**E. Project Narrative –Key Information, Priorities, Abstract, Company Registry, Certifications, Statements and Legend**

*All of the “E. Project Narrative” components (1 through 3) must be included within pages i, ii, and iii of the Phase I proposal. No other cover pages are permitted to precede page i.*

**1. Key Information for the Phase I Proposal**

1. **Solicitation Number:** *ED-IES-16-R-0003*
2. **Name of the small business:** Techne Athena Inc
3. **Small Business Address and Phone:** P.O. Box 197, San Antonio, PR 00690
4. **Project Title:** An After School Educational Hub
5. **Company Website:** URL: http://homeworkcentral.strikingly.com/
6. Typed name, title, contact information (address, phone, and email), signature, and date of signature for the Principal Investigator:
   * <ADD: Signature>
   * <ADD: Date of Signature>
   * Ricardo F. Garcia
   * CEO
   * P. O. Box 197, San Antonio, PR 00690
   * Ricardo.Garcia@HomeworkCentral.co
7. Typed name, title, contact information, signature, and date of signature for a representative authorized to represent the small business concern in negotiations:
   * <ADD: Signature>
   * <ADD: Date of Signature>
   * Ricardo F. Garcia
   * CEO
   * P. O. Box 197, San Antonio, PR 00690
   * Ricardo.Garcia@HomeworkCentral.co
8. List the names and professional affiliations for each key member:
   * Ricardo F. Garcia, Project Management Institute, ToastMasters International, <ADD some tech ed association>
   * <ADD Member #2>
   * <ADD Member #2>

**2. Priority**

Select one (not two or three) priority area. See Section IX. for additional information on the Priority Areas.

**⭘[X] PRIORITY 1: Education Technology Products For Use by Students or Teachers (or Other Instructional Personnel) in Authentic Education Settings**

**⭘ PRIORITY 2: Education Technology Products for Use by Infants, Toddlers, or Students With or At Risk for Disabilities, or Teachers (or other Instructional Personnel, Related Services Providers, or Family Members) in Authentic Early Intervention or Special Education Settings**

**⭘ PRIORITY 3: Education Technology Products For Use by School Administrators in Authentic Education Settings or Authentic Early Intervention or Special Education Settings**

**3. Abstract**

Provide an abstract with the following two components. *Nothing in this section should be proprietary or confidential*.

* ***Technical abstract limited to 200 words.***

In a survey of a 108 parents, we found out that 1) 80% of parents of elementary school students spend an average of 2 hours a day assisting their kids with their homework and studies, 2) studying starts after dinner, when parents and kids are exhausted from daily activities, 3) parents can spend a significant amount of time finding, reviewing and studying the academic material in order to explain it to their kids. All these reasons can cause a traumatic afterschool educational experience which contributes to the parents’ frustration and to the kids’ lack of engagement in their education.  
  
Our goal with this project is to create a service that can help students have a pleasant afterschool educational experience by providing parents with the information and resources they need to properly assist their kids with their studies and homework. We will do this by 1) providing a mobile and online collaboration space where parents and teachers can post and share homework and class related information 2) automatically classifying and organize the posted information so that it can be easily accessed by other parents and students 3) providing actionable and relevant information parents need to better help their kids with their homework.

* **A summary of the commercial potential of the product or tool if development were completed as described above limited to 100 words.**

Initially we will focus on serving students from PK to 8th grade. In the fall of 2016, over 39 million students enrolled in these grades in the US[[1]](#footnote-1). The goals for our service in the US are 1) to reach over 10% market share, 2) to generate over $25 average revenue per user per year and 3) to generate over $100 million dollars of revenue per year.

1. (Enrollment in elementary, secondary, and degree-granting postsecondary institutions, by level and control of institution, enrollment level, and attendance status and sex of student: Selected years, fall 1990 through fall 2025, 2016) [↑](#footnote-ref-1)