



Brand development + marketing = results for a new business startup



Business Overview

A summer-camp-in-a-box...

- ✓ Curriculum and step-by-step instructions
- ✓ Materials and high-tech gadgets
- ✓ Online teacher signup
- ✓ Teacher compensation
- ✓ Camper recruitment and online enrollment



...with some of the most innovative STEM curriculum on the market

✓ Popsicle sticks

✓ Glue

✓ Egg drops

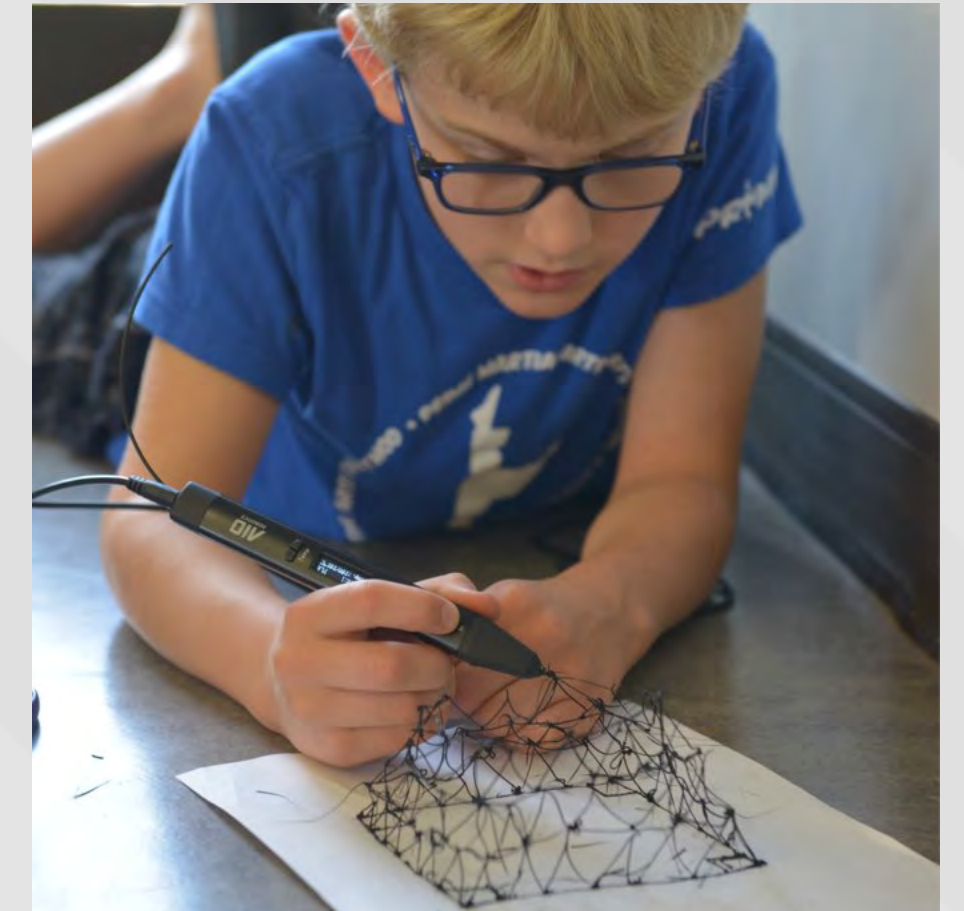
✓ Drones

✓ 3-D printing

✓ Snap circuits

✓ Virtual reality

✓ Computers



Students: Fun, inspiring
introduction to STEM



Educators: Easy-to-implement;
great summer employment



Value proposition: Students

Pain point	Solution
School sucks, especially math and science	Flint camps are the opposite of school; no exams – just inspiring exploration
Limited access to modern, cutting-edge tech	Modern, cutting-edge tech, gear, and gadgets are at the core of every Flint camp activity
Summer “brain drain” is only getting worse	An affordable week-long camp experience that challenges and ignites young brains

Value proposition: Educators

Pain point	Solution
Education/materials budgets are shrinking	A STEM-camp-in-a-box that costs exactly \$0.00 for an educator/school
Limited access to modern, cutting-edge tech	Modern, cutting-edge tech, gear, and gadgets are at the core of every Flint camp activity
Low pay and limited supplemental income	An easy-to-implement, yet educationally impactful, summer employment opportunity



2018 Recap

2017

2018

A M J J A S O N D J F M A M J J A S O N D

2018 Planning
Camps Begin
Camper Recruiting
Packaging
Full Website & Teacher Signups
Temporary Website & Lead Capture
New Brand Name: Intellx becomes Flint
Lawrence Pilot Camp: Photos & Video
Agreement with Callahan for marketing and consulting services



Brand Development

Introducing Flint STEM Camps

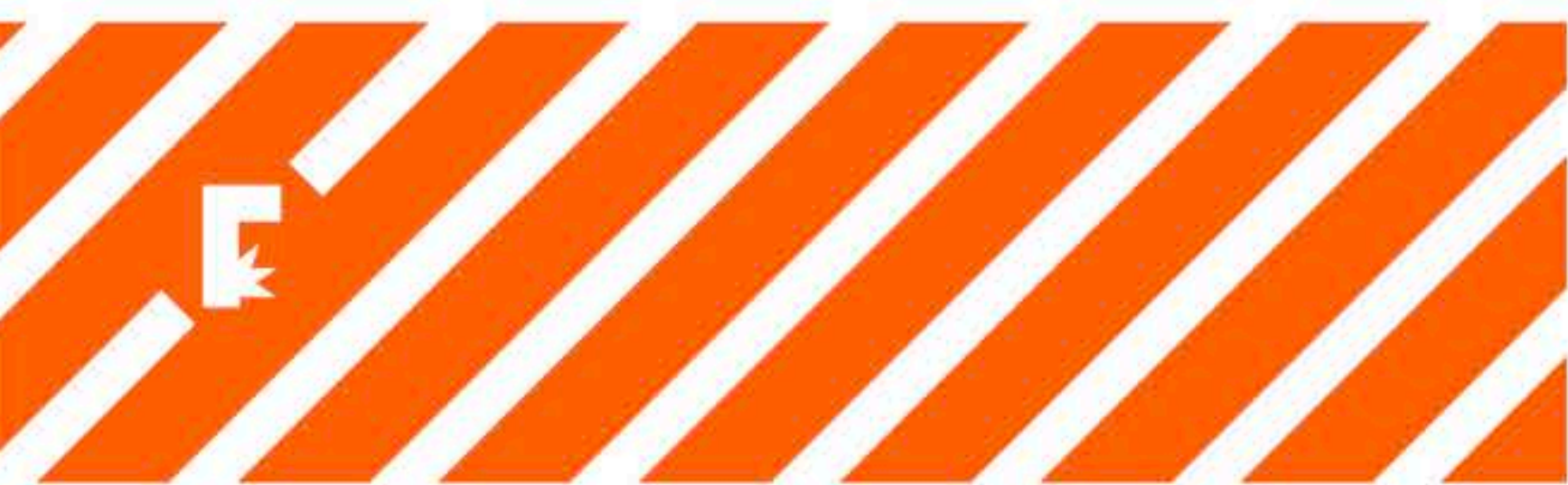
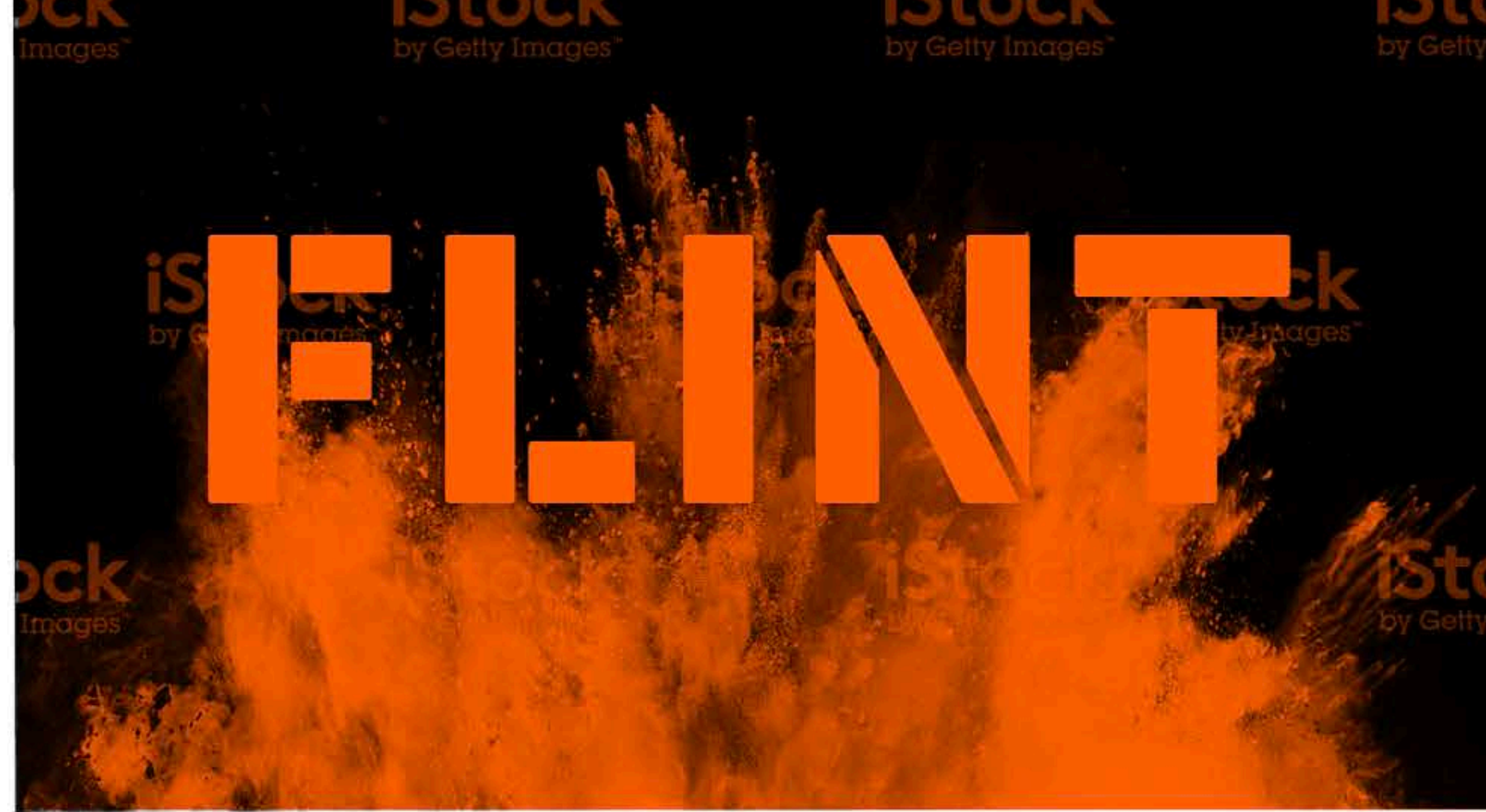
Our methods of igniting young minds are toxic to the status quo.

We torched the popsicle stick bridges and dumped the egg drops.

We're all about making learning spark, tackling what ifs and braving experimentation.

It's time to spark something big.





HIGH VOLTAGE
LEARNING.



DANGER
BRILLIANCE AHEAD



Emails



We make it easy for Educators **like you** to ignite excitement in STEM.

Host a Flint STEM camp...and get paid!

[WHAT?! I want to learn more](#)




Introducing
Flint STEM Camp
-in-a-box.



We provide everything you need to host a week of inspiration with our STEM camp-in-a-box.

[SHOW ME MORE](#)



Dear John Kuefler,

Would you like a simple way to **host a STEM camp** for your students next summer, and get paid for it?

As a Flint STEM camp director, you can bring high-voltage excitement to students, and we make it easy for you with our **STEM camp-in-a-box** concept. We provide everything you need to host a week of STEM inspiration for impressionable young minds who are ready to become tomorrow's leaders and innovators.

Flint turns STEM on its head and makes it fun!





- Our next-gen curriculum replaces boring activities with exciting, project-based, hands-on learning.
- Get everything you need delivered right to your door, complete with all the materials, tech gadgets and thorough how-to guides.
- We even provide an easy way for parents to sign their children up online.

Be the first to know

[Learn more now](#) and sign up to be notified when camp director registration opens in January for 2018 camps.


Sincerely,
Max Soto
Co-founder, Flint Education, LLC

[LEARN MORE](#)



If you'd prefer not to receive updates from Flint, you can manage your preferences or [Click here to unsubscribe](#).


Flint Education LLC, 837 W 22nd Street, Lawrence, KS 66046



Dear {firstName},

Flint STEM Camps make it easy to ignite your students' imaginations. Plus, we'll pay you to run the camp!

A STEM camp-in-a-box concept: we provide everything you need to create a week of STEM inspiration.



Flint turns STEM on its head and makes it fun!

- All materials, tech gadgets and **how-to-guides** provided
- **NO COST** to you
- Exciting, project-based, hands-on learning — **no more boring activities.**
- **One week of fun** – 5th- and 6th-graders each morning and 7th- and 8th-graders each afternoon

Social Media



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Tweets **105**

Following **74**

Followers **80**

Likes **21**

Lists **1**

Following

Flint STEM Camps

@FlintSTEM

Flint kids get fun, hands-on experience

Tweets

Tweets & replies


Media

Flint STEM Camps @FlintSTEM · Mar 14

Happy π Day! Raiveer Meena holds the Guinness World

al places of Pi, the

Flint STEM Camps



Flint STEM Camps

@FlintSTEM

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Coming in 2018!



Education

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Invite your friends to like this Page

1,044 people like this

1,070 people follow this

Jennifer Coppoc Anshutz and 22 other friends like this

About


Typically replies within an hour

Send Message



ate pi to as many digits
n 7th grade. (S/O
50288419.....


Social Media



Flint STEM Camps

March 8 · 🌐

Attention teachers! Spring is almost here, and Summer is around the corner. Don't wait any longer to plan a Flint STEM Camp. We make it simple for you with our STEM camp-in-a-box concept.
Learn more at FlintSTEMcamps.com.



Get started planning your camp today.

Learn More

30K Views

Like

Comment

Share


192

Chronological

192

Chronological

92 Shares




Tiffany Taylor

Vinnie Norman Evaughn Huguley would you want to host a STEM camp this summer with me????

Like · Reply · 5w


1 Reply



Ankeyauna Halorday

Shay Hopkins Amber Nicole Hill Lazonda Gardner

Like · Reply · 5w




Kathleen Joy

SEA School of Engineering and Arts we should do this!!

Like · Reply · 5w


1 Reply



Bradford Trent Hardy

Vanessa, wow I wish I was home. We could collaborate our Science Degrees and Host a STEM camp I'LL BE HOME SOON 2K19


Like · Reply · 5w · Edited



Vanessa L. Scott

That looks fun, Bradford. I'm going to look into this, and hold you to that in 2K19. The students would love it!

Like · Reply · 5w




Lawrence Jackson

Danielle Mitchell Wanna do this with me this Summer?

Like · Reply · 5w

1




Mehtab Nasir

Loladia Medlock Bridge Elementary PTO check this out..

Like · Reply · 5w

1




Maegan Lamb

Kennedy Elementary School, Kennedy Elementary School, Kennedy Teacher Tech

Like · Reply · 5w

1




Stephanie Baldwin

Sara Phelps

Like · Reply · 5w

1




Michelle Diaz Williams

Aunt Ann Drake!!! I think you should do this! I want to go to your camp for sure!!! I know wuute a few tgat would sign up with you!!!

Like · Reply · 4w

1




Valerie Caldwell Jones

Melba Holloway this looks fun !

Like · Reply · 4w

1




Jason Jackson

Charlene Jackson

Like · Reply · 4w

1




Cecelia Bracknell-Massman

Sterling Silverr, Elizabeth Bracknell Massman, Kyle Sterner, Lisa Sterner this is what I'm planning

Like · Reply · 3w

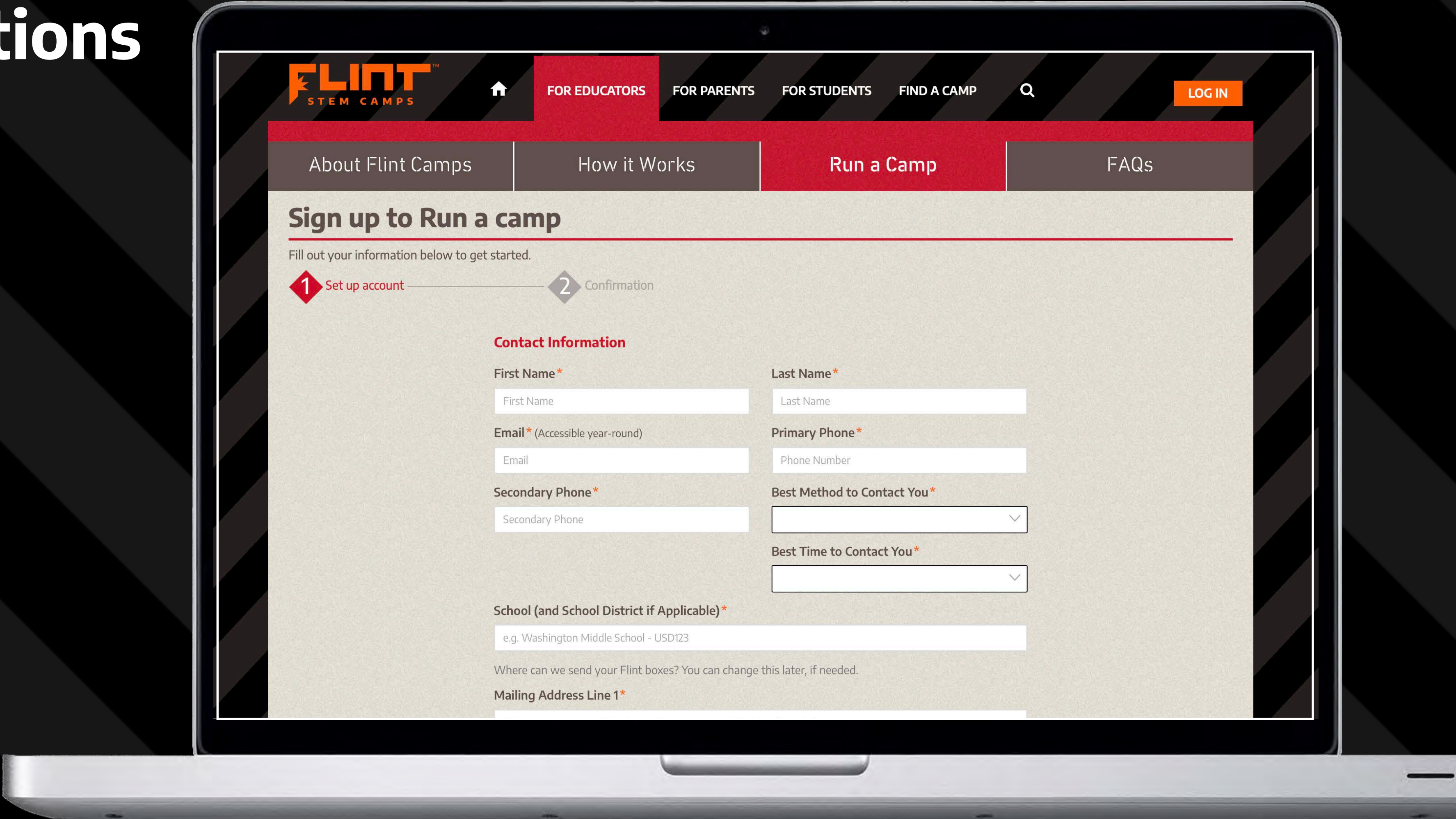
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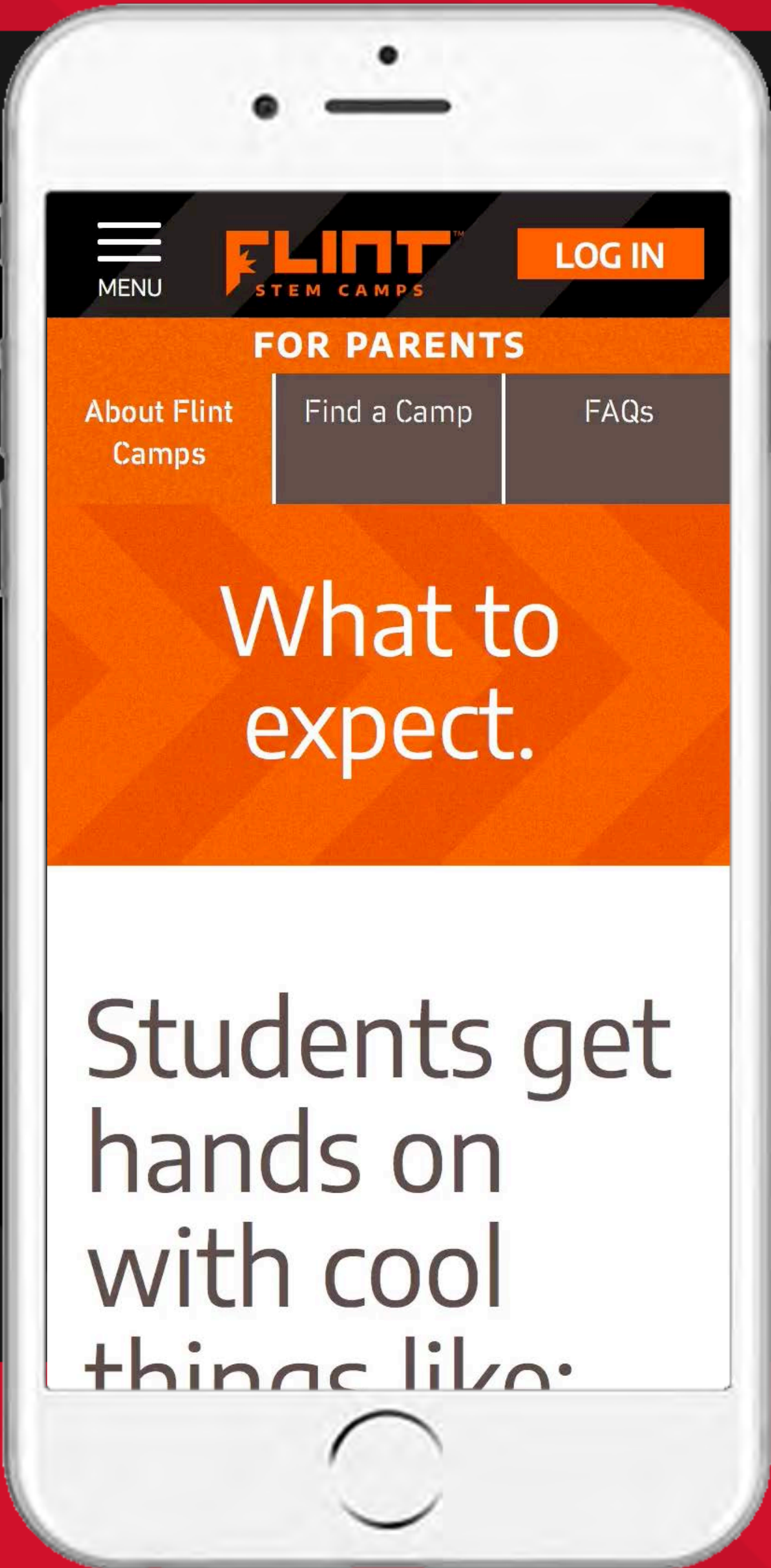
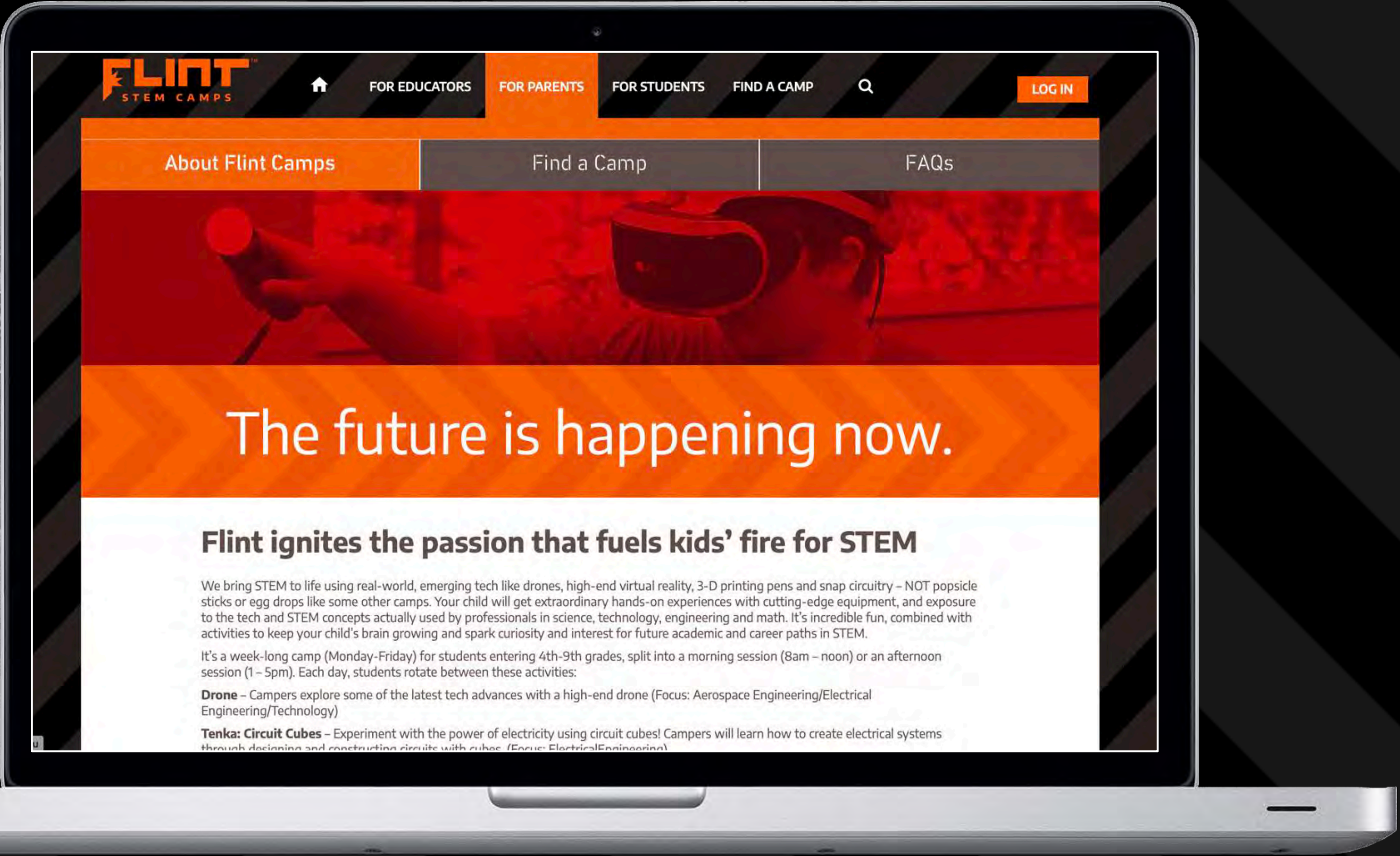
Garcia Gonzalez

Lizet Mariela Ochoa

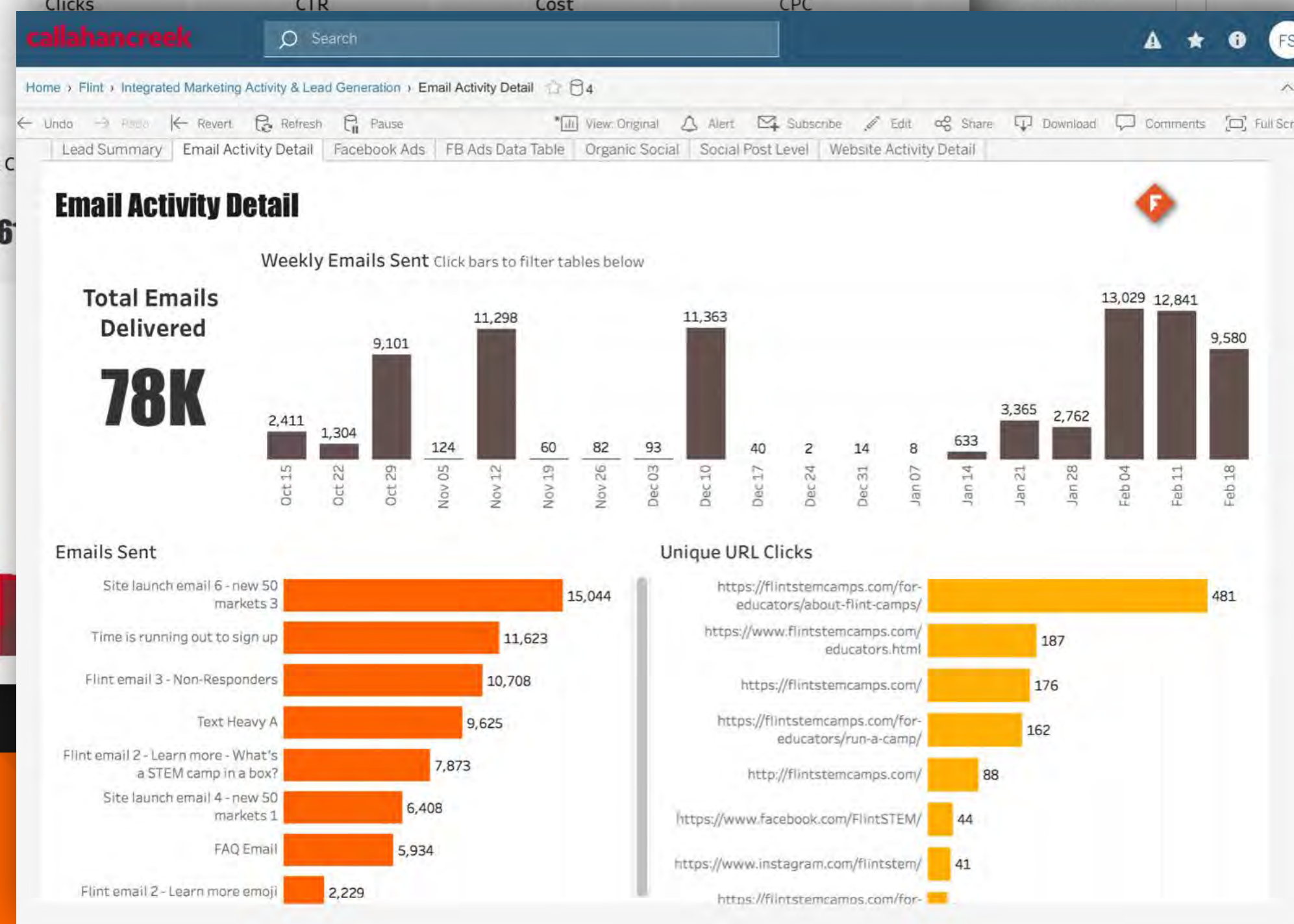
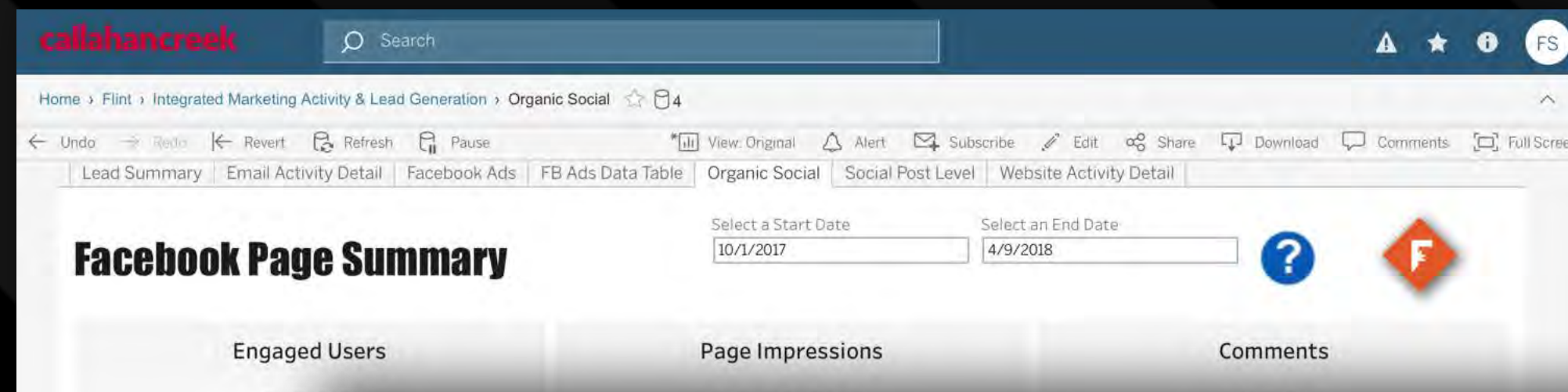
Teacher Registrations



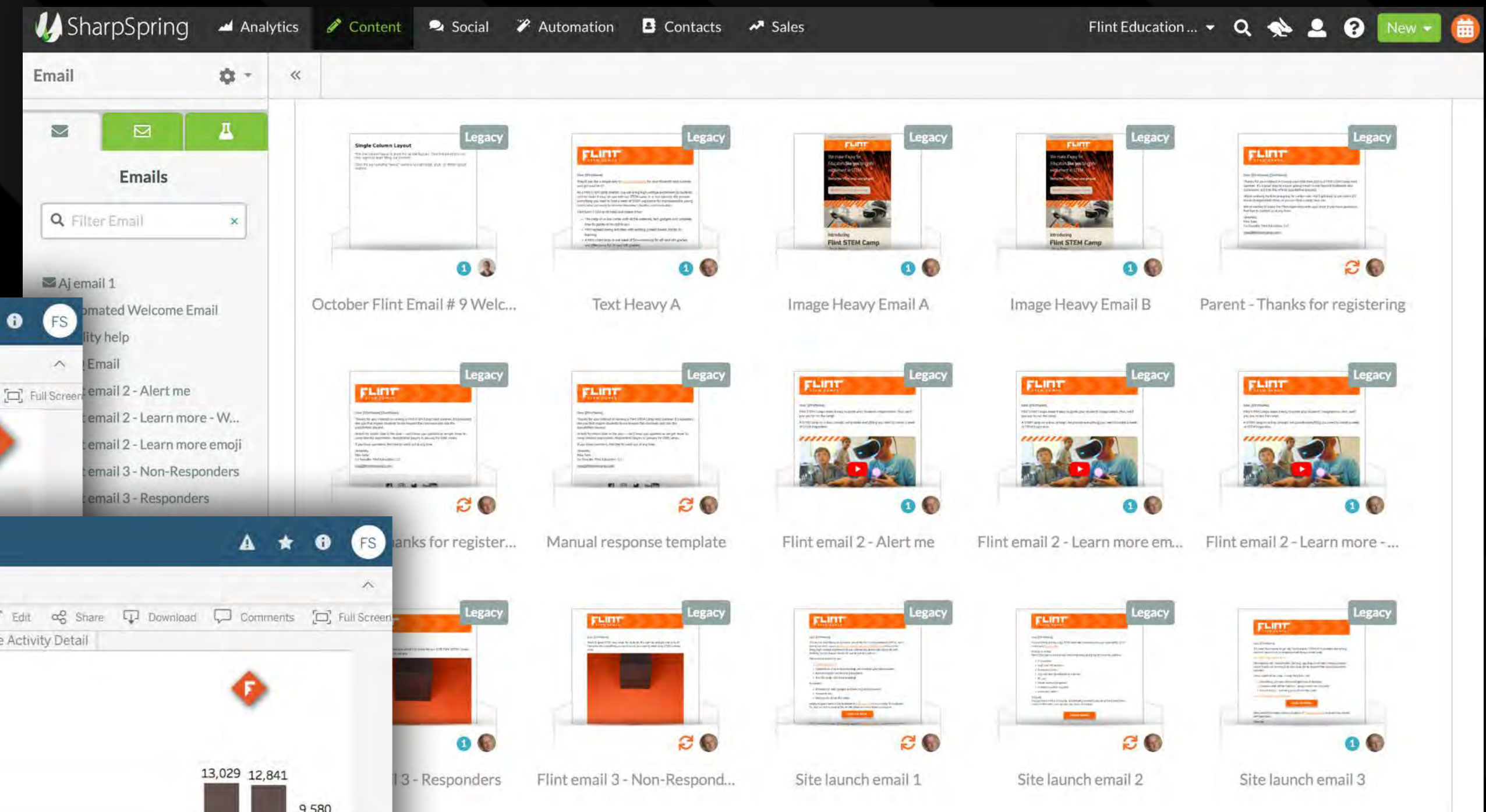
Camper Enrollment



Analytics Dashboard



Marketing Automation



Tools are in place to help us carefully evaluate the most effective marketing tactics.

Packaging



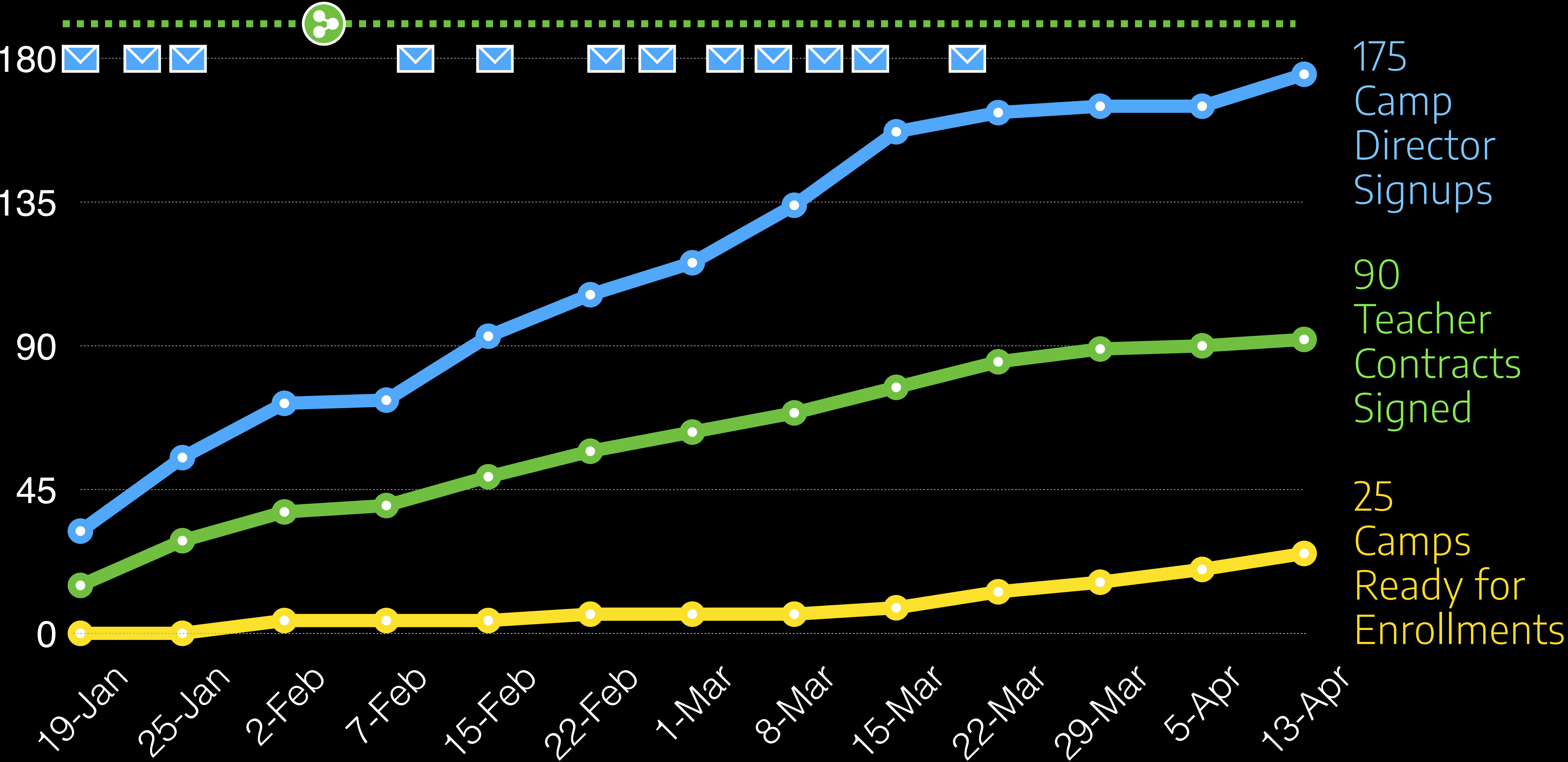
Packaging



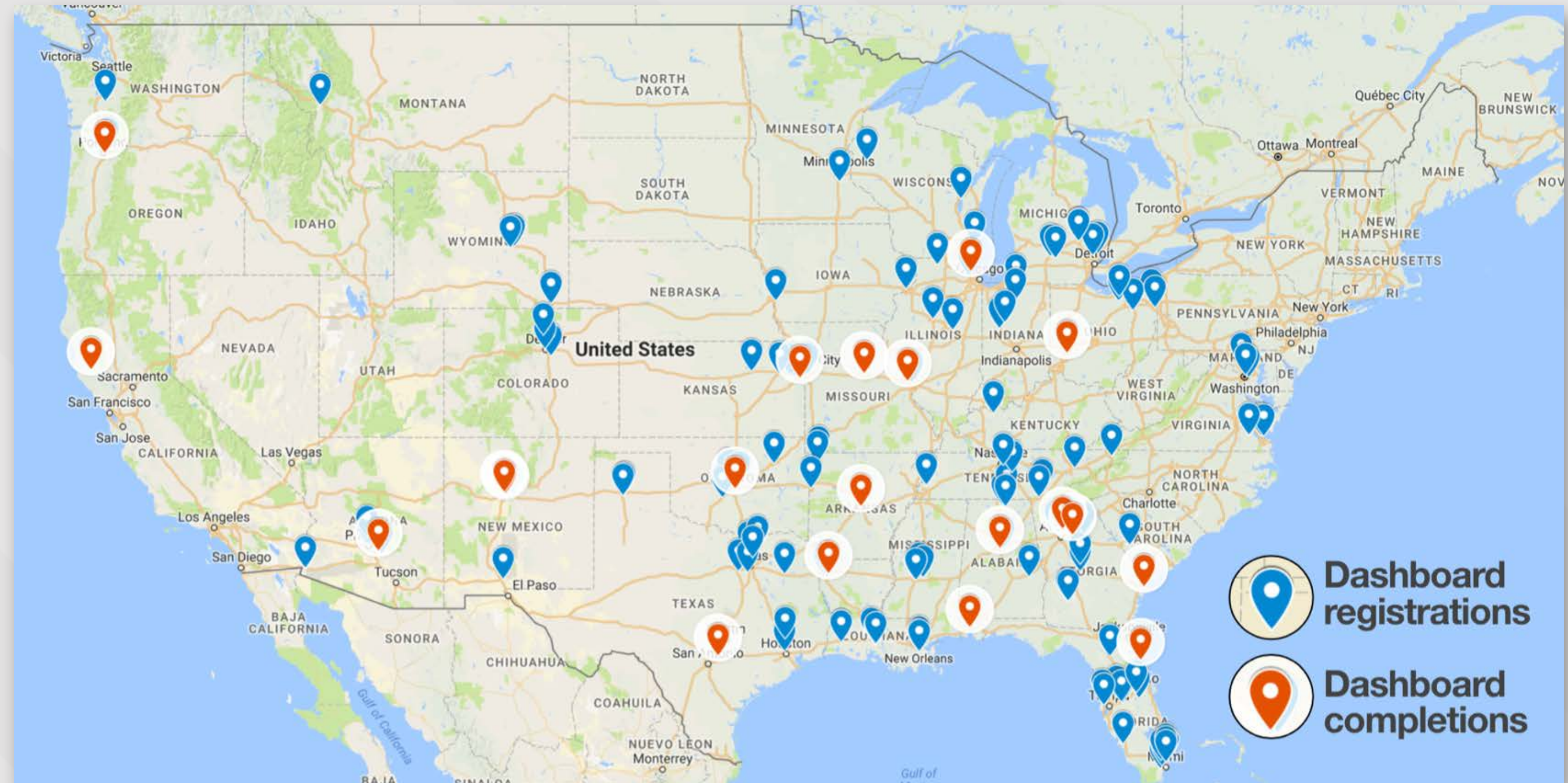


Results

Teacher Signups



- ▶ 675 teachers across 40+ states pre-registered on temporary website
- ▶ On completed website, 175 teachers registered to hold a camp
- ▶ Of those, 25 teachers finalized registration and had camps open for enrollment (summer 2018)
- ▶ 218K Facebook video views
- ▶ 1.1K Facebook page likes
- ▶ 67K Website pageviews



“ I don't know how you've done it, but you created what seems like an established national brand in just six months. We've had an amazing pilot year .”

– Wilson Hack, Flint co-founder

