

The EdTech Entrepreneurs Lab: Final Pitch Day



Location: Hasso Plattner Institute of Design at Stanford

550 Panama Mall, Building 550

Stanford, CA

Join the conversation on twitter: #edtechlab

FRIDAY, JULY 15, 2011

| TIME | SESSION |
|----------------|--|
| 4:30pm-5:15pm | Registration and Networking (Note, we are at capacity and will not be registering additional guests day of event) |
| 5:15pm-5:30pm | Quick Intros! Wayee Chu, <i>NewSchools Venture Fund</i> Acasia Wilson Feinberg, <i>Teach For America</i> Rich Crandall, <i>Hasso Plattner Institute of Design at Stanford</i> |
| 5:30pm-6:30pm | Round 1: Pitch it! Presenters will pitch for 5 minutes each, each panelist will have time for feedback/Q&A, and then the audience will decide the final vote for the winner of Round 1. Presenting Teams: <ul style="list-style-type: none"> • James Truong, <i>Skoodio</i> • Percilla Ortega, <i>designED</i> • Melissa Jones and Samir Mehta, <i>dailypage</i> • Kim Jacobson, <i>Bay Area Innovation Hub</i> • Samir Bolar, <i>Master Teacher Network</i> Panelists: <ul style="list-style-type: none"> • Ethan Beard, <i>Facebook</i> • Neeru Khosla, <i>CK-12 Foundation</i> • Dave Whorton, <i>Tugboat Ventures</i> • Geoff Ralston, <i>Imagine K12</i> |
| 6:30pm-6:45pm | Transition/Snack Break |
| 6:45pm-7:45pm | Round 2: Pitch it! Presenters will pitch for 5 minutes each, each panelist will have time for feedback/Q&A, and then the audience will decide the final vote for the winner of Round 2. Presenting Teams: <ul style="list-style-type: none"> • Ratna Amin, <i>Lifie</i> • David Blake and Melissa Wagasky, <i>Motion Spark</i> • David Feinberg, <i>IDL Competition</i> • Jess Morgan, Jenny Tsai, and Cameron White, <i>EdJigsaw</i> Panelists: <ul style="list-style-type: none"> • Mitch Kapor, <i>Kapor Capital</i> • Larry Kubal, <i>Labrador Ventures</i> • Farb Nivi, <i>Grockit</i> • Miriam Rivera, <i>ULU Ventures</i> |
| 7:45pm-8:00pm | The Audience Picks a Final Winner and Closing Remarks Chaula Gupta, <i>Teach For America</i> |
| 8:00pm-10:00pm | Afterparty –Get Your EdTech Dance On! |

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The night is sure to end with a bang at the EdTech Mixer Afterparty, featuring Silicon Valley's most talked about band: **Coverflow**, band members include:

Raj Kapoor, *Mayfield Fund*
Tim Chang, *Norwest Venture Partners*
Ethan Beard, *Facebook*
Prashant Fuloria, *Facebook*
Philip Kaplan, *Blippy* and *AdBrite*

We wanted to follow up from our last EdTech mixer this spring and allow another opportunity for this great community to network, so we hope you will stay for the party! The band will begin at 8:45pm.

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Presenting Company Descriptions

Bay Area Innovation Hub. The Bay Area Innovation Hub will accelerate innovation in education by attracting the best minds to work together to develop and rapidly evolve new, scalable approaches to raising student achievement, closing the achievement gap, increasing interest in STEM, personalizing learning and optimizing use of time for each child. *Founder: Kim Jacobson*



dailypage is an online application to meet the needs of both students and teachers when it comes to independent reading. It uses the best practices of social training applications for sports (running, biking, swimming) and applies them to reading in order to improve student achievement and motivation, provide more insight into the “training” process, and make it easier for a teacher or a parent to provide

individualized, targeted “coaching” to a reader. dailypage transforms struggling readers into engaged and successful readers. *Team: Melissa Jones and Samir Mehta*

designED is an innovative charter school initiative designed to educate the most underserved youth in disadvantaged communities to become design-thinking change agents. The Office of Juvenile Justice and Delinquency Prevention reports roughly 100,000 juveniles are incarcerated on any given day in the United States. Nationwide, 55% of juveniles are rearrested within one year of their release. In California, the 75% of juveniles are rearrested within three years of their release. designED will change this and transform the juvenile justice system, the most underserved youth, and disadvantaged communities. Our model proactively engages resilient youth as change agents to transform their community, which develops the most promising sustainability. *Founder: Percilla Ortega*



EdJigsaw is an online platform that analyses family profiles – consisting of a diverse set of data designed to assess accessibility and fit – to generate customized out of school time program recommendations. It will allow families to compare programs side-by-side and make decisions based on the information that is most relevant to them, including parent reviews and ratings across various developmental metrics. *Team: Jessica Morgan, Monica Sun, Jenny Tsai, and Cameron White*

IDL Challenge

IDL Challenge is platform that facilitates crowdsourcing of real city problems and empowers high school students in low-income areas to become change agents in their own communities. IDL Challenge is a web-based urban planning and design curriculum and competition that links real world problem solving to in-class curriculum. *Founder: David Feinberg*



Lifie is an on-line platform where high school students crowdsource the education and career guidance they urgently need. Students' questions get routed to the appropriate adults in their extended social networks. Adults can help students in short bits of time, without big commitments. Students get knowledge they need to thrive in today's economy. *Founder: Ratna Amin*



Our company, **Master Teacher Network**, believes that all children should receive an exceptional education from a masterful instructor. Master Teacher Network seeks out the most impactful, high performing teachers in the country and empowers these teachers to elevate the rigor of the teaching profession - think “American Idol meets the American

Medical Association.” Each year, MTN will hold a public competition to find the best teachers in the country. Students, parents, and educators will submit their master teacher nominations, which involve loading a personal statement and an instructional video on the MTN platform. After a follow up evaluation and review by a panel of education specialists, MTN will select the finalists and solicit a final vote from the public. All finalists will be offered \$200,000 to commit two years towards documenting their craft and enabling other teachers to deliver masterful instruction. *Founder: Samir Bolar*

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Motion Spark combines the academic assessment- and curriculum-concepts of the Khan Academy with the crowd-generated question and answer platform of Quora. Motion Spark provides a democratic way to learn from and teach each other, creates a meaningful way to demonstrate topical knowledge and proficiency, and establish meaningful curricula. *Founders: David Blake and Melissa Wagasky*



Skoodio is a consumer Internet product that leverages powerful components of a studio-based teaching and learning model to help and encourage student learning in critical 21st century skills such as problem solving, design, collaboration, and communication. Our product suite includes 1) a tool that helps students leverage crowdsourcing techniques to create, manage, and administer online peer reviews around their work, 2) a portfolio solution that lets students archive, share, and experience their work in digital form, 3) an online social learning network, and 4) a public and private showcase (and ultimately marketplace) for exhibiting student work. *Founder: James Truong*

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Panelist Biographies



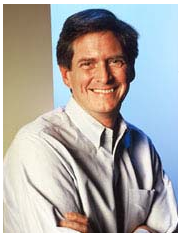
Ethan Beard serves as Director of the Facebook Developer Network, where he oversees worldwide developer relations and marketing for Facebook Platform and Facebook Connect. He previously served as Director of Business Development at Facebook and led the team responsible for creating and managing strategic partnerships. Ethan joined Facebook from Google, where he served as Director of Social Media and Director of New Business Development. Prior to Google, he spent several years as Director of Business Development for MTV Online. Earlier in his career, Ethan co-founded Big Internet Group, LLC and spent time structuring derivatives at Bank of America. He holds a Bachelor of Science in Economics from the Wharton School of Business and an MBA from NYU Stern. Originally from New England, Ethan now resides in San Francisco with his wife and two children.



Mitchell Kapor (born in 1950) is a pioneer of the personal computing industry and has been at the forefront of information technology for more than 30 years as an entrepreneur, software designer, and investor. He is widely known as founder of Lotus Development Corporation and the designer of Lotus 1-2-3, the "killer application" which made the personal computer ubiquitous in the business world in the 1980s. Other pioneering organizations in which Mr. Kapor has played an important role include: as founding investor, UUNET, the first commercial Internet Service Provider; as co-founder, Electronic Frontier Foundation, which protects freedom and privacy on the Internet; as founding investor Real Networks, the first company to offer streaming media over the Internet; as founding chair, the Mozilla Foundation, maker of the open source web browser Firefox; and as founding investor and Chair, Linden Research, the creator of the first successful virtual world, Second Life.



Neeru Khosla is a co-founder of CK-12 Foundation and a firm believer in the power of education. She wants the rigor and accountability of for profit models to apply to non-profits. Neeru is a member of the Board at The Nueva School in Hillsborough, California, where she has served since 1997, caters to gifted and talented students and is internationally recognized. Neeru is also on the Advisory Board of the American India Foundation, a leading international development organization charged with accelerating social and economic change in India. She previously served as a trustee of the Pacific Vascular Research Foundation and Connexions, a Rice University open-source project. Neeru's commitment to education is evidenced by her role on the National Advisory Board for DonorsChoose, an organization dedicated to addressing the scarcity and inequitable distribution of learning materials in U.S. public schools. Neeru is one of the founding members of the K-12 Initiative of the D-School (Hasso Plattner Institute of Design) at Stanford University and a member of the committee to expand the program. Neeru is currently the Co-Founder and Executive Director of CK-12 Foundation. CK-12 is a non-profit organization launched in 2006, which aims to reduce the cost of textbook materials for the K-12 market both in the US and worldwide. Neeru holds a Bachelors degree from Delhi University/San Jose State, a Masters degree in Molecular Biology from San Jose State, and a Masters in Education from Stanford University.



Larry Kubal is the founder of Labrador Ventures and has invested in seed and early stage information technology companies for the last 21 years. He is a founder of Labrador Ventures and serves as a managing partner of Labrador Ventures III, IV and V. Mr. Kubal is the Labrador representative with portfolio companies Altierre, EoPlex, Pandora, PlayPhone, RocketFuel, and Yardbarker. In addition to his investment experience, Mr. Kubal is a management consultant with Booz, Allen & Hamilton, a global strategy and technology consulting firm. Prior to consulting, Mr. Kubal worked extensively in computerized database publishing for McGraw-Hill Publications Company and for the Academy for Educational Development. Mr. Kubal was also a founding executive with a venture-backed PC software company, Avalanche Technologies, ultimately acquired by Microsoft. Mr. Kubal received his undergraduate degree from Duke University (1974), cum laude with departmental distinction, and his MBA from Stanford's Graduate School of Business (1982).



Farb Nivi is the founder and chief product officer of Grockit, a collaborative and social learning platform that provides adaptive test prep and expert tutoring for students of all ages. Prior to Grockit, Farb served as academic director at Kaplan Test prep and Admissions where he managed the teachers and academic quality of Kaplan's Pre-College program in Southern California. Before Kaplan, Farb was a Princeton Review master teacher, developing and publishing course curriculum and training teachers for the SAT, ACT, LSAT, GMAT, GRE and MCAT. In 2001, The Princeton Review honored Farb as National Teacher of the Year. Earlier in his career, Farb founded mobile computer service startup Vision Computer Solutions, eventually growing the business to

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more than \$100,000 in revenue. He also authored a proposal based on the company's business model that garnered a Entrepreneurship Award from the MIT Sloan School of Management. Farb earned his bachelor's in psychology from the University of Michigan.



Geoff Ralston is a co-founder of Imagine K12 and has been an investor in, board member of, and advisor to a variety of start-up companies, mostly in the San Francisco Bay Area. Most recently, Geoff was the Chief Executive Officer of Lala Media, Inc., an innovative cloud music start-up in Palo Alto which was purchased by Apple in December of 2009. Geoff worked at Yahoo! from 1997-2005 after their 1997 acquisition of Four11 Corp. At Four11 Geoff was the VP of Engineering and led the creation of Yahoo! Mail's predecessor, RocketMail. At Yahoo! Geoff was Senior Vice President and general manager of the Communications Business Unit and then served as the company's Chief Product Officer from 2003-2005. Prior to Four11, Geoff was the creator of the popular LookUP! Internet white pages and do-it-yourself home page service. Geoff holds a BA in Computer Science from Dartmouth College, an MS in Computer Science from Stanford University, and an MBA from INSEAD, the European Institute of Business Administration.



Miriam Rivera is a co-founder and managing partner at Ulu Ventures and focuses on seed-stage investments in technology-enabled services, educational technology, and legal informatics. She is a Kauffman Fellow and proven high technology executive with deep experience in the governance issues faced by public, private, and nonprofit boards. Along with Clint, Miriam is the co-founder and co-president of Stanford Angels & Entrepreneurs a Stanford University alumni organization helping to build and connect Stanford's entrepreneurial community. Prior to becoming a full-time investor, she served as Vice President/Deputy General Counsel at Google where she led the company's corporate, commercial, Asia Pacific, Latin America, employment, real estate and technical operations practices. She also served as Assistant Secretary to the board of Google Inc., a member of the disclosure committee, Secretary to the board of the Google Foundation, and legal lead for Google's Sarbanes-Oxley and other regulatory compliance efforts. She helped to grow Google from \$80 million in revenue to over \$10 billion. Miriam received an AB in Sociology, an AM in Spanish from Stanford University, as well as a JD/MBA from Stanford Law School and Stanford Graduate School of Business.



Dave Whorton is the founder and managing partner of Tugboat Ventures, a seed and early stage venture fund focused on serving committed, passionate entrepreneurs with big ideas in consumer internet, cloud computing, mobile, security and SAAS. Tugboat's small, highly effective team strives to make a significant difference from as early as inception through successful IPO or sale. After earning a BS in Mechanical Engineering from the University of California at Berkeley and an MBA from Stanford's Graduate School of Business, Whorton found his way to Kleiner Perkins Caufield & Byers and Texas Pacific Group Ventures, where he developed and incubated numerous investments. Whorton has been called a "serial entrepreneur." He was founding CEO of Good Technology (acquired by Motorola); co-founder of Drugstore.com (DSCM) and general manager and president of Optical Engineering, Inc. Dave also worked at Netscape, Hewlett Packard and Bain. He currently serves on the board of directors of Education Elements, FiveApes, RepairPal and RichRelevance. Prior investments that Dave led include Blue Nile (NILE), Cranium (sold to Hasbro) and SuccessFactors (SFSF). Dave also worked closely with Amazon, Autotrader, E.piphany and Google in their early days. Dave is a founding non-profit board member of CharterCities and NewSchools Venture Fund.

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About Us

The Teach For America-NewSchools Venture Fund EdTech Entrepreneurs Lab is an innovative new program designed to prepare the next generation of aspiring entrepreneurs to build high impact, technology-driven solutions for public education.

The Challenge:

The place where a child is born should not determine the quality of his or her education and life prospects. However, the unfortunate reality is that a vast education inequity currently exists across our country. Just half of students in low-income communities graduate high school by age 18, and only 1 in 10 graduates from college. Closing this achievement gap will require cutting edge new approaches that address these challenges at a systemic level. There is a growing demand for solutions that use technology in creative ways to impact instruction and improve academic outcomes for historically underserved students.

The Opportunity:

The EdTech Entrepreneurs Lab is a program designed to seed innovative ideas among young professional leaders and aspiring entrepreneurs with a passion for education. This is an unprecedented opportunity for participants to design and launch truly innovative ventures that help close the achievement gap at a systemic level, with a particular emphasis on the power of technology to fuel solutions. Participants will have access to top resources in the education and technology fields – including workshops designed by the Stanford Institute of Design's K12 Lab – as they develop game-changing, technology-based solutions that target educational inequity. The program is launched in collaboration with the Hasso Plattner Institute of Design at Stanford University.

About NewSchools Venture Fund



NewSchools Venture Fund seeks to transform public education through powerful ideas and passionate entrepreneurs so that all children – especially those in underserved communities – have the opportunity to succeed. As a national nonprofit venture philanthropy firm, NewSchools supports education entrepreneurs, a special breed of innovators who create new nonprofit and for-profit organizations that redefine our sense of what is possible in public education. Founded in 1998, NewSchools has invested in more than 40 nonprofit and for-profit organizations and raised nearly \$180 million. NewSchools takes an active role with each venture in our portfolio to help them create sustainable organizations that generate breakthrough results at scale for the students they serve. In addition to this direct support to entrepreneurs, NewSchools also connects their work to the broader public education reform movement to catalyze systems change. For more information, visit www.newschools.org.

About Teach For America



Teach For America is the national corps of outstanding recent college graduates who commit to teach for two years in urban and rural public schools and become lifelong leaders in expanding educational opportunity. This fall, 9,300 corps members will be teaching in 43 regions across the country, while nearly 24,000 Teach For America alumni continue working from inside and outside the field of education for the fundamental changes necessary to ensure educational excellence and equity. For more information, visit www.teachforamerica.org.

About the Hasso Plattner Institute of Design at Stanford



Five years ago, those at the Hasso Plattner Institute of Design started with a dream about building a place for design at Stanford. They wanted to build a place where design thinking is the glue that binds people together, a place they called the d.school. The d.school has become a hub for Stanford students and faculty in engineering, medicine, business, the humanities, and education to learn design thinking and work together to solve big problems in a human centered way. These students have taken the design thinking methodology and applied it in new places to new problems. Along the way, they have developed their own process for reliably producing innovative solutions to nearly any challenge. In a time when there is hunger for innovation everywhere, they believe our first responsibility is to help prepare a generation of students to rise with the challenges of our times. These “students” will increasingly range from kindergarteners to senior executives at Fortune 500 companies. For more information, visit <http://dschool.stanford.edu/>.

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The EdTech Lab Staff



April Chou is a partner in the West Coast office of NewSchools Venture Fund. She leads the organization's development efforts and is currently raising NewSchools Fund IV, which will invest in early-stage, innovative organizations tackling some of the most challenging problems in public education. As part of the leadership team, April also has responsibility for investment strategy and management. April has been with NewSchools since 2004. In her previous role, she focused on expanding the NewSchools Network and developing communities of practice to strengthen the knowledge, learning and impact of NewSchools' portfolio organizations. During this time, she also worked with the KIPP (Knowledge is Power Program)

Foundation to shape its network growth strategy and helped KIPP Bay Area Schools transform its governance structure from six separate schools into a charter school management organization. April's experience spans the for-profit and nonprofit sectors. Prior to joining NewSchools, April was a management consultant with McKinsey & Company in San Francisco, Beijing, and Washington, DC, where she advised clients on strategy, organization, and operations. As a Nonprofit Practice Community Fellow, she served nonprofit clients and helped build the firm's knowledge base about the nonprofit sector. April received her bachelor's degree from Princeton University's Woodrow Wilson School of Public and International Affairs. She completed her graduate work at Stanford University, where she received an MBA from the Graduate School of Business and an MA from the School of Education.



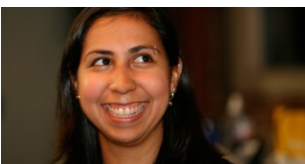
Wayee Chu is an Associate Partner in NewSchools Venture Fund's West Coast office, where she focuses on sourcing and supporting early stage education technology entrepreneurs. Wayee leads the NewSchools EdTech Entrepreneurship Lab, in partnership with Teach For America and the Stanford d. school. The Lab allows budding entrepreneurs to explore, develop and incubate innovative, technology-driven ideas that target educational inequity. Formerly, Wayee focused on NewSchools' field-building work in the planning and execution of the NewSchools Community of Practice gatherings for entrepreneurs to the annual

NewSchools Summit. Prior to joining NewSchools Venture Fund, Wayee worked for four years as an equity research analyst at Merrill Lynch in New York, where she covered the financial sector. She also served as finance director for a magazine publishing firm. Wayee started her career as a financial analyst at Morgan Stanley. Wayee's interest in education began in 1997, when she became a volunteer for Sponsors for Educational Opportunity (SEO), an education non-profit in New York. For six years, Wayee mentored students in the SEO Scholars Program, which prepares motivated New York City public high school students of color to earn admission to – and succeed at – the nation's most selective colleges and universities. Wayee graduated from the University of Michigan with a bachelor's degree in Economics and Political Science. She lives in San Francisco with her husband Ethan and their son Beckett and daughter Willa.



Rich Crandall is the Director of the K-12 Lab at the Hasso Plattner Institute of Design at Stanford. When given the choice between a starring role in front the camera and the director's spot behind it, Rich Crandall prefers the latter. He has an eye for when a canvas needs blue in the lower left corner and for the moment when his project teams need to remember their overarching goal. It makes sense with where he lives on the introvert/extrovert axis. Rich was born in Lancaster,

Pennsylvania. At the age of four, Santa Claus asked him how he'd behaved. He replied, "I haven't been perfect, but I've been good." Rich claims this as preliminary evidence of embodying certain d.school truths, namely: err early. Don't worry about working for perfection, focus on rough prototypes. So much of what the d.school stands for rings true for Rich. He is happy to have found a home here. Rich has a BA in math from Colgate, and an MBA from Stanford. He served as a Teach For America corps member in Oakland. He plans to spend the rest of his life working at the intersection of doing well and doing good.



Erica Estrada is a Stanford D. School Levinthal Fellow and Lexturer at Hasso Plattner Institute of Design at Stanford. In July of 1983, a young Mexican couple boarded a plane from Korea to California being careful to hide the enormous 8-month-pregnant bulge of what was soon to be Erica Diane Estrada. Luckily enough, they made it in time to the sunny shores of California, where Erica was born,

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already bound for a life filled with unusual paths and a tendency to go against the norm. Although she grew up mostly in her beloved Texas, she was lucky enough to be what most call a “Bechtel Brat.” Her homes have included Mexico, Peru, Saudi Arabia, Qatar, and her favorite—Venezuela, where she attended 6th grade on Centipede Hill, lovingly named for the fact that everyday she opened her locker to a giant centipede crawling on top of her textbooks. After being accepted to Stanford, she reveled in knowing that she would be finally reunited with her native soil. She knew early on that her calling was in Mechanical Engineering, and she had to juggle that with her interest in Biology, Political Science and Creative Writing throughout her undergraduate and graduate years. Then comes the time when “a girl’s gotta fall in love,” and with Entrepreneurial Design for Extreme Affordability, Erica did. By day, she worked on a team redesigning the shifting experience for Volkswagen developing a foot-operated gear-shifting system for concept vehicles. By night, she soldered LEDs and cut PVC and Coke cans with her Extreme Affordability Team as they worked toward the goal of providing affordable lighting products to villagers in Burma. After graduating from Stanford, her night job became her day job and her lighting team traveled to Burma and Cambodia prototyping lights and experimenting with batteries. Within a year, d.light design won \$250k in venture capital funding from a business plan competition, and subsequently garnered the resources to officially incorporate.



Chaula Gupta is the Managing Director of the Social Entrepreneurship Initiative at Teach For America, Chaula Gupta is creating an enabling platform to help alumni launch and grow their own social change ventures that target the systemic factors behind educational inequity. Prior to this role, Chaula worked for four years with Ashoka, where she supported the US Fellowship in screening social entrepreneurs, managed various projects in Ashoka India, launched and ran a new global staff recruitment program, and did due diligence on innovative ideas that employed technology for social change. Chaula has done research on small-arms disarmament at the Geneva-based UN Institute for Disarmament Research and co-authored a US government study on nuclear terrorism while working at the Center for Nonproliferation Studies. She graduated from Mumbai University majoring in telecommunications engineering and has a graduate degree in international relations from Syracuse University. Chaula and her husband live in New York City.



Acasia Wilson Feinberg is a passionate advocate for educational equity and the role the innovation can play in rapidly bringing education reform to scale. Acasia received her bachelor of arts from the University of Oregon where she studied vocal performance and humanities. Upon graduation in 2002, she was accepted into the Teach For America corps and served as a 5th grade classroom teacher in Laveen, Arizona. Continuing her path in education reform, she went on to receive her Masters in education from Arizona State University and lead Teach For America’s fundraising efforts in Phoenix as the director of development. During her tenor, she successfully supported the region in securing a \$5 million appropriation from the state, which allowed the TFA Phoenix Corps to double in size. More recently, she was a member of the founding team of Mayor Antonio Villaragosa’s IA program in Los Angeles aimed at increasing the representation of low-income and minority youth in the skilled trades, and engineering and green jobs. Acasia continues her efforts in education reform as the Bay Area director of alumni affairs. In this role, she works alongside the more than 1,400 Teach For America alumni living in the San Francisco area and leads the political leadership and social entrepreneurship initiatives. Originally from Portland, Oregon, Acasia is thrilled to now call San Francisco home. In her free time, Acasia enjoys scuba diving, singing, and snowboarding.