

This is a strategic blueprint for a **Digital Product Line** (Training Video Library). This moves the business model from "High-Touch Consultancy" (Service) to "Scalable Product" (Asset).

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# PRODUCT LINE: THE "NEURO-BRIDGE ACADEMY" (B2B Video Library)

## I. THE VIDEO CURRICULUM (5 Modules)

*Format:* Micro-learning (5-8 minutes per video). High production value. No "talking heads"—use motion graphics and screen-capture demonstrations.

### MODULE 1: THE FOUNDATION (The "Why")

1. **"The Double Empathy Problem"** (Animated Explainer).
  - *Visual:* The "Blue Grid vs. Color Explosion" minds (from your pitch deck).
  - *Goal:* End the stigma. Prove it's a "Signal Mismatch," not a deficit.
2. **"The Hidden Tax: Calculating Your Cognitive Churn."**
  - *Content:* How masking drains battery. The 60/40 energy split.

### MODULE 2: OPERATIONAL PROTOCOLS (The "How")

3. **"Stop Speaking Vague: The Definition of Done."**
  - *Training:* How to write instructions that are bullet-proof for literal thinkers.
4. **"The Traffic Light System: Managing Interruptions."**
  - *Training:* Implementing Red/Yellow/Green status indicators in Slack/Teams.
5. **"The User Manual Workshop."**
  - *Training:* Guided session on how to write your own "Operating Instructions."

## MODULE 3: FOR MANAGERS (The "Who")

6. **"Managing the Spiky Profile."**
  - *Training:* How to assign work based on high-strengths, not "rounded" expectations.
7. **"Feedback without Friction: The Direct Approach."**
  - *Training:* How to give blunt, honest feedback without triggering Rejection Sensitive Dysphoria (RSD).

## MODULE 4: FOR TEAMS (The "We")

8. **"Body Doubling 101."**
  - *Training:* How to work "together-alone" to beat inertia.
9. **"The Camera-Optional Culture."**
  - *Training:* Why looking away helps listening. Normalizing fidgeting.

## MODULE 5: CRISIS MANAGEMENT

10. **"Meltdown vs. Tantrum: A Guide."**
    - *Training:* How to recognize sensory overload and what to do (Low lights, space, no questions).
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## II. PRICING STRATEGY (The "Seat License" Model)

We price this as a **Corporate License** (Annual Recurring Revenue - ARR), not a one-time purchase.

### Tier A: The "Team Pilot" (Small Biz / Single Dept)

- **Target:** Startups (<50 employees) or single Creative/Dev teams.

- **Price: \$2,500 / Year.**
- **Includes:** Access for up to 50 users. PDF Templates.

### Tier B: The "Enterprise Core" (Mid-Market)

- **Target:** Companies with 100 - 500 employees.
- **Price: \$12,000 / Year.**
- **Includes:** Unlimited Access. LMS Integration (SCORM files to put on *their* system). Quarterly "Live Q&A" webinar.

### Tier C: The "Global Scale" (Large Corp)

- **Target:** 1000+ employees.
- **Price: \$45,000 / Year.**
- **Includes:** White-labeling (Branded with *their* logo). Custom intro video from their CEO.

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## III. TARGET MARKET (The "Digital" Buyer)

This product targets a slightly different buyer than the consultancy. We target the **Learning & Development (L&D)** budget, which is often distinct from HR or Operations.

- 1. Remote-First Tech Companies:**
    - *Why:* They rely 100% on digital comms. The "Traffic Light" and "Definition of Done" modules are critical for them regardless of neurodiversity.
    - *Targets:* Gitlab, Zapier, Automattic, Basecamp.
  - 2. University Research Labs:**
    - *Why:* High concentration of Autistic researchers; often have mandated grant budgets for "Inclusion Training."
    - *Targets:* MIT Media Lab, Stanford Research, University of Toronto.
  - 3. Accounting & Actuarial Firms:**
    - *Why:* Detail-oriented professions with high neurodivergent traits but rigid, old-school cultures that need modernizing.
    - *Targets:* Deloitte, KPMG, regional CPA firms.
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## IV. ENTRY & EXIT STRATEGY

### ENTRY STRATEGY (The "Trojan Horse")

- **The Hook:** Do not sell "Neurodiversity Training" initially. Sell "**Remote Team Efficiency Training.**"
- **The Tactic:** Offer Module 3 ("Stop Speaking Vague") for free on LinkedIn/YouTube as a "teaser." It solves a universal pain point (bad meetings).
- **The Up-Sell:** Once they see the efficiency gain from one module, pitch the full "Neuro-Bridge System" to the L&D Director.

### EXIT STRATEGY (The Acquisition)

- **The Goal:** Build the library into a recognized IP (Intellectual Property) asset with recurring revenue (ARR).
- **The Timeline:** 3 - 5 Years.
- **The Buyer:**
  1. **Large HR-Tech Platforms:** (e.g., Workday, Lattice, BambooHR) looking to add proprietary content to their bundles.
  2. **Massive DEI Consultancies:** (e.g., Korn Ferry) needing to modernize their offering.
  3. **LinkedIn Learning:** Acquisition of the course library.
- **Valuation Target:** 5x - 8x Annual Revenue. (e.g., If you reach \$500k ARR, sell for \$2.5M - \$4M).