

**Excited?**  
*We are too.*

## **An impressive start**

Our first magic show took place in February of 2013. Since then, we have performed over 30 magic shows and conducted hands on activities with 18 classrooms, reaching a total of 11,516 students. 32 dedicated high school students are currently running the Science Education Division of Catalyst, acquiring materials for our activities and corresponding with dozens of schools throughout San Diego to organize performances and programs.

## **1 year: 25,000 bright minds**

That's our goal. In February of 2014, 25,000 students from all over San Diego, from both low income and suburban neighborhoods, will have either witnessed our magic show or experienced hands on activities.

**"In the real world, science is the closest thing to magic..."**

**- Jason Ge**  
Founder &  
CEO

## **Catalyst For Success**

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## **Catalyst for Success**

**Inspiring a new generation of scientists**



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## The Problem

*Can we inspire?*

STEM (Science, Technology, Engineering, and Mathematics) education is becoming a greater focus around the world as people begin to recognize the potential impact of STEM advancements in our everyday lives, from improving healthcare to creating new technology. However, STEM fields are struggling to attract the interest of students today and we believe a portion of this can be attributed to our current education system. It is not that math and science are inherently less interesting than other subjects, but rather that our education system is just currently not well- equipped to teach math and science in a more impactful and effective way to our younger generations. Paint does not seem dangerous, but chemicals do. Coloring is fun, practicing multiplication tables is not. That isn't to say being an artist isn't tough – to be an expert in any field requires hard work and dedication, but why is it that we allow art to at least start off being fun and intriguing while we force math and science to start out being terribly boring and dry? What might happen if we could make math and science fun too? Can we do it?

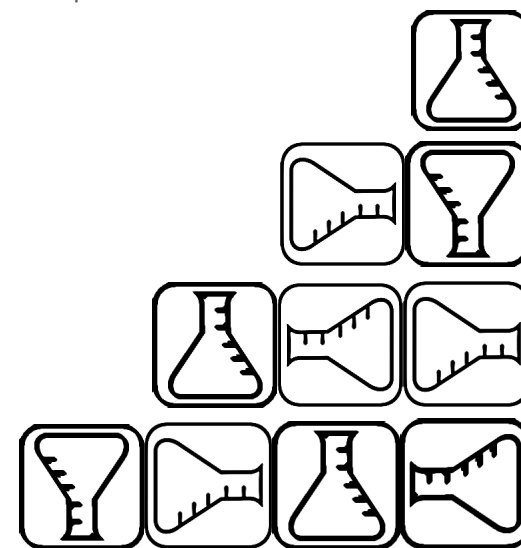
## Our Hypothesis

**Yes. Yes we can.**



## The Experiment

The premise of our program focuses around the concept of a magic show, where the members of our organization use basic chemical reactions to create an entire production that will introduce young students to the more captivating and exciting part of science. We plan to reach out to local elementary, middle, and high schools, with particular focus on underprivileged schools, to set up shows.



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*"Getting students to see that science is meaningful, interactive, approachable and fun is no easy task...our students left your show motivated that they too could be great scientists!"*

- **Bob Rodrigo**  
Principal, Sundance Elementary

***It doesn't stop there.***

A single magic show will likely not lead to a long-term increase in the number of students who choose to pursue STEM careers. Therefore, we plan to establish science programs as a second component of our program. In coordination with full-time teachers at these elementary schools, we will provide regular assistance to help students generate their own ideas and carry out their own experiments.