

# Math and Science For YOU!

*Resources for Teachers, Parents  
and Students.*

## Team 169

Previous: 78

Current: 100



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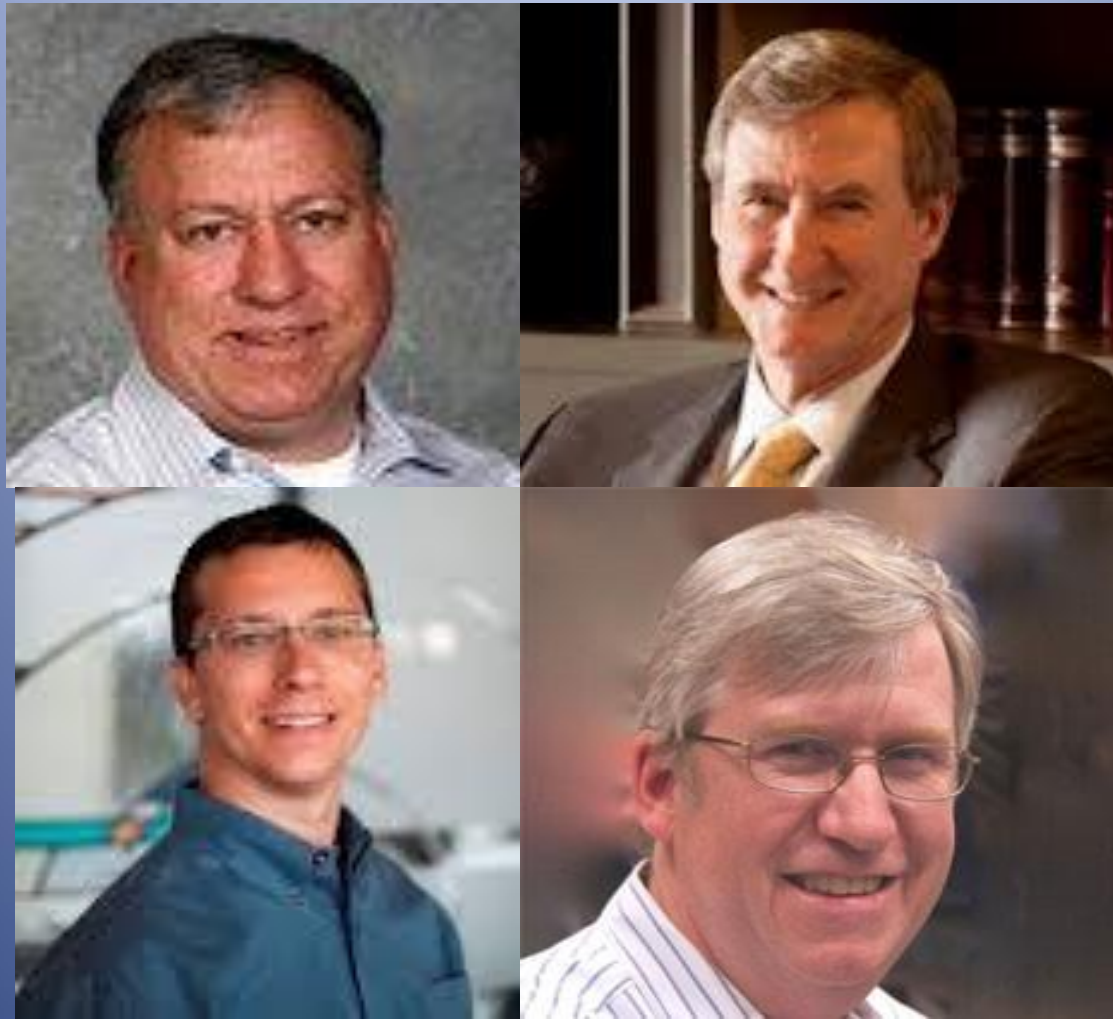




***Math Snacks*** are short animations, video games, and teacher and learner support materials designed to improve the teaching and learning of difficult mathematics content using innovative technology and comprehensive teaching strategies.

# Math Snacks Marketplace

<p><b>Key Partners</b> </p> <p>Battelle (investment)</p> <p>NCTM/ Knowledge Adventure (online portal)</p> <p>School Districts (Professional Development contracts)</p> <p>Teachers (Online webinars)</p>	<p><b>Key Activities</b> </p> <p>Contact publishers for partnerships</p> <p>Contact school districts for professional development contracts</p> <p>Continue development of new games/animations.</p>	<p><b>Value Propositions</b> </p> <p>Innovative teaching tools</p> <p>Professional development</p> <p>Animations and games for students</p> <p>Outsource products for publishers</p>	<p><b>Customer Relationships</b> </p> <p>Offer support, training and new materials to meet needs.</p>	<p><b>Customer Segments</b> </p> <p>Publishers: Outsource development and training using innovative supplementary materials</p> <p>Teachers/Districts: Innovative tools and professional development to support learning.</p>
<p><b>Cost Structure</b></p> <p>Professional development specialists.</p> <p>Printing of marketing materials.</p> <p>Travel and customer relationship management.</p> <p>Online tool development and delivery.</p> <p>Salaries of experts for additional production (future)</p>		<p><b>Revenue Streams</b> </p> <p>Licensing with publishers or online portals</p> <p>Professional development workshop delivery</p> <p>Advertising on website</p> <p>Investment for additional development from publishers</p>		



We tried to follow the advice  
of the instructors!

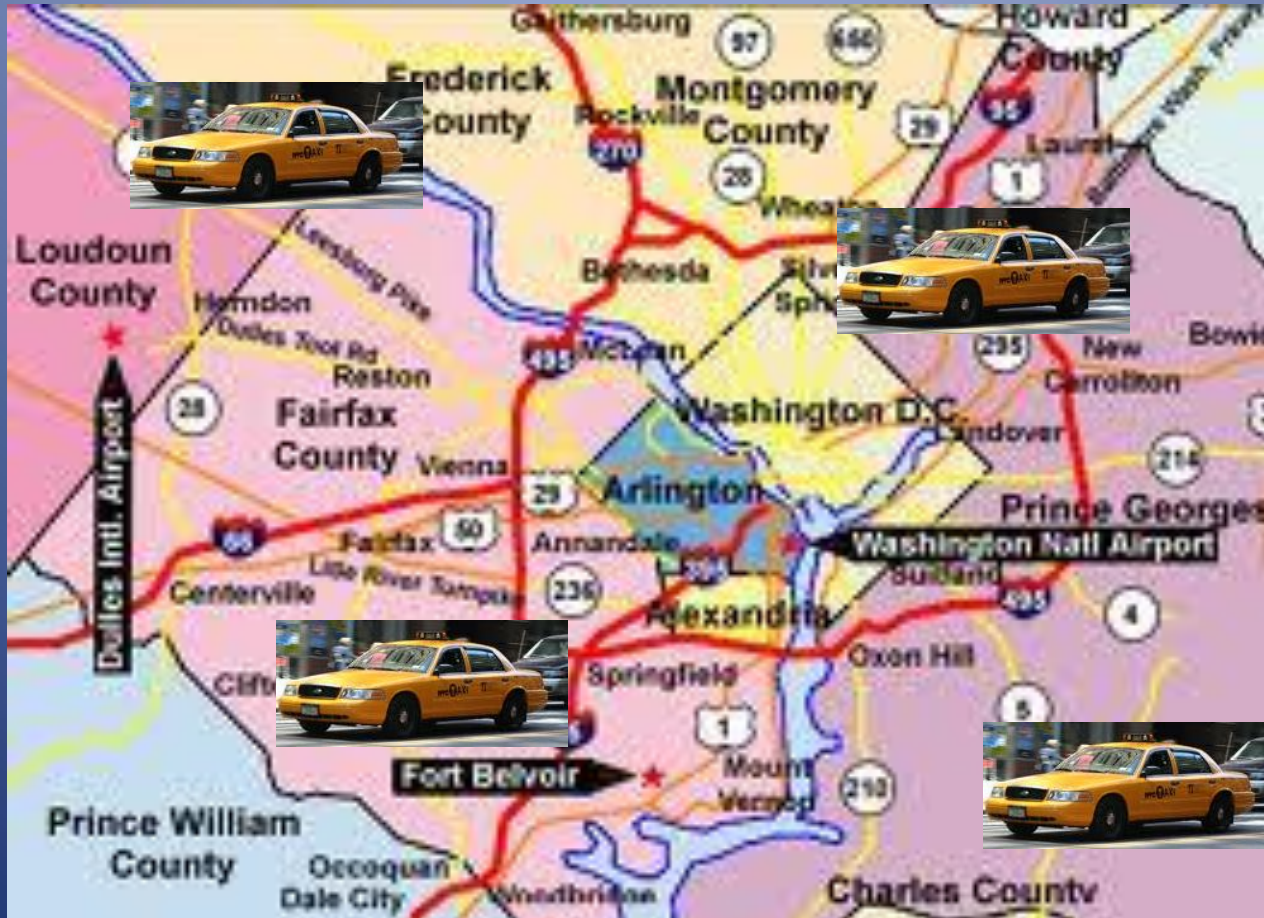


We got out of the building.



We talked to anyone who  
would talk to us.

# Does anyone want a tour of Washington DC?



Hello can you help us,  
we are stuck in the stairwell!





We even took advantage of the two hour delay at the airport to make contacts.





We struggled to make  
sense of what we  
learned.

# We had the wrong customers



Publishers were not going to hire us to create materials,



and school districts were not going to contract with us.



We had to figure out  
who had the pain,



and decide if what we  
had to offer could fix it.

## VALUE PROPOSITIONS

Need an online resource to track child's progress through their lessons. »

Need an online resource to get the materials to help their child with classwork. »

Need to reduce the time teachers spend searching for complete resources that meet the content and rigor necessary by going to a single site. »

Need an online resource that allows parents to follow their kids progress through their lessons. »

Provide easily accessible materials for teachers that improve student test scores. »

## CUSTOMER RELATIONSHIPS

Parents/Grandparents can support the site in order to offer access for their child's class. »

When a parent/grandparent supports their child's class, it will support a class in a low income school. »

## CUSTOMER SEGMENTS

Parents/Grandparents »

Teachers »

District Math Curriculum Coordinator »

## CHANNELS

Subscription based website. »



We got out of the  
building again.

# Concession Stand Interviews





# Super Bowl Party Interviews



# Teacher's Lounge Interviews



# Baby Shower Interviews



We Pivoted



Math Snacks are great resources,  
but they are NOT A BUSINESS.



I need complete  
lessons fast and I  
need them  
**NOW!**



**I can  
help!**

**We can  
help too!**

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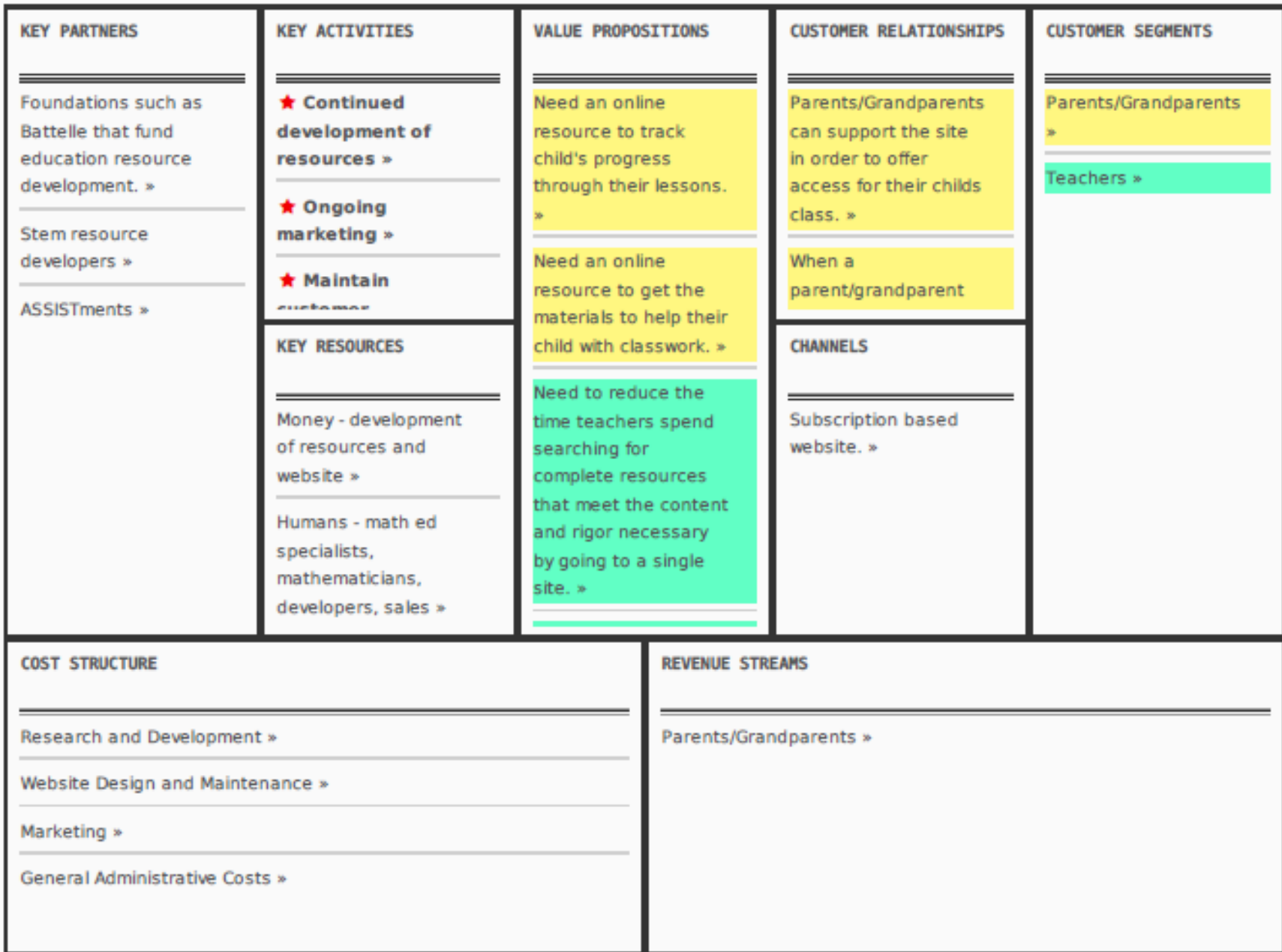


Bring a sense of  
community  
support back into  
the classroom.





In the end, the teachers and kids are the ones who benefit.



# The Time is Right

**Common Core**



**Publishing companies  
don't dominate  
anymore.**



**Current resources  
are not complete**



**Support for  
teachers and  
parents**



GO

One Minute Technical Video

<http://youtu.be/beOys0TGWIQ>

Two Minute Video

<http://youtu.be/D9ri3R-Zvrl>