

IN2 EdTech LaunchPad

The Robert M. '89 and Ginger L. Chang STEM LaunchPad for Educational Technology aims to accelerate technology and product development by serving as an incubator and testbed for EdTech startups. The STEM LaunchPad connects a vibrant community of entrepreneurs, programmers, educators, and students at the globally-recognized Illinois Mathematics and Science Academy's new IN2 innovation center in Aurora, IL with its network across Illinois. One EdTech startup will be selected annually from a national network of incubators, accelerator programs, venture capital firms, universities and other channel partners. Applications are due by July 7, 2017; selected startup begins on August 28, 2017.

You are a Good Fit if...

- You are a pre-or early-stage revenue EdTech company looking for space, resources and a community to accelerate bringing your idea to market
- You are a post-revenue EdTech company looking for an R&D or demonstration site for current or future products
- You seek to:
 - 1) Further develop your technology,
 - 2) Obtain market feedback from educators and students, and/or access potential partners and customers
- You are excited to be an active and engaged member of the IMSA community through your physical presence and interaction with students, faculty and external partners. Engagement can be through student internships, community workshops, education and business partnerships or new collaborations with IN2 members and partners

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LaunchPad History

Dropdot, a connect-the-dots early childhood literacy app, was the first startup selected in 2016-17. A series of fast fails by the team led to success in re-establishing the app on Google Play. The Dropdot team of coders, market researchers and advisors has planned future improvements for the app, including work in marketing, research and team operation with preliminary user statistics.

About IMSA

As Illinois' flagship STEM institution and learning laboratory, IMSA serves 10th through 12th graders who are gifted and talented in math and science through its residential Academy, as well as thousands of educators and students through our outreach and professional development programs each year. Dubbed "Hogwarts for Hackers" by Wired Magazine, IMSA's learning laboratory launches innovators who advance a broad range of fields and industries including alums who served as founders or founding team members of Netscape, PayPal, YouTube, Yelp, and OkCupid.

How to Apply

All interested EdTech ventures are encouraged to apply. Applicants coming from one of IN2@IMSA's network of channel partners can include a letter of recommendation from these organizations. If you are not affiliated with a current channel partner, you can contact IMSA directly by emailing bmckenna@imsa.edu to express your interest.

An IN2@IMSA Community Open House is scheduled for **Thursday, June 8 from 1-6 pm.** (IMSA, 1500 Sullivan Rd. Aurora, IL). Applicants are welcome to visit IN2 and the LaunchPad and ask questions.



About IN2

IN2, IMSA's new \$2M, 6,400 square foot state-of-the-art innovation center opened as an IMSA public-private venture in the fall of 2016. IN2 is designed to ignite collaboration and entrepreneurial activity among students, educators, businesses and the community to solve real-world problems, design prototypes and launch new ideas that advance the human condition. EdTech is one initial technology vertical focus for IN2 that unites IMSA's leadership in education, innovation, technology and entrepreneurship.

LaunchPad Feature and Benefits

- Rent-free, dedicated space at the 6,400 sq-ft IN2 innovation center including access to Wi-Fi, business development services, free parking, access to prototyping facilities, café and other amenities through May 2018
- Access to students and educators for product validation and demonstration, pilot projects, market research and other collaborations — both at IMSA's residential academy and through a network of hundreds of K-12 schools around Illinois
- Opportunity to partner with highly-skilled students — who have provided over 11,000 hours of programming and other support for startups at 1871, TechNexus, Matter and other startup communities — to develop and expand product offerings through the IMSA TALENT internship program
- Connection to IMSA and IN2@IMSA brand, events, network and marketing channels to build visibility for your business and product —part of the globally-recognized education innovation associated with the Academy



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