Lead: Jesse Jacobson

Key Team Leaders:

Stephanie Chergi

Dov Jacobson

1992

1997

2004

ASPCA: Fetch
National Institute of Health: Brush Up
NYU Medical Center: Pete Armstrong
Director of National Intelligence: EoR
Acton Entrepreneurship Institute: Lemonade
Acton Entrepreneurship Institute: Price Point
DARPA: Tee Zero
Air Force Research Lab: Avant Guard
Air Force Research Lab: Battlefield Airman
Office of Naval Research: People Kit
US Navy: Swarmada
Army Center for Leadership: Influence Trainer
Vivendi: Meba

Field Museum: I See Sue
Smithsonian Institute: Red, Hot and Blue
National Science Foundation: Mouseprint
Blue Heat: Nintendo DS - ATV Super Tour
Random House: Lost Symbol
Passion Project: Gas Hogs
Simon & Schuster: Pie Jackers
Starlight Six: Drive-In Vasion
TBS: Know The Show: Seinfeld, Friends, etc.
Microsoft Studios: Hands on Atoms
IR&D: Reign of Ronin
Coca-Cola: Vanilla Coke Mystery Game
Coca-Cola: Pop Quiz
• Collaboration Tools
  • Computer Assisted Mediation/Signoff
  • Early and Iterative Ideation
  • Creative Contention to Consensus

• Manipulative Tools
  • Visualize Abstract Concepts
  • Solve Through Play
• Distributed Workflow
• Behavior Change
  24% Bias reduction
  ETS designed test
  JHU-APL conducted
  NIST did stats

• SME Collaboration
  • 2013 Boeing Performance Excellence Award
• Structured Cognitive Tools
Needs

• Informal logic experts
• Group dynamics experts
• Program management

Offers

• Development
• Usability
• Creativity
• Ideas Reduced to Practice
Jesse Jacobson
Strategic Director

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