



CRASHCOURSE

BY TEACHAIDS

**CONCUSSION
EDUCATION
REIMAGINED
FOR TODAY'S
GENERATION**

1 IN 5 HIGH SCHOOL ATHLETES WILL GET A CONCUSSION

More than 2.5 million young people suffer a concussion in the United States each year.

With proper care, most concussions can heal within 10 days, but the overwhelming majority of students, parents, and coaches are unaware about the latest science around prevention and treatment of concussions. If not treated properly, a concussion may have lasting physical, emotional, and cognitive effects.



“CrashCourse by TeachAids is grounded in integrity and is fast becoming a model program for improving the culture of concussion safety in sport.”

DR. BRIAN HAINLINE,
CHIEF MEDICAL OFFICER, NCAA



CHANGING THE WAY YOUNG PEOPLE UNDERSTAND CONCUSSIONS.

CrashCourse is a video-based interactive learning experience for students, parents, coaches, officials, and youth sports organizations. It was designed in collaboration with leading national subject matter experts and evaluated using rigorous qualitative and quantitative research methods across a number of studies. All research was conducted through Stanford University and formally approved by their Institutional Review Board.

CRASHCOURSE IS:



RESEARCH-BASED



INTERACTIVE



MULTI-SPORT



VIRTUAL REALITY



BRUCE LOVE, NFL RB; UNANIMOUS ALL-AMERICAN, STANFORD UNIVERSITY

After two years of research, six months of production, and thousands of hours of user-testing, CrashCourse provides students, parents, coaches, and officials with the latest medical knowledge on the prevention and treatment of concussions.



CRASHCOURSE PRODUCT SUITE:



INTERACTIVE VIDEO-BASED FILMS

- Multi-Sport Athlete Version (also in Virtual Reality)
- Multi-Sport Youth Coaches/Officials/Parents Version
- Multi-Sport High School Coaches/Officials/Parents Version



STORYWALL

- Over 500 short video narratives for those impacted by this invisible injury
- Personal stories include cause of injury, description of symptoms, and helpful personal suggestions
- Each symptom includes a short video by a leading medical expert in the associated field
- Designed as a resource for concussion sufferers, parents, coaches, officials, teachers, and the medical field



BRAIN FLY-THROUGH

- With Stanford Medicine's cutting-edge technology, the Brain Fly-Through takes the learner inside an actual human brain
- To visualize and explore its complexity, the fly-through will showcase the brain's blood vessels, nervous system, and cerebrospinal fluid cavities
- The interactive learning experience will be available online and in Virtual Reality

ANTICIPATED IMPACT

10K+

SCHOOLS AND SPORTS ORGANIZATIONS

in major school districts in the United States

82

COUNTRIES

Leverage distribution through TeachAids' existing footprint

100M+

PEOPLE

Estimated reach of children, parents, and coaches worldwide in the next 5 years

SUPPORTED BY

CrashCourse was designed by a world-class team of academics, researchers, doctors, and athletes associated with the following institutions and organizations



AMBASSADORS



BOB BRYAN

All-time World Doubles Tennis Champion. 23 Grand Slam Doubles titles. Olympic Gold Medalist with his twin brother Mike.



MIKE BRYAN

All-time World Doubles Tennis Champion. 22 Grand Slam Doubles titles. Olympic Gold Medalist with his twin brother Bob.



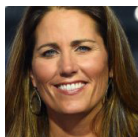
NATALIE COUGHLIN

Three-time Swimming Olympic Gold Medalist. Twelve-time Olympic Medalist. Most all-time Olympic medals by a female swimmer. World Swimmer of the Year.



KATE COURTNEY

World Cup Champion and Professional Mountain Bike Racer. Twelve-time National Champion. First American woman to win a World Cup since 2001.



JULIE FOU DY

US Soccer Hall of Fame and ESPN Analyst. Two-time World Cup Champion. Two-time Olympic Gold Medalist.



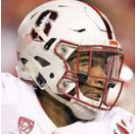
KATIE LEDECKY

Five-time Swimming Olympic Gold Medalist. Fifteen-time World Champion, a record for female swimmers. Five-time World Swimmer of the Year.



RONNIE LOTT

Pro Football Hall of Fame. Four-time Super Bowl Champion. Eight-time All-Pro.



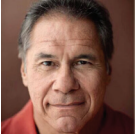
BRYCE LOVE

Doak Walker Award Winner as nation's best running back. Heisman Trophy runner-up. Unanimous first team All-American.



NNEKA OGWUMIKE

WNBA MVP. Led the Los Angeles Sparks to a WNBA Team Championship and named the league's Most Valuable Player.



JIM PLUNKETT

Heisman Trophy Winner. Two-time Super Bowl Champion. Super Bowl MVP.



CARLIJN SCHOUTENS

Speed Skating Olympic Bronze Medalist. Second overall at the 2018-19 World Allround Speed Skating Championships.



MAGGIE STEFFENS

Two-time Water Polo Olympic Gold Medalist. Two-time World Champion. Two-time World Cup Champion. Led team to 3 NCAA championships.



BRENDA VILLA

Water Polo Olympic Gold Medalist. Water Polo Player of the Decade. Four-time Olympic Medalist.



STEVE YOUNG

Pro Football Hall of Fame. Three-time Super Bowl Champion. Two-time NFL MVP.

"The CrashCourse materials by TeachAids have been an outstanding resource for our young athletes. It's been incredible to watch the tremendous momentum around this initiative expand across our country."



JULIE FOUDY,
TEACHAIDS AMBASSADOR, OLYMPIC GOLD MEDALIST



MEDICAL ADVISORS



DR. GEOFFREY ABRAMS

Orthopaedic Surgeon, Stanford Medicine. Director of Sports Medicine at Lacob Family Sports Medicine Center. Assistant Team Physician to the Golden State Warriors and San Francisco 49ers.



DEAN MICHELE BARRY

Senior Associate Dean of Global Health, Stanford Medicine. Director of the Center for Innovation in Global Health. Drs. Ben and A. Jess Shenson Professor of Medicine and Tropical Diseases.



DR. JOSH BLOOM

Team Physician, USA Baseball. Medical Director, Carolina Sports Concussion Clinic. Team Physician and Medical Director, Carolina Hurricanes (NHL). Partner Physician, Carolina Family Practice & Sports Medicine.



DR. JAMES CHESNUTT

Medical Director, Oregon Health & Science University Concussion Program. Co-Director of the Oregon Concussion Awareness and Management Program. Member of Oregon Governor's TBI Task Force.



DR. DAVID CIFU

Associate Dean for Innovation and System Integration, Virginia Commonwealth University School of Medicine. Senior Traumatic Brain Injury Specialist at the U.S. Department of Veterans Affairs. Principal Investigator of the Chronic Effects of Neurotrauma Consortium.



DR. HARVEY COHEN

Professor in Pediatrics, Stanford Medicine. Former Chairman of the Department of Pediatrics at Stanford University. Board of Trustees of the Lucile Packard Foundation for Children's Health.



DR. JOHN CORRIGAN

Director, Ohio Valley Center for Brain Injury Prevention and Rehabilitation. Editor-in-Chief *Journal of Head Trauma Rehabilitation*. Board of Directors of the Brain Injury Association of America.



DR. DANIEL DANESHVAR

Neuroscientist specializing in CTE, Stanford Medicine. Researcher at Boston University CTE Center. Key author in leading study on CTE in 111 former NFL players.



DR. JAMSHID GHAJAR

Founder and President, Brain Trauma Foundation. Founding Director of Stanford Concussion and Brain Performance Center. Clinical Professor of Neurosurgery, Stanford Medicine.



DR. GERALD GRANT

Division Chief of Pediatric Neurosurgery, Stanford Medicine. Director of Blood-Brain Barrier Translational Laboratory. Professor of Neurosurgery, Stanford Medicine.



DR. BRIAN HAINLINE

Chief Medical Officer, NCAA. Clinical Professor of Neurology, Indiana University School of Medicine and NYU School of Medicine.



DR. ODETTE HARRIS

Professor of Neurosurgery, Stanford Medicine. Deputy Chief of Staff at Veterans Affairs Palo Alto Health Care System. Director of Brain Injury, Stanford Medical Center.



DEAN THERESA HERNÁNDEZ

Associate Dean for Research, Arts & Science, University of Colorado, Boulder. Professor of Psychology and Neuroscience. Director of Clinical Assessment of Injury, Recovery & Resilience Lab.



DR. ANGELA LUMBA-BROWN

Co-Director, Stanford Concussion and Brain Performance Center. Lead author of new set of pediatric mTBI guidelines by Centers for Disease Control and Prevention. Pediatric Emergency Medicine Physician.



DR. WILLIAM MALONEY

Chair of Orthopaedic Surgery, Stanford Medicine. President of the American Academy of Orthopaedic Surgeons. Team Physician for the Golden State Warriors and San Francisco 49ers.



DR. GORDON MATHESON

Professor Emeritus of Orthopaedic Surgery, Stanford Medicine. Founder of *Clinical Journal of Sport Medicine*. Former team physician for Stanford, the Canadian Olympic Hockey Team, the Vancouver Canucks (NHL), and the Golden State Warriors (NBA).



DR. DOUGLAS OWENS

Director of Center for Health Policy, Stanford Medicine. Director of Center for Primary Care and Outcomes Research. Vice-Chairperson for US Preventive Services Task Force. Professor of Medicine.



DR. GEORGE RUTHERFORD

Salvatore Pablo Lucia Professor of Epidemiology, Preventive Medicine and Pediatrics, UCSF. Director of the Prevention and Public Health Group at the Institute for Global Health Sciences. Member of National Academy of Medicine panels on traumatic brain injury in military populations and veterans.



DR. LEE SANDERS

Division Chief of General Pediatrics, Stanford Medicine. Co-Director of Stanford Center for Policy, Outcomes and Prevention. Associate Professor of Pediatrics, Lucile Packard Children's Hospital.



DR. GARY STEINBERG

Chair of Neurosurgery, Stanford Medicine. Founder of Stanford Neurological Simulation and Virtual Reality Center. Founder and Co-Director of Stanford Stroke Center. Professor of Neurosurgery.



DR. MICHAEL STUART

Chief Medical and Safety Officer, USA Hockey. Professor of Orthopedic Surgery and Chair of the Division of Sports Medicine, Mayo Clinic. Co-Director of Sports Medicine and Chair, Mayo Clinic Sports Medicine Specialty Council.



DR. PAUL WISE

Professor of Child Health and Society, Stanford Medicine. Co-Director of March of Dimes Center for Prematurity Research. Advisory Council Member of National Institute of Child Health and Human Development at NIH.



DR. MAYA YUTSIS

Lead neuropsychologist, Stanford Concussion and Brain Performance Center. Team Neuropsychologist, SF 49ers. Associate Director of Clinical Neuropsychology Core, Stanford Alzheimer's Disease Research Center. Clinical Assistant Professor.

ATHLETIC ADVISORS



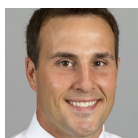
MEGAN AZEBU

Stanford Synchronized Swimming. As former Stanford assistant coach, helped lead the team to 2018 Collegiate National Championships title in trio and solo. Head Coach of the 2018 13-15 Junior National Team.



AMY BOKKER

Ohio State Women's Lacrosse. Led Stanford team to six conference titles and eight NCAA tournament appearances over 11 seasons as head coach.



JASON BORRELLI

Stanford Wrestling. Led wrestlers to their first Pac-12 Team Championship. Pac-12 Coach of the Year.



JACK CLARK

UC Berkeley Rugby. Led team to 29 national collegiate titles. Former Head Coach of the U.S. National team. Member of the U.S. Rugby Hall of Fame.



TARA DANIELSON

Stanford Women's Field Hockey. Led team to five straight NorPac Conference Championships. Four-time NorPac Coach of the Year.



DAVID ESQUER

Stanford Baseball. Led team to Pac-12 Conference Championship. Pac-12 Coach of the Year.



THOM GLIELMI

Stanford Men's Gymnastics. Led program to three NCAA Championships. Three-time National Coach of the Year.



PAUL GOLDSTEIN

Stanford Men's Tennis. As a player, led team to four straight NCAA team championships. Pac-10 Player of the Year. Pac-12 Coach of the Year.



DICK GOULD

Emeritus: Stanford Tennis. Led program to 17 NCAA Team Championships. Thirteen former players hold 72 Grand Slam championship titles.



JEREMY GUNN

Stanford Men's Soccer. Led team to three NCAA Championships. National Coach of the Year.



JEROD HAASE

Stanford Men's Basketball. Led team to highest finish and most league victories in 10 seasons in 2018.



KEVIN HAMBLY

Stanford Women's Volleyball. Led team to NCAA Championship. Former President of American Volleyball Coaches Association and National Coach of the Year.



TED KNAPP

Retired: Stanford Men's Swimming. Swimmers set 20 world records. Coached 19 Olympians, including several gold medalists.



SARA LOWE

Founder, Sara Lily Advising. Former Stanford Synchro Head Coach. Led team to two national championship titles. Two-time USA Synchro Coach of the Year.



GREG MEEHAN

Stanford Women's Swimming. Led program to three consecutive NCAA Championships. Three-time NCAA Swimming Coach of the Year. Head Coach Women's Olympic Team 2020.



CHRIS MILTENBERG

University of North Carolina Track & Field. Led Stanford cross country team to two Pac-12 Championships. Two-time Pac-12 Cross Country Coach of the Year.



ROB POULOS

Sequoia High School Football. Former Athletic Director, overseeing more than 20 sports programs.



PAUL RATCLIFFE

Stanford Women's Soccer. Led team to two NCAA Championships. Three-time NSCAA National Coach of the Year.



DAN SCHEMSEL

Stanford Men's Swimming. Led University of Hawai'i team to three MPSF conference championship titles and 57 individual conference champions. Three-time MPSF coach of the year.



DAVID SHAW

Stanford Football. Led team to three Pac-12 Championships. Three-time Pac-12 Conference Coach of the Year. Winningest coach in Stanford football history.



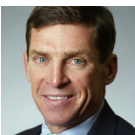
JOSH SUTCLIFFE

Stanford Rugby. Director of Rugby. Formerly served as Director of Coach Development at USA Rugby.



JOHN TANNER

Stanford Women's Water Polo. Led team to 7 NCAA Championships. Five-time National Coach of the Year.



BUDDY TEEVENS

Dartmouth Football. Led team to three Ivy League Championship. Leader in setting major football safety norms, including reducing tackling in practices.



TARA VANDERVEER

Stanford Women's Basketball. Led team to two NCAA Championships. Former Head Coach of 1996 U.S. Olympic Gold Medalist team. Four-time National Coach of the Year.



JOHN VARGAS

Stanford Men's Water Polo. Led team to NCAA Championship. Former Olympic Head Coach.



TABITHA YIM

Stanford Women's Gymnastics. Formerly competed for U.S. national team, and claimed U.S. title for floor exercise and beam.



"CrashCourse is such an important initiative for all youth, parents and coaches. I am proud to be associated with this effective educational program."

KATIE LEDECKY,
FIVE-TIME OLYMPIC GOLD MEDALIST,
TEAM USA

INDUSTRY AND SCIENTIFIC EXPERTS



RAY ANDERSON

Director of Athletics, Arizona State University. Former Executive Vice President of Football Operations at the NFL. Board member of National Football Foundation's College Football Hall of Fame.



SCOTT ANDERSON

Chief Customer Officer, SyncThink. Former Director of Athletic Training at Stanford. Former Chair of the Pac-12 Sports Medicine Committee.



ASAD AIYAZ

President of Marketing, Walt Disney Studios. Led marketing campaigns for Walt Disney Studios and Disney Live Action, Marvel Studios, LucasFilm and Pixar Animation Studios.



PROF. JEREMY BAILENSON

Professor of Communication, Stanford University. Founding Director of Stanford University Virtual Human Interaction Lab. Virtual Reality (VR) policy consultant for government agencies, including Congress.



CHELSEA BARABAS

Research Scientist, MIT Media Lab. Researcher on social consequences of AI and automated decision making systems. Former Head of Social Innovation for the Digital Currency Initiative at MIT.



KARL BENSON

Former Commissioner, Sun Belt Conference. Former Director of Championships at NCAA. Served as commissioner of the Mid-American Conference and Western Athletic Conference.



MATT BIRK

CEO, Matt Birk & Company. Board Member of USA Football and Professional Football Hall of Fame. Super Bowl Champion. Vice President of Development at American Youth Football.



BOB BOWLSBY

Commissioner, Big 12 Conference. Former Stanford Athletic Director, led team to win record-breaking 17 consecutive Learfield Sports Directors Cups.



BRIAN BULCKE

Former CFL Defensive Lineman. Holds 3 Grey Cup appearances, 2 CFL Most Outstanding Nominations and consistent Team Captain and Leader honors.



PROF. DAVID CAMARILLO

Assistant Professor of Bioengineering and Mechanical Engineering, Stanford University. Director of National Institute of Health (NIH) funded Camarillo Lab researching medical technology and biomechanics of concussion.



MALIE COLLINS

Former Program Manager, Stanford Neurosurgical Simulation and Virtual Reality Center. Led first VR-enabled clinics for spine and functional neurosurgery in US.



JENÉ ELZIE

Chief Growth Officer, Athletes First Partners. Former Vice President of NBA International Marketing. Global sports and entertainment executive. Sits on Board of Governors of the Stanford Alumni Association.



COBY FLEENER

All-American Football Player. NFL starter. Firsthand exposure to concussions throughout his NFL football career. Dedicated to finding the best ways to make the game safer.



DEAN SHELLEY GOLDMAN

Associate Dean, Graduate School of Education, Stanford University. Professor of Learning Science and Technology Design. Director of Research in Education and Design Lab at Stanford.



JOHN GOODMAN

Former President, Dockers Brand of Levi Strauss. Served as CEO of Mervyn's, Wet Seal, and Charlotte Russe Holding, Inc. Created clothing lines by celebrities like the Kardashians, Sofia Vergara, Sandra Lee, and Selena Gomez.



MIKE IZZI

Director of Athletics, California State University at Northridge. Extensive service in intercollegiate athletics and sports administration at Stanford and UC Irvine.



APARNA KHARE

Speech Scientist, Amazon. Core part of science team that launched the Amazon Echo. Expert on speech and language technologies.



SCOTT MCROBERTS

Director of Athletics, University of Guelph. Founding Associate Director of the International Institute for Sport Business and Leadership, College of Business and Economics.



BERNARD MUIR

Director, Stanford Athletics. In 2017-18, led Stanford to men's and women's 1st place finish in Capital One Cup, as well as Learfield Sports Directors' Cup. In 2018-19, led Stanford to seven national championships. NCAA Silver Anniversary Award Winner.



DR. GARY MUKAI

Director, Stanford Program on International and Cross-Cultural Education. Leads program to provide multidisciplinary curriculum and teacher development training in both domestic and global regions.



ANNE FIRTH MURRAY

Founder, Global Fund for Women. Consulting Professor of Human Biology at Stanford University. Renowned women's health activist and advocate. Nominated for the Nobel Peace Prize.



KAMRAN NAIM

Director of Partnerships & Initiatives, Annual Reviews. Executive Director of the Network for Information and Digital Access. Worked with US Department of State, USAID, and The World Bank to address global inequity.



DR. CHRIS NOWINSKI

Co-Founder and CEO, Concussion Legacy Foundation. Co-founder of Boston University CTE Center. Author of *Head Games: The Global Concussion Crisis*.



PROF. ROY PEA

Professor of Education, Stanford University. Founder and Director of Stanford's Human Sciences and Technologies Advanced Research Institute. Co-Director of Learning in Formal and Informal Environments Center.



TED ROBINSON

Award-Winning Sportscaster. Two-time Emmy Award winner. Announcer for NBC's coverage of the Olympics since 2000. Host and commentator of the Tennis Channel.



PROF. JOEL SAMOFF

Adjunct Professor of Humanities and Sciences and the Center for African Studies, Stanford University. Advisory Editor of the *International Journal of Educational Development*. Researcher and policy advisor for UNESCO and international aid agencies.



BETSY SCOLNIK

Former President of Digital Media, National Geographic. Founder of Scolnik Enterprises. Organizer of TEDWomen. Former Director of Content and Distribution for the Bill and Melinda Gates Foundation.



LARRY SCOTT

Commissioner, Pac-12 Conference. Served as chairman and CEO of Women's Tennis Association and COO of ATP Properties, a division of the Association of Tennis Professionals.



PROF. TINA SEELIG

Professor of Management Science and Engineering, Stanford University. Faculty Director of the Stanford Technology Ventures Program. Gordon Prize recipient from National Academy of Engineering.



PROF. ROBERT SIEGEL

Professor of Human Biology, Stanford University. Walter J. Gores Awardee for Excellence in Teaching. Research in electronic applications to science education and medical curriculum development.



RACHEL SKLAR

Founder and CEO, TheLi.st. Named to Fast Company's "League of Extraordinary Women." Founding Media Editor at the *Huffington Post*.



DR. PIYA SORCAR

Founder & CEO, TeachAids. Leads a team of world experts developing award-winning software used in 82 countries. Lecturer in Stanford Graduate School of Education. Adjunct Affiliate in Stanford University School of Medicine.



PROF. DECKER WALKER

Professor Emeritus of Education, Stanford University. Founder of Learning, Design, and Technology (LDT) program at Stanford. Author of *Fundamentals of Curriculum*.



DONNOVAN YISRAEL

Senior Mental Health and Wellbeing Educator, Vaden Health Center. Integrates emotional intelligence and positive psychology to educate on psychosocial factors affecting health-decision making.

"Virtual reality is making a substantial impact in behavioral health and can transform lives in a new and personal way. CrashCourse takes advantage of this medium to place learners in a 'real game' scenario to create a memorable and unparalleled learning experience."

MAILE COLLINS,
FORMER PROGRAM MANAGER, STANFORD NEUROSURGICAL
SIMULATION AND VIRTUAL REALITY CENTER



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TeachAids

TeachAids, founded at Stanford University, is an award-winning 501 (c) (3) social venture that creates breakthrough technology to solve persistent problems in health education around the world. Following the global success of its HIV education interactive software used in 82 countries around the world, CrashCourse is their second free health education program. TeachAids was recognized as an innovation that would “change the world” by *MIT Technology Review* and is the global laureate of *The Tech Awards* for benefiting humanity. TeachAids has been supported by Google, Microsoft, Barclays, UNICEF, and others, and partnered with 350+ governments, school systems, and NGOs worldwide.