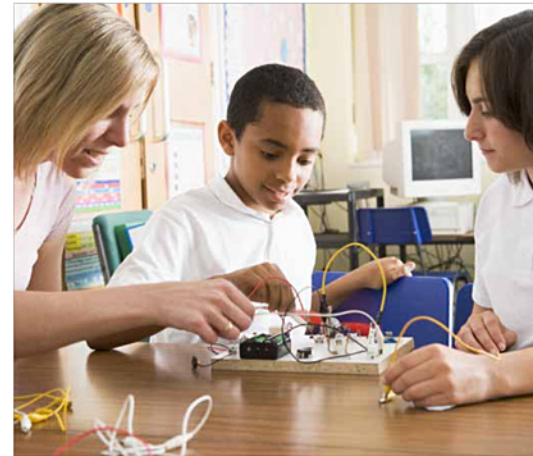


Impact Science

IMPACT SCIENCE EDUCATION, INC.

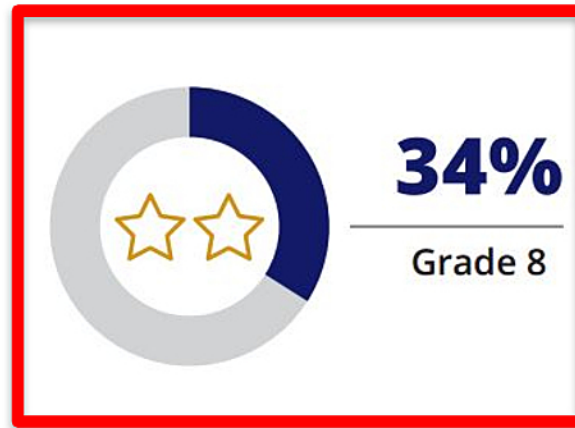
*Helping teachers
inspire kids
to love science
and engineering*



ImpactScience.Co

Only 1 in 3 students proficient in Science

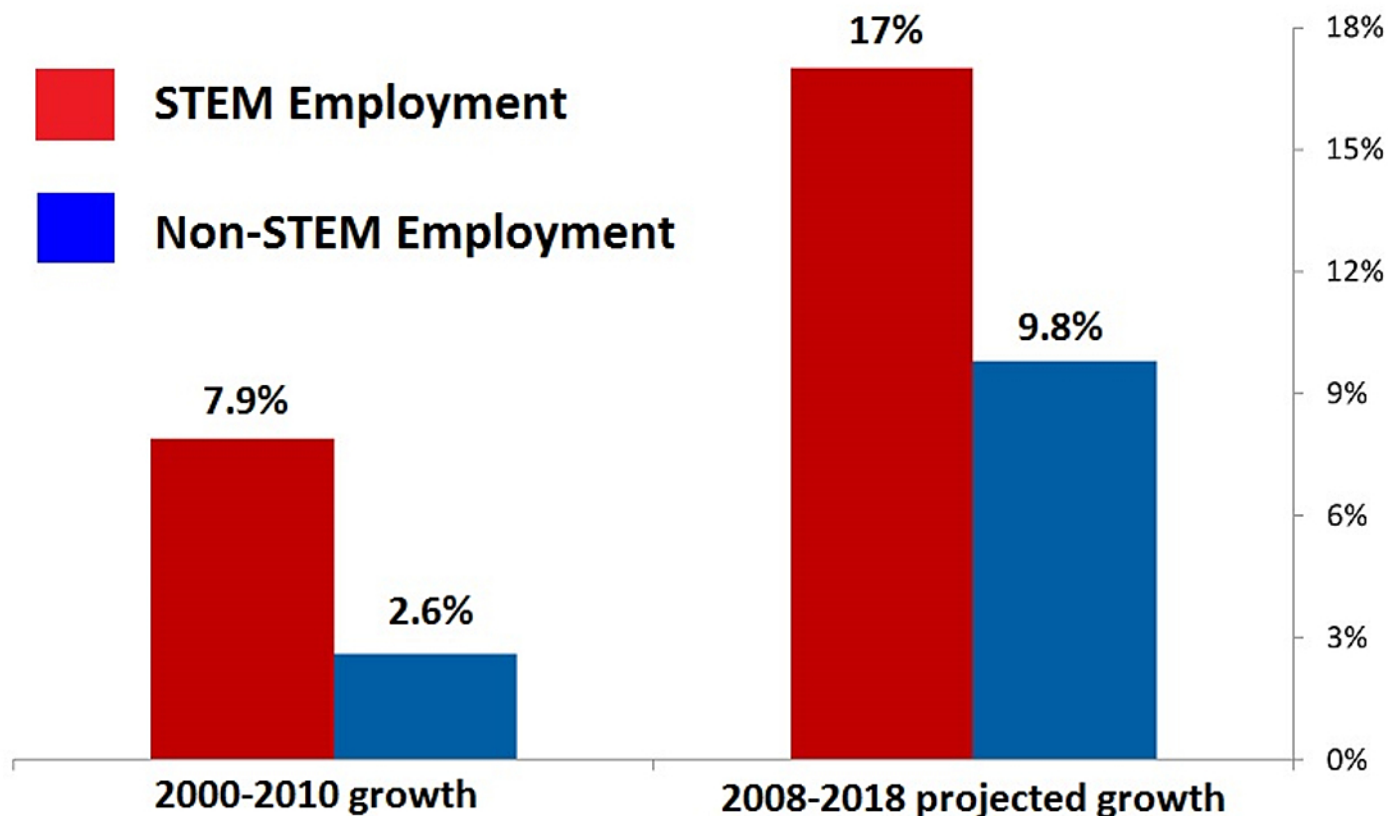
Percentage of students at or above *Proficient* in 2015



Statistics: NAEP and BLS 2016

US Economy is Increasingly Innovation and Tech Based

Figure 1. Recent and Projected Growth in STEM and Non-STEM Employment

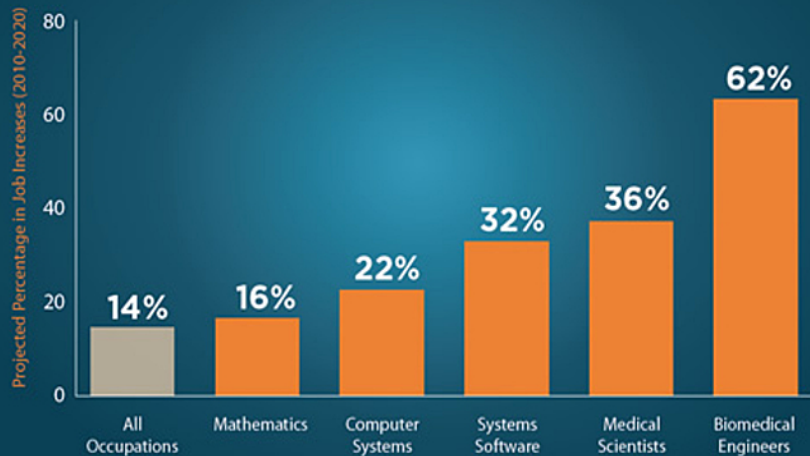


Source: ESA calculations using Current Population Survey public-use microdata and estimates from the Employment Projections Program of the Bureau of Labor Statistics.

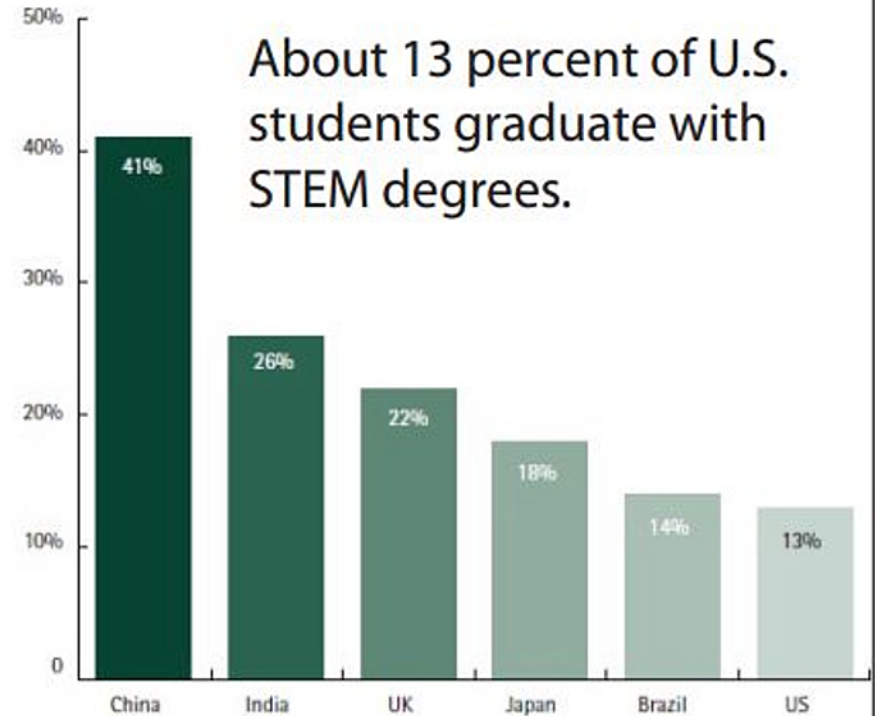
Great careers in engineering and tech...

But will we have a skilled labor force?

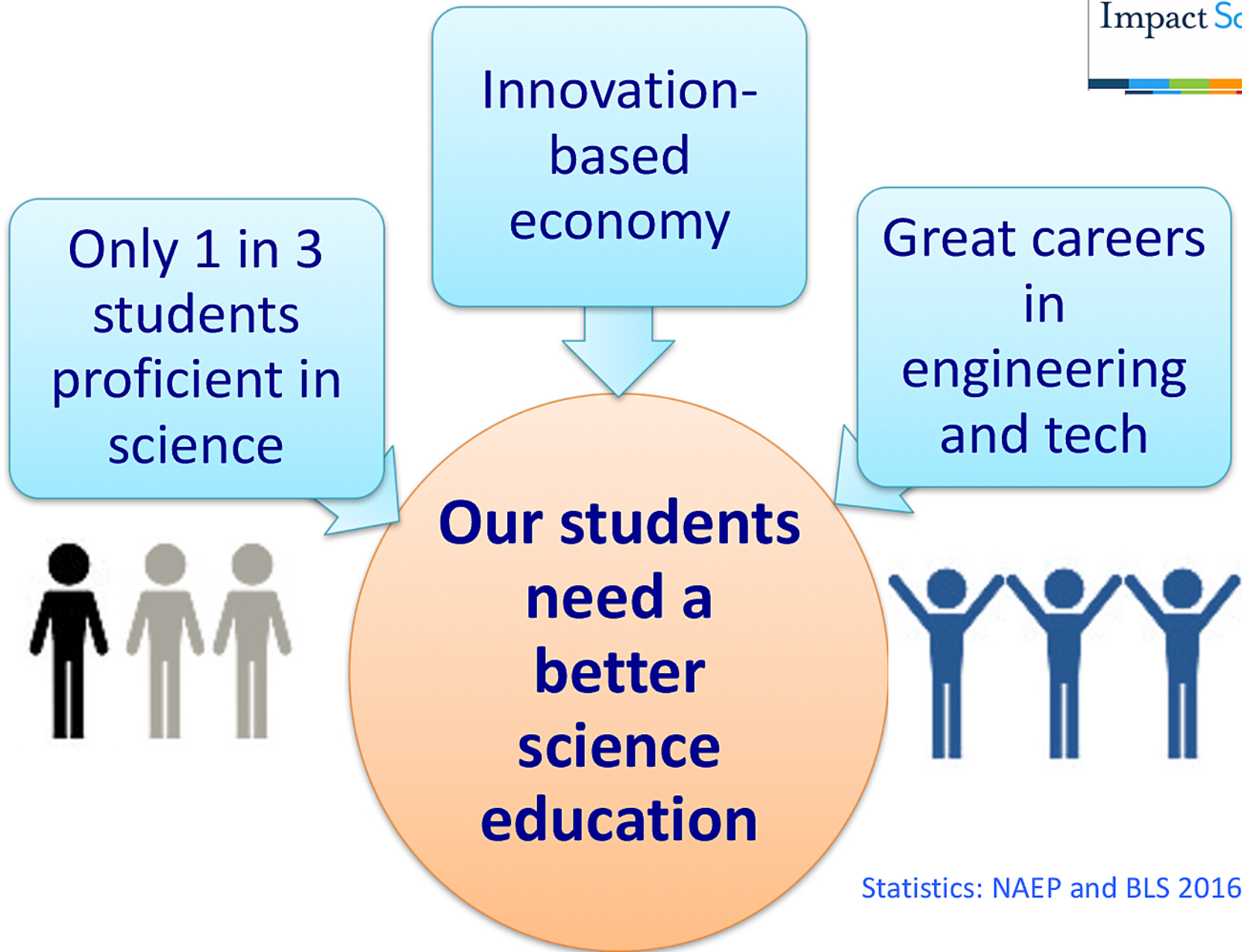
PROJECTED PERCENTAGE INCREASES IN STEM JOBS: 2010-2020



About 13 percent of U.S. students graduate with STEM degrees.



By 2018, it is projected that 2.4 million STEM jobs will go unfilled.



The Problem: Lack of Curriculum Teachers have the Wrong Tools

X Textbooks are not the solution



X Technology is not the solution – too much screen time, not enough collaboration



We thought:

What if
SCIENCE CLASS
were more like
SCIENCE CAMP?



How: Make planning easier for teachers

Impact Science Education provides **great lesson plans** so teachers can teach **great lessons**

- ✓ Easy to use
- ✓ Accessible
- ✓ Affordable



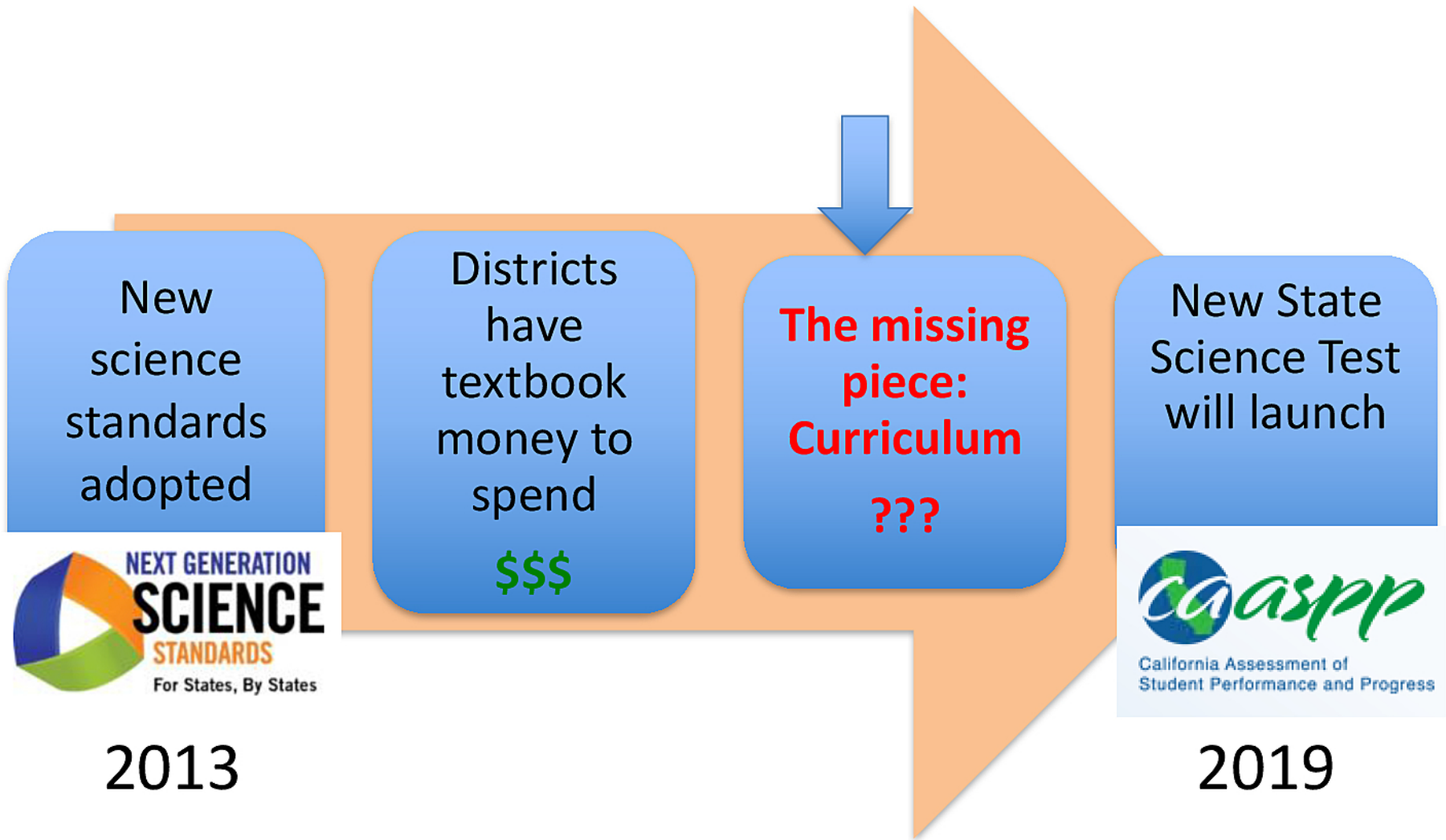
Students can learn science, engineering, innovation, and teamwork



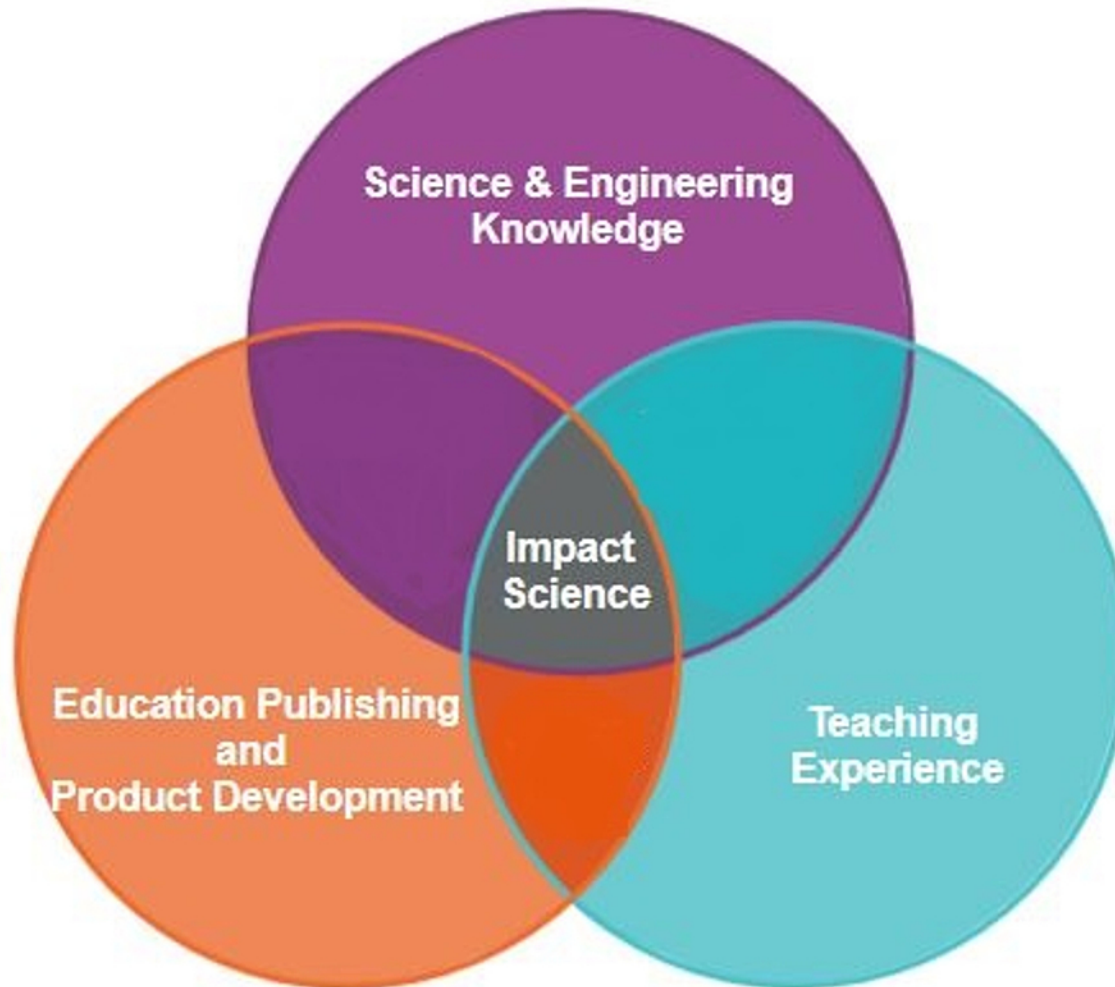
... with projects such as:

- *Make polymers and crystals*
- *Design a solar cooker*
- *Plan a program to reduce carbon footprint, use data to gauge success*
- *Invent a toy based on scientific principles*

Perfect Timing



Impact Science Education has the 3 critical skill sets necessary to create effective STEM curriculum



The Right Team

Co-Founders



Ladie Malek
President

- ✓ BS Engineering
- ✓ MA Education
- ✓ 8 years as a teacher
- ✓ 16 years developing STEM education products



Robin Cooper
Chief Academic Ofc.

- ✓ BS Biology
- ✓ 21 years as a teacher
- ✓ science dept. chair
- ✓ mentor, supervising teacher

Research Partnership



Sharon Parker
CSET Associate
Stanford University

- ✓ Curriculum design expert
- ✓ Instructional coach, expert in science teaching and assessment

The Right Experience

Highlights from Ladie Malek's
Product Development portfolio



Project STEM (Pearson Education)

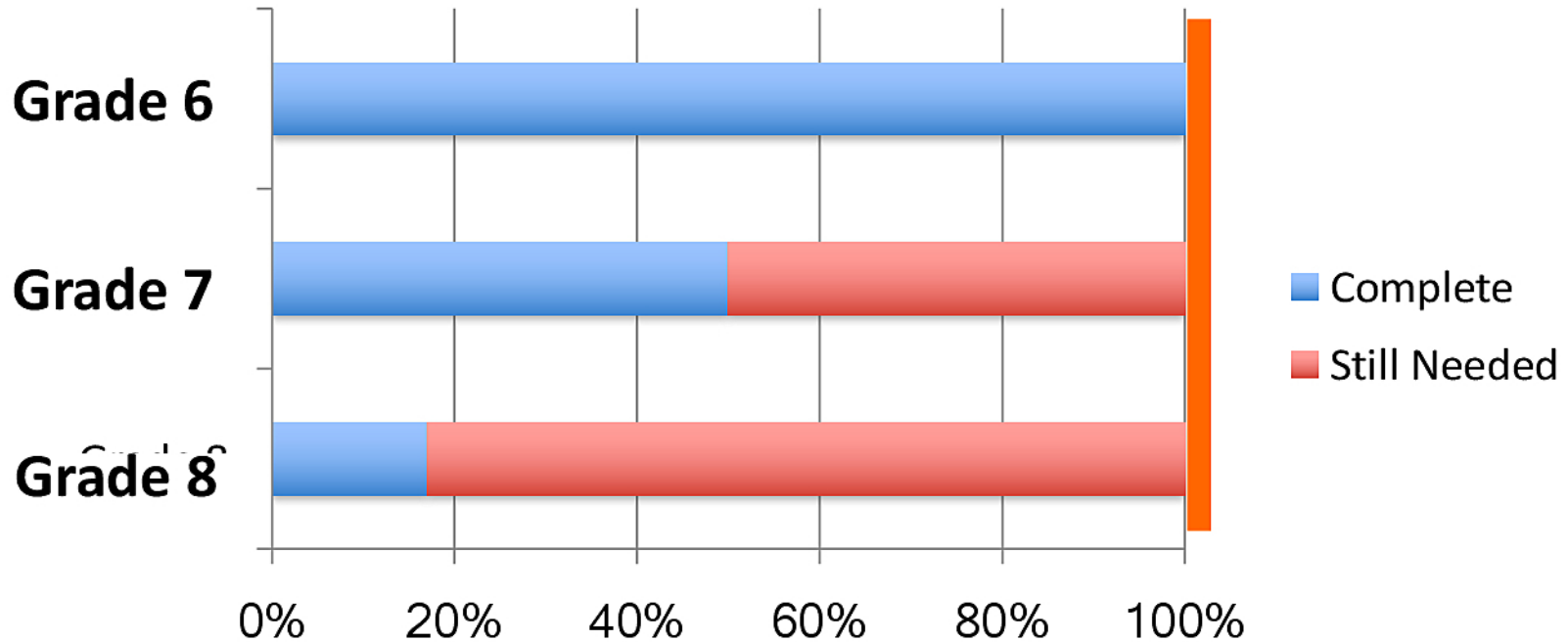
Living by Chemistry (Macmillan, now in 3rd edition)

Discovering Geometry (Kendall Hunt, now in 5th edition)

Pearson System of Courses, Math (Pearson Education)

Accomplished so far: 60% complete

Grades 6th–8th



**Goal: 100% complete
by December 2017**

Science Teachers are Enthusiastic!

I'm looking forward to starting on Cells. These are well-crafted units!

- Tania P. , CA

My students and I are really enjoying this new microscope unit [of study]! Thanks!!

- Sara B. , CA

I have a very good feeling about this unit. our design day was a hit!

- Michael M. , CA

Had so much fun teaching the engineering cycle today~

- Joanna P. , CA

The Competition

	Active and engaging	Engineering and Design focus	Device not needed for student	Cost
Textbooks	X	X	✓	\$\$\$
<u>Amplify</u>	✓	✓	X	\$\$\$\$ \$\$
<u>Impact Science</u>	✓	✓	✓	\$\$

* \$ = approximately \$64 per 8-year cycle. A typical science textbook costs \$90-100

Affordable for Districts

Charge for 8-year
license based on
enrollment

Typical school district
has 3000 middle school
students @ \$64/student =
\$192,000/district

Districts can use
textbook budget
to buy

**Less than cost of a textbook
purchase**

Optimum Format and Delivery System

PDF files are the most versatile format

1. Easily accessible---anyone can download, print or project
2. Does not rely on software platform, no updates, patches, or network conflicts
3. No warehousing and shipping, or onsite tracking costs for school---Simple delivery via emailed link to Online folder

Current users,
early interest,
and market
penetration

Albany Middle School
(beta test group)

Two Paying Customers already
Brentwood re-signed for 2nd year

30 Districts across CA Actively piloting:
Palo Alto, Brentwood, San Ramon, Mt. Diablo,
Pleasanton, Martinez, Los Angeles, Mojave...

8 Districts in Negotiations to Purchase
20+ more districts interested in piloting

Market Size: \$1.3 billion*

Our price: \$64/ student for a 8-year license

West Coast

**2 million
middle school students**
x 5% marketshare **
x \$64/student =

\$6.4 M/year

**Ladie's previous published works
garnered minimum 5% market share

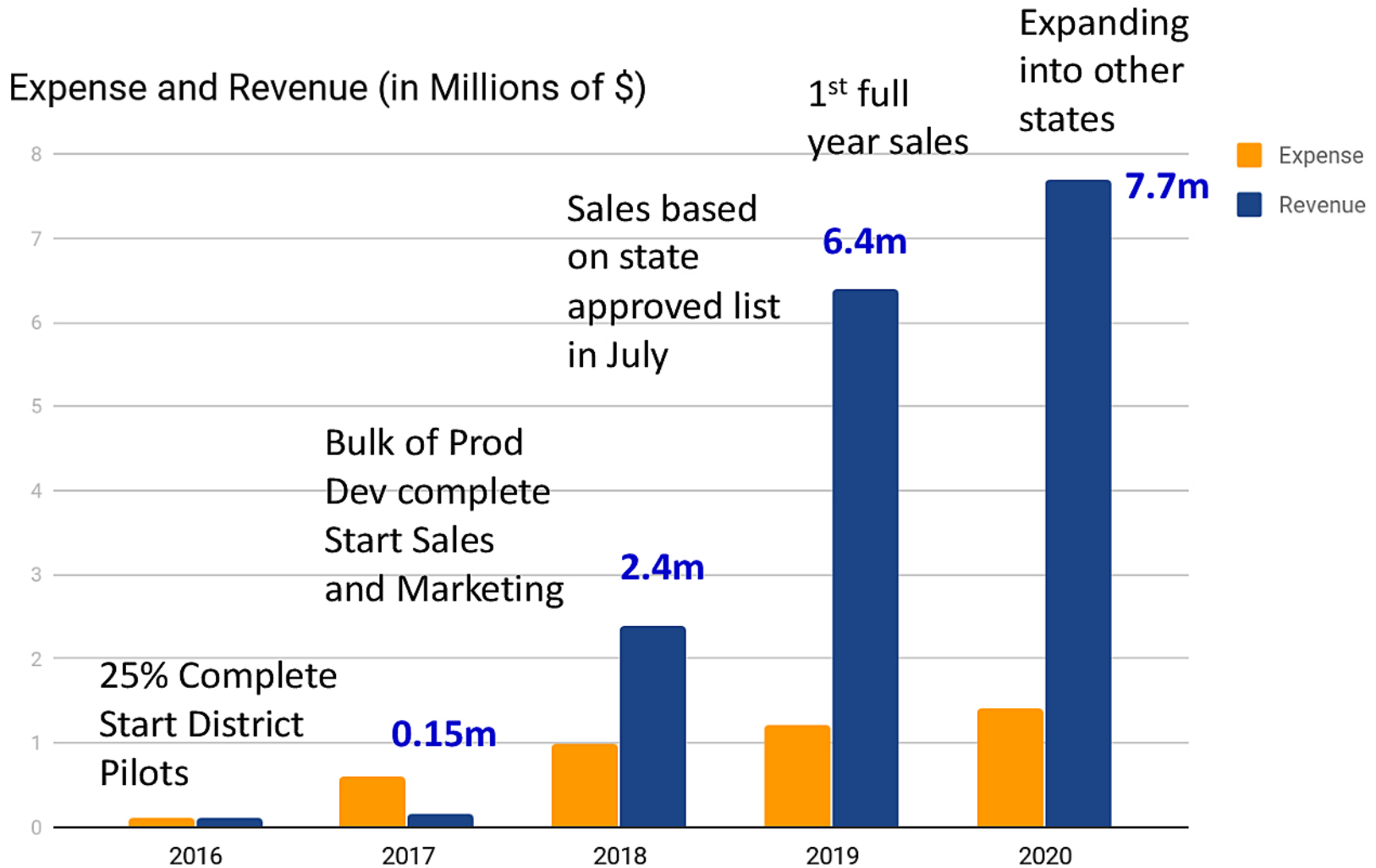
US

**13 million
middle school students**
x 5% marketshare
x \$64/student =

\$41.6 M/year

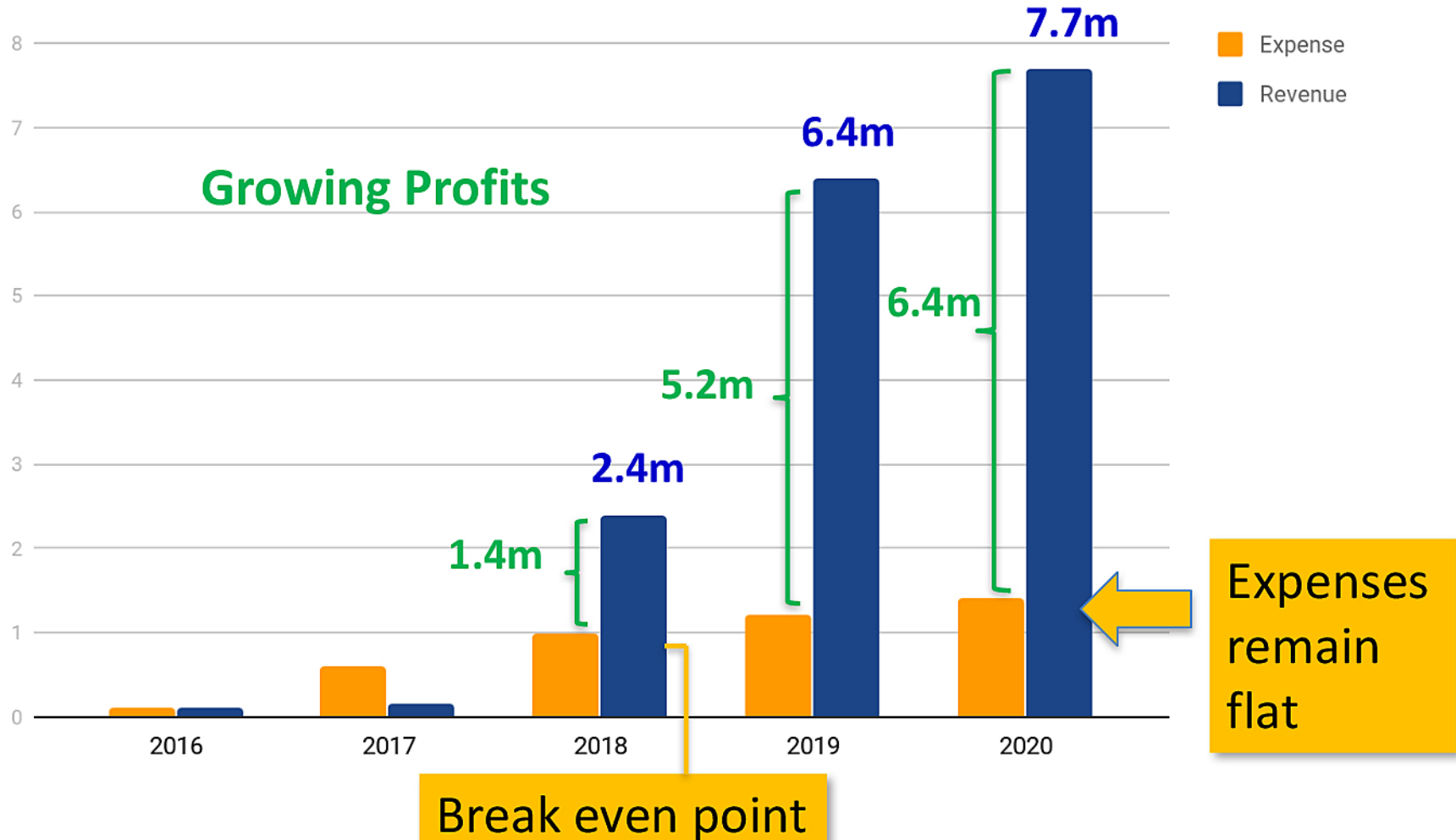
* 13 million multiplied by \$100
textbook purchase

Expenses and Revenue



Expenses and Revenue

Expense and Revenue (in Millions of \$)



Projected Return on Investment

- 2018 Adoption to State Approved List in November—selling 1 year licenses

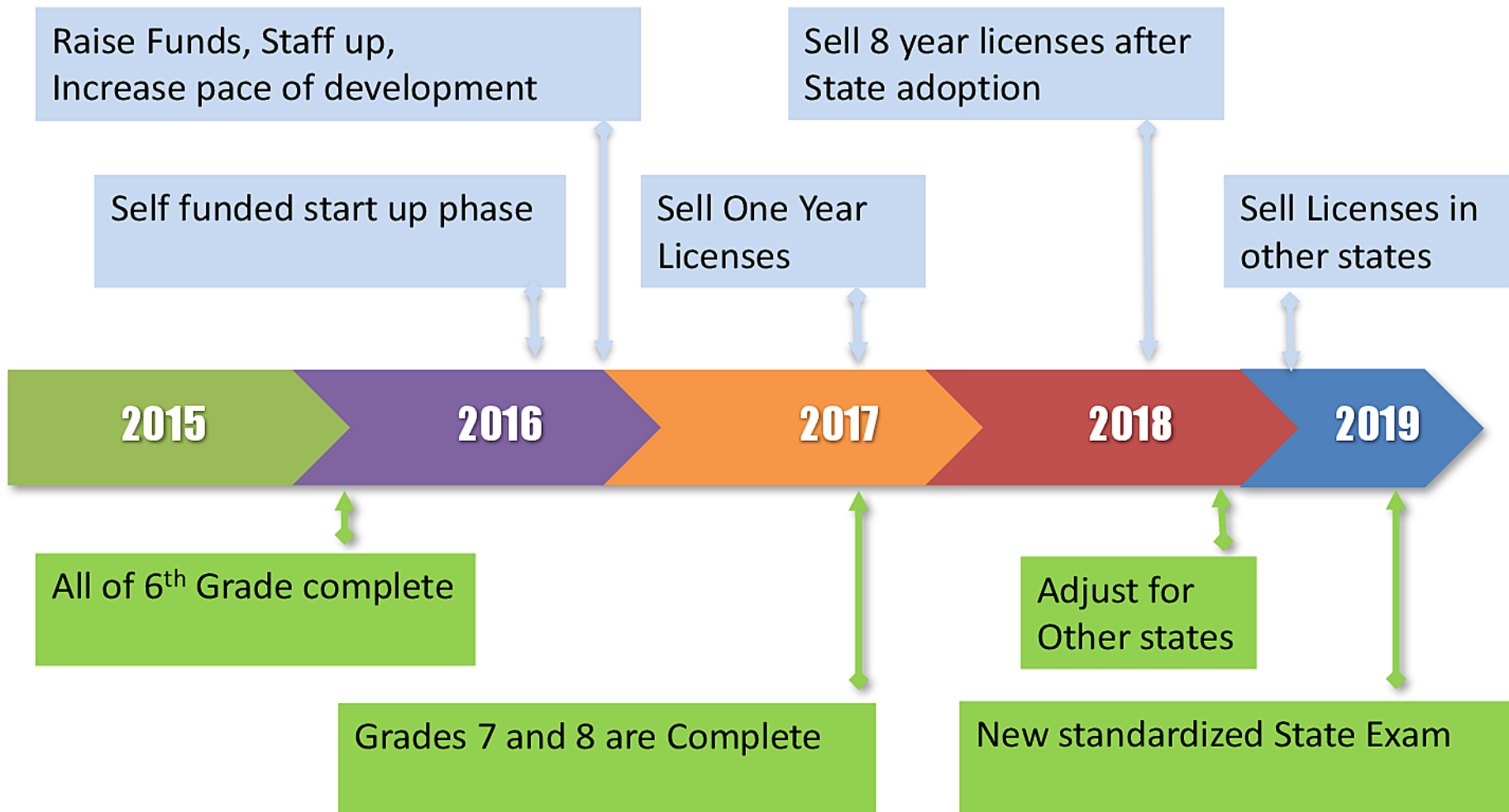
2018 2.4 million in sales-1 million overhead =
1.4 million X 1% = **\$14,000 dividend**

- 2019 is first full year of sales with 8 year licenses

2019 6.4 million-1.2 million overhead =
5.2 million X 1% = **\$52,000 dividend**

Timeline and Milestones

Finish Curriculum for all three grades by Q4 2017,
Sales \$100k and Prepare for State List submission by Q4





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<http://impactscience.co/index.html>

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