Agenda and Speakers

1. Welcome and Introduction

2. Matt Glickman: Overview of Promise Venture Studio


4. Conversation between Matt and Sheetal

5. Questions

6. Conclusion

Matt Glickman
Founder
Promise Venture Studio
Senior Advisor
Omidyar Network

Sheetal Singh
Director of Design & Innovation
The Early Learning Lab
What we believe

We believe that with the right support, all children can be healthy, happy and ready for kindergarten on their first day and every day thereafter.
Our challenge

How do we go from little pockets of success to millions of children early learning success?
Our mission
The Early Learning Lab uses social innovation to equip parents, caregivers and teachers with tools and strategies that help children 0-5 years learn early in their lives, when it matters most.
Promise Venture Studio

Spurring entrepreneurship in early childhood development

February 2018
We can’t just throw money at the problem, because there are ecosystem wide bottlenecks to innovation

1. Complexity / Systems
   - Multiple stakeholders and fragmented delivery channels
   - Complex, siloed, and insufficient funding streams

2. Lack of Awareness
   - Parents - impact of early brain development
   - General public - importance relative to other societal problems

3. Human Capital
   - Not enough researchers, entrepreneurs, investors, and practitioners
   - Few connections & feedback loops

4. Measuring Impact
   - Lack of standards and metrics for impact
   - Limited innovations currently implemented at scale to measure
Our thesis

We believe entrepreneurship can be a catalyst to drive ecosystem change.

We aim to uniquely equip entrepreneurs to drive innovation and impact.
Promise is a Venture Studio

**Hub**
- challenges & hackathons
- thought leadership
- online community

**Accelerator**
- cohort groups
- resource libraries
- workshops
- office hours
- technical assistance
- connections to customers, funders & experts.
Ecosystem Goal: Virtuous Cycle of Innovation & Impact

**Promise Focus**

**Partner Focus**

- Innovation & Scientific Discovery
- Affect policy & awareness
- Achieve Impact at scale
- New interventions, products, & services
- Test & refine with customers
- Commercialize & Expand

**Virtuous Cycle of Innovation & Impact**

- Turning points:
  - Entrepreneur “pipeline”
  - Venture workshops
  - Seed capital
  - Customer request for solutions
  - Customer test beds
  - Testing & evaluation
  - Product index
  - Demo days
  - Advice & mentoring
NextGen Technology:
Insights and Recommendations to Support the Parents of Children Ages 0-3
How might we better use technology to support the parents of children 0-3?

**Tech Systems Map**
- Product inventory
- Distribution channels

**Parent Interviews**
- Long-form, open ended
- Bay Area, low-income

**National Survey**
- 1005 responses
- 37% low-income
Key Findings

What are we learning about parents’ needs, motivators, barriers and tech use?

- Google is king
- Peer-to-peer learning
- Mobile first
- Media campaigns are working
- Parents are forging their own path
- Services (when accessed) are helpful
1. To provide information at scale, put it online using existing distribution platforms.

Use SEO and advertising to elevate high-quality content.
2. Think expansively about parents’ needs and how technology can support them.

Is lack of knowledge of child development the only barrier to effective parenting?
3. Use good design:

- Design to address users’ short-term and longer-term needs
- Design to address the needs of a range of stakeholders
- Put data in the hands of users
Recommended Action Steps

4. Help service providers incorporate technology into their programming to extend and deepen offerings.
5. Evaluate tech & conduct more intensive research with parents.
Thank You