



**Shared with our clients.  
We'd love to hear  
your stories.**



**July 2023**



*"As a neuroscientist, I've spent my career studying oxytocin and the power of human connection. ULUstory is revolutionizing how we build and share stories, using a scientifically proven format that generates sustainable trust and empathy, creating authentic connections between people. It's a perfect example of how technology can be used to create positive social change. I'm excited to see where ULUstory goes....I think it's a game-changer."*

- Paul J. Zak, neuroscientist, author, and founder of Immersion Science

March 2023

**FACT:** The importance of trust is at an all-time high, and the inclination to trust is at an all-time low.

**FACT:** Trusted companies outperform their peers by up to 400%, directly correlating with the bottom line. Deloitte, "Building Trust" and Forbes, January 8, 2023

**FACT:** Frequent suggestions to increase trust include:

- Listen more than you speak.
- Solicit and act on feedback.
- Show appreciation every day.
- Empower your team by trusting them first.
- Encourage coaching.
- Practice consistency.
- Focus on nonverbal communication and soft skills.
- Create an inclusive culture\*

\* <https://www.achievers.com/blog/building-trust-workplace/>

# Let's talk about trust

These are terrific suggestions. But they are only **strategies**. It's like a coach telling an athlete "run faster!" but not telling the athlete to practice every day for 3 hours, or wear specific running shoes, or to cut their hair aerodynamically

**ULUstory** platform provides the most precise and scalable **tools** for users to "run faster" – **by actually creating objective, sustainable and measurable trust.**

**It's not rocket science. It's neuroscience.  
As simple as that.**

*Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.*

Stephen M. R. Covey

# ULUstory™

is a neuroscience-based storytelling system which gives your employees the ability to create trust, empathy and connection across barriers.

- ✓ **ULUmetrics™** our integrated biometrics tool to measure objective power of user stories and users' psychological safety
- ✓ diversityDNA® purpose finder tool
- ✓ In-person/virtual storytelling workshops
- ✓ Team-building storytelling platform
- ✓ Core app story builder
- ✓ B2B managed Platform-as-a-Service

**trust + empathy + connection**

Check us out!  
ULUstory crumbles walls  
ULUstory connects us



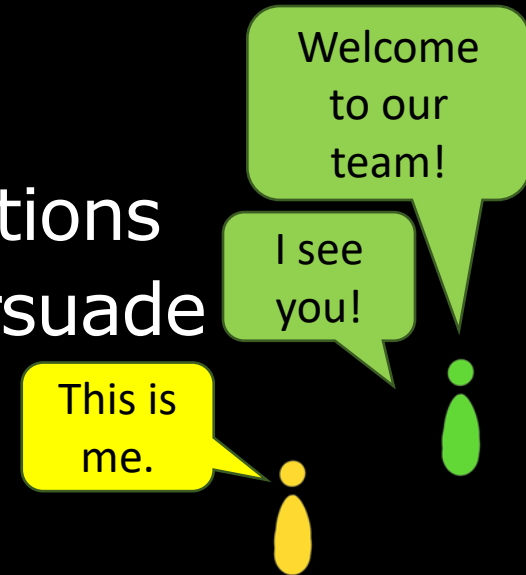
## Organizational uses:

- team building
- conflict management
- engagement
- sales
- employee relations
- DEI support
- skill development
- recruiting/onboarding
- risk management

**trust + empathy + connection**

## Individual uses:

- provide inspiration
- build identity
- align values
- mentor others
- reduce conflict
- make presentations
- advocate & persuade
- connect



**trust + empathy + connection**

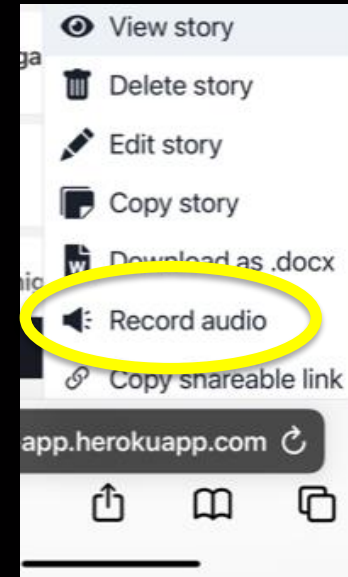
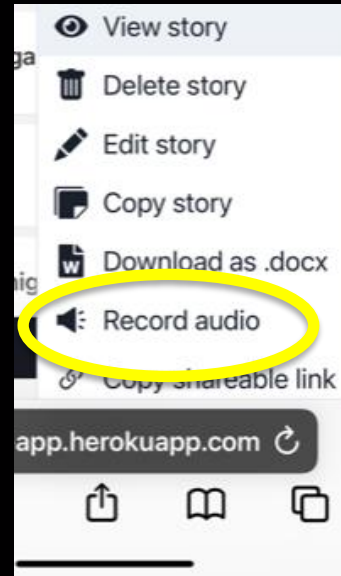
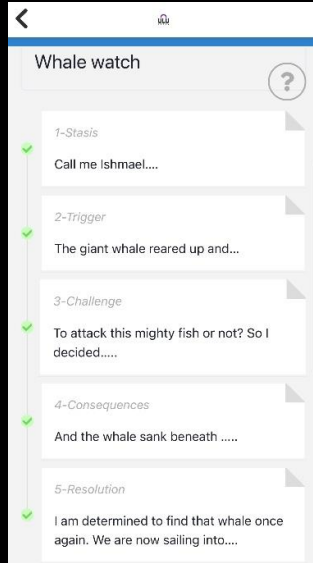
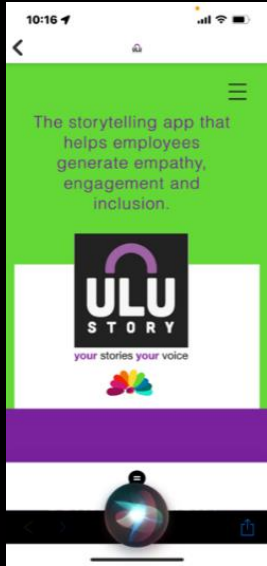
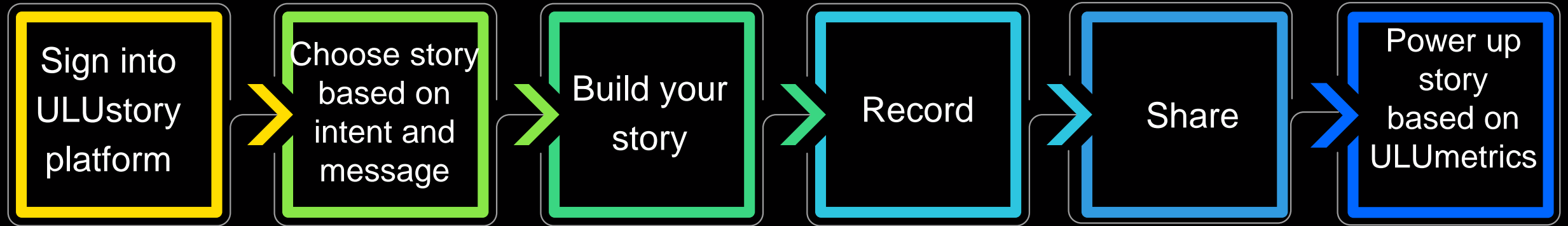
# 47,000 years ago

humans developed  
the power of storytelling  
to foster sustainable connection  
between disparate groups  
by automatically creating  
trust + empathy + connection.

Fusing art, science and technology,  
ULUstory is bringing that power  
to **2023.**



# Our Storybuilding Platform



# Our Optional LMS Availability



- ULU-hosted option
- White-labeled portal
- Multiple tailored courses
- Asynchronous and/or ILT
- Access to ULUmetrics
  - For course
  - For individual coaching
- Client-generated reports tailored to needs of client business
- Gamification



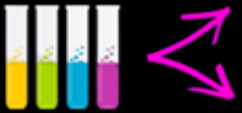
# THE SCIENCE behind ULUstorytelling

SHARING A U-STORY



generates physiological processes in the listeners

chemical release  
cortisol oxytocin dopamine



brain waves synchronize  
(neural coupling)



hearts beat  
in unison



which in turn create a sense of



+



+



which all together support



CONNECTION. COHESION. COMMUNITY.

This is where it gets even better.

We don't simply rely on listeners' subjective reactions to provide feedback to ULUstorytellers. Because that can be tricky.

**Our solution:** Using easy wearables, ULUmetrics tracks anonymized, objective, detailed **biometrics** about listeners' physiological reactions while listening to a story. This data can indicate both the power of a story and listeners' sense of psychological safety. (All privacy protected.)

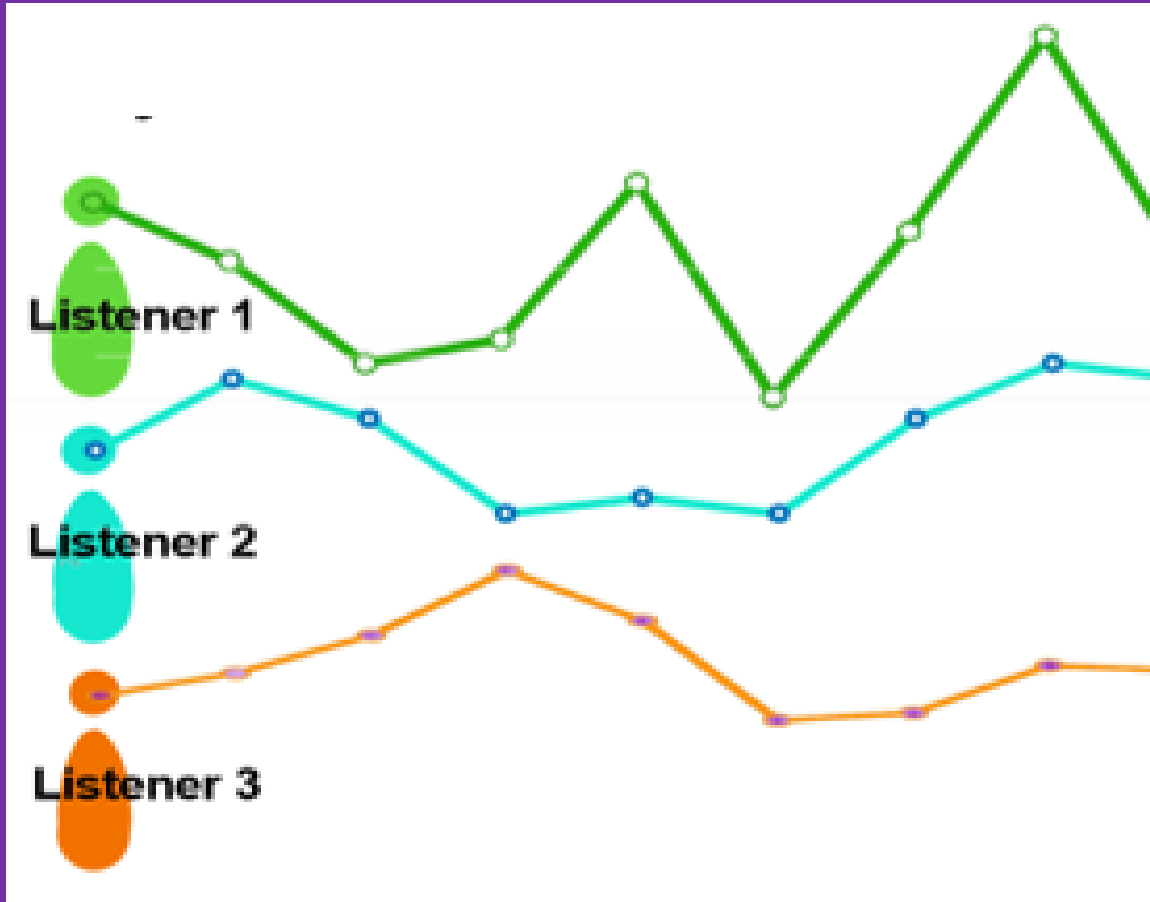
# THE TECHNOLOGY behind ULUstorytelling



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Power Up Your Stories

# LISTENER'S BIOMETRIC REACTIONS



Individual listeners  
with smart watches or sensors



ULUmetrics also compiles the average TOTAL score for the entire story, indicating the overall power of that story. With all this input, we then provide **targeted actionable feedback** to the storyteller to revise and strengthen the power of their story.

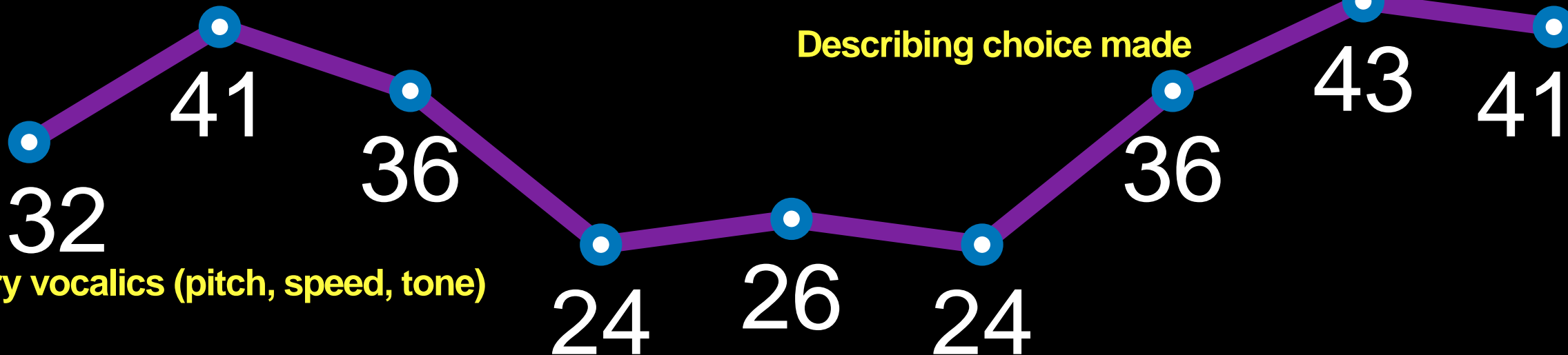
**42**  
**STORY v1**

**Attention grabbing opening lines**

**Consequences**

**Describing choice made**

**Expand description of trigger event**



# STORY V1

total average score

42

individual scores

15

63

48

# STORY V2

total average score

70

**VISIBLE IMPROVEMENT**

individual scores

64

77

69

# gaining traction



aug 2021

Sep 2023



Pinterest



pending



# OUR

# TEAM



**Deb V. Pagnotta, J.D.**  
CEO & founder

**VP/HR & General Counsel**  
Mulligan Security Corp

**Faculty - Communications**  
Iona University/Norwalk CC

**CEO & Founder**  
diversityDNA® app

**CEO**  
Interfacet Inc.  
Training/Factfinding/Mediation

**Employment Partner**  
Kirkpatrick & Silverberg, LLP

**Acting GC / Director, Legal Affairs**  
NYS Dept. of Env. Conservation

**Regional Director/Asst Attorney General**  
NYS Dept. of Law



**Michael A Pagnotta**  
Chief Technology Officer

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Uncharted Realities

**Sr. Customer Success Manager**  
LivePerson, Inc.

**President**  
Pagnotta Enterprises, Inc.

**Director of Account Mgmnt**  
AL Systems Inc.

**Global Telemetry Manager**  
BOC Gases America

**Sr. Research Technologist**  
International Paper Company



**Jen Gerometta, Ph.D, CCC-SLP**  
Chief Research Officer

**Chair, and Associate Professor**  
Speech Comm Studies Dept.  
Iona University

**Subject Editor**  
American Journal of  
Undergraduate Research

**National Outstanding Faculty Award**  
Phi Sigma Sigma, Innovation Grant

**Publications include:**

- Exploring the Nexus between Bilingualis & Biculturalism
- An Oral History of Language Bias and Cultural Identity: Transforming Attitudes toward the Navajo Language

**Member**  
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Science Association



**Amanda Kizer, Ed.D, MBA, M.Ed**  
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**Let's talk.  
We'd love  
to hear your stories.**

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