharing their commonalities, rather than their differences. After schools become members of Americans All for free, they can give their Americans All ID number to students and their families and friends so they can create and publish life stories on our website, at no cost. Americans All members will find it easy to start creating their life stories. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time.

Our grassroots program aims to provide schools with short- and long-term sources of supplemental income. Schools can earn ongoing revenue by helping local businesses increase their exposure when they enroll in Americans All; the program will support schools' outreach to businesses. After a free 3-month trial, Americans All members can subscribe to our Social Legacy Network to continue receiving discounts on goods and services from our business partners and get more benefits from Americans All. The total financial impact for a school depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network.

Revenue Opportunities for a School								
Year	New Business Legacy Partners Enrolled	Total Business Legacy Partners Enrolled	Revenue from Business Legacy Partners @ 15/year	New Americans All Members Who Join for Free	New Social Legacy Network Members @ 25% of Americans All Members	Total Social Legacy Network Members	Revenue from Social Legacy Network Members @ \$12/year	 Total Annual Revenue for a School
1	20	20	\$ 300	400	100	100	\$ 1,200	\$ 1,500
2	20	40	\$ 600	500	125	225	\$ 2,700	\$ 3,300
3	20	60	\$ 900	600	150	375	\$ 4,500	\$ 5,400
1	50	50	\$ 750	500	125	125	\$ 1,500	\$ 2,250
2	50	100	\$ 1,500	600	150	275	\$ 3,300	\$ 4,800
3	50	150	\$ 2,250	700	275	550	\$ 6,600	\$ 8,850

PRESERVING YOUR LEGACY THROUGH STORYTELLING

WHY INVEST?

Americans All's focus on preserving legacy stories, supporting excellence in social studies education and small business success makes it unique—and difficult—for others to replicate.

Americans All is already celebrating several wins, including the Ancient Order of Hibernians board approval to partner with us and set up case studies.

As a result, officers of all 200 AOH divisions (46,000 members) have received our brochure and are ready to implement Americans All.

We are ready to take our initiative to the next level, but we need your help to make it happen.



Americans All®



*Create a Legacy Story,
Support Social Studies*

For more information on this investment opportunity, please contact:

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