



EdBoard Technologies Creative Brief

Brand Statement: At EdBoard, we believe that engineering is for anyone. Our goal is to provide products that introduce engineering and build confidence among young children so they can pursue their own STEM ambitions and dreams.

Project Background: EdBoard was founded by a group of CU students who have a passion for engineering and education. The founders met as a group of students in an undergrad projects class. They took their work to Catalyze CU, an accelerator summer program helping CU students get their startup.

Target Audience: Middle-class Parents, relatives, and educators of children ages 5-12 years old interested in an engaging and easy-to-use solution for getting their child involved in the STEM Fields. They come from Educated backgrounds and work in the STEM fields. They live in cities with a large tech sector, Like the San Francisco Bay Area, Seattle, Dallas, Texas, or Washington DC area.

Advertising Objectives: Raise awareness for the launch of EdBoard's Kickstarter campaign. Raise over \$35,000 on Kickstarter. Boost social media engagement across Instagram, Facebook, Twitter, and the company website.

Consumer Message: EdBoard Technologies EdBoard uses intuitive narrative-based lesson plans to introduce the fundamentals of electrical engineering to users of all skill levels.

Key Benefits:

- Narrative modules make the whole system understandable and boost engagement among child users and parents
 - Designed so parents can work with their children
 - Created for children with developing motor skills
 - Designed to be adapted to fit in any learning environment whether in-home, private, or public schools
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Products like EdBoard: Sparkle Labs Discovery kit, Make: Electronics (Learning by Discovery), Snap Circuits, Makey Makey, Sparkfun Inventors Kit, Bitsbox,

Tone and messaging:

- Approachable
- Family-focused
- Educational
- Fun