

Opya Care

Brand Platform

nebulous

Contents

Discovery 3

What is a Brand?

Building a reputation

Background

Where we are today?

Competitive Landscape

What are others doing?

Our Purpose 6

The Golden Circle

Finding the Why

What we do

Our services

How we do it

What makes us unique

Why we do it

Our core purpose

Our Community 11

Emotional Drivers

What our clients want

Life Stages & Interactions

How our personas interact

The Parent

Meet Ashley & Jason

The Child

Meet Finn

Healthcare Providers

Meet Shanon

Clinicians & Caregivers

Meet Anna

Who We Are 19

Our Values

*Pillars – Defining our core
attributes*

Our Voice

Our verbal identity

What is a brand?

“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible”

HOWARD SCHULTZ

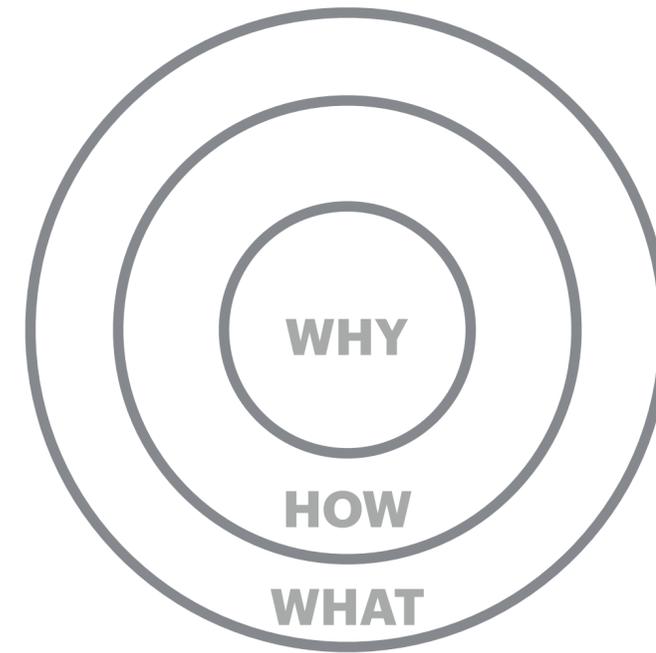
On the surface, a “brand” is simply a logo or name that conveys an idea, product or service. However building a brand that captures your heart and connects takes more than just offering a good service, it requires building a reputation.

A reputable brand can harness emotions, experiences and interactions to create a consistent consumer experience.

A brand becomes more than just a logo, name or product when it brings together status, recognition and reliability in the mind of a consumer. It becomes an experience.

Total consumer experience is just as vital to gaining loyalty as your product.

**People don't
connect with
what we do,
they connect
with why we do it**



The Golden Circle

WHAT

Every organization on the planet knows WHAT they do. These are the products and services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them unique and set them apart from their competition.

WHY

Very few organizations know WHY they do it. WHY is not about making money, that's a result. WHY is your purpose, cause or belief. Its the very reason your organization exists.

Where are we today?

Every year more data is churned out than ever before in human history.

A shocking statement claims if medical trainees want to bring themselves up-to-date within a given specialty—it would take reading 40 papers a day, 5 days a week, for 11 years.*

Families with Autism know this burden.

When today's family receives an Autism diagnosis, caretakers experience intense fear and frustration. Facing a wall of information, a parent's need for clarity is immediate.

Optimus Outcome will change the face of Autism by offering a one-stop-resource for parents – improving diagnosis and treatment with clinical efficiency, improved communication and state-of-the-art data collection.

Our useful technology will empower caregivers by eliminating barriers, improving transparency and facilitating communication.

Smith Richard. Strategies for coping with information overload BMJ2010; 341 :c7126

Competitive Landscape

External Audit - End-to-end services being offered in the US, at-a-glance view.*

Colleges	Clinics	Non-Profits	WebMD
<p>Universities offering comprehensive care are scattered throughout the country. The overall experience still appears fragmented due to departmental divisions.</p>	<p>Independent clinics exist offering “smart screening” and “360°” care while breaking down barriers, and empowering caregivers. Clearly innovation is in progress, but huge opportunity remains to “own” the space with clear, relatable language & brand strength.</p>	<p>Few organizations like the Southwest Autism Research and Resource Center offer an exceptional programs including lifetime treatment and a wholistic approach to care. Offers clear, concise tone with a clear plan of action and highly research driven.</p>	<p>WebMD provides easy to access resources including a highly visible “at home” section.</p>
<ul style="list-style-type: none">• 6-12 Month Waiting Lists• Divisions can be segmented within hospital (barriers)• Scattered around the US, so difficult to reach for most patients• Some take insurance	<ul style="list-style-type: none">• clearly state what they do and address concerns upfront (insurance)• feel like they are talking to “me”• include testimonials• certification label on homepage• steps are clearly marked for each stage of program (ie. scheduling, insurance)• no talk of facility, show us around, bring us inside	<ul style="list-style-type: none">• Unique institution, assuming highly sought after with long waiting lists• Clinical Care, School-Based Care & Vocational-Based Care• Actively seek clinical trials• Entrepreneurial Non-Profit• Have a reassuring, human touch	<ul style="list-style-type: none">• Can be swayed by unreliable online data• Cluttered with advertising• Appears wishy-washy• Recommends working with your doctor• Easy to get fragmented information by clicking through slideshows and links

Our Purpose

Our Vision

our goals for the future

We transform living with Autism by pushing perceived boundaries of success. We blend treatment and technology with a dedication to building unique experiences designed to unleash hidden potential.

Mission

our purpose

We're changing the face of Autism by developing technology that unravels pathways to greatness. By providing families better tools to master their greatness that enable children to transcend diagnosis and realize their full potential.

USP

what sets us apart

We remove barriers to greatness for families living with Autism by demystifying treatment with our groundbreaking solutions. Our core strength of better people, technology and a pioneering spirit are the secret to our success.

Our Community

Emotional Drivers

Loyalty and trust are not built by impressive statistics or product offerings, they are built by providing authentic experiences that align with our clients values. Understanding the emotional needs of our clients allow us to better understand who they are, what they need and why they need it. This is how we “get” them.

Emotional Drivers

What our Clients need

Relevant information is often distributed across many sources

When we're looking for answers online the current landscape offers numerous outlets but not a single trusted source within the space for info and care.

Users want simple, streamlined and intuitive tools that do the heavy lifting for them from a trusted source.

Information is overwhelming and equally hard to understand and digest

Once families have identified sources for information and support many times the information, language and process is difficult to digest and understand next steps.

Families need simple and direct communications that guide them clearly to next steps to providing inspiration and a sense of trust in our solutions and optimism.

Transparency and on demand communication during care are limited in current solutions

Often the time to receive care and answers from clinicians and caregivers is limited to weekly or monthly appts. Behaviors are not always presented in sessions and valuable data may be missed. In addition, scheduling becomes increasingly delayed and difficult w/o better tools.

Families need a platform that provides open and on-demand solutions and availability of care is not limited to in person sessions.

Families with children on the spectrum lack a community for support

Once families are in care they lack a support community with the knowledge, tools and people needed during care and ongoing treatment both for children and parents to feel a sense of community and have an outlet to connect with other families on the spectrum.

Families need tools and a platform that they can trust to provide resources to connect with other families, clinicians and caregivers for support.

Life Stages & Interactions

In this day in age, time is stretched thin by all of our responsibilities. As parents we're pulled in different directions. While we are bombarded with information we rely on familiar cues to help drive our decisions.

We look for solutions that are easily adapted to our lives and allow us to enjoy what matters most.

We're here to help, so knowing our clients well, we can help build personal experiences that give them confidence and help them breathe a little easier.

meet

Ashley & Jason

They have been married for a couple of years and have just begun their journey into parenthood. While Ashley is busy raising children and working, her husband Jason is equally busy in his career. They have a social circle that is defined by their neighbors, immediate family and friends of their two children.

They value each other above everything and strive to make sure their children feel protected and safe. Being in control is important to them and they are determined to find the information they need make their family whole.

Primary needs

- A detailed plan with actionable steps
- Digital tools to make life richer
- Clear tools for use at home to achieve goals
- Support group to take action & get help
- Proof that systems work by seeing older children who have benefited and improved
- Word-of-mouth testimonials



meet

Finn

Finn is 2 years old. He received his diagnosis at 18 months and started receiving treatment at his regional facility. His parents are loving, but between their jobs and his sister's school schedule, it is a struggle to keep treatment on course. He has made significant progress since his parents adopted treatment early, but there is still so far to go.

Consistency is important to Finn and an intense schedule that keeps pushing him out of his comfort zone while his brain forges new pathways.

Primary needs

- To feel loved
- To feel safe and protected
- A consistent, rigorous treatment plan
- Access to the latest treatment advances
- Open channels of communication between his caretakers, parents & professional caregivers
- Roadmap for the future



meet

Shanon

Shanon is a Board Certified Behavior Analyst for children on the spectrum. She is responsible for a large team who manages many patients at once with an ever increasing demand for her time. Maintaining progress with her patients is a challenge as she strives to help parents detect and diagnosis as early as possible. It is critical for her to understand the exact needs of each child, because everyone is different.

Primary needs

- Clear communication with parents to improve treatment
- Ability for parents to access treatments in the home for a multi-pronged approach
- Ability to answer questions as they arise to catch behavior early
- Manage team with efficiency



meet

Anna

Anna is a full-time caregiver for a child on the Autism spectrum. She has been working with her family for just over a year. After having just been told about the diagnosis, she is working to find ways to support the family in their journey.

She values transparency and clear, concise direction since she has a significant amount of time in the home through out the week. Anna sometimes feels overwhelmed and is eager for tools to help her work through behavioral challenges.

Primary needs

- Transparency with parents to report daily progress
- A plan of action to follow
- Support and feedback on her ability to provide smart care
- Educational tools that provide actionable insights



Who We Are

Our Voice

At Optimus Outcome, we care about helping people change their lives. We're leaders in our field, but we speak to parents in language that is human. Wherever possible we use language that's direct and avoid intellectual words when there is a clearer, emotional replacement.

FROM



TO

Optimus Outcome provides all-inclusive care for families with Autism. Experienced, on-demand support backed by powerful technology that's truly life-changing.

Our Values

Defining our Core Attributes

PILLARS

ESSENTIAL

INSPIRING

COMPASSIONATE

Insightful

Trustworthy

Community-Driven

Masterful

Actionable

Approachable

Authentic

Optimistic

Empowering

Our Voice

Authentic
Optimistic
Empowering

Make it Human.

Our clients want to be inspired by experiences that are enjoyable across all senses. Our solutions go beyond treatment to include aesthetic presentation, ambiance and a human touch.

Make it Effective.

Our clients appreciate time and want to save it, so things that work faster and smarter free them to focus on the most important things in life.

Make it Effortless.

Our clients desire an immediate effect. They look for signals that solutions will provide meaningful improvements to their life without exceptional effort. They gravitate to solutions that deliver clarity and guesswork is frustrating for them.

Our Voice
Down-to-Earth
Optimistic
Empowering
Authentic

Make it Poignant.

Our clients want to be inspired by experiences that are enjoyable across all senses. Our solutions go beyond treatment to include aesthetic presentation, ambiance and a human touch.

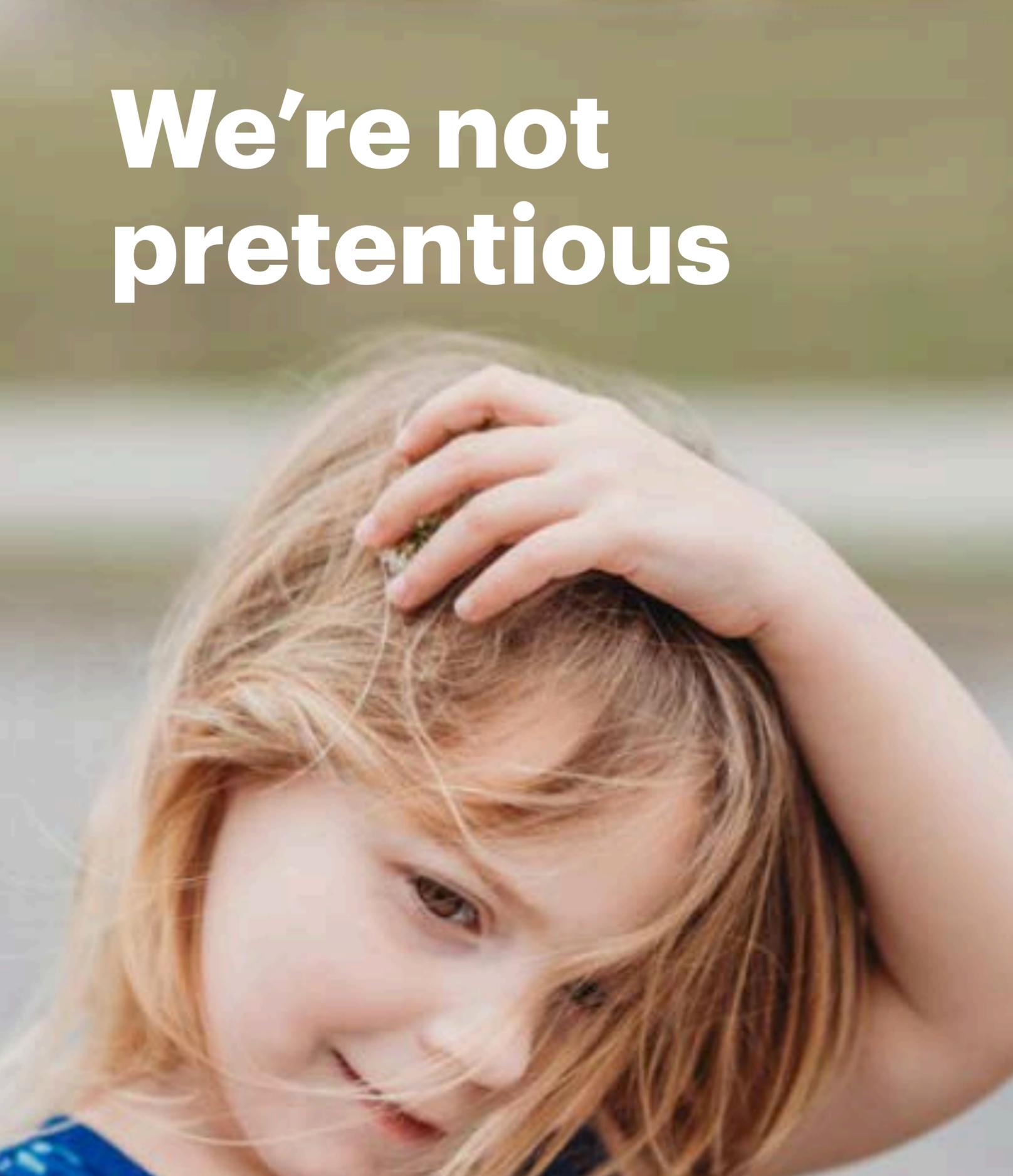
Make it Efficient.

Our clients appreciate time and want to save it, so things that work faster and smarter free them to focus on the most important things in life.

Make it Clear.

Our clients desire an immediate effect. They look for signals that solutions will provide meaningful improvements to their life without exceptional effort. They gravitate to solutions that deliver clarity and guesswork is frustrating for them.

We're not pretentious



We're Community

Our personal interaction define who we are so every interaction matters. We work hard to know our people and their lives because we really care. We're enjoyable and easy to talk to. And we only give information that's clear and easy to use.

We're Compassionate

We're parents too and go out of our way to make everyone feel comfortable and understood. We know little things make the biggest impact for not only the child, but their entire family.

We're Insightful

We know our people like we know ourselves, so we're always ready to solve problems. We answer tough questions – and if we don't know something we don't stop trying to find it.

We're Thoughtful

Autism is a difficult, unpredictable journey and we get that. We identify with our people through our honest emotional connections. We tell great stories in a way that appeals to their needs and interests – helping us make real connections that change lives.

We're Big Thinkers

We want greatness for everyone, so we work hard to share our point of view and explain where our thinking comes from. Sharing ideas helps people understand and trust us.

We're Candid

We let people to get to know us. Because when we open up – it shows we're trustworthy and credible, just like our organization. At the end of the day we are a team and made stronger when we work together to reach our goals.

We're not conventional



We're in this together



We're With You

We are incredibly proud of our team, our products and our growing community. We're a family with a shared purpose. We go out of our way to encourage each other whenever possible because this is our home.

We're Inspirational

We are here to change peoples lives. So we make sure our brand always make people always feel inspired and encouraged through everything we do. We believe its our differences that make us beautiful, so we celebrate those differences every chance we get.

We're Inventive

We share our passion and knowledge. Because it's our relentless pursuit of knowledge that sets us apart and allows us to reach new heights.

Our Platform

VISION

We transform living with Autism by pushing perceived boundaries of success. We blend treatment and technology with a dedication to building unique experiences designed to unleash hidden potential.

MISSION

We're changing the face of Autism by developing technology that unravels pathways to greatness. By providing families better tools to master their greatness that enable children to transcend diagnosis and realize their full potential.

USP

We remove barriers to greatness for families living with Autism by demystifying treatment with our groundbreaking solutions. Our core strength of better people, technology and a pioneering spirit are the secret to our success.

WHO WE SERVE

Families and Children with Autism

OUR VALUES

Insightful

Trustworthy

Community-Driven

OUR PRINCIPLES

Masterful

Actionable

Approachable

OUR VOICE

Authentic

Optimistic

Empowering

Thank You