

Winner of

ROHRER College of Business  
ELEVATOR PITCH  
COMPETITION  
Spring 2015

Funded by



ROWAN  
INNOVATION  
VENTURE  
FUND

Featured in

**SJ**  
MAGAZINE  
THE HEART & SOUL OF SOUTH JERSEY

**COURIER-POST**  
South Jersey's Newspaper  
[www.courierpostonline.com](http://www.courierpostonline.com)



# Business Thesis

OUR MISSION STATEMENT

**“Empowering girls to develop into  
our world’s problem solvers”**

THINK LIKE A GIRL: ENGINEERING KITS INSPIRES GIRLS TO LEARN ABOUT ENGINEERING FUNDAMENTALS WHILE  
CONNECTING THEM TO REAL-WORLD APPLICATIONS IN WAYS GIRLS ENJOY!

# What Problems Do We Solve?

- Only 14% of engineers are female

CRAWFORD, MARK. "ENGINEERING STILL NEEDS MORE WOMEN." *ASME*. N.P. SEPT. 2012.

- There are a lack of female role models in the STEM field for young girls

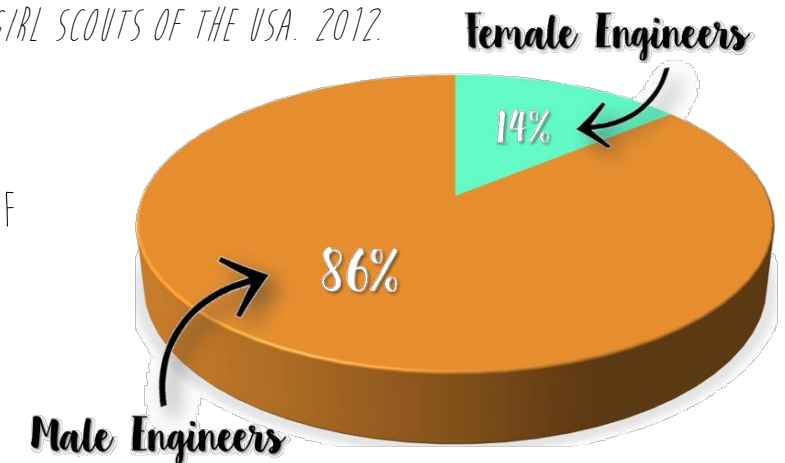
MOAKLER, MARTIN W. "COLLEGE MAJOR CHOICE IN STEM: REVISITING CONFIDENCE AND DEMOGRAPHIC FACTORS". *THE CAREER DEVELOPMENT QUARTERLY*. JUN. 2014.

- Girls begin to lose interest in math and sciences during middle school

MODI, KAMLA. "GENERATION STEM: WHAT GIRLS SAY ABOUT SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH". *GIRL SCOUTS OF THE USA*. 2012.

- Misconception of what engineers do

KITZINGER, JENNY. "ROLE MODELS IN THE MEDIA: AN EXPLORATION OF THE VIEWS AND EXPERIENCES OF WOMEN IN SCIENCE, ENGINEERING, AND TECHNOLOGY". *CARDIFF SCHOOL OF JOURNALISM*. MAR. 2008.





# What's Our Story?



Gaby

*"I created this project because I use to feel really alone in my major and I want girls to feel like they can achieve anything."*



Megan

*"I want girls to know that engineering is a viable option for them and to not face the same struggles and discrimination that I experienced."*



Lexi

*"I had a lot of great teachers and role models who encouraged me to pursue my passions. I want to be that for the younger generation of engineers and scientists."*

# What's Our Story



*"I want to be a positive role model empowering and exciting girls in engineering and all STEM majors, because limits shouldn't be set based on gender."*



*"Coming from an all girls high school where only 3 in my class went into engineering, I want to see more girls get interested and pursue lives and careers in it."*



*"I want to encourage more girls to pursue a career that makes a difference in the world and improves the lives of other."*

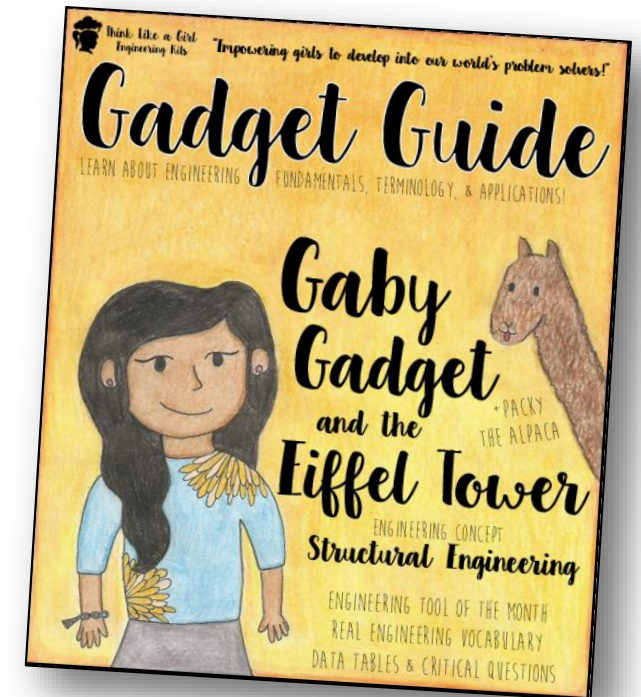


# Our Product

PACKAGES THAT ENCOURAGE YOUNG GIRLS, AGES 6-12+, TO LEARN ABOUT ENGINEERING FUNDAMENTALS THROUGH ACTIVITIES GEARED TOWARDS GIRL INTERESTS!

## What's Inside?

- **Engineering Activity**
  - TEACHES GIRLS ENGINEERING SKILLS, TERMINOLOGY, & APPLICATIONS
- **"Gadget Guide"**
  - ILLUSTRATED SHORT STORY & INSTRUCTION MANUAL FOR THE ACTIVITY
- **Design Project**
  - INTRODUCES IMPORTANT DESIGN/CREATIVITY SKILLS



# Our Product

PACKAGES THAT ENCOURAGE YOUNG GIRLS, AGES 6-12+, TO LEARN ABOUT ENGINEERING FUNDAMENTALS THROUGH ACTIVITIES GEARED TOWARDS GIRL INTERESTS!



- **Gaby Gadget**

- 17-YEAR-OLD FILIPINO GIRL ENGINEER FEATURED IN THE "GADGET GUIDE"

- **Real Woman Engineer Trading Card**

- INTRODUCES GIRLS TO REAL WOMEN ENGINEERS IN THE INDUSTRY

- **Outfit Design for Gaby Gadget**

- GIRLS CAN SUBMIT ONLINE FOR THEIR DESIGN TO BE FEATURED



# Our Product

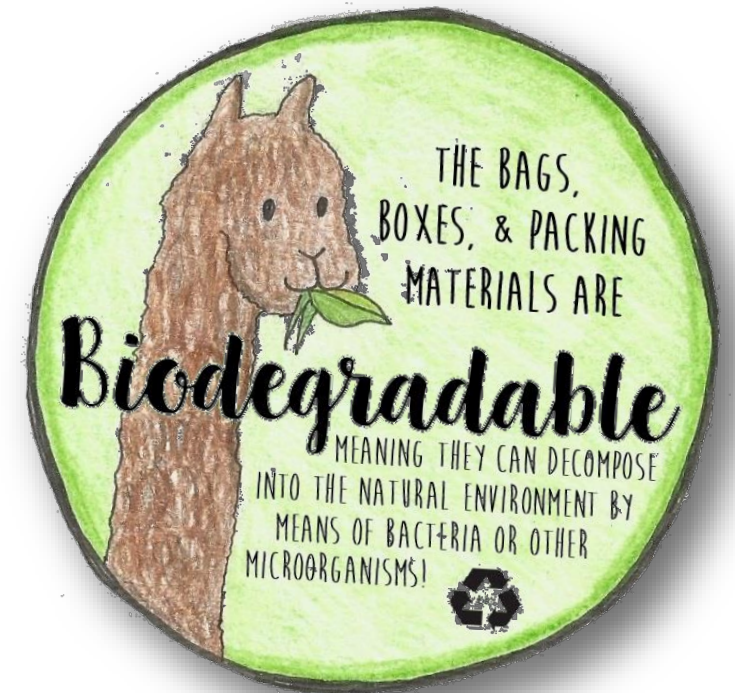
PACKAGES THAT ENCOURAGE YOUNG GIRLS, AGES 6-12+, TO LEARN ABOUT ENGINEERING FUNDAMENTALS THROUGH ACTIVITIES GEARED TOWARDS GIRL INTERESTS!

## ■ Sustainability Fact Card

- EXPLAINS HOW PACKAGING & MOST MATERIALS ARE ECO-FRIENDLY
- HAS MONTHLY SUSTAINABILITY FACTS ON THE BACK

## ■ “Sur-Prize”

- SMALL PRIZE INCLUDED IN EACH PACKAGE THAT FOCUSES ON THAT MONTH’S THEME





# Business Model

- BUSINESS TO CONSUMER SUBSCRIPTION MODEL
  - ORDER DIFFERENT SUBSCRIPTION OPTIONS FROM OUR WEBSITE
- CURRENTLY CREATING BUSINESS PLAN; GAINING A NETWORK THROUGH CONFERENCES, SOCIAL MEDIA, AND REACHING OUT TO MENTORS; RECEIVING PUBLICITY THROUGH MEDIA & COMPETITIONS; USING SEED FUNDING (\$5,000) FOR R&D OF PROTOTYPES; AND PROVING A VIABILITY OF CONCEPT THROUGH FOCUS GROUPS & RESEARCH
- WILL MOVE TO MANUFACTURING STAGE UPON RECEIVING FURTHER FUNDING

# Progress to Date

- CURRENTLY IN PROTOTYPING STAGE
  - RESEARCHING COMPETITION
  - BUILDING PROTOTYPES
  - FOCUS GROUP/SURVEYS
- BUSINESS DEVELOPMENT
  - RESEARCHING MARKET
  - FINANCIAL ANALYSIS
  - CONSULTING WITH ADVISORS
  - GAINING A STRONG NETWORK



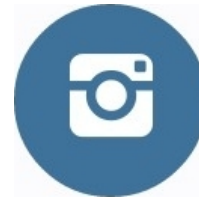


# Progress to Date

## ■ SOCIAL MEDIA



*thinklikeagirl@outlook.com*



*@engineeringkits*



*facebook.com/engineeringkits*



*@engineeringkits*

## ■ CURRENTLY DEVELOPING "THINK LIKE A GIRL" WEBSITE

# Marketing Plan

- FOCUS GROUPS
  - ROWAN UNIVERSITY, BUSINESS OF DOING GOOD, LOCAL ELEMENTARY SCHOOLS
- SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, SNAPCHAT)
- MARKET PROJECT THROUGH SOUTH JERSEY MAGAZINE
- MARKET PROJECT THROUGH THE SCIENTISTA FOUNDATION
- MARKING ADVISING FROM DINO ENTERPRISES





# Collaborations

## Collaboration with “The Scientista Foundation”

- WILL PROMOTE LAUNCH PARTY FOR OUR CROWDFUNDING CAMPAIGN 2016
- WILL PROVIDE WOMEN ENGINEERS FOR TRADING CARDS
- WILL FEATURE “THINK LIKE A GIRL” IN SCIENTISTA NEWSLETTER AND BLOG
- WILL INVOLVE US IN FUTURE SCIENTISTA EVENTS



## Collaboration with “The New York Academy of Sciences”

- WILL INVOLVE OUR PRODUCT IN THEIR FUTURE EVENTS
- WILL INVOLVE OUR TEAM IN THEIR COMMUNITY



# Collaborations

## Collaboration with Dino Enterprise

- ADVISING WITH ADVERTISEMENT AND MARKETING
- ADVISING WITH SOCIAL MEDIA



## Camden CoLab Student Fellowship

- CAMDEN COLAB STUDENT FELLOWSHIP
  - CAMDEN COLAB MEMBERSHIP
  - ACCESS TO CO-WORKING AND MOBILE OFFICE SPACE, CONFERENCE ROOM AND COMMON SPACE
  - MAILING ADDRESS
  - BUSINESS INCUBATION SERVICES





# Competitive Overview & Strategy

- WE FOCUS ON WHAT GIRLS LIKE AND THEN INCORPORATE ENGINEERING FUNDAMENTALS, TERMINOLOGY, SKILLS, AND APPLICATIONS
- OUR PRODUCT ZONES IN ON THE MAIN REASONS WHY GIRLS DON'T GO INTO ENGINEERING
- WE INTRODUCE GIRLS TO REAL FEMALE ENGINEER ROLE MODELS AND REAL WORLD APPLICATIONS
- OUR PACKING SUPPLIES AND MOST MATERIALS ARE ECO-FRIENDLY
- BUSINESS TO CONSUMER SUBSCRIPTION MODEL
- WE CAN EXPAND TO OTHER ADD-ONS OR LINES OF SUBSCRIPTIONS OR ADDITIONAL PRODUCTS

# Competition Comparison Matrix

	Think Like a Girl	GoldieBlox	Roominate	Green Kids Crafts	Tinker Crate	Growin' GEERS
Geared towards girls	✓	✓	✓			
Environmentally conscious	✓			✓		
Supplies provided	✓	✓	✓	✓	✓	
Monthly subscription	✓			✓	✓	✓
Includes storybook	✓	✓				✓
STEM-based activities	✓	✓	✓	✓	✓	✓
Teaches spatial skills	✓	✓	✓			
Teaches engineering fundamentals	✓					✓
Provides women role models	✓					
Relates to engineering applications	✓				✓	
Encourages creativity with projects	✓			✓		



# Market Opportunity

- MANY CONSUMERS ARE LEANING TOWARDS SUBSCRIPTION-BASED PRODUCTS FOR A HASSLE-FREE SHOPPING EXPERIENCE.

LONGANECKER, CHUCK. "WHY YOU SHOULD USE A SUBSCRIPTION BUSINESS MODEL." *ENTREPRENEUR*. 19 MAR. 2015.

- 12 MILLION GIRLS AGES 6-12 IN THE UNITED STATES

UNITED STATES 2010 CENSUS

- 50 MILLION MARRIED-COUPLE FAMILIES WITH CHILDREN UNDER 18 IN TARGET INCOME BRACKET (60,000+ YEARLY SALARY)

UNITED STATES 2010 CENSUS

# Market Size of Target Toy Industries

- TARGET TOY MARKETS TOTAL \$5.5 BILLION IN 2014 AND HAVE INCREASED FROM 2013 TO 2014

TOY INDUSTRY ASSOCIATION, INC., ANNUAL SALES DATA, U.S. DOMESTIC MARKETS

	Annual 2013	Annual 2014	Annual 2013 to Annual 2014 % Change
Action Figure/Accessories/Role Play	\$1.15B	\$1.26B	10%
Arts & Crafts	\$0.91B	\$0.94B	3%
Building Sets	\$1.64	\$1.85B	13%
Games/Puzzles	\$1.29	\$1.42B	10%



# Meet the Team!

**Lexi Basantis**

Clinic Team  
Mechanical Engineering, Junior

**Megan DeGeorge**

Clinic Team  
Mechanical Engineering, Senior

**Gaby Rochino**

CEO and Founder  
Mechanical Engineering, Senior



**Sam Winterburn**

Clinic Team  
Chemical Engineering, Senior

**Sam Mann**

Clinic Team  
Civil Engineering, Senior

**India Woodruff**

Clinic Team  
Civil Engineering, Senior

**Dr. Jennifer Kadlowec**

Faculty Advisor  
Chair & Professor of Mechanical Engineering

# Financials - Profit-Loss Statements, Years 1-3

Projected Net Income for Year 1, Ending 2016	
Rowan Innovation Venture Fund Income	5000
<b>Cost of Materials</b>	
Packaging Expense	400
Prototype Materials Expense	300
Printing Expense	600
Brand Recognition	400
	1700
<b>Period Costs</b>	
Domain Name Expense	18
Networking Expenses	1000
Conference and Travel Cost	590
Market Research	90
Supplies	200
Outreach Events	1000
	2898
<b>Total Expenses</b>	4598
<b>Net Income</b>	<u>402</u>

Projected Net Income for Year 2, Ending 2017	
Revenue	349247
<b>Costs of Goods Sold</b>	
Shipping Expense	60215
Kit Expense	120430
Packaging Expense	48172
	228817
<b>Gross Profit</b>	<u>120430</u>
<b>Period Costs</b>	
Web Design Expense	5000
Online Advertising Setup Expense	8000
Online Advertising Expense	6000
Domain Expense	15
Makerspace Rent	1200
Outreach Expense	2000
Networking Expense	2000
	24215
<b>Net Income</b>	<u>96215</u>

Projected Net Income for Year 3, Ending 2018	
Revenue	698494
<b>Costs of Goods Sold</b>	
Shipping Expense	120430
Kit Expense	216774
Packaging Expense	90323
	427527
<b>Gross Profit</b>	<u>270968</u>
<b>Period Costs</b>	
Online Advertising Expense	6000
Print Advertisements	6000
Domain Expense	15
Makerspace Rent	2400
Outreach Expenses	2000
Networking Expense	2000
Salaries	40000
	58415
<b>Net Income</b>	<u>212553</u>



# How Can the Audience Help?

- WE ARE SEEKING \$50,000 TO MOVE FROM THE PROTOTYPING TO MANUFACTURING STAGE
  - PURCHASE SUPPLIES IN LARGER QUANTITIES
  - LARGE-SCALE MANUFACTURING
- WE ARE LOOKING FOR MENTORS
  - LEADERS IN STEM OR EDUCATION, ENTREPRENEURS, BUSINESS/FINANCIAL ADVISORS
- COLLABORATION WITH ORGANIZATIONS THAT HOLD ALIGNING MISSIONS
- SPREAD AWARENESS ABOUT *THINK LIKE A GIRL*
  - THROUGH NEWSLETTERS, BLOGS, EVENTS/CONFERENCES, SOCIAL MEDIA

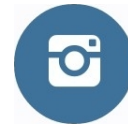


We'd love to hear from you!

[thinklikeagirl@outlook.com](mailto:thinklikeagirl@outlook.com)



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