Create boilerplate to help people include Sugarizing educational activities in grants to create new educational activities
Create a Marketing Plan
Create boilerplate to help people apply for grants to implement and study Sugar
So: What do We Want Marketing Volunteers to Contribute?
Start on a Marketing and Advertising and community development budget that we can use as a baseline to apply for funding.
I'm sure it will have to be modified to meet the requirements of the grantor but again having a baseline to iterate from would be incredibly valuable.
My theory is if we make it easy to get involved we'll see other opportunities to recruit student volunteers.
Teachers - Join the education or deployment team and help us apply Sugar to learning in your subject and/or geographical areas. Try Sugar with your students.
Marketing Experts - Help desperately need on our Marketing Team help us tell the world about Sugar.
Create one or more elevator pitches to help people describe the product.
Graphic Artists - Help needed in Design and Marketing
Recruit volunteers, schools, museums, libraries, to take part in Laptop projects
Create and distribute a survey for various market segments to find out what they feel are the most compelling pieces of our value proposition.
Create collateral to give out at conferences aimed at various market segments such as teachers, developers, funders
A student that is working with Sugar Labs from Sloan has offered to post on their internal lists a help wanted ad for us.
Middle and High School Students - Join the Testing team, learn how to use, test and if you want even develop Sugar. Report bugs and help write documentation.
Parents - Try Sugar with your kid. Use your professional skills to help Sugar
Create a baseline "sales demo" people can give at conferences. Clearly people would customize for different situations but having a starting place would empower more people to feel comfortable promoting Sugar themselves.
Sugar on a Stick - Needs collateral to support us as we ask companies to donate computers and USBs.
Create content. Library mailing list. Artists, writers, musicians, actors, and others welcome.
Programmers - Join Development or start in Testing and gain familiarity with Sugar. Write and Sugarize Activities!
OLPC newsletter, http://lists.laptop.org/listinfo/community-news/
OLPCNews, http://www.olpcnews.com/
Google News alert for OLPC
Test content with children
OLPC videos, http://www.olpc.tv/
http://lists.laptop.org/, whatever you find useful. Check the Announce lists
Write software. Developer mailing list, http://lists.laptop.org/listinfo/devel
Writing Skills? - Be a Wiki Gardner, help write Marketing Material, help write documentation
Sugar Digest is sent to its.an.education.project list, http://lists.sugarlabs.org/listinfo/iaep/
Translators - What languages do we especially need?
Localize software. http://dev.laptop.org/translate, http://wiki.laptop.org/go/Localization
-for example - it would make people excited just to hear accounts of deployments
http://wiki.laptop.org/go/Deployments
Other type of people/skills we want to list? Other tasks? Did every team get mentioned?
Test software, and report bugs on DevTrack, http://dev.laptop.org/

Key Ideas Marketing Meeting 2-10-2009

We need an "Ask" letter and a plan for who to ask, and people to do the asking.

I think we need to set a "marketing" goal of both SoaS; Sugar in mainstream distros; and Sugar on 2-3 non-XO laptops for 2009.

walterbender: I agree, in fact I would go so far as to say "more" than 2-3 non-XO laptops (leaving aside that some functions might not work on some hardware). Small laptops or netbooks are the fastest-moving PC market segment...

Sean Daly

caroline: Agree completely. Have you seen that Pantone does branded USB sticks?

caroline: Pantone is a "color company" - they define "standard" colors used in preprint. Foe example the XO is Pantone- 361 I believe. Has anyone talked to Pantone? They launched their USB sticks for the holiday season and the XO green could be a great symbol for them

Here's a merchandising idea: Sugar branded shoulder straps for proud XO owners... maybe those two sites which sell XO accessories would help?

walterbender: patrick sinz has also ideas about who can make usb sticks for us for free

My conversation with George Snell shed lots of light on what we don't know...

Walter

He asked great questions and will help us with an overarching strategy

George is former Racepoint... now independent.

He has some god ideas about leveraging social networking more directly

Fosdem Wrap-up

erikos

http://www.linuxtag.org/2009/

UPCOMING

http://erikos.sweettimez.de/?tag=fosdem

http://sugarlabs.org/go/MarketingTeam/Events/FOSDEM_2009/Notes

Who sends out press releases, and do you have a press list?

okay, SeanDALY is doing press releases and press contacts, and he can lead a discussion on this on the mailing list afterwards

The key to getting press is having somebody with a phone number, reachable at all hours, and able to speak for the project.

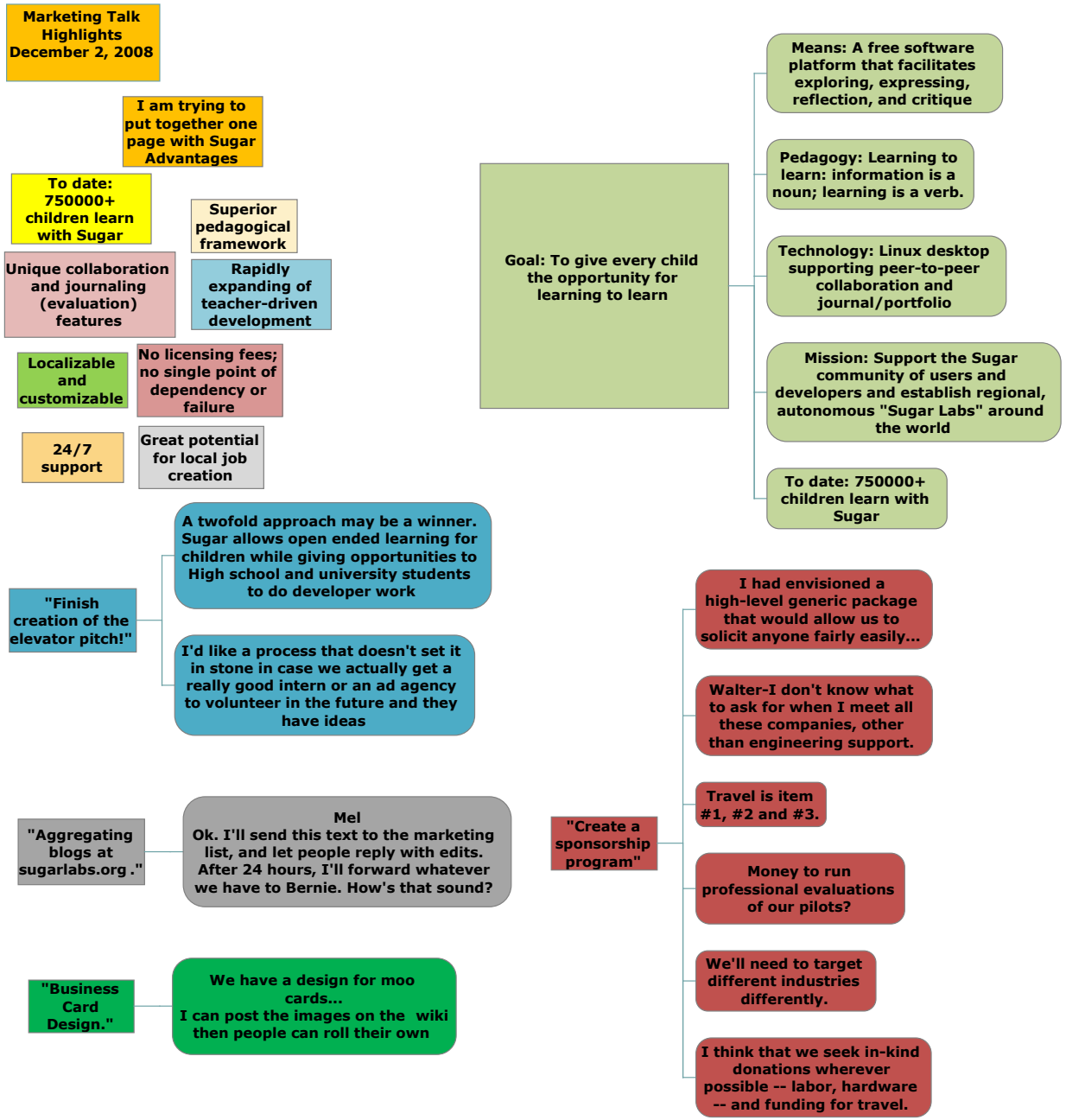
walterbender: people have asked me to publish a summary of my conversations there, I guess I should first ask the companies involved if they agree with the text
11:21mchua #TODO walterbender and tomeu to follow up about their conversation with Patrick, iftomeu can get clearance to publish

Tomeu

#TODO SeanDALY is now Press Release Guru - sends out press releases, maintains press list
11:43SeanDALY in the art & science of creating buzz there is ALWAYS something to do ;-)
11:43caroline how do we help you?
11:44mchua caroline: I'd actually love to seeSeanDALY post that "how to handleSL press releases!" stuff on the MarketingTeam wiki, and then poke the marketing mailing list to get people to do it
11:44mchua so that we're not the only ones who know :)
11:44mchua SeanDALY, does that sound ok?
11:45SeanDALY the easiest starting point is press already done. Yes that sounds good

Teachers, because if the others see the value to teachers they will want to help.
11:54walterbender I am comfortable with Sean's analysis
11:54mchua whoopsie, TypeError: randint() takes exactly 3 arguments (2 given). randint(1,3), then.
11:55mchua Okay. Teachers it is, then.
11:55walterbender but we also have $0 for marketing... so another important audience isn;t getting the message.
11:55mchua Priority #2 is an elevator pitch for teachers. Other elevator pitches are in the "important but we'll tackle them not-this-week" queue.
11:55mchua What is priority #3?
11:55jt4sugar I am speaking to a superintendent on Feb 23 if she comes on board 100's of teachers could be using Sugar
11:55SeanDALY Another group is ambassadors - OLPC project volunteers, G1G1 donors. Those folk need a clear message when they talk to... teachers.
11:56mchua SeanDALY: would you say priority #3 is the creation of an ambassadors program, then? (or is that a superset of #2, which should be renamed, with the "make a pitch for teachers" the first job?)

Teachers #1, ambassadors #2, partners #3. As I say partners should be contacted directly, while "marketing" is needed to best communicate with #1 and partly #2


Marketing Talk Highlights December 2, 2008
I am trying to put together one page with Sugar Advantages
To date: 750000+ children learn with Sugar
Superior pedagogical framework
Unique collaboration and journaling (evaluation) features
Rapidly expanding of teacher-driven development
Localizable and customizable
No licensing fees; no single point of dependency or failure
24/7 support
Great potential for local job creation
Goal: To give every child the opportunity for learning to learn
Means: A free software platform that facilitates exploring, expressing, reflection, and critique
Pedagogy: Learning to learn: information is a noun; learning is a verb.
Technology: Linux desktop supporting peer-to-peer collaboration and journal/portfolio
Mission: Support the Sugar community of users and developers and establish regional, autonomous "Sugar Labs" around the world
To date: 750000+ children learn with Sugar
"Finish creation of the elevator pitch!"
A twofold approach may be a winner. Sugar allows open ended learning for children while giving opportunities to High school and university students to do developer work
I'd like a process that doesn't set it in stone in case we actually get a really good intern or an ad agency to volunteer in the future and they have ideas
"Create a sponsorship program"
I had envisioned a high-level generic package that would allow us to solicit anyone fairly easily...
Walter-I don't know what to ask for when I meet all these companies, other than engineering support.
Travel is item #1, #2 and #3.
Money to run professional evaluations of our pilots?
We'll need to target different industries differently.
I think that we seek in-kind donations wherever possible -- labor, hardware -- and funding for travel.
"Aggregating blogs at sugarlabs.org ."
Mel
Ok. I'll send this text to the marketing list, and let people reply with edits. After 24 hours, I'll forward whatever we have to Bernie. How's that sound?
"Business Card Design."
We have a design for moo cards...
I can post the images on the wiki then people can roll their own

Re: Thoughts about government funding - US and EU

From: **marketing-bounces@lists.sugarlabs.org** on behalf of **Mel Chua** (mel@melchua.com)
Sent: Sat 11/29/08 1:31 PM
To: Caroline Meeks (caroline@solutiongrove.com); Marketing@lists.sugarlabs.org

> 1. Here in the US ride the trend for change to emphasise funding to
> solve infrastructure issues.

Have we sufficiently positioned Sugar as infrastructure? (Something that encompasses and supports the entire learning experience, rather than a separate shiny software toy you can go play with off in a corner somewhere for an hour a week.)

Side note: this is one of the reasons I'm really excited about the pilots, because gathering good data, observations, and, most importantly, stories about Sugar-as-infrastructure will probably be *the* most attention-getting thing we have, whether it's for a grant proposal, a presentation/demo, or anything else.

> In my opinion the result is incredibly cool stuff that no one is using.

> 2. Push for funding to be tied to how many students are using the
> results of a project.

(Disclaimer: I'm not familiar with grant applications. I would like to learn.)

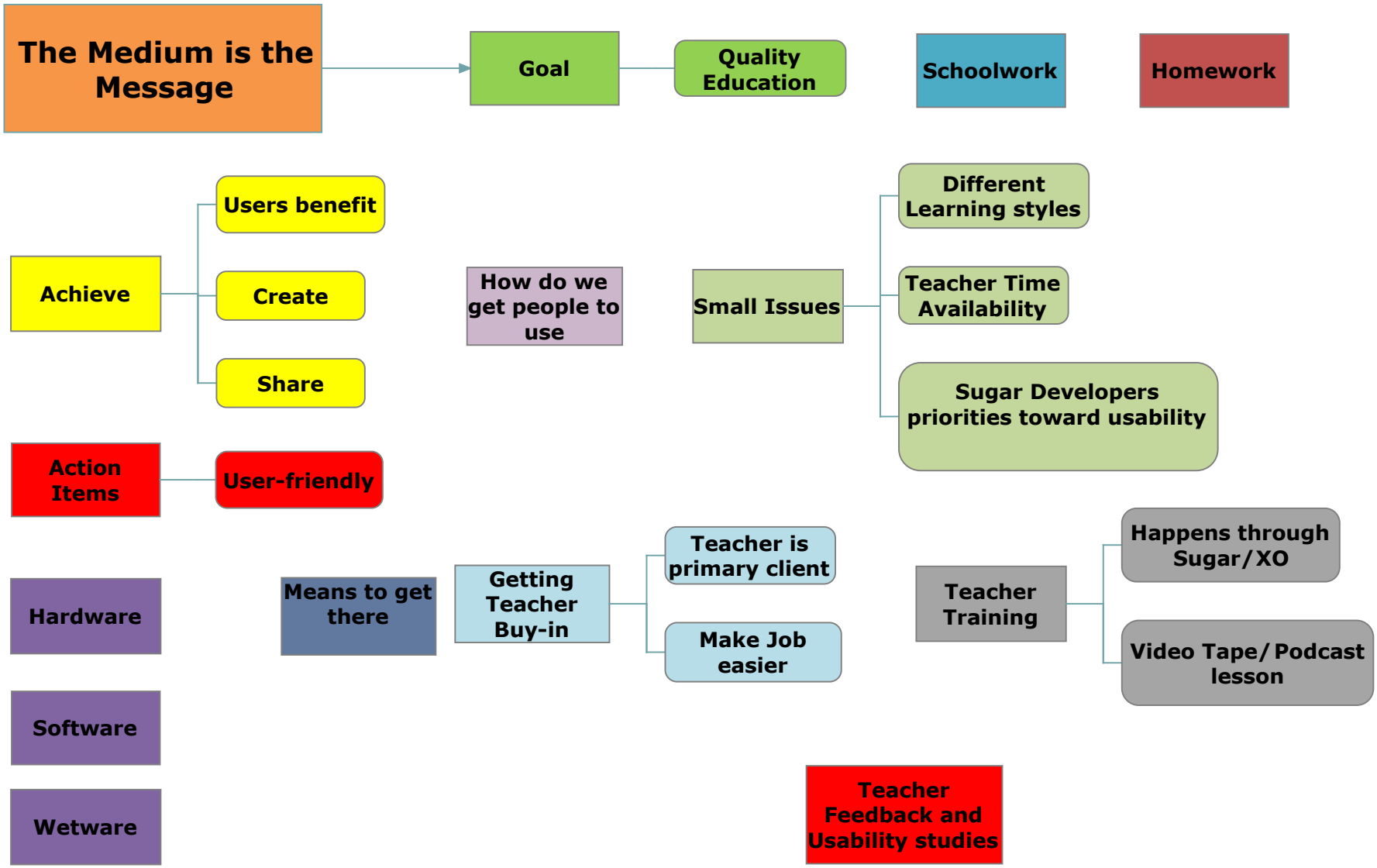
Would it be worth it, perhaps as a joint marketing/education team miniproject, to try to put together a "here are {NSF,other-big-grant-org}-funded projects that Sugar could bring to a much wider audience" brochure/page/letter? (As part of a "therefore, NSF/other-big-grant-org should fund Sugar because we make all the rest of the things you've funded Way More Effective" thing.)

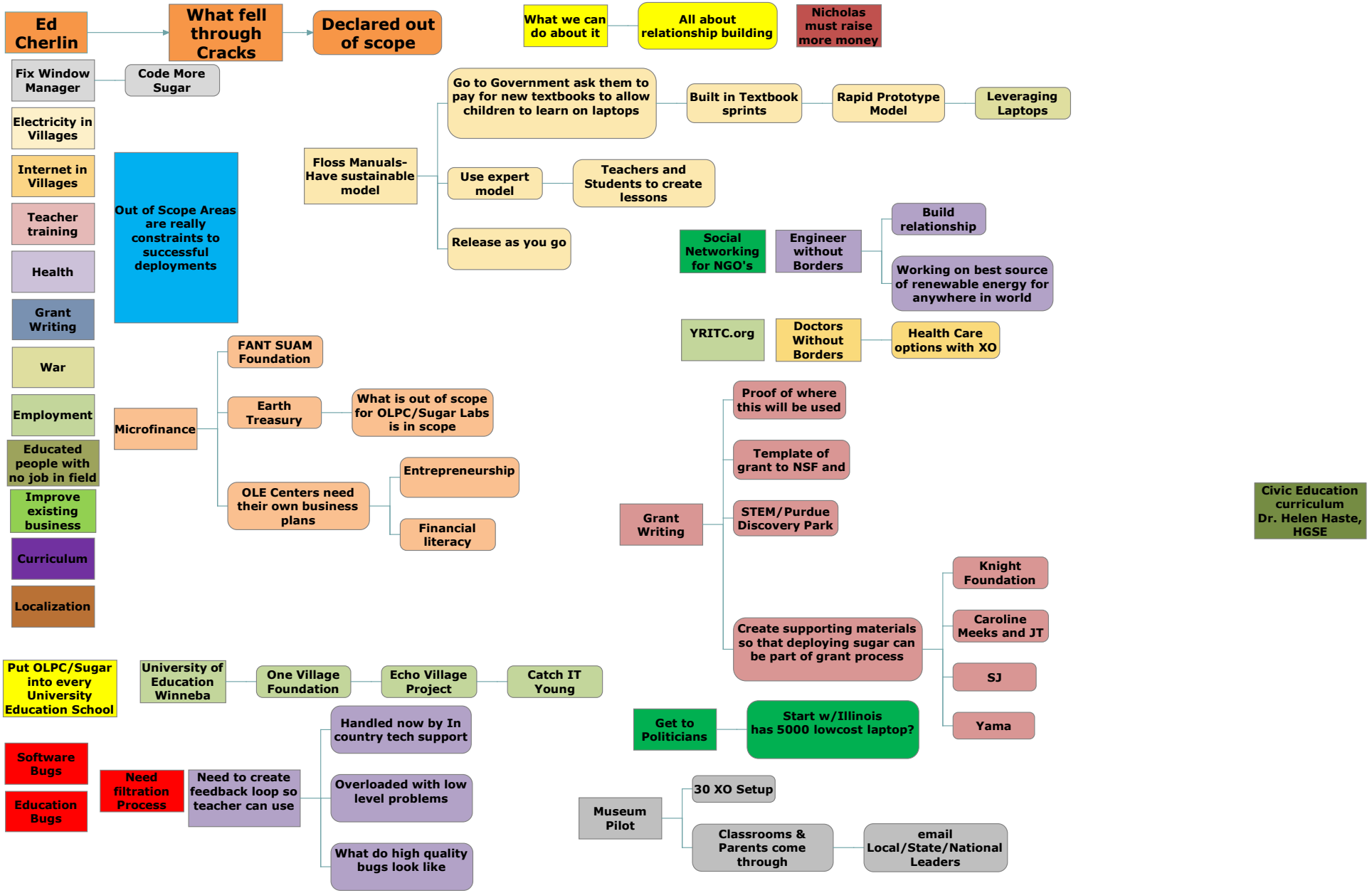
Maybe a place to start would be to have a 1-2 hour "find these projects" sprint - go through journals, award webpages, etc. and pick out neat but non-widespread projects, then do a cursory evaluation of how much engineering (and educator-training) time and effort would be needed to make it Sugar-riffic.

I'd be willing to come and hack on such a sprint, if someone else would run it. I don't know much about where to find these studies, how to evaluate how useful they'd be to us, or how to present our findings in a way that will appeal to resource-distributing organizations, but I can follow instructions and ask lots of questions.

--Mel

Marketing Talk
Sugar Labs Overview
You go where you look
Free Software is Important
Culture of sharing
Sugar availability
Culture of critique
sostenibilidad
Sustaining the status quo
Where we've been
0.82 release
wiki.sugarlabs.org
SFC membership
Sugar upstream
Bundled into Ubuntu/Fedora/
User gets Popular Linux Distro they get Sugar
We can use software model that is widely used
Developers
Sugar Manual
Sugar community(start)
Homework
Starfish and the Spider
Disrupting Class
Evangeline's Book
Does not Equal
English Sustainability
Help Wanted
Developers
Documentation
sustentabilidad
Sustainability of a dynamic system
Community
Deployment
Infrastructure
Grant Writing
Outreach
Corporate
Where we are going
0.84 release
dev.sugarlabs.org
Sugar in the field(on a stick)
Very important
Unequivocally
Available on any platform
Must help OLPC-Largest Sugar Deployment
We must take Sugar to next level of stability
Not going to get there by throwing money at the problem
Other destinations
Sugar Mobile
Sugar embedded
Sugar health
Sugar OLE
Earth Treasury agenda
Who is our audience
Greg D
Caroline Meeks
Difference between goals and means
We are the change
Marketing
Business
To sell a product
Community
Is building Community
Challenge in one sentence
What are our values
Sugars elevator pitch
Articulating the Elevator
Simplify
make sure everyone
Amplify
Need Elevator Pitch
Audience you don't prepare
Audience you do prepare for
Need Collateral pitch for each audience
Parent
Teacher
Principal
Superintendent
Governor
Congressman
Business Leaders
Business Schools
Fulfillment of Hope
Redemption
Hope
What are a marketing advantages
Portfolios
Momentum
Community
Learner & Developer
Helping Sugar helps children in Developing Countries
Anyone can jump
Only operating system designed for children
Children are not stupid
Allows Engagement in all learning styles
Sugar: The Brainfood that works
Provides equality/opportunity/elasticity
MIT Media Lab
Seymour Papert
Constructionism
Alan Kay
Dynabooks
Real things and perceptions
Collaboration
XP on XO
Sugar is part of OLPC and is a big well organized thing
Difficult to get involved/Inaccessibility
Only for developing world
Clay Christenson-Disrupting Class is book that pretty much describes sugar
Sugar is complete and works
Logo/Scratch/Squeak
Internet access/Digital divide
Ending poverty

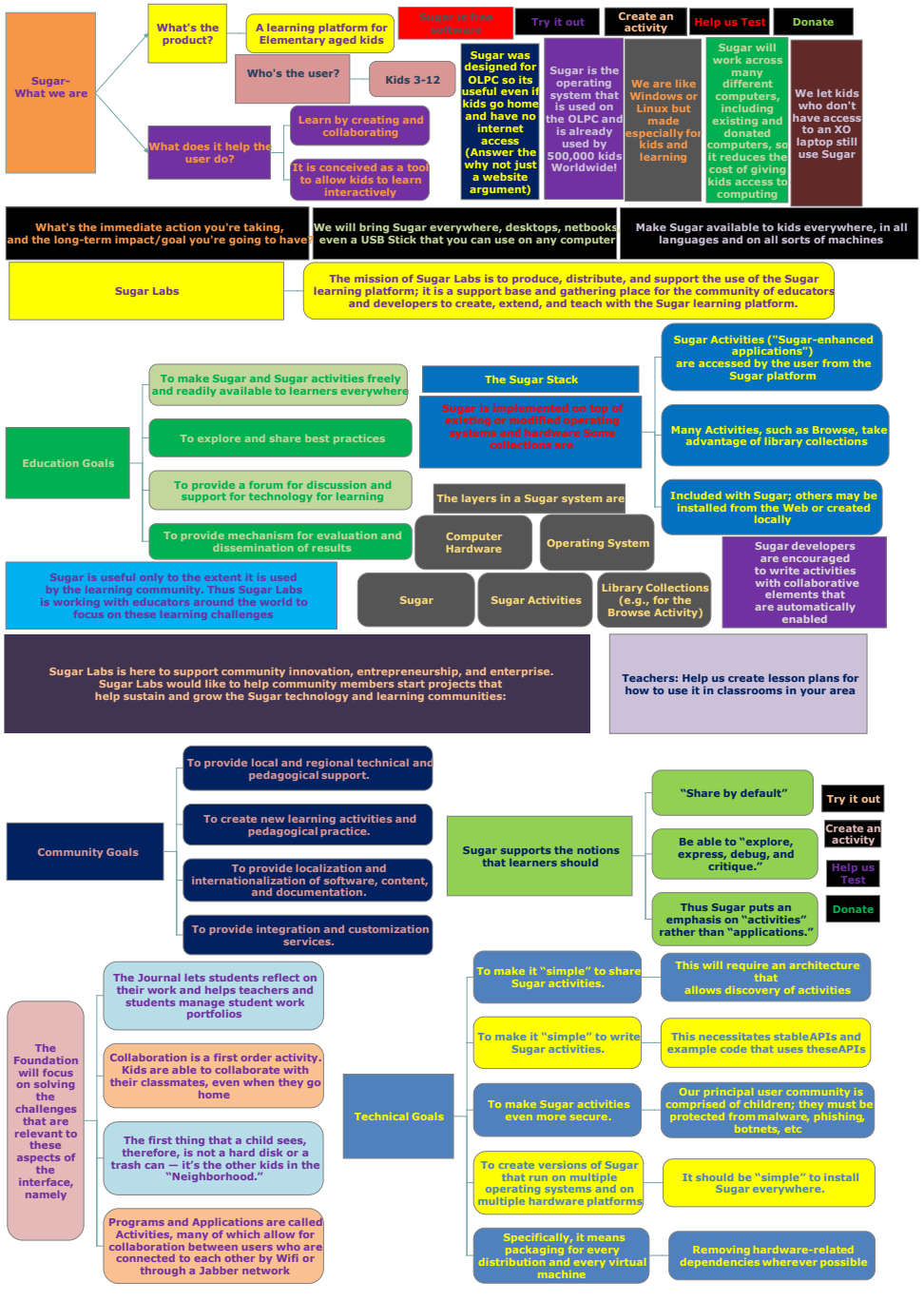

The Medium is the Message
Goal
Quality Education
Schoolwork
Homework
Achieve
Users benefit
Create
Share
How do we get people to use
Small Issues
Different Learning styles
Teacher Time Availability
Sugar Developers priorities toward usability
Action Items
User-friendly
Hardware
Software
Wetware
Means to get there
Getting Teacher Buy-in
Teacher is primary client
Make Job easier
Teacher Training
Happens through Sugar/XO
Video Tape/ Podcast lesson
Teacher Feedback and Usability studies

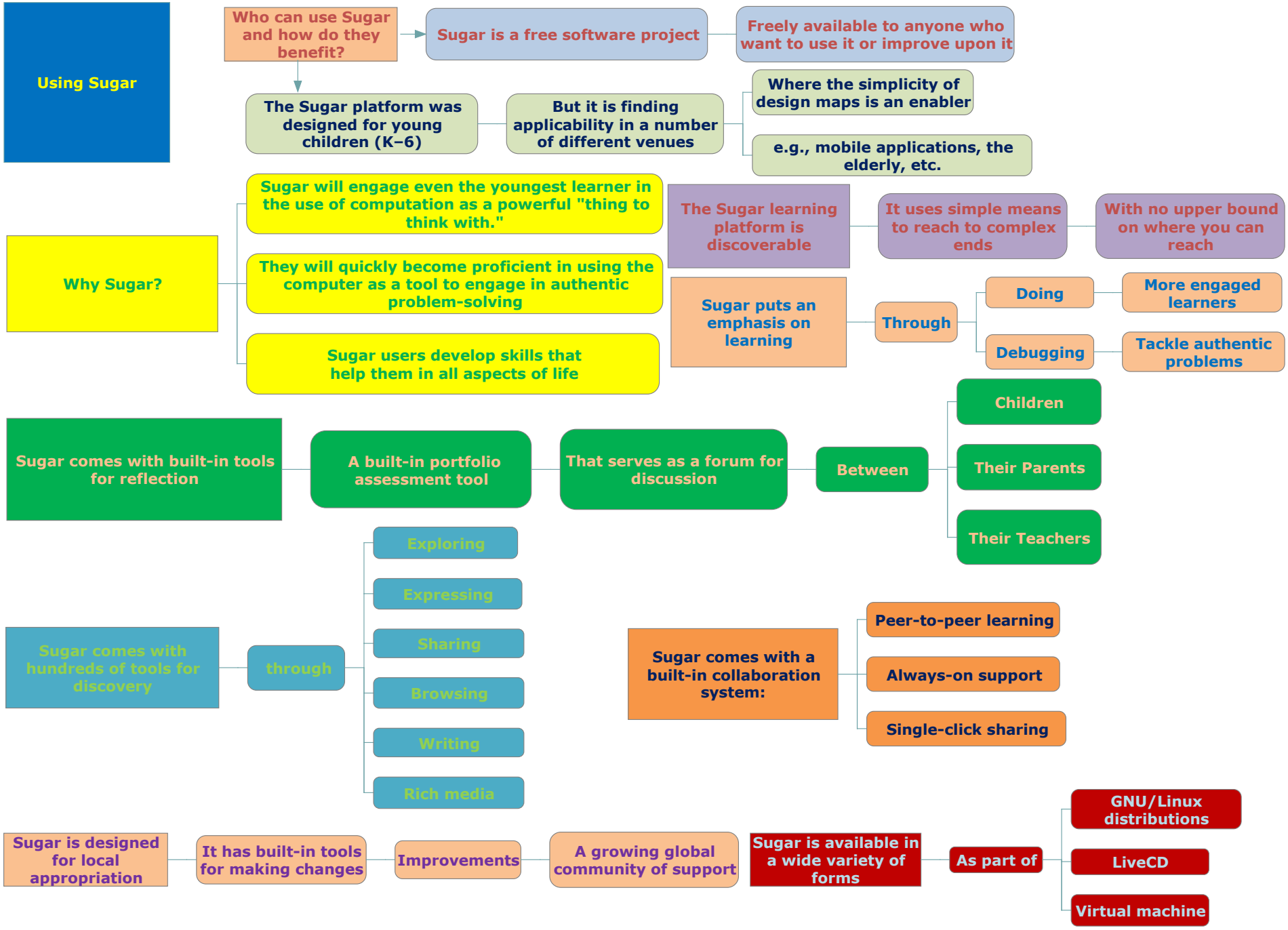

Ed Cherlin
What fell through Cracks
Declared out of scope
What we can do about it
All about relationship building
Nicholas must raise more money
Fix Window Manager
Code More Sugar
Electricity in Villages
Internet in Villages
Teacher training
Health
Grant Writing
War
Employment
Educated people with no job in field
Improve existing business
Curriculum
Localization
Out of Scope Areas are really constraints to successful deployments
Floss Manuals- Have sustainable model
Go to Government ask them to pay for new textbooks to allow children to learn on laptops
Built in Textbook sprints
Rapid Prototype Model
Leveraging Laptops
Use expert model
Teachers and Students to create lessons
Release as you go
Social Networking for NGO's
Engineer without Borders
Build relationship
Working on best source of renewable energy for anywhere in world
YRITC.org
Doctors Without Borders
Health Care options with XO
Microfinance
FANT SUAM Foundation
Earth Treasury
What is out of scope for OLPC/Sugar Labs is in scope
OLE Centers need their own business plans
Entrepreneurship
Financial literacy
Grant Writing
Proof of where this will be used
Template of grant to NSF and
STEM/Purdue Discovery Park
Create supporting materials so that deploying sugar can be part of grant process
Knight Foundation
Caroline Meeks and JT
SJ
Yama
Civic Education curriculum Dr. Helen Haste, HGSE
Put OLPC/Sugar into every University Education School
University of Education Winneba
One Village Foundation
Echo Village Project
Catch IT Young
Get to Politicians
Start w/Illinois has 5000 lowcost laptop?
Software Bugs
Education Bugs
Need filtration Process
Need to create feedback loop so teacher can use
Handled now by In country tech support
Overloaded with low level problems
What do high quality bugs look like
Museum Pilot
30 XO Setup
Classrooms & Parents come through
email Local/State/National Leaders

A Colorful Look At Sugar

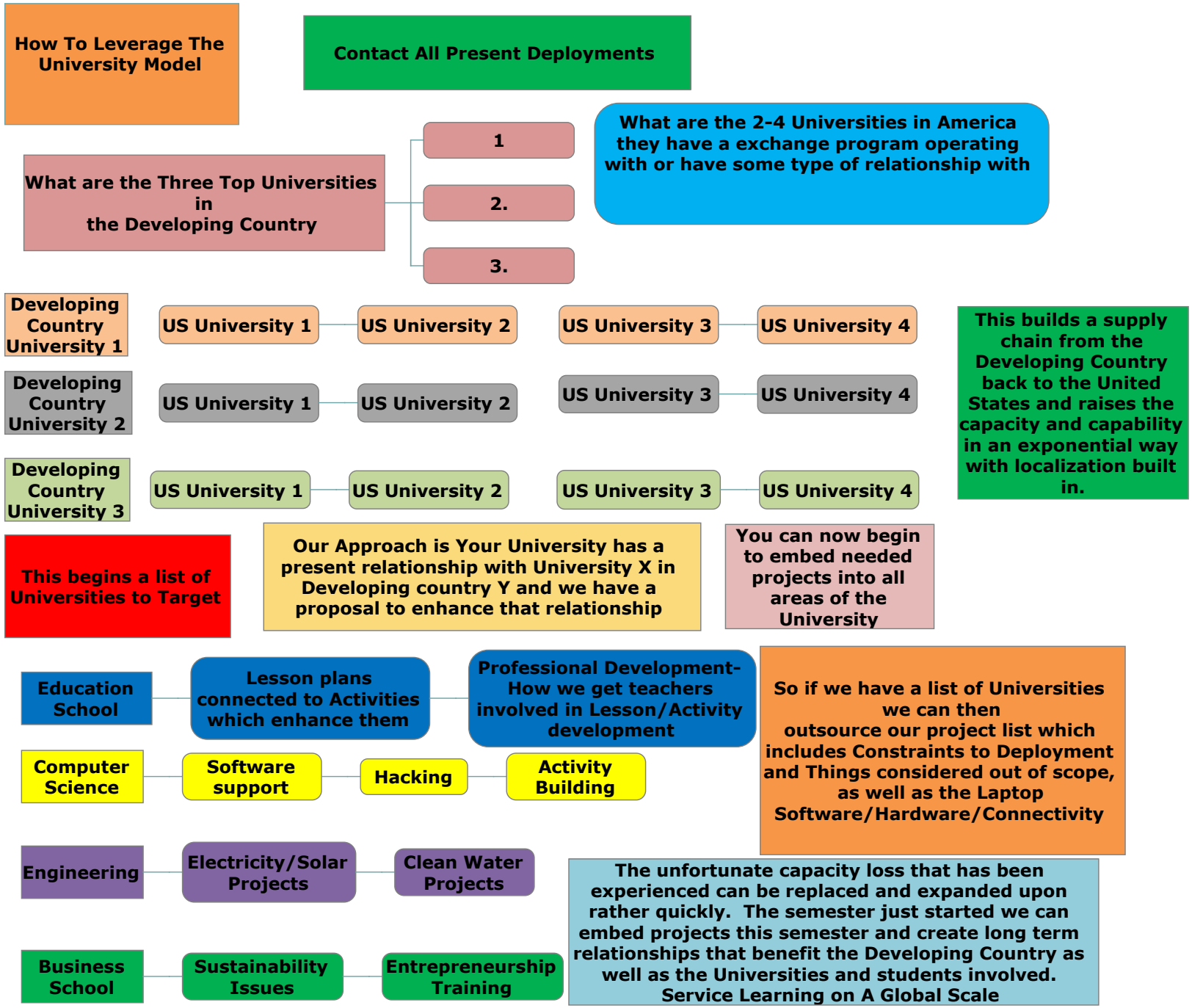
A Sugar Labs Production

Sugar
What is Sugar?
Sugar is an Educational software platform
Built with the python programming language
And is based on the principles of cognitive and social constructivism
Who is doing Sugar development?
Sugar is a community project
At present some of the Sugar developers under contract to OLPC
Most of the Sugar developers are volunteers
You can get an idea of the people involved
Development Team/ Release/Modules page
http://sugarlabs.org/go/DevelopmentTeam/Release/Modules
What makes Sugar different from other Educational software platforms?
The Sugar Interface
In its departure from the desktop metaphor for computing
Sugar is the first serious attempt to create a user interface that is based on both cognitive and social constructivism
Learners should engage in authentic exploration and collaboration
(1) Everyone is a teacher and a learner
(2)Humans by their nature are social beings
3) Humans by their nature are expressive
Sugar also considers two aphorisms:
(1) You learn through doing, so if you want more learning you want more doing
(2) Love is a better master than duty—you want people to engage in things that are authentic to them, things that they love
These are the pillars of a user experience for learning
The presence of other people is always present in the Sugar interface:
Collaboration is a first-order experience
Students and Teachers engage
In a dialog with each other
In support of each other
They critique each other
and share ideas
Sugar is also discoverable
It can accommodate a wide variety of users
With different levels of skill in terms of
Reading
Language
Different levels of experience with computing
It is easy to approach
Yet it doesn't put an upper bound on personal expression
One can peel away layers and go deeper and deeper, with no restrictions
They are able to drill deeper
They are not going to hit a wall
Since they can, at every level, engage in debugging both
Their personal expression
And the very tools that they use for that expression
Sugar is based on Python
An interpreted language
Allowing the direct appropriation of ideas
In whatever realm the learner is exploring
Music
Browsing
Reading
Writing
Programming
Graphics


Sugar-
What we are
What's the product?
A learning platform for Elementary aged kids
Who's the user?
Kids 3-12
What does it help the user do?
Learn by creating and collaborating
It is conceived as a tool to allow kids to learn interactively
Sugar is free software
Try it out
Create an activity
Help us Test
Donate
Sugar was designed for OLPC so its useful even if kids go home and have no internet access (Answer the why not just a website argument)
Sugar is the operating system that is used on the OLPC and is already used by 500,000 kids Worldwide!
We are like Windows or Linux but made especially for kids and learning
Sugar will work across many different computers, including existing and donated computers, so it reduces the cost of giving kids access to computing
We let kids who don't have access to an XO laptop still use Sugar
What's the immediate action you're taking, and the long-term impact/goal you're going to have?
We will bring Sugar everywhere, desktops, netbooks even a USB Stick that you can use on any computer
Make Sugar available to kids everywhere, in all languages and on all sorts of machines
Sugar Labs
The mission of Sugar Labs is to produce, distribute, and support the use of the Sugar learning platform; it is a support base and gathering place for the community of educators and developers to create, extend, and teach with the Sugar learning platform.
Education Goals
To make Sugar and Sugar activities freely and readily available to learners everywhere
To explore and share best practices
To provide a forum for discussion and support for technology for learning
To provide mechanism for evaluation and dissemination of results
The Sugar Stack
Sugar is implemented on top of existing or modified operating systems and hardware. Some collections are
Sugar Activities ("Sugar-enhanced applications") are accessed by the user from the Sugar platform
Many Activities, such as Browse, take advantage of library collections
Included with Sugar; others may be installed from the Web or created locally
The layers in a Sugar system are
Computer Hardware
Operating System
Sugar
Sugar Activities
Library Collections (e.g., for the Browse Activity)
Sugar developers are encouraged to write activities with collaborative elements that are automatically enabled
Sugar is useful only to the extent it is used by the learning community. Thus Sugar Labs is working with educators around the world to focus on these learning challenges
Sugar Labs is here to support community innovation, entrepreneurship, and enterprise. Sugar Labs would like to help community members start projects that help sustain and grow the Sugar technology and learning communities:
Teachers: Help us create lesson plans for how to use it in classrooms in your area
Community Goals
To provide local and regional technical and pedagogical support.
To create new learning activities and pedagogical practice.
To provide localization and internationalization of software, content, and documentation.
To provide integration and customization services.
Sugar supports the notions that learners should
"Share by default"
Be able to "explore, express, debug, and critique."
Thus Sugar puts an emphasis on "activities" rather than "applications."
Try it out
Create an activity
Help us Test
Donate
The Foundation will focus on solving the challenges that are relevant to these aspects of the interface, namely
The Journal lets students reflect on their work and helps teachers and students manage student work portfolios
Collaboration is a first order activity. Kids are able to collaborate with their classmates, even when they go home
The first thing that a child sees, therefore, is not a hard disk or a trash can — it's the other kids in the "Neighborhood."
Programs and Applications are called Activities, many of which allow for collaboration between users who are connected to each other by Wifi or through a Jabber network
Technical Goals
To make it "simple" to share Sugar activities.
This will require an architecture that allows discovery of activities
To make it "simple" to write Sugar activities.
This necessitates stableAPIs and example code that uses theseAPIs
To make Sugar activities even more secure.
Our principal user community is comprised of children; they must be protected from malware, phishing, botnets, etc
To create versions of Sugar that run on multiple operating systems and on multiple hardware platforms
It should be "simple" to install Sugar everywhere.
Specifically, it means packaging for every distribution and every virtual machine
Removing hardware-related dependencies wherever possible


Using Sugar
Who can use Sugar and how do they benefit?
Sugar is a free software project
Freely available to anyone who want to use it or improve upon it
The Sugar platform was designed for young children (K–6)
But it is finding applicability in a number of different venues
Where the simplicity of design maps is an enabler
e.g., mobile applications, the elderly, etc.
Why Sugar?
Sugar will engage even the youngest learner in the use of computation as a powerful "thing to think with."
They will quickly become proficient in using the computer as a tool to engage in authentic problem-solving
Sugar users develop skills that help them in all aspects of life
The Sugar learning platform is discoverable
It uses simple means to reach to complex ends
With no upper bound on where you can reach
Sugar puts an emphasis on learning
Through
Doing
More engaged learners
Debugging
Tackle authentic problems
Sugar comes with built-in tools for reflection
A built-in portfolio assessment tool
That serves as a forum for discussion
Between
Children
Their Parents
Their Teachers
Sugar comes with hundreds of tools for discovery
through
Exploring
Expressing
Sharing
Browsing
Writing
Rich media
Sugar comes with a built-in collaboration system:
Peer-to-peer learning
Always-on support
Single-click sharing
Sugar is designed for local appropriation
It has built-in tools for making changes
Improvements
A growing global community of support
Sugar is available in a wide variety of forms
As part of
GNU/Linux distributions
LiveCD
Virtual machine

How can I get online with the LiveCD, and what can I do then?
The LiveCD must be in your CD-ROM or DVD drive when you start your computer,
Your BIOS settings should be set to first look for an operating system there
If the settings are okay
The LiveCD will boot
After a little while
You will be prompted for a name
And you will get to choose the color of your avatar
This is a small X
Like the arms and legs of a human
With an O as the head above the X
This is "you"
Wait a little longer
And you will see "yourself" in the middle of the screen
Just below "you"
Is your journal
Where everything you do is recorded
Below the journal you will notice an empty ring
This will show your signal strength
Once you have connected to a wireless access point
So let's do that now
In the top left corner
Is a circle of smaller circles
This is your Neighborhood-circle
At the moment
Only nearby wireless access points are visible as small colored circles
More color inside means better signal strength
Let your mouse pointer hover above a circle to see the name of the wireless network
A small padlock means you need to supply a username and password to access the network
Click the circle you would like to access
It should be a wireless network you know will grant you Internet access
Once you are connected
If the network is protected with a padlock
You will be prompted for a valid username and password at this point
So give these
Click the OK-button
If everything is okay
You are now connected
You should soon see many small avatars
Like your own in your neighborhood
Hover your mouse pointer above them to see what they are called
In the top left corner
Next to the Neighborhood-circle
Is your Friends-circle
You don't have any Sugar-friends at the moment
So this will be empty
Next to the Friends-circle
Is a circle with a single dot
That's right
It means you
Click the You-circle
You will get back to you
And your activities
At the bottom of the screen
Are many activities
So click the one
That looks like a cartoon talk bubble
To start the Chat-activity
Or some other activity
Like the Paint-activity
Or the Calculator-activity
After a little while
The new activity opens
In the top right corner
Of all activities
Is a small menu
Which says "Share with:".
Click this to unfold the options
Choose Neighborhood
By clicking on it
Click the Neighborhood-circle again
And you will notice
That the activity is now visible
To everyone in your neighborhood
If you hover your mouse button
Over an activity in your neighborhood
A small menu will unfold
Where you may choose to join the activity
By selecting "Join" from the activity's menu
Remember
Your neighborhood is the entire world!
People in other parts of the world
May be working or sleeping
When you start sharing your activities
So be patient
It might be many hours before anyone is available for a chat
Enjoy! :-)


How To Leverage The University Model
Contact All Present Deployments
What are the Three Top Universities in the Developing Country
1
2.
3.
What are the 2-4 Universities in America they have a exchange program operating with or have some type of relationship with
Developing Country University 1
US University 1
US University 2
US University 3
US University 4
Developing Country University 2
US University 1
US University 2
US University 3
US University 4
Developing Country University 3
US University 1
US University 2
US University 3
US University 4
This builds a supply chain from the Developing Country back to the United States and raises the capacity and capability in an exponential way with localization built in.
This begins a list of Universities to Target
Our Approach is Your University has a present relationship with University X in Developing country Y and we have a proposal to enhance that relationship
You can now begin to embed needed projects into all areas of the University
Education School
Lesson plans connected to Activities which enhance them
Professional Development- How we get teachers involved in Lesson/Activity development
Computer Science
Software support
Hacking
Activity Building
So if we have a list of Universities we can then outsource our project list which includes Constraints to Deployment and Things considered out of scope, as well as the Laptop Software/Hardware/Connectivity
Engineering
Electricity/Solar Projects
Clean Water Projects
Business School
Sustainability Issues
Entrepreneurship Training
The unfortunate capacity loss that has been experienced can be replaced and expanded upon rather quickly. The semester just started we can embed projects this semester and create long term relationships that benefit the Developing Country as well as the Universities and students involved. Service Learning on A Global Scale

How To Leverage The University Model in Australia-New Zealand-South Pacific

Contact All Present Deployments

Setting up Regional Sugar Lab in Australia/New Zealand to support Local Sugar Labs in South Pacific

What are the Three Top Universities in the Developing Country

- 1
- 2.
- 3.

What are the 2-4 Universities in Australia/New Zealand they have a exchange program operating with or have some type of relationship with

Developing Country University 1	AU/NZ University 1	AU/NZ University 2	AU/NZ University 3	AU/NZ University 4
Developing Country University 2	AU/NZ University 1	AU/NZ University 2	AU/NZ University 3	AU/NZ University 4
Developing Country University 3	AU/NZ University 1	AU/NZ University 2	AU/NZ University 3	AU/NZ University 4

This builds a supply chain from the Developing Country back to the United States and raises the capacity and capability in an exponential way with localization built in.

This begins a list of Universities to Target

Our Approach is Your University has a present relationship with University X in Developing country Y and we have a proposal to enhance that relationship

You can now begin to embed needed projects into all areas of the University

Education School	Lesson plans connected to Activities which enhance them	Professional Development- How we get teachers involved in Lesson/Activity development	
Computer Science	Software support	Hacking	Activity Building
Engineering	Electricity/Solar Projects	Clean Water Projects	
Business School	Sustainability Issues	Entrepreneurship Training	

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