

InnovateHER 2016 Innovating for Women Business Challenge

Semi-finalist



Maria Earle, Ed.D

Intellifunda LLC

Inventor of a Comprehensive Behavioral Mobile Apps

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Houston Women's Business Center Statement of Support

The Houston Women's Business Center hosted - The InnovateHER 2016 Innovating for Women Business Challenge for a second year. We offered three (3) pitch dates November 14th at The Woodlands Microsoft Store, and November 18th, and 21st, at the Women Business Center. We had a total of twenty-four (24) Women Entrepreneurs pitch. The semi-final winner was Maria Earle owner of InterFunda LLC. The judges all thought she best represented her company with measurable impact for families, great potential for commercialization, and fills a need in the market place local and nationally.

InterFunda LLC is a uniquely innovative mobile app technology company with an initial target being parents of middle school students. Maria Earle, 51% own Women Business – is committed to working with underperforming Students throughout the United States to help them with STEM Subjects with a strong focus on Math using mobile technology. IntelliFunda's Intelli-Apps Platform was used to design comprehensive behavioral mobile tutoring apps. With the use of their significant intellectual property assets, they are confident they will accelerate this mobile technology product to market for the benefit of clients and stakeholders. First year Projected Performance revenue sales goals are \$700,000.00.

IntelliFunda is initially offering three tutoring apps for middle school students, namely, MathFunda, ReadFunda, WriteFunda, and our customizable tutoring app, YourFunda. The first mobile tutoring app to be designed is MathFunda. MathFunda will help students practice math, easily. MathFunda's features surpasses our competition, is competitively priced, and the client will experience a very low learning curve with customizable features. MathFunda's cost is the same as their closest competitor but surpasses their competitor's features and has been designed to be very easy to use.

Maria research revealed developing the MathFunda first for middle school students would be crucial because by the time students reach middle school and if they have experienced math failure up to that point, they are less motivated to practice math. Their usual sentiment is "It's too hard". In addition, there is a growing concern about US students' low ranking math scores (PISA, 2010). This rank could get worse. High stakes advancement testing and higher grade level mathematics curriculum being pushed down to the lower grades results in more students struggling and/or failing in math. **What are parents to do?** More and more, parents are turning to driving their children to expensive tutors who command fees of \$65 per hour on average nationally to over \$400 per hour in more elite communities. In the category single head-of-household, these parents are women 86% (US Dept. of Commerce, 2011). The percentage of working women with children under 18 years of age is 70% (InnovateHERFlyer2016, 2015). And finally, 74% of employed women work full time (InnovateHERFlyer2016, 2015). As a last results - exhausted moms driving their kids to expensive tutors, often in the evening after a long day's work. An opportunity exists to help students practice math, easily and to help mothers keep more of their earnings in their purse. Benefit to working mothers everywhere and their families could have an answer as to how to help their child with math and other challenging subjects in the home for a very affordable price.

Her Key to success is the MathFunda; it uses a 3 pronged approach to help increase student's enjoyment of math practice and make it easy to practice math, anytime, anywhere. Need fulfilled in Marketplace.

- Math practice is completed on handheld mobile device, not a desktop.
- Math practice is facilitated by a customizable encouraging Digital Tutor that keeps students aware of their progress against their automatically generated tailored tutoring trajectory.
- Student receive various milestone rewards, multi-modally.
- A visually stunning progress reporting system based on individual students' effort is available in-app.

Respectfully Submitted By: Shirley Brooks

Director

Women's Business Center

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A handwritten signature in black ink, appearing to read "Shirley Brooks". The signature is fluid and cursive, with a large, stylized "S" at the beginning and a long, sweeping underline.