think. make. share.

brainstorm

think. make. share.

Vidya Mantrala & Alexa Stern
The World Economic Forum 2016 Future Jobs Report states that “65% of children entering primary school today will ultimately end up working in completely new job types that don’t yet exist.”

Essential skills, such as complex problem solving will be required in over 35% of the jobs of the future, while “social” skills such as collaboration and emotional intelligence, will be in high demand.

Divergent thinking, an essential capacity for creativity, involves being able to see multiple approaches to a problem and multiple answers to a question.
Unfortunately, critical **interpersonal** and **problem-solving** skills are being deprioritized in the current education system in the U.S.
“We don’t grow into creativity, we grow out of it. Rather, we get educated out of it.”

– Sir Ken Robinson
We interviewed:

parents
after-school coordinators
public school administrators
elementary school teachers
education innovators

to understand how they felt about how children learn, and what their hopes and expectations might be for the future.

“Children are like sponges, they learn by doing and they learn by association.”

Manjula N.
Former Kumon director

“The STEAM method integrates art, but they are missing the point. While the fine arts are great, what is really needed is a way to teach kids how to be able to consider the bigger picture.”

Santosh B.
Parent of 2nd and 5th grader

“In grades 1st-3rd, children have to learn, ‘not everything is just about me’. How can we help them learn to be socially acceptable?”

Heather W.
Montessori Teacher
We explored ways we unleashed our creativity as children:

self-published newsletters
architecture camps
lemonade stands
trading card clubs

in order to understand what types of activities children might self-select into, and the essential skills they might learn from each.
How might we help kids develop soft skills, such as empathy, collaboration, and creative problem-solving?
Brainstorm was developed as a product that can stand on its own in the consumer market or serve as the basis for extended creativity workshops and experiences. It competes with existing solutions on cost and its ability to live both inside and outside of school.
Revenue Model

Level 1 ($)
Project kit
Brainstorm box and starter pack
Expansion packs

Level 2 ($$)
Access to high-school-aged student volunteers involved in youth education or child development programs within their school who can mentor and help children working with the project kits

Level 3 ($$$)
Brainstorm Workshops

*Lightning* Workshops: short 1-2 hour sessions
*Hurricane* Workshops: full-day sessions

conducted by trained individuals that take place during the regular school day or in an after-school program
Project example

1. What is the name of this store?
2. What would be sold in this store?
3. How would people find out about your store?
4. Who would work in your store?
5. Draw this store.
6. Make your own product to sell in this store.
7. Build this store.* (Adult supervision required)
Where could live

home  school  community center
What’s Next?

Look into key partnerships we would need to pilot this project and move forward.

Explore:

1. Crowdsourcing: Projects *for* children *by* children
2. Resources and expertise needed to run Brainstorm workshops in school vs. in the community
3. Different types of prototyping materials to be included in ideation kits.
## Business Model Canvas

**Key Partners**
- Schools, teachers
- Community leaders
- Church/Synagogue leadership
- Parent-Teacher Organizations

**Key Activities**
- Production (delivering experiences, developing the specific project scenarios)
- Crowdsourcing ideas for project scenarios from educators, parents and children
- Marketing for consumer market, selling for schools and community centers
- Training volunteers/ facilitators

**Key Resources**
- Physical (manufacturing)
- Human (someone used to working with this particular age group, i.e. camp counselor, nanny)
- Digital publishing for kits
- Sources for building/prototyping materials

**Value Proposition**
- Building
- Empathy
- Collaboration
- Problem-Solving Skills

**For**
- 1st-3rd Graders
- Who
- Need activities to foster creativity that is educational, but feels like fun and allows them to learn the crucial skills needed for tomorrow's workforce

**Brainstorm** is a curated experience for 1st-3rd graders, that helps them develop social and creative problem-solving skills through exciting medium and long-term projects.

**Customer Relationships**
- Families in the community may benefit if children work on community service projects
- Teachers and after-school coordinators will benefit if Brainstorm is a way to keep students engaged during recreational time
- Parents of children will benefit from educational activities that keep children engaged and away from screens even during time at home with the family

**Customer Segments**
- Parents, with children between 1st and 3rd grade, that need more educational, low-cost ways to keep their children engaged and learning and flexing “essential skills”
- Schools with “extended-day” option for working parents
- Community centers/churches that may want to host day care workshops in their spaces

**Channels**
- Religious institutions (church, synagogue)
- Park districts/community centers
- Schools (possibly)
- Libraries
- Bookstores, department stores, online retailers (for direct-to-consumer market)

**Cost Structure**
- Publishing/manufacturing kits
- Retail space
- Service to crowdsource project ideas
- Training staff and volunteers
- Paying staff to facilitate workshops
- Building and prototyping materials

**Revenue Streams**
- Direct-to-consumer project kits ($) possible option of subscription model
- 1-2 hour facilitated workshops at school, camp or after-school programs with high school student volunteers/mentors ($$); parents can pay for this as an add-on activity or school PTA groups may decide to fund this and make it a free or low cost experience for students.
- Day-long “camp” facilitated by both trained professionals (i.e. speech pathologists, childhood occupational therapists) and volunteers where more realistic projects can be built out ($$$)
References


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Noun Project Icons:
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Numero Uno