

# Hitting The Press:

## *Sampling My Press Writing & Placements.*

Ambulo : Start Your Journey

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One of America's hardest startup challenges, the StartupBus is on the road again. This hackathon on wheels pits teams against each other in a 72 hour race to build a tech company, launch the product and impress investors and judges. This year there are six buses leaving from all across the country and converging in Nashville. Among the ideas being built out are Pizzafy, an app for crowdfunding pizza orders, Block Mafia, a real life game of monopoly, and Sreet, a sexual health app. One project that's standing out though and



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<http://www.ad2tampabay.org/uncategorized/ambulo-start-your-journey/>

I love writing, I want to do it everyday, be heard, and make an impact. The free press is the center of America's freedoms. Without the freedom to voice dissent there would be no other true freedom in our country. I want to get more and more journalistic placement in the future, so I say if my thoughts are going to be hitting the press, then I should be writing for and placing the news out that I want spread. Here's a few samples of my press releases and results, primarily focused on the StartupBus challenge which is my most recent work and placements.

# StartupBus Stories: 72 Hours, A Bus and A Dream.

The story featured on the first page is adapted from this press release.

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It's almost a meta scenario for team Ambulo. Building a platform out in 72 hours to teach students about startups, while the team is learning more about the process in action themselves. A learning experience while creating a learning experience. Ambulo aims to teach students about starting business through a role-playing game experience. In Ambulo, students create a character, a business and their own adventure. According to the team Ambulo "allows you to create your own startup journey" and that's what inspires the team, that kids are naturally adventurous and creative. Almost every kid and teenager wants to be an entrepreneur. As a matter of fact, 54% of millennials either want to start a business or have started one.

Despite this want by today's students, good, engaging entrepreneurial education is severely lacking in the United States and abroad. Teachers are teaching for tests and are almost technophobic. Meanwhile their students are more and more interconnected and online than ever. Ambulo aims to change that. By providing an independent platform at less than \$100 per student Ambulo will provide an engaging, affordable platform to learn about the process of getting a startup off the ground. It's an ambitious dream, and there's more of a need for it than ever. Despite the want by students to start businesses, less and less are, which is tragic. If team Ambulo has their way though that will be changing soon, one startup adventure at a time.



<http://tech.co/ambulo-gamifying-entrepreneurship-2015-06>

The featured article in the images on this page and the next is based on this press release as well as a blog piece that I wrote as well.

## **Ambulo: Gamified Entrepreneurship Education For A New Generation.**

Coming fresh off the StartupBus hackathon challenge is a new entrant in the digital learning field. Meet Ambulo, a gamified platform for entrepreneurship education. Ambulo is described by its creators as “a startup journey of your creation.” The game takes players throughout the entire process of getting a startup off the ground, from ideation to investment, the game will cover it all in a fun and engaging way that really capture the essence of the process and startup culture. As an independent education startup team Ambulo’s goal is to see their platform being used to teach entrepreneurship in schools across the country, and eventually all across the world.

The game itself is a narrative driven role-playing game where players create a character, start a business and embark on their adventure through the startup landscape. Players start as “Dreamers,” entrepreneur hopefuls ready to build a business up. As they progress they gain

rank and titles. When they're building out their business model canvas they're "Researchers" and after they've got their business idea and model they're officially a "Founder." This progress continues, ultimately bringing players into the role of CEO and lifelong entrepreneur. Gamifying a subject (entrepreneurship) that students are already engaged with will provide a means and a motive to dig deeper and follow through into applying their skills in real life.

Ambulo comes at a crucial time in our education system. With teachers being forced to teach for tests and the technophobia of the school system there has never been a better time for edtech disruption. Students love technology, they're more connected than ever before, and they're more tech literate than even most of their teachers. 54% of millennials either want to start a business or have started a business. They need a platform that keeps their attention and provides them the real world skills and understanding they need. Ambulo meets this need in a way that is engaging to students. If the Ambulo team has their way and a little luck to help, then we could soon be seeing a huge change in the edtech landscape, one startup adventure at a time.

June 7, 2015 12:00 pm

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My good friend [Adam Leonard](#) just turned me on to a really cool project that he is working on: [Ambulo](#). I am now banging my head against the wall for not thinking of it myself. Ambulo is a game to [educate aspiring entrepreneurs](#) about what goes into creating a startup. In Ambulo you create a character, start a business, and navigate the startup landscape. Your choices will have you progress through the actual steps of getting a startup off the ground. From ideation to pitching, you will take a journey through the entire process of starting a new business and experience all the risks and rewards along the way.

Ambulo addresses a fundamental problem in education right now: A lack of engaging entrepreneurship education. If you ask your average middle/high school student if they would like to own a business of their own they are almost always excited at the prospect, and overjoyed to share their ideas. Despite this, there is a lack of resources to address this want and overall, students simply do not know where to start. In the rare event that they do, they can become overwhelmed when trying to navigate the steps independently. Ambulo will be a fun and engaging way to help them understand the process of starting a business and inspire them to be [creators](#) and founders of their own companies.

Higher demands on achievement and tighter budgets, coupled with the explosion of [instructional technology](#), is the perfect storm for an online curriculum that meets a standards demand that administrators and teachers are struggling to accomplish. There were 1,348,920 high school students enrolled in technology-based distance education courses in 2010, up 700 percent in the last decade. The schools are embracing instructional technology to meet their needs of quality, effective curriculum to supplement in-class instruction. Ambulo aims to empower these students to build and move their skills from online into the real world of starting a business. So check out Ambulo and comment here to share your thoughts!

*Image credit: Ambulo Team Page*

# Kill The Head and The Body Will Fall.

This is a press release I did for a Jacksonville non-profit called the Reign development center. They help fathers get on the right track for themselves and their family. They're a very nice group composed of very nice people and I was glad I could offer them my writing services.---



Jacksonville, Florida – April 24 th , 2015 - It is all too unfortunate that many children grow up with a fractured household. This element in their home lives can be reflected in their performance at school, in their attitude at work, and in their relationships throughout their adult lives. A lifetime of possible internal trauma can occur for children growing up in these conditions. Many services seek to help people deal with this, but not as many groups are out there helping to stop this while it happens. There is hope for preventing and working through this though. REIGN Development Center, a

project of “All I Know Incorporated,” is attempting to fill this gap and work with these families to restore balance and order to the lives of their children. REIGN’s approach is to focus on helping the head of household in their personal development in order to galvanize necessary positive change at home.

All I Know, the local non-profit responsible for REIGN says that this approach works because they focus on bringing personal accountability into the lives of the men they’re working with. REIGN is an acronym for Renewed, Empowered, Influential, Galvanized, Necessary. When working with estranged fathers and others in similar situations REIGN’s dedicated professionals counsel these men in relevant areas that they have fundamental trouble with. Whether it’s anger management, personal accountability, technology skills, interviewing skills, or anything else, good or bad, REIGN is there for the total wellness of those they serve. By encouraging people to shift from a mentality of “look what you’ve made me do” to “I understand what I’ve done” All I Know hopes that this attitude of personal accountability will extend through the whole home and family, and that it will be reflected in school performance and beyond.

REIGN needs your help though, in order to best serve the local community REIGN is attempting to establish a community center and they need volunteers and donations to make it happen. REIGN recently participated in One Spark, where they’ve developed valuable relationships with other local non-profits and the community. Claresa Baggs, who heads the endeavor said that “the community response was overwhelming-” and that she was “thankful to be a part of this amazing event and to be a part of this amazing community here in Duval.” Hopefully the community that they’re so proud to be a part of heeds their call for help. In addition to funds to open the community center, REIGN needs volunteers to assist in several areas of operation, including job skills training, and counseling. If you would like to help you can reach out to Claresa and donate to REIGN at [alliknowjax.com](http://alliknowjax.com).