

## Appendix A

### Description of Participating EdTech Startups, Products, Representatives, and Assigned Mentors

<b>Startup and Stage</b> (Startup development phases, 2015)	<b>Description of Product/Service</b>	<b>Founder(s) and Startup Representatives Biographies</b>	<b>Assigned Mentors and Biography</b>
Startup A – Block Solid Early-stage /Formation (Ideation)	Block Solid is a planning web app for upper-elementary and middle schoolers that empowers kids to self-manage the homework process. Traditional planners focus on the due date. Block Solid changes that focus. Using Block Solid, students move step by step through the process of planning for and completing their homework: breaking assignments down into manageable blocks, scheduling when to work on these blocks, and tracking their own progress as they see their assignments through to completion.	<p>Founder A, Jessie Shanks, is a Full Stack Developer with experience in non-profit operations and project management. She holds a B.A. in Anthropology.</p> <p>Adviser A is a digital marketing strategist and has editorial experience at major newspapers.</p>	<p><b>Mr. J</b>, Male, Web developer (HTML, CSS, JavaScript) and consultant. Startup evangelist at major technology corporation.</p> <p><b>Mr. R</b>, Male, High school senior student who has experienced a 1:1 laptop learning environment since sophomore year.</p> <p><b>Ms. U</b>, Female, Certified elementary and middle school teacher. M.A. in Learning Technologies. Earned awards for innovation within her district.</p>
Startup B – Wiki Talki Early-stage /Formation (Concepting)	Wiki Talki is a peer feedback platform for oral communication. The mobile app automatically shares users' recordings with three peers who engaged in the same communication task. Peer comments are collected in the resource bank backpack. Wiki Talki helps learners to autonomously engage in learning, be more mindful about their communication, which can eventually lead to self-directed learning.	<p>Co-founder B1, Sawaros Thanapornsanguth is a Thai national and was a doctoral student in Instructional Technology and Media in the United States. She holds an M.A. in Computing in Education and a B.A. in English Language and Literature with a minor in Entrepreneurship. She has experience in project management, curriculum and multimedia development, educational research and app development.</p> <p>Co-founder B2, Soo Hyoung Joo, a Korean national and former middle school teacher, was engaged in Masters level graduate student in Applied Linguistics/TESOL in the United States. She holds a B.A. in English Education.</p>	<p><b>Dr. I</b>, Female, Professor of Educational Technology at a state university. PK-8 teaching experience in computers and English language arts.</p> <p><b>Mr. S</b>, Male, Undergraduate college student. Major in Multidisciplinary Studies. Has served on various strategic planning and educational improvement committees.</p>

<p>Startup C - DiscoverSTEAM Mid-stage /Validation (Committing/Validating)</p>	<p>DiscoverSTEAM provides an online, project-based learning platform that lets high school students collaborate on challenges provided and developed by corporations. Corporations provide standards-aligned STEAM challenges and Industry Experts, who serve as mentors and subject matter experts for student projects. Students get hands-on experience working on relevant STEAM projects. With built-in communications, project management and evaluation functionalities, students will develop a unique, project-based skills portfolio that can inform future college majors and internship opportunities.</p>	<p>Founder Sarah Jabeen has experience running global startups, and she specializes in human-centric design for business growth, customer experience, user design, and marketing. She holds a B.S. in Ecology, a M.B.A. in Entrepreneurship, and a Certification in Management of Non-Profit Organizations.</p> <p>Adviser C is a co-founder of an Education Project Management Consulting firm. Her specialty areas include project management and implementation and management of technology for school districts. She is a former classroom teacher. She holds a B.A. in Mass Communication/Media Studies and a M.Ed. in Elementary Education.</p>	<p><b>Dr. X</b>, Female, Certified 11<sup>th</sup> grade physics and Algebra 2 teacher; Manager of the high school Robotics team. Expert in project-based learning (PBL).</p> <p><b>Dr. G</b>, Female, Executive Director of a large School District Educational Foundation. Robotics coach in First Lego League (FLL) and First Technical Challenge (FTC) divisions.</p>
<p>Startup D – Science Delights Late-stage /Growth (Scaling)</p>	<p>Science Delights has developed a turnkey, hands-on, STEM curriculum for early elementary students. One of the few companies developing specifically for this age group, Science Delights builds on a young child’s natural engagement with STEM concepts. Aligned to state and national standards, Science Delights’ supplementary curriculum gives teachers a flexible resource to teach STEM to young students in a safe and purposeful way.</p>	<p>Founder Anita Greenberg holds a Ph.D. in Curriculum and Instruction, a Masters of Teaching, and Bachelor’s degree. She has 15 years of experience as an educator, teaching students of all ages. She has developed curriculum and assessments at an international educational publishing company.</p> <p>Partner D is a businessman, advisor, and entrepreneur. He holds a BA in Film and Television with additional coursework in mechanical design and mechanical engineering.</p>	<p><b>Ms. W</b>, Female, Director of Instructional Technology at a large school district.</p> <p><b>Mr. E</b>, Male, Investor. Started venture capital firm in 1996.</p>

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<p>Startup E Late-stage / Growth (Scaling)</p>	<p>“E” offers the only suite of standards-aligned K-12 Entrepreneurship curriculum and professional development. They partner with schools and non-profit organizations to provide a tailored package of in-school, after-school, and summer enrichment programs. Through project-based learning and engaging web-based activities, the curriculum connects STEAM concepts to real-world problems and brings college-level entrepreneurship to the classroom. The curriculum concludes with a shark-tank style Pitch Day where students present their products.</p>	<p>Founder E (nonparticipant in research) has a Ph.D. and M.S. in Biomedical Engineering and a B.S. in Mechanical Engineering and a Postdoctoral Fellowship in Technology Commercialization. She has worked within the areas of innovation and entrepreneurship within higher education and organizations.</p> <p>Partner E1 is the Vice President of Innovation and Technology. He has experience in marketing, innovation, technology, and online public relations. He holds a B.S. in Business Administration.</p> <p>Partner E2 is the Vice President of Operations. Her expertise is in human resources, business development, and talent acquisition. She holds a B.A. in Human Resources.</p>	<p><b>Mr. T</b>, Male, Co-founder and CEO of edtech company that targets students’ literacy development. He has experience as a teacher, trainer, program manager, and educational entrepreneur.</p> <p><b>Dr. M</b>, Male, Professor of Innovation at large state university. He is a technology inventor and entrepreneur.</p>
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