CONFIDENTIAL

[Michael Yuen]

Our recommended position, ethos, message, and content strategy. The thinking behind each call, and what it sets up.

ARCBOUND

The *spine* of the strategy

Five sections run from the problem you solve to the channels where the brand shows up.

01 FOUNDATION

The classroom problem, your brand beyond StarCoach, what we heard, the founder's arc, and four goals

02 AUDIENCE

District leaders first, with funders, stages, teachers and investors alongside

03 POSITIONING & ETHOS

One position in the field and in the classroom, the vision and mission, six convictions, one idea, your brand ecosystem, what makes content perform, and the edges

04 EXPRESSION

The dry, concrete voice, with example hooks and lines set against it

05 CONTENT & ACTIVATION

Six subjects to publish on, the channels and their cadence, and what happens next

STARCOACH

One teacher cannot sit beside every stuck student. Many stay *quiet*.

You built StarCoach for that classroom, and you asked us to give it one public voice that reaches beyond the schools you already serve.

A new class arrives every term, with some students in a sixth grade room working at a kindergarten level. The students who fall behind are passed along year by year, and some reach graduation having failed math all through school.

YOUR WORDS

“I want to help, but there's no way I can help each one of them.”

MICHAEL YUEN

You were building and telling *stories* long before StarCoach.

Engineering at UCLA, two technology companies, years of screenwriting in Hollywood and the Creative Thinking program in Beijing all came first. The brand is yours, and StarCoach is the company it serves today.

Each one feeds the other. Your storytelling is how the pilot reaches funders, editors and stages, and StarCoach is the proof behind what you say about AI and education. The same voice can carry your films and whatever you build next.

YOUR WORDS

“the future is using storytelling, using power of technology, combining it to help change people's mind”

DISCOVERY 2 · SEP 25, 2026

What we heard and what it *means*

Three findings point to one brand, built on your own line and led by the technology.

YOUR LINE

You named AI coaching for education equity as your own subject.

→ It becomes the position and the thought leadership goal.

COACHING

You define coaching by what it leaves behind, a habit and a student who faces the next problem with confidence.

→ The edges of the brand sit where tonight's answer stops.

HOLLYWOOD

You want the technology story to lead for the readers you are writing to, with Hollywood in support.

→ Film earns a place on the arc and in one pillar, and never leads.

YOUR WORDS

"we fuse it together with the personal side. And so that can become my gig."

The founder's *arc*

You trained as an engineer, built new technology, wrote films, and now build the encouragement one teacher gave you.

EARLY FOUNDATION

CHILDHOOD

At about eleven you sold jokes to a newspaper, your first paid work.

LOWELL HIGH SCHOOL

Your teacher told you to move on to AP English, and you still credit that teacher with the confidence to write.

UCLA

You moved from aerospace to mechanical engineering, and a professor you built prototypes for found you a first summer job at the Aerospace Corporation.

HOLLYWORLDS

From 1997 to 1999 you were a creative director, building 3D games for film and television.

PROOF THAT LEADS

APPTERA

You founded a speech recognition company and closed Bank of America as its first enterprise customer.

3 DRAGONS ENTERTAINMENT

From 2005 to 2020 you built the Showbucks video apps while writing screenplays.

THE GOLDEN CITY

In 2022 your screenplay was a Nicholl semifinalist.

CREATIVE THINKING

You set up after-school programs in Beijing that taught creativity and language through film, and you call them the beginning of StarCoach.

STARCOACH AI

In 2024 you founded it as a tool for teachers, then rebuilt it as a coach for students within weeks.

THE PILOT

In spring 2026 three middle schools piloted StarCoach, and you wrote the IEEE Computer column on it.

NOW AND NEXT

NOW

StarCoach AI is selling to its first schools and districts, with a November slot at CMC South.

NEXT

This brand, with a site and a weekly LinkedIn rhythm that carry your work to more district leaders.

Goals

Authority comes first, followed by reach, clarity and a category of your own, and all four build a platform that is yours.

AUTHORITY — RANKED FIRST

You and StarCoach known as the thought leaders in AI-powered personal coaching for education, built on your line: education equity.

REACH

Media, podcasters and conferences beyond the school districts, so the story travels past the people who already know StarCoach.

CLARITY

School leaders and investors who look you up find all the answers quickly, in one coherent place.

CATEGORY

The idea that every child deserves a trusted personal coach, owned by you while the space is open.

PLATFORM

FOR YOU, LONG TERM

A name of your own that opens doors professionally, creatively and philanthropically, from boards, advisory roles and stages to your films and the foundations you want to work with. StarCoach is where that platform starts: every school it reaches and every result it proves adds to the credibility you carry into whatever comes next.

Who this is *for*

The district leader choosing what reaches a classroom.

DECIDES · THE BUYER

District leaders, school leaders and principals buy for their schools, and after-school program leaders buy for theirs. Teachers will only use what adds no work.

LISTENS IN · THE FUNDERS

Foundation and social impact funders, often people who now want to fund a school or leave a legacy in education.

LISTENS IN · THE STAGES

Conference organizers, editors and podcast hosts. A talk, a byline or a podcast spot puts the pilot in front of the district leaders who listen and read.

LISTENS IN · THE TEACHERS

Teachers, who assign StarCoach to the class and use the time to help a few students one on one.

ALSO READING · THE INVESTORS

Impact investors, who look up StarCoach and you together.

YOUR BRAND · BEYOND STARCOACH

Founders who come to you for advice, **directors and producers** for the films you want to make with AI, **foundation leaders** looking for a builder in education, and **AI conference organizers** with an AI-for-good track.



Enter Michael Yuen

Every student gets a coach who stays on their side, whatever their family can pay, and you are the engineer and storyteller building it. StarCoach is the AI math coaching program schools assign and students run, building math thinkers who can take on any problem.

THE GAP — Help outside class is bought by the hour, so only families who can pay get it, and it goes to homework answers more than to thinking.

FOR THE DISTRICT AND ITS TEACHERS

You are the founder who gives each teacher a coach for the whole class, so the teacher can sit down with the few students who need one on one help.

FOR THE FIELD

You are the thought leader showing that AI can do good for children, starting with AI coaching for education equity, with a pilot and a published column behind it.

Vision and *mission*

VISION

Every student has a trusted personal coach, whatever school they attend.

MISSION

Build AI coaching that teachers assign and students trust, starting with the students schools reach least, and use your voice as an engineer and storyteller to show educators, funders and families what technology can do for a child.

MESSAGE StarCoach puts a coach on every student's side, and Michael Yuen is the technical creative storyteller building it.

The beliefs that *drive* you

Six convictions, each one visible in how StarCoach works with a student.

ENCOURAGEMENT

Knowledge is on tap, so what students lack is someone on their side, and a student in the pilot called StarCoach a friend on her side.

HABITS

A coach teaches a way of working, so StarCoach is a year long program built around problem-solving strategies and habits.

CONFIDENCE

You want a student who meets the next math problem without fear, because the coach is trained to stay affirmative.

CREATIVITY

You built Creative Thinking for students in Beijing trained to memorize for exams, because years of that training leave little creativity by graduation.

TEACHERS

A teacher assigns StarCoach and sits back to work one on one with the few who need it, because teachers do not want more work.

MISTAKES

A student can miss and keep going, because adaptive tools leave students feeling punished.

YOUR WORDS *“knowledge now is on tap. But we still need that human connection, the encouragement”*

Every kid deserves a *trusted personal coach*

A teacher assigns the work, the coach guides each step, and the student builds a habit of thinking.

WHERE IT IS HEADED A coach for every student, starting with math, then language and science.

01

ASSIGN

The teacher assigns a workshop to the class, and each student works through it with the coach.

→

02

COACH

The coach reads the student's work and gives a nudge, then a clue, then a parallel worked example, and continues until the student works it through.

→

03

BUILD

The program is designed as a year of about a hundred workshops, built to teach strategies, reasoning and the confidence to meet the next problem.

THE PROOF

In spring 2026, three middle schools in a Washington district piloted StarCoach. The 79 students who finished all six workshops and both assessments **gained 10.1 points on average, from 46% to 56% correct.** It was a single-arm pilot, with data from the company's own platform.

Your brand *ecosystem*

Four backgrounds gave you the toolkit to build StarCoach, and the credibility of each brand adds to the other.



YOUR CREDIBILITY

Nicholl semifinalist · IEEE Computer column
Bank of America closed · UCLA engineering

STARCOACH CREDIBILITY

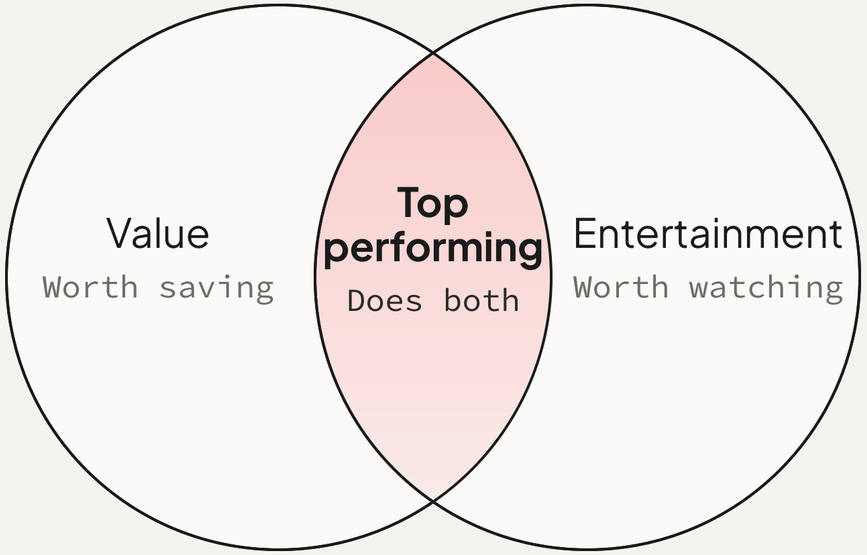
+10.1 pts

46% to 56% correct · 79 students · spring 2026 pilot

What makes content *perform*

The best content does both, and every piece starts with the audience.

AUDIENCE-FIRST



REACH Extends to new audiences

CREDENTIAL-FIRST



Builds ethos and credibility

REACH Limited to friends and family

What this brand is and what it is *not*

Four commitments define the brand, and four lines keep it credible on every page.

THIS BRAND IS

Coaching that builds a habit.
A coach on the student's side, in a program that teaches how to work through a problem.

Built with teachers.
The teacher assigns it to the class, and the coaching adds no work to the teacher's day.

Proof with its number.
Every result is printed beside the number of students behind it.

An engineer first.
A storyteller second, with every word approved by you before it runs.

THIS BRAND IS NOT

An answer on demand.
Tonight's homework answer ends with the homework, and coaching is meant to outlast it.

A teacher replacement.
The teacher assigns the coaching and stays in the room, working with students one on one.

A claim beyond its proof.
A result prints with its number of students, and a credential prints as exactly what it is.

Hollywood as the headline.
Film supports the technology story and never leads it.

How you *sound* online

Dry, quick and concrete, with the volume set by the point; the hooks are written in your voice.

SOUNDS LIKE YOU

"A teacher with thirty students can coach one of them at a time. The other twenty nine still need someone."

"Knowledge is on tap now. Encouragement is the part still in short supply."

"A coach asks the next question until the student sees the answer."

"We built StarCoach for teachers first, then rebuilt it for students in a few weeks."

EXAMPLE HOOKS, WRITTEN IN YOUR VOICE.

DOES NOT SOUND LIKE YOU

/ *"Instant answers to every homework question, any time of night."*

/ *"Five hacks to boost your test scores overnight."*

/ *"Thrilled and humbled to share our latest milestone in EdTech."*

/ *"Leveraging AI-driven synergies to transform learning outcomes at scale."*

WRITTEN FOR CONTRAST; THE FIRST SOUNDS LIKE A HOMEWORK ANSWER SERVICE.

Pillars

Six subjects, each one already part of what you say, build or teach.

01	Students who stay quiet	For the teacher who sees the back row. *"The student who never raises a hand"*	SERVES: REACH
02	Education equity	For the funder who wants to know whose model works. *"What our pilot taught me about who gets help"*	SERVES: AUTHORITY
03	Building with AI	For the reader who wants to see how an AI coach gets built. *"We rebuilt our product for students in a few weeks"*	SERVES: CLARITY
04	Storytelling	For the conference organizer who wants a speaker with a story. *"What a screenplay taught me about a math lesson"*	SERVES: REACH
05	Teachers who changed us	For anyone who remembers the teacher who believed in them. *"The English teacher who told me to move on to AP"*	SERVES: CATEGORY
06	Founder lessons	For the founder or investor who wants what decades of building taught you. *"What Bank of America taught me about selling to schools"*	SERVES: AUTHORITY

Channels and *cadence*

A weekly LinkedIn post and a monthly article carry the work, with speaking, your own site and a later podcast alongside them.

LinkedIn UP TO 1X A WEEK	Text posts, carousels and commentary on AI in schools.	CONTRACTED, STARTING ONCE THE BRAND FOUNDATION IS SET
Long form article UP TO 1X A MONTH	The research base your thought leadership stands on.	CONTRACTED
The owned site	Your own site, separate from StarCoach's.	IN DESIGN
Speaking	Math conferences, beginning in November with CMC South.	ACCEPTED
Podcast	Conversations with the teachers, coaches and mentors who changed a guest's life.	DEFERRED, A LATER BET

What happens *next*

The strategy comes first, and the homepage, site and first posts follow in order.

01	APPROVE THE STRATEGY	We workshop the strategy, product architecture and financial model with you, and homepage copy follows your approval. The product architecture call is on Tuesday, October 13.
02	PHASE 1 DESIGN	We work through the first round of your visual identity together the same day, ahead of that call.
03	HOMEPAGE COPY	Written in your voice, with one round of review from you. The next meeting, on Wednesday, October 14, syncs the strategy and turns to the copy.
04	HOMEPAGE DESIGN	The approved copy goes into the homepage design, which we review on Thursday, October 22.
05	SITE BUILD	Our head of development builds the site and its interior pages from the site map.
06	LINKEDIN	Your profile is set up and the content team starts publishing.

Strategy is a set of choices about what to do, and just as much, *what to refuse.*