

# PILOTO LABS

December 2, 2015

**RE: Piloto Labs Statement of Support for School Climate Solutions - InnovateHER Business Challenge Competition**

To Whom It May Concern:

As a local host organization, we are endorsing School Climate Solutions (SCS) to be considered for the final round of the InnovateHER 2016 Business Challenge. Of the 10 applicants and 6 finalists that we had in our local competition, they were without a doubt the ones that fulfilled the three challenge criteria best.

SCS provides an online training and support platform to facilitate healthy and safe school environments, free of bullying and discrimination. In our opinion, they indisputably fulfill the criteria of bettering the lives of women and families by providing an interactive, bilingual resource bank where parents, students and teachers can access meaningful content, engaging educational videos and reliable solutions to bullying and other school environment problems. Parenting can become a stressful part of a person's life, bringing stress to single mothers or couples. The guidelines, tools and ideas for parents that School Climate Solutions provide on demand help parents deal with parenting issues appropriately, support their children and manage stressful situations associated with parenting. Importantly, because their content is bilingual, it can reach underserved Hispanic school districts in the US.

We also believe in SCS' commercialization potential. Their product for parents is part of a bundle that is sold as a license to school districts nationally. It includes solutions for teachers, parents and students. They already have traction in one 16-school district in California and are in conversations for partnering with 4 more by the end of this year. After California, their plan is to move to other states with large Hispanic populations, including Texas and Florida. By providing their users with a mix of introductory free material and on-demand paid content for both teachers and parents, they are not only going after the \$600 million market of

public, private and charter schools in the US, but they are also providing modules that concerned parents can purchase.

Finally, SCS is filling a gap in the market of on-demand and online educational content and services to prevent bullying and facilitate healthy school environments by providing a one-stop shop for parents, students and teacher as well as by providing bilingual content. There is no other solution in the marketplace that provides research-based simple answers to social emotional, mental health and school safety issues for parents. However, schools are pressured into providing school environments that are safe and keeping students healthy. Moreover, parents are pressuring schools to be part of the solution to improve school climates nationally. Up until now, schools have provided in-person training for parents on different issues related to student health and wellbeing, but parent engagement is low, especially due to the fact that many of them work and cannot attend school meetings. SCS leverages technology to provide on demand solutions to parents that includes just in time learning for effective parenting and importantly, they provide the only bilingual solution in the marketplace.

We are happy to reiterate our support for School Climate Solutions and hope that you see in them what we saw when we read their application.

Thank you for the enriching opportunity of selecting us to host the InnovateHER competition in San Juan for the second consecutive year. We look forward to continue working with you in the near future.

Kind Regards,



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