



Academics in a Box, Inc.

Science That Grows With You

Who is Academics in a Box, Inc.?

Recognized By



- Award winning **STE(A)M** based educational service providing hands-on **projects delivered to children's doorsteps** for children ages 8 and up under the brand name **Groovy Lab in a Box**.
- Partnered with [Popular Mechanics' Magazine](#)
- Founded by two **female science professionals** turned **educators**
- Project-based learning with three to four investigation activities that lead up to an **Engineering Design Challenge**
- Projects are developed to meet the [Next Generation Science Standards](#) (NGSS)

We want to bring this generation back to the NASA Apollo era, when children wanted to be scientists and engineers, and science and engineering were at the forefront of pop culture.

- Elaine Hansen, President, Academics in a Box, Inc.

Why Academics in a Box, Inc.?

- Because children are natural engineers, Academics in a Box, Inc. blends **Scientific Inquiry** and the **Engineering Design Process**, which allows children to create **ingenious inventions** and enhance critical **problem solving skills**
- All **STEMists** receive a **Lab Notebook**, where they read about that month's topic, perform investigation activities and document their findings. They will investigate, brainstorm, plan, build, test and redesign their own creations - - just like real engineers in the real world.
- Meets schools' and educators' needs globally
- Incorporates **Next Generation Science Standards (NGSS)**
- Focuses on teaching **STEM** (science, technology, engineering and math)
- Brings the **FUN** back into learning



STEM-ist /stēm'ist/ n. Expert in applying science, technology, engineering, and mathematics. Explorer, creator, inventor...STEMist!

How We Support STEM Learning

- Helping children tap into their innate imagination, determination and curiosity to complete a **NGSS-based STEM project** that incorporates the **Engineering Design Process**
- Educating the public about **STEM education** through social media, partnerships and collaborations with organizations, such as USA Science & Engineering Festival, NASA, Popular Mechanics Magazine and Ford Motor Company



Customer Base

- Private individuals across United States and Canada
- Public, private and charter schools
- Homeschooling parents and organizations
- STEM Camps, children's museums, clubs, and hospitals

Our Services



- Monthly or bi-monthly deliveries
- Single box order options
- Bulk order, purchase order, and packaging options
- Branded, custom designed educational product development
- Customized solutions for schools, homeschoolers, privately held companies, and non-profit organizations

We select a different theme for each box – from building rockets with our “Lunar Launch” box to creating a weather station with our “Under Pressure” box.

- Elaine Hansen, President, Academics in a Box, Inc.

Custom Designed Educational Product Case Study

- Academics in a Box Inc collaborated with a **major US company** (Client) to create a customized STEAM (Science, Engineering, Art and Mathematics) box.
- Academics in a Box developed investigation activities that led to a Client specific engineering design challenge, sourced all the materials that went into the box, designed and managed printing of all printed assets, managed fulfillment of the boxes, and coordinated shipping to Client's fulfillment center to be distributed to their customer base.
- As with all Academics in a Box Inc STEAM kits, the Client's STEAM Box features multiple tasks including: designing a structured frame out of the kraft box and paper using kirigami modeling, working with copper tape and LEDs for circuitry and lighting purposes, and wiring a working motor, and much, much, more.
- Customers placed their orders on Client's landing site. The Client distributed 15,312 STEAM Boxes completely free to consumers in the US.

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Custom Designed Educational Product Case Study

Description of Deliverables

Academics in a Box provided the following Deliverables to Client:



Box Development

Development of investigations that lead to an engineering design challenge specific to client's industry.

Design Services

Design of kraft box, lab notebook and misc. branded items specific to the client.

Box Material Services

Sourcing and purchasing of all materials going into the box

Management Services

Liaison, Customer Service, Materials Shipping, Operations

Printing Services

Kraft Box Printing, Lab Notebook, Misc/Branded Items

Fulfillment Services

Tracking, Customer Service, Shipping, Operations

Shipping & Handling Services

Palletized boxes and coordinated trucking company pick up and delivery to client warehouse

Academics in a Box, Inc. Profile



- Unique Customers Acquired: 9
- Social Media Followers:
 - Facebook Reach: 19,013
 - Facebook Followers: 13,786
 - Twitter Followers: 3,191
 - Twitter Likes:
 - Pinterest Viewers: 99,000
 - Instagram Followers: 3,248
- Email List Subscribers: 13,472
- 2017 Revenues: \$456,545
- Growth Rate:

Management Team

Elaine Hansen, President and CEO

A multi-faceted, professional educator dedicated to excellence in education through a variety of teaching methods. Recognized as a leader for teaching and community contributions. Diversified skill sets covering curriculum development. Her classroom in a nut-shell: student-centered, flipped, project-based, engineering design process. Education: Master of Education (M.Ed.); Bachelors of Science, Chemistry; Minor: Mathematics. Awards: 2015 Women in Business.

Jennifer Pack, Communications and Art Director

A freelance designer for the past seventeen years providing graphic design, photography and illustration to clients. As a task leader, she assisted with the development of Academics in a Box, Inc. and helped launch the company's brand. Excels at client-centered graphic design, photography, illustration, communication, technical support and problem solving. Education: Bachelor of Arts, Studio Art; Minor: History

Elise Kreider, Customer Support and Fulfillment Liaison

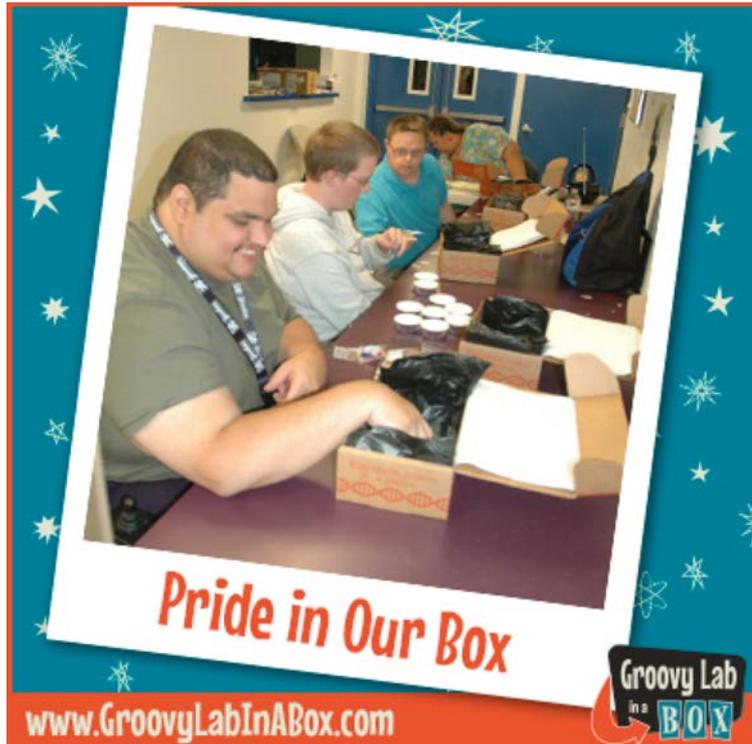
Excellent at communicating with our customers and making sure their packages ship on time.
Bilingual in English and Spanish.
Education: Associates of Arts, General Studies
Bachelors in Business Management Student

Ashley Brown, Production Manager

Dedicated to quality assurance and making sure every Groovy Lab in a Box is kitted with all the materials and ready to ship.



Our Fulfillment Process



- In 2018 we shipped 30,000 boxes to our customers.
- Our boxes are assembled by **individuals with disabilities** to help them lead fuller lives
- They carefully assemble all the Academics in a Box, Inc. parts, including **every motor, wire, paper clip and battery.**
- Each box is checked for quality assurance to be sure all materials are included prior to shipping

We are thrilled to provide enriching and fulfilling work for individuals with disabilities.

- Elaine Hansen, President, Academics in a Box, Inc.

Eco-Friendly In Every Box



- Lab Notebooks and Groovy boxes are 100% recyclable and biodegradable
- Groovy boxes are made with 100% recycled content with post-industrial and post-consumer waste
- Eco-friendly supplies are included for investigations and the Engineering Design Challenge
- Teach about being eco-friendly and encourage STEMists to upcycle materials in investigations

We have a mission to be environmentally conscious when planning the supplies and producing the packaging for our monthly-themed science kits.

- Elaine Hansen, President, Academics in a Box, Inc.

Contact Us



Email: admin@academicsinabox.com

Website: <http://www.groovylabinabox.com/>

Facebook: <https://www.facebook.com/GroovyLabinABox>

Instagram: <http://instagram.com/GroovyLabinabox>

Twitter: <https://twitter.com/GroovyLabinABox>

Pinterest: <http://www.pinterest.com/GroovyLabinabox/>

YouTube: <https://www.youtube.com/user/GroovyLabinABox>