

# Edu-Breathe

## A (Mock) New Business Venture for ETEC 522

C. Wickes Module 12 Assignment 3

### **On Stress in Schools....**

“It isn’t that your child isn’t going to have stress,” said Dr. Barr, an internist and president of the school’s parent-teacher association. “What is the job of high school? The job is to learn. The job is to prepare for the beginning of life. To be constantly stressed is to make it more difficult to learn.” (Parent of student at Needham, Massachusetts’s high school that has implemented a school wide Stress Reduction Committee. October 2007)

Free Download of EZ-Air for Windows here:

<http://www.bfe.org/>

**Stress** is a buzzword of the 21<sup>st</sup> century. Unmanaged stress in our lives causes, without our conscious control, increased arousal and hyperactivity of the autonomic nervous system. Prolonged stress leads to the likelihood of serious health consequences. **Supporting the implementation of controlled breathing software into schools** and other educational settings is paramount in helping children and adults learn to take control and improve automatic responses to stress. BC’s Public Education system has focused on wellness and preventative health for students by implementing the Daily Physical Activity Initiative ([http://www.bced.gov.bc.ca/dpa/pdfs/program\\_guide.pdf](http://www.bced.gov.bc.ca/dpa/pdfs/program_guide.pdf)) for all students in the K – 12 education system. Learning effective and easy to use stress management techniques in the classroom ties into this initiative perfectly and is our **vision** for this company.

**Please view pitch on YouTube here:**

<http://www.youtube.com/watch?v=BFII9mBqSOY>

### **Executive Summary**

Company Name: Edu-Breathe, founded 2008

Contact: C. Wickes, Entrepreneur

Location: Kamloops, British Columbia, Canada

Amount Sought: \$25 000

Business Stage: Pilot Project initially for BC Schools, start date September 2009

Timeline: one year

*\*Course members & instructors please note: I have no authorization to market EZ-Air, however I’m currently in the process of seeking permission from the Bio-Feedback Foundation of Europe and EZ-Air’s developer to do just that as a potential pilot project for SD #73. This mock business venture may turn into a real one!*