

**BORED  
—OF—  
ED**

## **INNOVATIVE EDUCATIONAL EXPERIENCES HIGHLIGHTING INDUSTRY INNOVATORS**

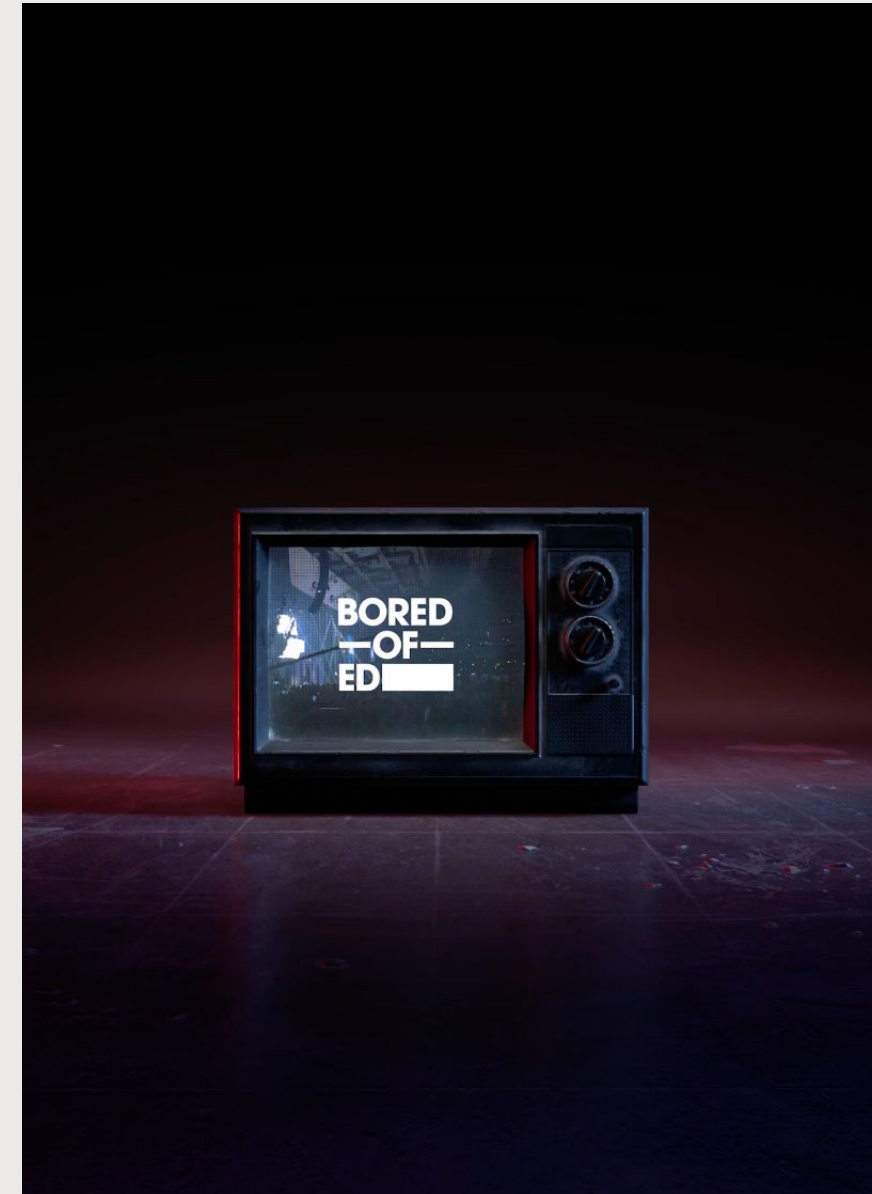
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**We empower brands by crafting tailored educational  
programs that spark creativity, drive innovation, and foster  
community engagement**



# HOW WE DO IT

- **EdTech Innovation:** We reimagine traditional learning through docu-style 75 minute “edutainment” modules that inform and educate. Our programs empower individuals and authentically connect brands with their communities and reach new audiences.
- **A Creative Learning Studio:** We design and deliver custom platform programs that allow for activations, additional curriculum, and additional tools and engagement for brands, partners, and audiences.
- **End-to-End Provider:** From initial concept and course development to assessing back end learning outcomes, every step of the process is managed in house. Our team incorporates our kinetic style of filming, oversees all production, designs a tailored program on our own Learning Management System (LMS), and creates marketing assets for distribution to audiences worldwide..
- **Impact-Driven Storytellers:** We create learning experiences in the language of culture that drive measurable outcomes and showcase success. We open minds to possibility and build brand loyalty and curiosity.



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# OUR PURPOSE



## BE INSPIRED GETTING SCHOOLED

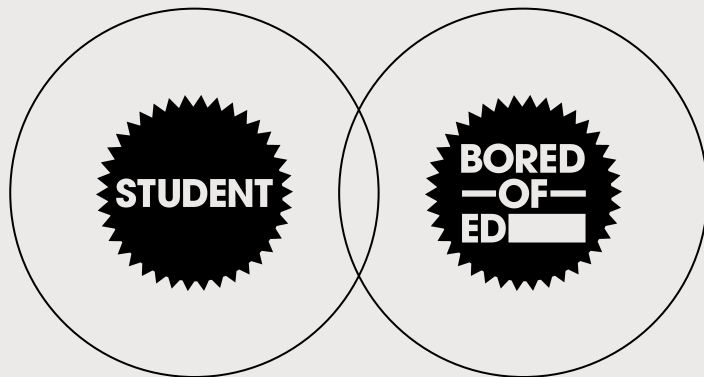
Learning moves at the speed of culture—and while the "YouTube University" method may life hack a stain on your sweater or launch a Tik Tok dance craze, the chasm grows between “how to” and “CAN do.” We believe knowledge is power. It sparks creativity, drives innovation, and goes beyond traditional classrooms..

**We use Education to help discover career opportunities, guide the seekers, support creatives and artists, and help brands connect to a worldwide audience in their OWN voice.**

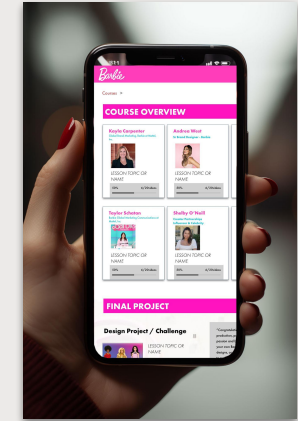
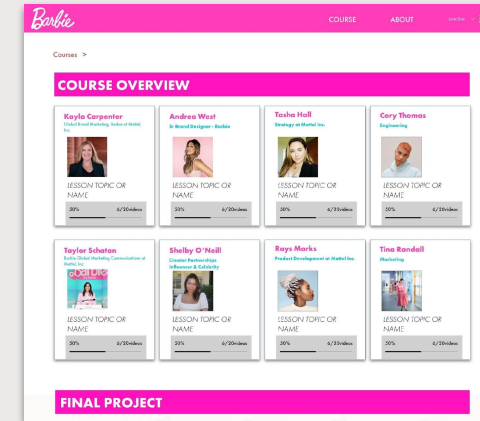
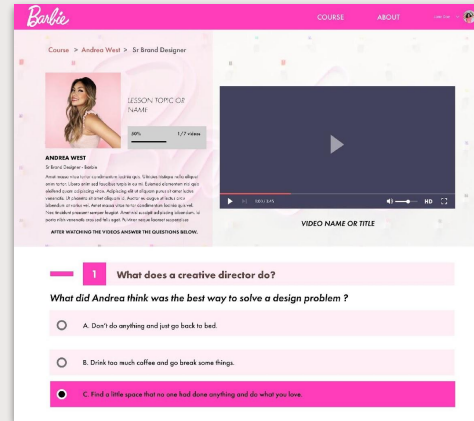
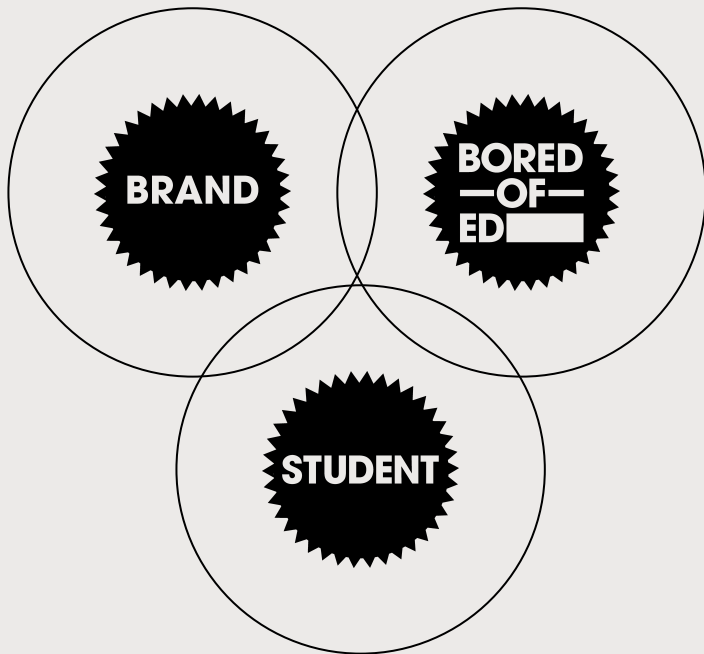
Traditional education lacks real-world, experiential examples needed to truly inspire students, and offers little by way of guidance or practical application for artists, creatives, designers, and dreamers.

Most young people leaving high school have little understanding of career opportunities available in industries like automotive design, EV development, design and owner experiences— —careers they might already be passionate about without realizing it, and no idea how to access it.

Bored of Ed creates edutainment that turns the lights on for millions of people—inspiring and empowering with custom experiential programs that demystify industries and turn knowledge into opportunities. We capture your wisdom to foster engagement, waking a whole new audience to your world—leading to a better educated community of engaged and loyal customers who see your challenges as opportunities to advance..



# PROGRAM VALUE



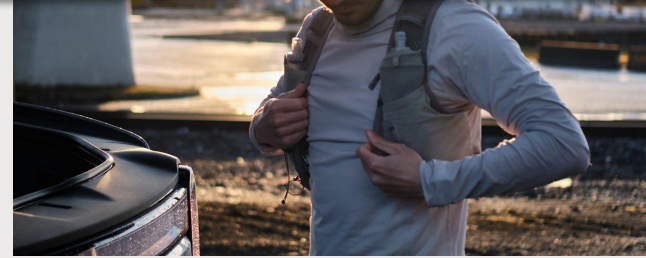
## MISSION

Provide next generation learners an **exclusive, documentary style** look at the magic that drives the **iconic brand**. We showcase the incredible in-house talent, creativity, and culture within the brand—the unsung heroes of the brand’s success—and we will reveal priceless insights that would never make it into a traditional classroom setting. All designed to impact potential customers, position the brand, and elevate engagement.

Through info-packed, bite-sized content, students don’t realize they’re learning until the bigger picture is revealed. By the end, they’ll understand the entire product cycle, from concept to retail, and this knowledge can fundamentally shift the trajectory of their lives.

This combination of **empowerment, education, and inspiration** not only strengthens brand but also fosters a lasting connection with a new generation of creators—positioning the brand as a forward-thinking leader that cares about the future—both of its industry and the individuals it touches.

# MARKET RESEARCH



ACCORDING TO A DELOITTE STUDY

# 64%

INCREASED BRAND LOYALTY

of consumers say their loyalty to a brand increases when they engage in meaningful educational content. By offering an immersive course, the brand can strengthen long-term brand loyalty, particularly among aspiring professionals and enthusiasts, leading to sustained brand engagement.\*

LinkedIn's Workplace Learning Report found that

# 94%

TALENT RECRUITMENT AND DEVELOPMENT

of employees would stay longer at companies investing in their career development. By providing this educational program, the brand has the potential to attract and retain top talent, nurturing a new generation of car designers and marketers, thereby securing future innovation.

A CONE COMMUNICATIONS CSR STUDY REVEALED THAT

# 84%

INCREASED BRAND LOYALTY

of consumers would purchase a product because a company advocated for an issue they cared about. the brand's commitment to education, creativity, and empowerment through this program is likely to boost consumer perception, leading to improved sales and stronger brand reputation.

# IN-HOUSE CAPABILITIES

End to end delivery from concept to program launch

## Curriculum Development

We collaborate with your brand and its partners to design a curriculum tailored to your objectives, ensuring the content is both engaging and effective for your target audience.

## Pre-Production & Expert Preparation

Our team prepares the experts featured in your videos, ensuring they are confident and camera-ready for the production phase.

## Production

Whether on location or remotely, we produce personalized, high-quality videos that align with your brand's identity and goals.

## Post-Production

We handle all editing, enhancing your videos with professional on-brand motion graphics, b-roll footage, and seamless transitions to create a polished final product.

**RIVIAN** COURSE ABOUT

Course > ZAB Stenwyk > Sr. Design Strategist

LESSON TOPIC OR NAME

90% 1/7 videos

**ZAB STENWYK**  
Sr. Design Strategist

Amet massa vitae turp condimentum laoreet quis. Ultrices tristique nulla aliquet enim tortor. Ut enim sed faucibus turpis in eu. Est etiam elementum risus quis elit in tunc ornare scelerisque. Adipiscing elit ut aliquam purus sit amet luctus venenatis. Ut praesent sit amet aliquam ut. Auctor eu augue ut lectus arcu bibendum at varius vel. Amet massa vitae turp condimentum laoreet quis vel. Hac tristique praesent tempus fringilla. Amet suscipit adipiscing.

AFTER WATCHING THE VIDEOS ANSWER THE QUESTIONS BELOW.

1 Topic on EV progression

What did Zab think was the best way to solve a design problem ?

A. Don't do anything and just go back to bed.

B. Drink too much coffee and go break some things.

C. Find a little space that no one had done anything and do what you love.

What did Zab suggest when building a new feature for the Rivian?

A. Think of the features impact on the price

B. Build comps of competitors

C. There are no dumb ideas at this stage

+ 2 Rivian's focus on sustainability adventure

+ 3 Brand Authenticity

+ 4 Overview of the Rivian landscape

Please review your answers before submitting anything. You will need to get a 90% to pass this quiz.

**YOU PASSED!**  
90%  
NICE JOB KEEP GOING

**RIVIAN**

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**RIVIAN**

Courses >

**COURSE OVERVIEW**

DESIGN ENGINEERING

**DESIGN**  
MODULE 1

LESSON TOPIC OR NAME

10% 1/6 videos

**DESIGN**  
MODULE 1

LESSON TOPIC OR NAME

10% 1/6 videos

**ENGINEERING**  
MODULE 1

LESSON TOPIC OR NAME

10% 1/6 videos

**ENGINEERING**  
MODULE 1

LESSON TOPIC OR NAME

10% 1/6 videos

**MARKETING**  
MODULE 1

LESSON TOPIC OR NAME

**MARKETING**  
MODULE 1

LESSON TOPIC OR NAME

**RIVIAN**



# IN-HOUSE CAPABILITIES

**BOE creates and develops every aspect of your program internally**

## Custom Learning Management System (LMS)\*

Our LMS platform is designed with your audience in mind. It features:

- Video hosting, multiple-choice questions, and a final Capstone Project to encourage completion and engagement.
- A focus on accessibility, offering challenges that fit busy lifestyles while driving successful outcomes.
- Optional video touch-base meetings for client-student interactions, providing valuable feedback during the course journey.

## Program Launch Marketing Assets

We create comprehensive promotional materials, including:

- A branded landing page.
- A dynamic sizzle video to generate excitement.
- Social media assets to amplify reach and engagement across your channels and partners.

## Program Completion & Outcome Showcasing

At the program's conclusion, we:

- Celebrate successes by highlighting participant achievements and showcasing winners.
- Create assets that demonstrate measurable outcomes, providing proof of impact for future programs, partners, and students.
- Emphasize your brand's authentic commitment to empowering its audience and making a tangible difference in their lives.



# PRODUCTION

WE WILL GO DEEP IN THE HALLS TO TALK TO THE TEAM MEMBERS THAT PLAY KEY ROLES IN THE SUCCESS OF THE BRAND.

## HOW IT WORKS

We make impact feel effortless by building an idea into an entertaining learning experience based on research and collaboration with the the brand team. We map the program arc before shooting and typically require only a one hour interview per executive to codify the major lessons. Then just a few hours more to capture the spirit creative energy needed to complete this exciting and informative course.

The entire process takes approximately 4 months culminating in a launch execution with social assets and a landing page to enroll students. All academic content, marketing, pre-and-post production, web design, development, and creative direction are handled in-house, led by Michael Godshall, co-founder and Executive Creative Director.

## RESULTS

- Customizable programs tailored to your brand ethos and audience.
- Free education opportunities for students who may lack resources.
- Positive PR and social presence for your brand.
- Opportunities for in-person experiences, internships, or cash scholarships for students.
- Minimal time commitment from you or your team, with Bored-of-Ed handling all aspects of program development.





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Rivian Program



**Jeff Rabhan**

*Co-Founder/Chief Executive Officer*

[jeff@bored-of-ed.com](mailto:jeff@bored-of-ed.com)



**Michael Godshall**

*Co-Founder/Chief Creative Officer*

[michael@bored-of-ed.com](mailto:michael@bored-of-ed.com)

# CONTACT

Reach out to transform education with us!

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[WWW.BORED-OF-ED.COM](http://WWW.BORED-OF-ED.COM)

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**THANK YOU**

— / \ —  
C  
JACK  
+  
US

**DESIGN**  

---

**ETHOS**

## Travis Scott: *The Cactus Jack*

### *Apparel Company Course*

filmed and produced in coordination with Travis Scott and The Fashion Scholarship Fund, 2025 release



# TRAVIS SCOTT

This programs is one of many we developed for brands.

Page is password protected:

**eatcactus**