

***“It’s a Mission Statement – Not a Memo”***  
***Jerry McGuire – 1996***



*Another late night missive from across the pond by a Fellow LAMB*

Hello LAMB’s! Glen Jackson here in in America reaching out to the flock. (*Okay – no more baby sheep metaphors*) I’m writing to share something with you that I think you might appreciate, but first let me say how much I’m looking forward to meeting those of you that I’ve yet to break bread with – and I’m sure that day will be soon.

I’ve only been with the company this year, but I am afforded a unique view of LAMB because of that and also because in addition to developing the security division of our great company, I have the privilege of frequently telling the story of the company to interested funds, family offices and broker dealers along with strategic and commercial partners. What I mean to say is that my view point is not pigeonholed by my job description and though I spend a lot of time at my desk and on the phone, I also get to see our company through the wide eyes of professionals and skeptics alike as they discover the magic and potential of Look@MyBaby<sup>(R)</sup> for the first time – and every time I do it reinvigorates me.

I’m wondering how I can best share that with you - the team. This Memo (*excuse me Jerry*) certainly isn’t enough, but it’s a start. Everyone in the company deserves to have their viewpoint illuminated often - that we can elevate ourselves and the company to the highest potential. After all we are helping people share... *“the joy of family and friends from their new baby with a **WOW** experience, and connecting families if baby requires hospital special care.”* (*Wow is right!*)

Our world is changing faster than it ever has before, and our ability to communicate and story tell is changing the way society moves, governs itself and evolves, and our little company is positioned to become a player in that space.

Recently I watched Twitter Co-founder Biz Stone explain on CNBC that *“if an application is fun, people will use it. If enough people use it, it becomes important”*. That’s exactly what we are doing. We are creating a service and product that will be used by 10’s of thousands people soon, and millions of people soon thereafter. We are creating something important.



Years ago I founded a security company that became preeminent in its space internationally and was depended upon by governments and corporations alike to help protect assets and vital infrastructure from terrorism. I was proud of that, and I thought I would never have an opportunity to participate in something that would give me that much satisfaction again – something so “important”. I was wrong. I guess lightning can strike twice.

Glad to be part of the team.

Glen Jackson  
US LAMB  
Glen@lookatyou.com

