The Brainstorm Institute

Where Creativity Reigns

PROJECT PORTFOLIO

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GLOBAL INNOVATION CONSULTANT

FOUNDER OF THE BRAINSTORM INSTITUTE

PRODUCT DEVELOPMENT

SNORBLES. FLUTTERFLIES. THE RAINBOW RIVER. THESE ARE ALL PART OF THE IMAGINATIVE WORLD OF LULLABOO THAT'S BEING CREATED TO ADDRESS A SERIOUS ISSUE: DEVELOPING HEALTHY, CONSISTENT, AND CUSTOMIZED BEDTIME ROUTINES FOR CHILDREN.

WHILE IT MIGHT BE A FUNNY NAME, IT'S A VERY SERIOUS PRODUCT, WITH VOICE RECOGNITION, NATURAL LANGUAGE AI, INTERNAL AND EXTERNAL PROJECTIONS, AN INTEGRATED MOBILE APP AND MORE.

ACTING AS THE EXECUTIVE CREATIVE DIRECTOR, MY ROLE IS TO NOT ONLY CREATE STORYLINES AND BUILD OUT THE WORLD OF LULLABOO, BUT TO ALSO PROVIDE STRATEGIC CREATIVE DIRECTION THROUGHOUT THE PRODUCT DEVELOPMENT PROCESS INCLUDING HELPING TO DESIGN THE A.I. FUNCTIONALITY AND AFFILIATED COLLATERAL & MERCHANDISE.

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XR & VIRTUAL WORLDS

MANY OF MY INITIATIVES FOCUS ON XR-BASED PROJECTS ACROSS A VARIETY OF VERTICALS: EDUCATION, SIMULATION AND TRAINING, CORPORATE AND ENTERTAINMENT.

AS SUCH, I HAVE HOSTED AND PARTICIPATED IN EVENTS WITHIN DIFFERENT PLATFORMS, INCLUDING ALTSPACE AND ENGAGE. I HAVE ALSO BECOME A WORLD BUILDER IN THESE PLATFORMS AND UNDERSTAND THE LATEST TRENDS IN HARDWARE AND XR APPLICATIONS.

EXPERIENCING AND STAYING UP-TO-DATE ON THE LATEST XR TECHNOLOGY IS A PRIORITY OF MINE.

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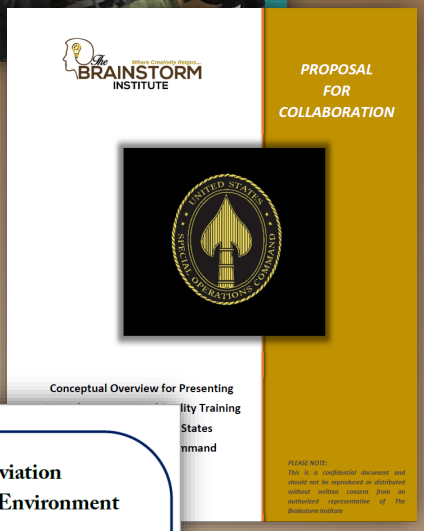
MILITARY SIMULATION AND TRAINING

THE BRAINSTORM INSTITUTE IS CURRENTLY EXPLORING TWO INNOVATIVE METHODS FOR DELIVERING INNOVATIVE AND ADVANCED TRAINING TO OUR NATION'S WARFIGHTERS. AS AN OFFICER IN THE U.S. AIR FORCE AUXILIARY, THIS IS AN AREA OF PERSONAL INTEREST TO ME.

1. **A UNIQUE UNDERWATER TRAINING SYSTEM FOR SPECIAL OPERATIONS FORCES UTILIZING HMDS**
2. **A SELF-CONTAINED TRAINING SYSTEM FOR PILOTS WHICH CAN BE NETWORKED INTO PACKAGES AND PROVIDES THE MOST REALISTIC FLIGHT SENSATIONS POSSIBLE, INCLUDING LANDING ON CARRIER DECKS, EJECTION SIMULATIONS, AND OTHER EXTREME CIRCUMSTANCES.**

WHILE BOTH ARE STILL IN CONCEPTUAL DEVELOPMENT, I AM HOPING TO APPLY FOR SIBR FUNDING IN ORDER TO CONTINUE RESEARCH AND DEVELOPMENT EFFORTS.



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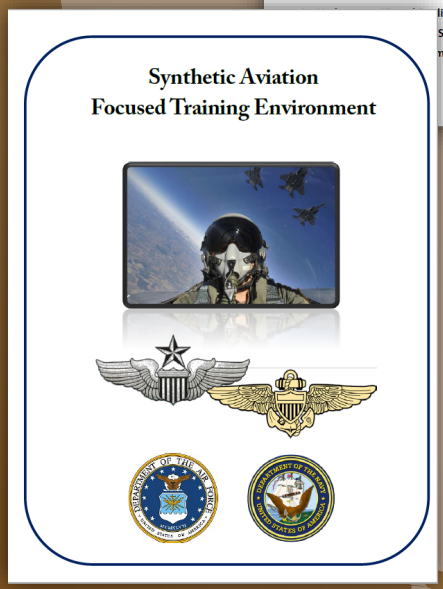

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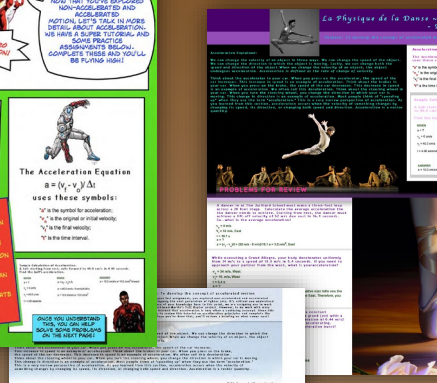
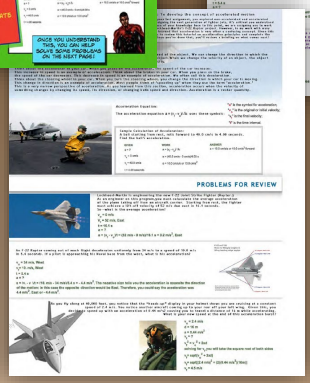
RE-IMAGINED EDUCATIONAL CONTENT AND DELIVERY

AS A PASSIONATE EDUCATOR, FINDING WAYS TO BRING MY IMAGINEERING AND TECHNOLOGY BACKGROUNDS INTO THIS SPACE HAS BEEN ONE OF THE MOST INTERESTING AND CHALLENGING ASPECTS OF MY CAREER.

SOME OF THE MORE NOTABLE EFFORTS HAVE INCLUDED:

1. **CREATING LESSONS BASED ON STUDENT'S SPECIFIC INTERESTS AND RELEVANCIES, SUCH AS DUPLICATING A LESSON ON ACCELERATION INTO "THE PHYSICS OF SUPERHEROES", "…DANCING" OR "…FIGHTER PILOTS". EACH TAUGHT THE EXACT SAME CONTENT BUT THROUGH A DIFFERENT LENS.**
2. **EXPLORING A VARIETY OF EFFORTS TO BRING EDUCATIONAL CONTENT INTO THE XR SPACE.**
3. **DEVELOPING A YOUTUBE CHANNEL GEARED TOWARDS TEACHERS WHICH OFFERED THEM A VARIETY OF RESOURCES AND UPDATES FOCUSED ON THE NEWEST TECHNOLOGY TRENDS FOR EDUCATION.**
4. **GAMIFYING A REALISTIC ONLINE FROG DISSECTION ACTIVITY WHICH COULD BE VIEWED IN NORMAL CONTEXT OR WITH 3D GLASSES.**





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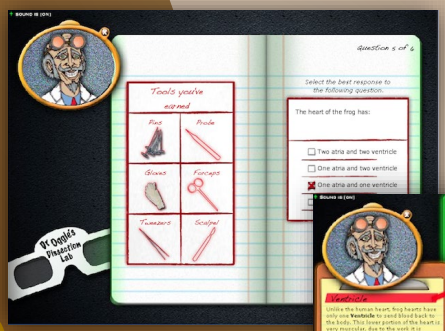

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GAME DESIGN

WORKING AS WITH MAGIC BYTES, A PIONEER IN THE VIDEO GAMING INDUSTRY, SEVERAL GAMES ARE BEING BROUGHT TO MARKET. THESE INCLUDE:

1. **TOONWORLD: A LIGHTHEARTED EXPERIENCE FOR KIDS THAT COMBINES SUPERHEROES, ALIENS, ZOMBIES AND, OF COURSE, TOONS IN A VARIETY OF GAMIFIED ADVENTURES.**
2. **MUSIC CITY FEVER: FEATURING ORIGINAL COMPOSITIONS THAT SPAN SEVERAL DECADES AND GENRES, MUSIC CITY FEVER WILL HAVE FUN, INTERACTIVE EXPERIENCES SET TO AMAZING MUSIC!**
3. **SPACE 360: DESIGNED TO TEACH STEM SKILLS, SPACE 360 WILL TAKE STUDENTS TO AMAZING NEW WORLDS AND CHALLENGE THEM TO SOLVE PROBLEMS AND PUZZLES ALONG THE WAY.**

MY ROLE WITH MAGIC BYTES IS HIGHLY FOCUSED ON ENSURING THEY STAY AT THE FOREFRONT OF INNOVATION BY LEVERAGING THE LATEST AND MOST RELEVANT GAMING AND DESIGN TECHNOLOGIES AVAILABLE, WHETHER FOR MOBILE, CONSOLES OR XR EXPERIENCES.

MAGIC BYTES

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HIGHER EDUCATION & LIFELONG LEARNING COURSE DEVELOPMENT

OVER THE YEARS I HAVE BEEN ASKED TO CREATE COURSEWORK, SERVED AS AN ADJUNCT PROFESSOR AND LECTURED AT SEVERAL LEADING UNIVERSITIES AND EDUCATIONAL ORGANIZATIONS.

ENSŌ EDUCATION INSTITUTE

TEMPLE UNIVERSITY

McGILL

UNIVERSITY OF CENTRAL FLORIDA 1963

1892 STRAYER UNIVERSITY

KAIROS

THE UNIVERSITY OF MEMPHIS MCMXII IMAGINARI · COGITARE · FACERE

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THEMED ENTERTAINMENT SHOW WRITING & CREATIVE

AS A WALT DISNEY IMAGINEER I CREATED SCRIPTS, SPIELS AND OTHER CREATIVE COPY FOR SOME OF THE WORLD'S MOST BELOVED ATTRACTIONS AND THEME PARKS.

THIS TYPE OF WORK HAS CONTINUED FOR ME AS A CONSULTANT, AND I CONTINUE TO DEVELOP CONCEPTS FOR THEME PARKS AROUND THE WORLD, INTEGRATING ADVANCED TECHNOLOGIES AS THE OPPORTUNITIES ALLOW.

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INNOVATION WORKSHOPS, CHARETTES, PRESENTATIONS AND KEYNOTES

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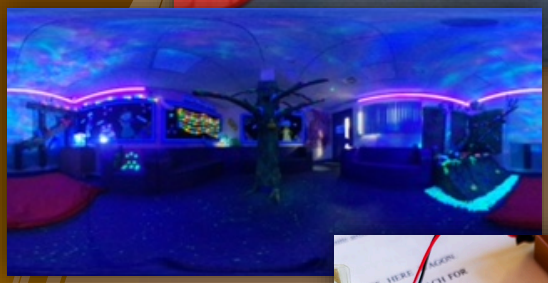
MISC. INNOVATION INITIATIVES

"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT."

SOME MISCELLANEOUS INNOVATION INITIATIVES HAVE INCLUDED:

1. CONSULTING ON THE DEVELOPMENT OF A "SAFE ROOM" FOR YOUNG ADULTS ON THE AUTISM SPECTRUM AT CARDINAL NEWMAN COLLEGE IN PRESTON, UK. THE ROOM INCORPORATES A VARIETY OF IMAGINEERING-INSPIRED FEATURES INCLUDING AUDIO, SCENTS, TEXTURES AND LIGHTING EFFECTS.
2. PROTOTYPE FOR AN ILLUMINATED "DYNAMITE FUSE" DEVELOPED FOR THE GREAT MOVIE RIDE INCORPORATING FLASHING LEDS AND FIBER OPTICS
3. ON-SITE IMMERSIVE AND ENTERTAINING PROFESSIONAL DEVELOPMENT EXPERIENCE FOR TEACHERS AT DISNEY'S HOLLYWOOD STUDIOS.
4. 3D TECHNIQUE FOR PPT PRESENTATIONS AND ELECTRONIC ART; CAN ALSO BE VIEWED NORMALLY WITHOUT GLASSES.
5. PROPOSAL FOR AN EAST-AFRICAN "VILLAGE-IN-A-BOX" CONCEPT WHICH INCORPORATES LOW-COST MODULAR BUILDING/HOUSING AND ATMOSPHERIC WATER GENERATORS INSTEAD OF WELLS.



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The Brainstorm Institute

GLOBAL INNOVATION CONSULTING

Available globally for workshops, keynotes, training, brainstorms, podcasts and more!

CONTACT INFORMATION

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LINKEDIN: SEARCH “BRIAN COLLINS ORLANDO”

FACEBOOK: JOIN “THE MOUSE AND THE IMAGINEER”

AND/OR “EDUCATORS WHO LOVE DISNEY”

PINTEREST: BEINGCRE8VE

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