

Create Engagement & Connection with Storytelling



bring your stories to life

August 2022



30,000 years ago

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

With science and technology,
ULUstory is bringing that power
to **2022.**



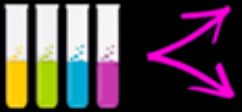
THE SCIENCE

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



trust

+



empathy

+



inclusion

which all together support



CONNECTION. COHESION. COMMUNITY.

ULUstory®

is a B2B managed services platform which helps every user find and craft their many stories in a science-based format within minutes, to create and foster **trust + empathy + inclusion**

Share your authentic self,
with discernment.



ULUstory®

organizational uses:

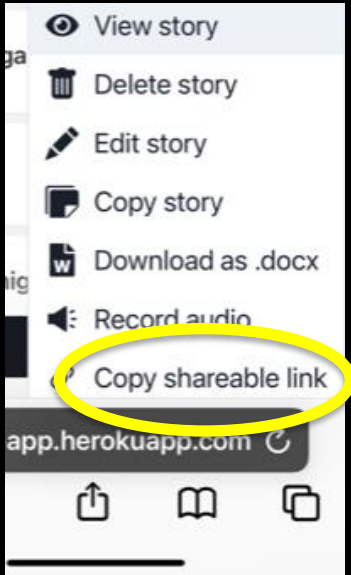
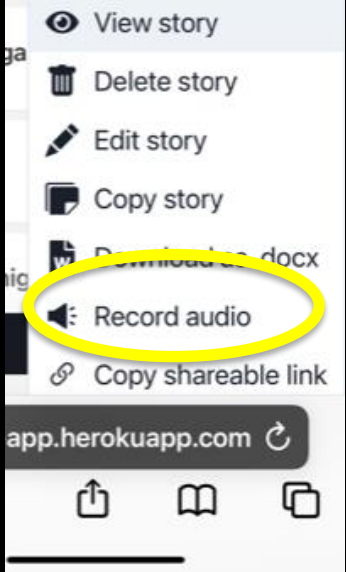
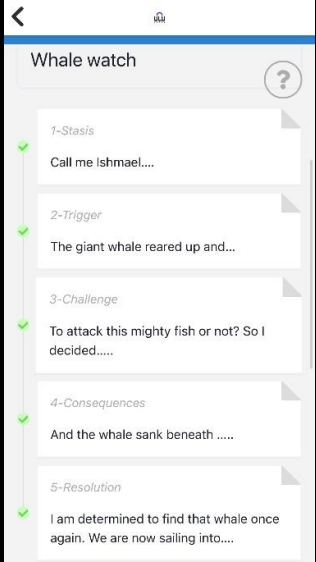
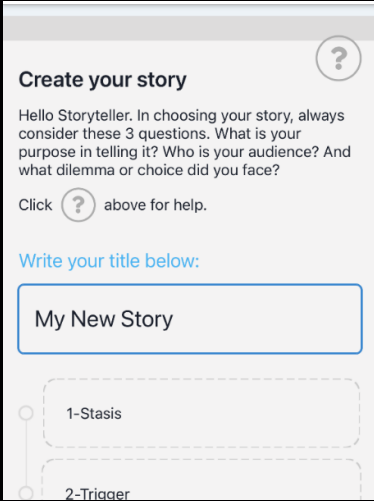
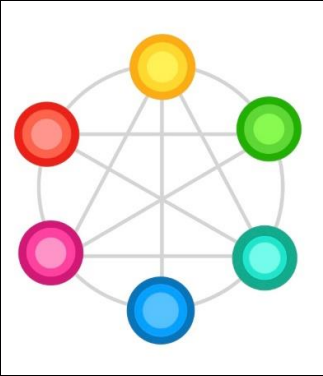
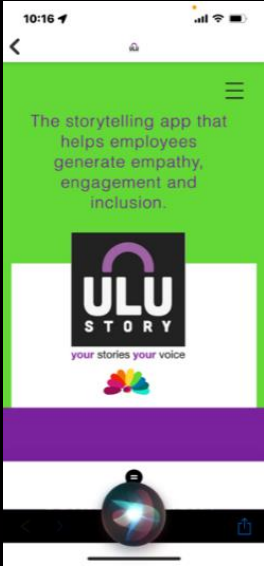
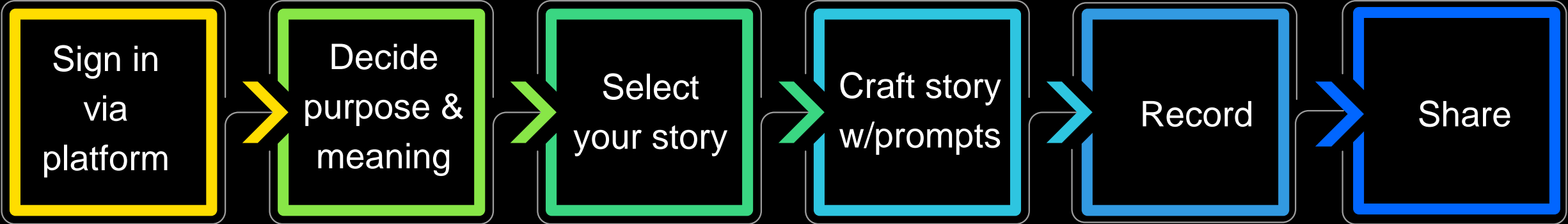
- team building
- conflict management
- identity building
- mentoring
- community building
- employee relations
- DEI support
- skill development
- recruiting
- onboarding

trust + empathy + inclusion

*Share your authentic self,
with discernment.*



Our story generator core app



ULUstory® B2B Storytelling Platform

- ✓ In-person storytelling workshop
- ✓ Integrated trust and empathy measurement tool (collective and/or individual)
- ✓ Team-building storytelling platform for internal community building
- ✓ PAAS (Platform-as-a-Service) for securely managing all content
- ✓ Integrated DEI learning opportunities
- ✓ Writing and critical thinking tools
- ✓ Meaning-finder tool (diversityDNA®)

Check us out!
ULUstory crumbles walls
ULUstory connects us



bring your stories to life





Westchester County
**Human Rights
Commission**



**Our clients are
as diverse as
our stories**

**social media
universities
theater
human rights orgs
public benefit corps
government
childhood education
ESG**

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diversityDNA® app

CEO
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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



Leonel Azuela
vendor, lead developer

Founder & CEO
QUAXAR

Co-founder
Evolution Code

**CEO & Director of Develop-
ment and Alliances**
Grupo Brisa

Co-Founder
Miami Business Pro

Associate
Deutsche Bank

Business Analyst
McKinsey

Underdirector of Agreements
Presidency of Mexico



Soo Mentor
CIO, HR/DEI

Associate Director, DE&I,
Regeneron

**Vice President, Global
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Morgan Stanley

Manager, D&I
MasterCard

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Starwood Hotels & Resorts



Mike Brady
Advisor

Interim President
Imagine That

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Business Mentor
Conscious Venture Lab

President and CEO
Greyston

Interim President, USA
Sheltersuit Foundation

Co-Founder
M. Brady Enterprises

VP, Global Business Development,
Microsoft

"oo-lee" | you + you = us

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