

# Cornerstone Kids



*Healthy Kids and Families*

## Introducing: Cornerstone Kids

Coming soon to [www.jumpstartmicro.com](http://www.jumpstartmicro.com)

Our Crowdfunding Portal Site

### 'Healthy Kids and Families are our Main Concern'

Our *Healthy Kids Initiative*, the backbone of our company, focuses on four key areas:

**Environment & Mental Health,  
Learning, Family Values, and Nutrition**

Not all childcare centers are created equally! Introducing Cornerstone Kids, a new type of daycare where 'Healthy Kids and Families are our Main Concern' Our environment significantly reduces bacterium, viruses, or other microorganism as small and viscous as the flu virus that can cause diseases which creates a healthier environment – this Cornerstone Kids' healthier environment solution is not found in existing daycare buildings.



Cornerstone Kids, Inc. is a South Carolina corporation that plans to build its first 10,000-square foot state-of-the-art, ecofriendly childcare facility in Aiken, SC. The facility will become the prototype facility for **200 nationwide childcare franchise centers**. We focus on all aspects of health at the most critical time for a child: *as they first start to learn*.



Cornerstone Kids has outsourced the design and construction of its Aiken, South Carolina location and its projected 200 additional franchise locations to national award winning **Insulsteel™ Building Sciences, LLC**, headquartered in Charleston, South Carolina. Insulsteel has

wood framing and can meet commercial building code requirements for U.L. two-hour rated firewalls.



Insulsteel buildings are routinely rated as **LEED Platinum Buildings**, the highest level of achievement.

The U.S. Green Building Council (USGBC) named **Insulsteel as the Top U.S. Builder** with revenues under \$100 million. The U.S. Department of Energy (D.O.E.) has named **Insulsteel** to its "**Top 1% of US Builders**" in recognition of constructing ZERO ENERGY Buildings.



U.S. DEPARTMENT OF  
**ENERGY**  
Energy Efficiency &  
Renewable Energy

Since 2014, the US Environmental Protection Agency has named Insulsteel as a "Partner" in the EPA Indoor AirPLUS program. The Partner Program recognizes leading organizations that promote safer, healthier, and more comfortable indoor environments.



Cornerstone Kids research has determined that no other U.S. building enclosure system compares to Insulsteel's high-performance standards in building design, construction costs and most importantly, a safe environment for our kids' health, well-being, and cognitive development.



## Jules Elkins, Ph.D.

Professor at The University of Texas at Austin  
Ph.D. - University of California at Berkeley  
M.Sc. - Oxford University, U.K.  
B.S. - Middlebury College

Insulsteel's consulting **environmental scientist,**  
**Dr. Jules Elkins'**

### Cornerstone Kids Air Quality Research Paper

Read Dr. Elkins' Cornerstone Kids 19 Page Research Paper:  
<http://www.aikencornerstonekids.com/DrElkins>

#### Dr. Elkins' Air Quality Research Paper - Structure of Document

- 1) Cornerstone Kids Protects Developing Brains and Bodies
- 3) Cornerstone Kids Makes Kids' Smarter
- 4) A Cornerstone Kids is a Healthier Kid!
- 5) Cornerstone Kids are Less Likely to Experience Asthma Symptoms
- 6) Cornerstone Kids Drink Pure, Clean Water
- 8) Environmental Chemicals and Child Development
- 9) How can we continuously demonstrate our superior Cornerstone Kids environment?



View all Cornerstone Kids Explainer Videos at:

<http://www.aikencornerstonekids.com/portfolio-view/explainer-video-competitive-edge/>

#### Cornerstone Kids Explainer Video 1 Script:

Childcare facilities are similar in every city. Historically, parents make their childcare decision based on price and location. Existing childcare operators will find it difficult to compete with our Cornerstone Kids where a kid's health and well-being is now a major benefit inviting comparison. Families will quickly learn about Cornerstone Kids' facility and its many benefits from media reports and word of mouth from parents at their schools.

This Network Effect will make it difficult for 'Old Standard' childcare facilities to compare. Our pathogen-free airtight facility removes airborne contaminants as small and viscous as the flu virus creating a healthier environment, healthier kids, and fewer missed work days for their parents.

By any competitive standard, Cornerstone Kids sets a higher standard thereby creating a Network Effect of excellence within Aiken's community of families. Parental decision parameters will morph from price and location to the safety and health of their kids.

#### Cornerstone Kids Explainer Video 2 Script:

Cornerstone Kids parents hustle, leveraging their after-work hours, juggling their commute and after-school activities with their kids. Cornerstone Kids offer a healthy dinner for a family of four at the end

of each workday. We offer martial arts, gymnastics, dance, drama, music and individualized learning in math, science, computer programming and computer science as after-school programs. And healthy kids mean fewer missed work days for their parents.

#### Cornerstone Kids Explainer Video 3 Script:

As an after-school offering, like ballet & gymnastics, Cornerstone Kids will offer online individual learning through Khan Academy. Bill Gates discovered Khan Academy while searching for individualized educational support for his children. Gates' Foundation is a major donor to the Khan Academy as is AT&T, Google, The Disney Company and 100's more.

Khan Academy offers individualized online courses in math, science, computer programming and computer science supported by our teachers. Parents will decide on their kid's participation in an individualized learning schedule.

#### Cornerstone Kids Explainer Video 4 Script:

Cornerstone Kids plans to outsource the design and construction of its Aiken, South Carolina location and its projected 200 additional franchise locations to national award winning Insulsteel™ Building Sciences, LLC, headquartered in Charleston, South Carolina. Insulsteel provides architectural, engineering and manufacturing systems for constructing High Performance buildings for both the residential and commercial building markets.

Insulsteel has designed the EcoShell™, which is an innovative building enclosure system that significantly reduces energy costs, withstands hurricane winds up to 200 MPH, provides thermal insulation values equivalent to 400% greater than traditional wood framing and can meet commercial building code requirements for U.L. two-hour rated firewalls. The U.S. Green Building Council (USGBC) named Insulsteel as the Top U.S. Builder with revenues under \$100 million. The U.S. Department of Energy (D.O.E.) has named Insulsteel to its "Top 1% of US Builders" in recognition of constructing ZERO ENERGY Buildings.

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*If everything else is equal and our child is safer, drinks cleaner safer water, in an environment that reduces bacterium, viruses, or other microorganism as small and viscous as the flu virus that can cause diseases in an airtight mold & mildew free green energy building with green certified safe furnishings offering the after-school activities already used by our family while offering a fresh hot dinner for four at the end of each workday why wouldn't we want our child to enroll in Cornerstone Kids"*

Visit us at: <http://www.aikencornerstonekids.com>