

\* Names have been changed

Dear \_\_\_:

Neuroscience discoveries are providing new insights into every aspect of life, including K-12 education. In fact, understanding how the brain learns has enabled the BrainBased Instruction Co.\* to create technology that can literally activate and strengthen the brain's learning capacity for language and literacy. I'd like to schedule a meeting to introduce you to some of the BrainBased Instruction people who can share information on the company's research.

To give you a little background information, the technology, our NeuroLiteracy\* family of products, is the "brainchild," of four neuroscientists who also founded the company: Drs. Nelson N. McConnell, Bill N. Kaus, Rosalind Simpson and Talbot M. Williams\*. These scientists have carried out pioneering work in the fields of education and neuroscience; brain plasticity; auditory, developmental language, and reading impairments; psychology; behavioral algorithms; and multimedia technology.

The resulting intervention technology has woven these diverse fields into a patented approach that often helps students gain a full year's reading skills in as little as eight weeks. While your first thought about target groups for this technology might be special education, BrainBased Instruction has found that it also works for English language learners, academically at-risk students and even adult learners.

We would love to share more information about the company, its science and the latest developments such as NeuroLiteracy, which increases the brain's processing efficiency *while* building critical reading skills.

Would it be possible to meet with you sometime during the week of \_\_\_\_\_? I'll call you next week to set up a date and time if that's convenient. Also, feel free to contact me at [phone number] or [e-mail address].

Thanks for your time.

Sincerely,

[Signature Block]