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Intro

Ever found yourself sitting in class thinking, "Why am I even here?" Yeah, us too. Education's moved on, sure – but there's still a massive gap between what we're told we should learn and what we actually want to learn — and how we learn best.

Let's be honest: stepping into the job market is even scarier than finishing uni. That graduation buzz wears off fast, and suddenly you're stuck with the big question: "Now what?"

On social media, everyone's smashing it — smiling CEOs, endless courses, and that low-key pressure to "make it". But your first job? Bit of a shock. Over-the-top welcome emails, awkward smiles, empty promises — is this the real deal? What's the actual game behind corporate doors?

And that whole "work-life balance" chat? Everyone talks about it — but who's actually living it?

The truth? That old "study, work, retire" path - it's dead. Our generation lives in this constant loop of study, work and live - all at once. Welcome to the real world. Problem is, no one tells you what's really going on behind the scenes.

We're scared. Of the boss, the team, the future. How much can we say? Who can we trust? Deep down, most of us wish we had a mentor — someone to show the ropes, support us, and spill the truth about this weird world we've just landed in.

That's what sparked our idea: What if we could learn without feeling judged? What if we could live real experiences, feel the pressure, try new things — and chat openly, far from the old-school classroom vibe?

Picture this: learning by diving into an immersive story, set in real companies. You're not just reading — you get it. You ask questions. You grow alongside the characters, who actually respond and guide you through.

We want to co-create knowledge that's not just useful, but genuinely interesting. We're here to listen, tweak things, and make this journey work for you.

So... how does it work?



Enter Intralnnovate — a 24-part weekly series packed with insights, smart strategies, and stories that hit home. And guess what? There's a whole AI-powered platform too. Yep — you'll interact with the characters like you're actually there.

You're not just watching from the sidelines. Not even close. You're part of the action. You'll face challenges, celebrate wins, and bring it all back to your own work life. This goes beyond "engagement" — it's about actually living the modern corporate world.

Each week, you'll follow the story and get step-by-step tips on how to explore the tech platform and dive deeper into this world. And here's the kicker: you'll also be prepped for real mentoring sessions with Tom, the mentor guiding Alice. Seriously — this is the real thing. It's not just reading or a simulation — when you chat with Tom, it's proper interactive mentoring.

You can talk or type, and he'll reply — in voice or text. It's like having your own mentor on call, helping you out, giving tailored advice, and cutting through the noise.

As you move through the Intralnnovate universe, you'll take on key roles, solve real challenges, and build stuff with the characters — all in an interactive, hands-on experience that blends learning with fun.

We've created this for a new generation of professionals — so we turned it into an educational story that's also a practical training tool.

We're talking next-gen generative AI — not just telling a story, but bringing the whole thing to life. Visuals, voices, choices — it's all here. You don't just read or listen — you get involved. Share your ideas, get feedback, and learn at your pace.

Guided by the characters, you'll be able to bounce ideas around and pick up mentoring insights that go way beyond the obvious.

And trust us — our AI avatars will make you feel like you're having a proper chat with the legends of mentoring, all in a safe, no-pressure space.

The whole idea? To give you the kind of corporate learning experience you've always wanted — at your pace, your way, in your own rhythm.

To get a real feel for how this all works, meet Tom and Alice — two characters who could easily be your co-workers. Or, let's be honest, they might even remind you of... well, you. With them, you'll dive into a story where theory meets real-life practice in a workplace packed with challenges.

Their mentoring journey shows it's not just about the seasoned pro guiding the newbie. Not even close.

Tom, with all his experience, helps Alice find her feet — but he also learns from her fresh perspective and bold ideas.

Together, they prove that proper mentoring is built on trust, open conversations, and a constant back-and-forth.

To show the corporate reality, Alice takes us inside Stopedlab — a company where "innovation" often clashes with outdated traditions and leaders who just won't let go of control. Sound familiar?

Alice's struggles reflect what loads of young professionals go through — feeling stuck in places that resist change.

Together, Tom and Alice face one of the biggest challenges in any workplace:

How do you build a mentoring culture in a space full of red tape and "we've always done it this way" attitudes?

If you've ever felt like you were running in circles trying to bring fresh ideas to your job, this story's going to hit home.

Their journey is full of wins and setbacks, showing that even when things go wrong, there's always room to make a difference.

The lessons they learn — and the ones you'll pick up too — come from both triumphs and failures, making personal and professional growth feel real and actually inspiring.

Along the way, Tom and Alice face tough choices and sticky ethical dilemmas that'll have you questioning what leadership really means.

They show us that being a leader isn't just about strategy — it's about empathy, being human, and making hard calls that hit both the heart and the head.

Their story is packed with emotion, challenges, and moments of genuine vulnerability. It's hard not to connect with them. You'll find yourself right there with them — feeling the highs, the lows, and everything in between.

Intralnnovate isn't just a series of e-books. It's a full-on transformation journey — designed to help you and your company lead the change in today's working world.

We want you in this with us — to explore your potential (and your organisation's), and take your first steps towards a future built on success, innovation, and real, sustainable growth. Give it a go.

And once you've experienced it, let us know what you think.

We're always up for improving things and making your learning journey even more brilliant.



Who's the Author?



Marcelo Lasso de La Vega.

Sounds like a character from a film, right? But he's real — and honestly, way more interesting than any Hollywood script. Born in Granada, Spain, Marcelo carved his own path, blending top-tier education with an unstoppable passion for innovation and change.

Picture this: a guy with a PhD in History from Oxford who's also

leading the charge in modern education and entrepreneurship trends.

What makes Marcelo stand out? It's the way he brings together deep historical research with hands-on business know-how. He's got this rare skill of turning complex theories into tools you can actually use. And the best part? He's never pretentious about it. His style is clear, no-nonsense, and makes even the trickiest topics feel like a casual chat over coffee.

Now, speaking of innovation — the spotlight's on his bold series of e-books and audiobooks: The Mentoring Project. Imagine pouring all of Marcelo's academic and real-world experience into a story. Yep, a novel. Where you learn about mentoring, leadership, and entrepreneurship — all while getting completely hooked on a gripping narrative. It's not just a story — it's a full-on experience.

And the cherry on top? The series is powered by cutting-edge AI tech. You actually interact with avatars of the characters, like you're in the story. You step into different roles, face challenges, and experience the plot in a way only the 21st century could make possible. It's part immersive game, part education — and all about learning by doing.

You're not just watching from the sidelines. Not here. The whole point is to put you right in the middle of the action. You live the highs and lows alongside the characters, learn from their wins and mistakes, and start applying those insights to your own work life.

Marcelo's nailed it: he's turned mentoring and entrepreneurship into something not just meaningful, but genuinely useful and easy to apply.

His goal's crystal clear: he wants to build a bridge between what we know and what we feel. Every story is crafted to challenge and inspire — helping you develop skills that'll prep you for whatever the future throws at you. Marcelo believes the best kind of learning is the kind that hits both the heart and the mind. And honestly? That's exactly what he delivers.

And here's the wildest bit: Marcelo Lasso de La Vega was created by AI — inspired by the styles of legends like Ernest Cline, Mark Manson, Sally Rooney, Sophia Amoruso, Walter Isaacson and Yuval Noah Harari. We took the best of each of these voices to build a unique author — one who blends gripping storytelling with real-world insight in a way you've never seen before.

Chapter 1 Alice's Journey Begins

It was one of those classic Monday mornings — grey, rainy, and carrying a kind of sluggishness that felt heavier than usual. Alice stared at the raindrops tapping against the window, and for a split second, she seriously considered pulling the blanket over her head and pretending the outside world didn't exist. But, of course, the alarm clock had other plans. Time to get up.

She glanced at her wardrobe, grabbing something that could handle both the downpour and the office vibe — all while her thoughts drifted to the chaotic traffic and the long list of challenges the week was already throwing at her. Just another Monday. Auto-pilot mode: on.

Umbrella in one hand, deep sigh in the other, Alice faced the stubborn drizzle. Even with the umbrella, a few cheeky raindrops managed to sneak through and test the limits of her coat. The bus stop was packed — a sea of sleepy faces, each tucked under their own little umbrella dome. On the bus, Alice watched the raindrops race down the window



while people moved like routine-driven robots.

There was a kind of unspoken solidarity in it - rainy Monday, and everyone stuck in the same boat. Literally.

By the time she made it to the office, her shoes were halfway soaked, but she did her best to stay upbeat. Then came the bathroom mirror — brutal as ever. Her hair, usually flawless, now looked like it had been caught in a wind tunnel. "Brilliant" she thought. But then, something shifted. She remembered what made today different: the start of her mentoring programme.

Something inside her sparked. The usual office buzz felt... different like it suddenly had its own background music, something she'd never noticed before. Alice had been chosen as a mentee for Stopedlab's Mentoring Project. And this wasn't just a career move it felt bigger than that. A life shift. A new chapter.

"You did it, Alice. You're a mentee now," she thought, a quiet smile tugging at the corner of her mouth.

'Maybe this isn't just about levelling up at work. Who knows? Maybe I'll start seeing things differently. After all, every session's a chance to learn something new, right?"

But of course, it wasn't all sunshine and confidence. A swarm of doubts crept in.



"Why me? There are so many talented people around... I'm no programming genius, and let's be honest — I'm not exactly a unicorn at Stopedlab just because I tick a few diversity boxes." She gave her head a gentle shake, as if to toss the thoughts away. "What if this whole mentoring thing is just a company PR stunt? But... what if it's not? What if this really is my shot at change?"

Chapter 2 Stopedlab – Real Corporate Life



Alice, a developer bursting with ideas, had found herself in what felt like a battleground for innovation.

For the past three years, she'd been working at Stopedlab sustainable tech giant headquartered in Europe, with offices across major capitals, 30,000 employees, billions revenue. On in paper, Stopedlab promised a carbon-zero future powered by cutting-edge

solutions. But in day-to-day reality, Alice saw a very different story unfold.

Despite the heavy investment in R&D and all the polished talk about sustainability, what she kept running into was resistance. The company's rigid hierarchy and corporate politics often seemed more interested in ticking boxes and keeping up appearances than actually moving things forward. And it drove her mad. She knew the potential was there — but the gears of the organisation just refused to turn.

Within this world, Alice and a few like-minded colleagues — equally fed up with how slow real change was — had formed a kind of underground movement. A quiet network of intrapreneurs pushing to nudge Stopedlab out of its comfort zone and start walking the talk.

And then, the moment arrived. Alice was about to meet her mentor: Tom Williams — a legendary name within Stopedlab. She straightened up in her seat, sitting in one of the sleek glass meeting rooms lit by a soft, focused glow — a space that felt both serious and full of quiet anticipation. Her hair, now tamed, wasn't the only thing that had shifted. Alice could feel it. Something was beginning. Something that just might change the course of everything.

Chapter 3 Meet Tom Williams

As soon as the door opened, Tom stepped into the room. He wasn't particularly tall, but his presence carried weight — the kind that made people sit up and take notice. With dark hair and sharp eyes, the room's soft lighting seemed to cast an extra glow on the quiet authority he carried so naturally. Alice, slightly on edge, stood up at once out of respect, feeling that odd mix of nerves and



anticipation fizzing just beneath her skin. Something about the moment felt bigger than just a meeting. It felt like the start of something real.

He quickly scanned the room, noticing her slightly tense posture. It was always like this during first meetings with new mentees. Curious to get a feel for his new protégé, he started with a simple question — how was her day going? Alice, ever spontaneous, tried to mask her nerves with a laid-back answer. She joked about that classic Monday feeling, mixed with the buzz of finally kicking off her mentoring journey.

Tom liked that kind of honesty. It was a solid start. He then walked her through the plan he'd mapped out for their sessions: weekly, roughly an hour long, covering not just her professional goals, but her aspirations and personal hurdles too. The format was flexible, he explained — but for him, in-person always made a difference.

"Ah, face-to-face's better, then. I want to catch all the good mentoring vibes!" Alice said with a grin.

Tom gave a quiet laugh and nodded. "That's the spirit. I like mentees who show up with energy. I've put together a structure for our sessions — have a look, and if it works for you, we'll roll with it."

"Sounds good. I'm all in," she replied, intrigued.

As they talked, Tom emphasised the importance of keeping an open line of communication.



He wanted Alice to know she could reach out at any time — not just during their scheduled meetings. But more than anything, he wanted her to understand that trust would be the key to everything. Alice listened carefully, but then let out a soft sigh. As much as she wanted to stay hopeful, she knew real life didn't always make things easy.

And in that moment of shared vulnerability, she chose to open up. With a clear, direct tone, she shared her doubts about Stopedlab's true intentions behind the mentoring scheme. The company had always marketed itself as forward-thinking and sustainability-focused — but on the ground, things looked very different. To Alice, all the talk of innovation often felt more like a PR slogan than something they genuinely practised.

She had a real passion for building impactful solutions, but every time she tried to pitch something new, she hit a wall. Stopedlab loved to talk about AI and cutting-edge tech support, but internally, it felt like they were stuck in a loop of outdated processes.

This mismatch left her conflicted. Did Stopedlab really believe its own hype? Or was it all just a well-rehearsed show for the market? When the mentoring programme was announced, part of her assumed it'd be another hollow employer branding move. But then... there was that other part. The one that still believed she could make a difference. Deep down, that's why she signed up — not just to upskill, but to grow. As a professional, and as a person.

Alice looked at Tom, watching for any reaction, then couldn't resist breaking the tension with a joke. She'd heard the whispers: apparently, he was a bit of a legend in the company. "Rumour has it, you've been in my shoes. But seriously — I'd love to hear your story too... before I ramble on and you cut me off on day one."

Tom smiled, clearly impressed by how directly she was handling the conversation. "Don't worry, Alice. Trust takes time, and opening up is the first step. When I first joined Stopedlab — over a decade ago — the place was in full growth mode. Big plans, bold moves in innovation, and I was brought in to lead digital transformation projects.

Back then, things looked different — but the internal resistance? Still there. I wasn't put off. I grabbed every chance to test new ideas, challenge the status quo, shake things up. I've always preferred to break patterns rather than follow them blindly. With the right team around me, I managed to reshape our internal processes and shift the way we worked with external partners completely.

My secret was creating a culture that celebrated creativity and risk — but calculated risk. My brainstorming sessions became real events, where every idea was thrown on the table without fear of messing up. I learned from my own blunders as much as from my successes. Over time, the automation and tech projects under my leadership became a benchmark at

Stopedlab.

But that wasn't all. I realised that to drive real change, I needed to communicate effectively with senior management. I learned how to build solid arguments, backed by data and financial impact analyses. My method worked. I started being heard — and, more importantly, respected.

Another key factor was my connection with the external ecosystem. I forged partnerships with startups, universities — even competitors. I discovered that innovation isn't just about big ideas; it's about the ability to absorb different perspectives and adapt them to the right context.

My most transformative project at Stopedlab was launching the open innovation programme. Collaborating with external entrepreneurs pushed the company to the forefront of technology. The results were striking — both for the company's growth and for my own professional evolution. Before long, I was invited to conferences, even publishing articles about the breakthroughs my team had led.

Watching Stopedlab's rise from a mid-sized firm to an industry giant was surreal. But more than that, the experience taught me a valuable lesson: success isn't a fixed destination — it's a journey, constantly in the making. With the right mindset, strategic allies, and a touch of daring, I went beyond what I'd ever imagined.

And that's exactly what drove me to take a new step. After years of leading internal change, I felt ready to become an entrepreneur. I founded Intralnnovate — a project built on the pillars I've always championed: mentoring, intrapreneurship, and open innovation. For me, that's the real formula for transforming companies, impacting lives, and, of course, delivering genuine results."

Alice listened intently. Her initial scepticism was slowly giving way to something else — perhaps even a spark of inspiration. After all, if Tom could do it... why couldn't she?

The first mentoring session wasn't over yet, but one thing was clear to Alice: this conversation wasn't just about work. It was about building something bigger. And she was ready for it.

Chapter 4 Why Me, Though?

Alice couldn't shake the feeling of being out of sync. Listening to Tom talk about Stopedlab and everything he'd achieved there, she felt like she was staring at two different versions of the same company: One vibrant, fuelled by innovation and transformation — the other, the one she faced every day, stuck in bureaucracy and seemingly allergic to change. The gap between those two realities made her restless.

When she first joined the company, her head was buzzing with ideas and expectations. She'd heard stories about groundbreaking projects and a culture that thrived on experimentation. It felt like she was stepping into a place full of endless possibilities. But from day one, something felt off. Instead of the creative buzz she'd imagined, she found a rigid structure where "innovation" was more of a hollow echo from the past than a living value.

The frustration grew as she settled deeper into the company's routine. There were brilliant people working on genuinely inspiring initiatives — but somehow, they felt like outliers. One-off sparks constantly dimmed by a culture that prioritised stability and predictability. Her initial excitement gradually morphed into a persistent question: Where exactly did Stopedlab lose its way? How had a company once hailed as a leader in innovation become so hesitant, so resistant to fresh ideas?

More than the resistance itself, what really bothered her was the disconnect between what the company projected and what it actually was inside. The talk about sustainability, green tech, and disruption sounded impressive in press releases and industry panels. But in practice, it all seemed to vanish under endless layers of approvals and a paralysing fear of failure. It felt like the company's grand strategic goals had become nothing more than carefully crafted slogans — not real directions for the future.

And now, here she was. Face-to-face with someone who had once been at the very heart of that system. Someone who'd helped build the culture of innovation that now seemed to have faded away. Having Tom as a mentor was both a privilege — and a slightly uncomfortable reminder of how much had changed. But it also gave her a glimmer of hope. If he'd once been part of something meaningful, maybe that spirit wasn't lost forever. Maybe there was still time to bring it back.

Yet, one uneasy question lingered. Out of thousands of employees, why had she been





"Tom... why was I chosen?"

chosen to be part of this small, select group of mentees? From the very start, she'd felt like an outlier. She didn't see herself as an expert in advanced tech, nor did she have any strong internal connections. And she certainly didn't match the typical profile of the fast-track leaders Stopedlab usually promoted. That sense of doubt had followed her ever since she got the email saying she'd made it in.

Tom looked her in the eye. "Alice, the selection process was extremely thorough. We weren't just looking at technical skills — we looked at attitude, communication, alignment with the company's values, and leadership potential. We wanted people who go beyond the basics — people with vision, and a real drive to make change happen. Diversity was a key factor too, because innovation is born from a mix of perspectives.

We assessed over ten thousand candidates. In the end, only twenty were chosen. And you made it through every single stage with flying colours. You might not see it just yet, but the truth is — you've got exactly what we were looking for."

Hearing those words, Alice felt an unexpected weight lift off her shoulders. She hadn't made it through each stage by chance — she was here because she genuinely had something to offer. For the first time, she saw herself differently. For so long, she'd doubted her own worth, thinking she was just another name slotted in for lack of better options. But now, she understood — she'd been chosen because her voice, her ideas, and her vision for the future mattered within that system.

And with that shift in perspective, something stirred inside her. This wasn't just about navigating the company and adapting to what already existed. It was about building something. About challenging, suggesting, transforming. If there was still something worth reclaiming inside Stopedlab, maybe she could be part of that change.

The road wouldn't be easy. Cultural change never is. But as she watched Tom speak about the impact he hoped the mentoring programme would have, Alice realised something: For the first time in years — since joining the company — she felt a flicker of excitement.

Maybe there was still hope for Stopedlab. And more importantly, maybe there was still hope

for her.



Chapter 5 How the Mentoring Project Works

Alice asked Tom to explain a bit more about the overall structure of the project.

"The Mentoring Project is far from just another idea scribbled on paper," Tom began. "Each session has been carefully designed, playing a key role in your journey. You'll have one-to-one meetings with experienced mentors — giving you space to explore your strengths and challenges. You'll also take part in global workshops — chances to connect with new perspectives and shared experiences. On top of that, we've built in extra modules on essential topics like ethics and harassment — things that are non-negotiable in today's corporate world. This isn't your typical corporate training. The idea is to create real immersion — something that changes not just how you see the job market, but how you see yourself in it. Every step is designed to push you, make you reflect, and find practical ways to grow your career."

At first, Alice was sceptical. It all sounded like another one of those programmes that promised the world and delivered very little. But as Tom laid out the details, something shifted inside her. The focus wasn't just on technical development — it was about self-awareness. It felt like an invitation to decode her emotions, recognise her strengths and weaknesses, and turn them into something tangible. Her scepticism began to give way to curiosity.

Among the topics discussed, some felt especially relevant. SMART goals, for example, weren't just another vague productivity tool — they were a proper framework to turn abstract ambitions into clear, achievable steps.

For the first time, Alice could see a structured path to shape her aspirations. But the real breakthrough came when Tom spoke about the balance between technical expertise and soft skills. Suddenly, leadership stopped feeling like a distant, unreachable concept — and started to seem possible. There was a promise in there: to overcome challenges, build her own voice, and influence others in a genuine way. Still, the word "leadership" carried weight. It came with responsibility. And an old fear crept back in:

What if she wasn't ready to lead?

The programme went deeper — into topics that felt tailor-made for everyday struggles. Time and priority management sounded like a blessing for someone who'd lost more than a few

nights to deadlines and stacked calendars.

Conflict resolution and data-driven decision-making came across as survival tools for the chaos of corporate life. It wasn't just theory — it promised real, hands-on impact. But nothing surprised Alice more than the take on networking. Gone were the clichés of exchanging business cards and forced smiles at dull events. Here, networking meant something else: authentic, collaborative connection. Alice had never seen it that way before. For the first time, building her network felt natural — not like a chore.

The programme closed with deep dives into emotional intelligence and resilience — two skills she now saw as essential for staying grounded in the face of workplace ups and downs. Everything led to innovation and sustainability projects, where theory met action. And with every new insight, Alice felt herself shifting. What started as distant interest was now a growing engagement. Tom's enthusiasm, once just a voice across the table, was beginning to echo inside her.

The workshops were hands-on and practical, with direct links to daily work life. The Communication Workshop helped develop body language, active listening, and conflict management — core tools for any team environment. For the first time, Alice saw that facing uncomfortable situations could be a strategy, not just a necessary evil.

The Leadership Workshop explored different styles and management strategies. More than just identifying strengths and weaknesses, it focused on using them with the team — not just for the team. Communication was seen as a pillar of leadership, with practices inspired by The Coaching Habit.

Simulations based on Getting Past No by William Ury helped with making decisions under pressure and navigating conflict. At the end of it, every mentee would create a personalised action plan to put everything into motion.

The Intrapreneurship Workshop encouraged participants to innovate from within their own companies. Drawing on Intrapreneuring by Gifford Pinchot, the focus was on turning ideas into real solutions — using methods like Design Thinking and Lean Startup.

With each new insight, Alice felt something changing. The road ahead was still long, but her view of the future had already shifted. And there was no going back.

Chapter 6 Interactivity Meets Al

As soon as Tom introduced Intralnnovate, Alice was intrigued. One click was all it took to sign up using LinkedIn — quick, simple, no fuss. There were other options too — Google, Apple, work email — but what really stood out was how easy the whole process was. No forgotten passwords. No endless verification loops. Just a code sent to her inbox — and that was it. She was in.



Right away, she noticed the data consent notice — and it caught her attention. But the platform laid it all out clearly: full compliance with global privacy laws, complete control over what got shared. If she ever wanted to leave, it was just one click — or a quick email. No hidden tricks. That kind of transparency? It earned her trust.

The logged-in area felt like a breath of fresh air. Clean, intuitive — no clunky "early 2000s" design vibes. Everything made sense. Resources were neatly organised: an eBook to download, an audiobook to listen to on the go, and a mentorship tab that looked like it had come straight out of the future. And that's where the real game began.

Alice found herself with different ways to interact. Typing or speaking — she could talk to the AI however she liked. A single tap on the mic, and it was like leaving a voice note for a friend. Only this time, on the other end, was a generative AI trained to respond like a real mentor — minus the cringe, robotic tone.

Curious, she asked the question that had been on her mind: "So, Tom, how exactly does feedback work in this virtual setup?"

What came back felt like unlocking a new level. This wasn't just filler talk. Everything she shared got analysed. The AI mapped her responses, linked them to thought leaders and key authors — and handed back insights she could actually use. Like having a team of experts translating her thoughts into structured, practical learning. And it didn't stop there. The platform saved everything automatically — like a digital notebook that never went missing.

She could pick up exactly where she left off, review reports, track progress — all laid out like a timeline of her growth.

And to top it all off? At the end of the mentoring track, a proper digital certificate. Stylish, authenticated — a real badge of progress. None of those throwaway PDFs that disappear into some forgotten downloads folder.

With all that, Alice didn't hesitate. This wasn't just a platform. It was a solid push in the right direction. And she was ready to dive in.

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