

# Edtech Startups

What your mother never told you

**ed**Surge

accelerating technology in education

Betsy Corcoran  
SETDA Oct 15, 2012

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## ST Math

ST (Spatial-Temporal) Math is a visual math program piloted in 1999. Based on neuroscience research from UC Irvine, it's sold by a non-profit research institute. The programs are designed for grades K-7. Some high school students use it for remediation.

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ST Math consists of a series of online math programs, primarily for grades K to 5, best used as a supplement to classroom instruction. There are currently five offerings: ST Math: K-5 (covering key concepts), ST Math: Fluency (helps with accurate, quick retrieval of basic math facts), ST Math: Math+Music K-5, ST Math: Secondary Intervention (for middle and high-school students who are multiple grade levels behind), and Algebra Readiness (a full-year course, complete with textbook and CD).

ST Math's distinguishing selling point centers on the "ST" in its name, an abbreviation for the "spatial-temporal" reasoning that the program uses to teach math concepts. In other words, all lessons are first taught visually, without the use of language, numbers or symbols. The program is based on research conducted at the University of California at Irvine and later tested in various schools around the country. ST Math aims to tap into students' spatial-temporal reasoning ability by using visual animations (starring an animated penguin named Jiji) to introduce math concepts.

ST Math has proven to be an effective program and working partner for Rocketship over the past year. The visual-based approach to instruction helps our students build a deep, conceptual understanding of mathematics. The focus on manipulatives, rather than text or auditory instructions, makes this program engaging for all students and particularly effective for English Language Learners. Additionally, the ST Math team has worked to integrate with our technical infrastructure and aligned their content with our own micro-standards and sequencing, tightening the link between the classroom and the individualized learning that takes place in our Learning Labs  
— Charlie Bufalino, Rocketship Education

STMath has been a revolutionary program for many of our students. Its game environment and feedback signals to students have produced the best intrinsic motivation around any program we've used. Be sure to really leverage the syllabus progress % to push students and classes - we've created a "league" that has really driven the competitive spirit in the scholars.

### Characteristics

- Blended Learning
- Games
- Individualized Learning
- Intervention Core
- K12 Remediation
- Online Course Delivery

### Subject Matter

- Math

### Audience

- Elementary School
- Middle School

### Standards

- Common Core aligned
- State-standards aligned

### Developed by

**MIND Research Institute**  
The MIND Research Institute, founded in 1998, is a neuroscience and education research-based organization located in CA, which has developed ST Math. It is nonprofit.

### Similar Products (144)

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## Edmodo, Inc.

Startup founded in 2008 and based in San Mateo, Calif., that offers Edmodo social networking platform teachers and students.

Company

ORGANIZATION IN THE NEWS (3)

### Mentions in EdSurge News

Jun 27, 2012 EDMODO FOR ALL: Edmodo's growth has looked something like that hockey stick shape as helped by investors. (Last started founded 2008; by September 2010 it had

### Products (1)

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Why Maker Faire matters: this year, more than any other, the "**Maker Faire**," that wonderful celebration of creativity and inventiveness, is turning the spotlight on education. We at EdSurge love seeing technology that unleashes the imaginations and creativity of teachers and students and helps them reinvent school.

We hope you can join us this weekend in San Mateo. Check out what's going on in **the "DIY Learning: The New School" pavilion here**. We've recruited some fabulous folks to share their thoughts on the yin/yang of learning and making, including Steve Hargadon, Gary Stager, AnnMarie Thomas, John Seely Brown and of course, Maker's own Dale Dougherty. We've also packed the house with activities; **all the gory details here**.

If you're joining us virtually, follow us via Twitter (#makerEducation), jump **into our WallWisher site** to share your thoughts on technology, and watch for videos and pictures on **Pathbrite**. We're gearing up for an Edmodo room and may even pipe a few live conversations out. **Stay tuned here for more ways to take part!**

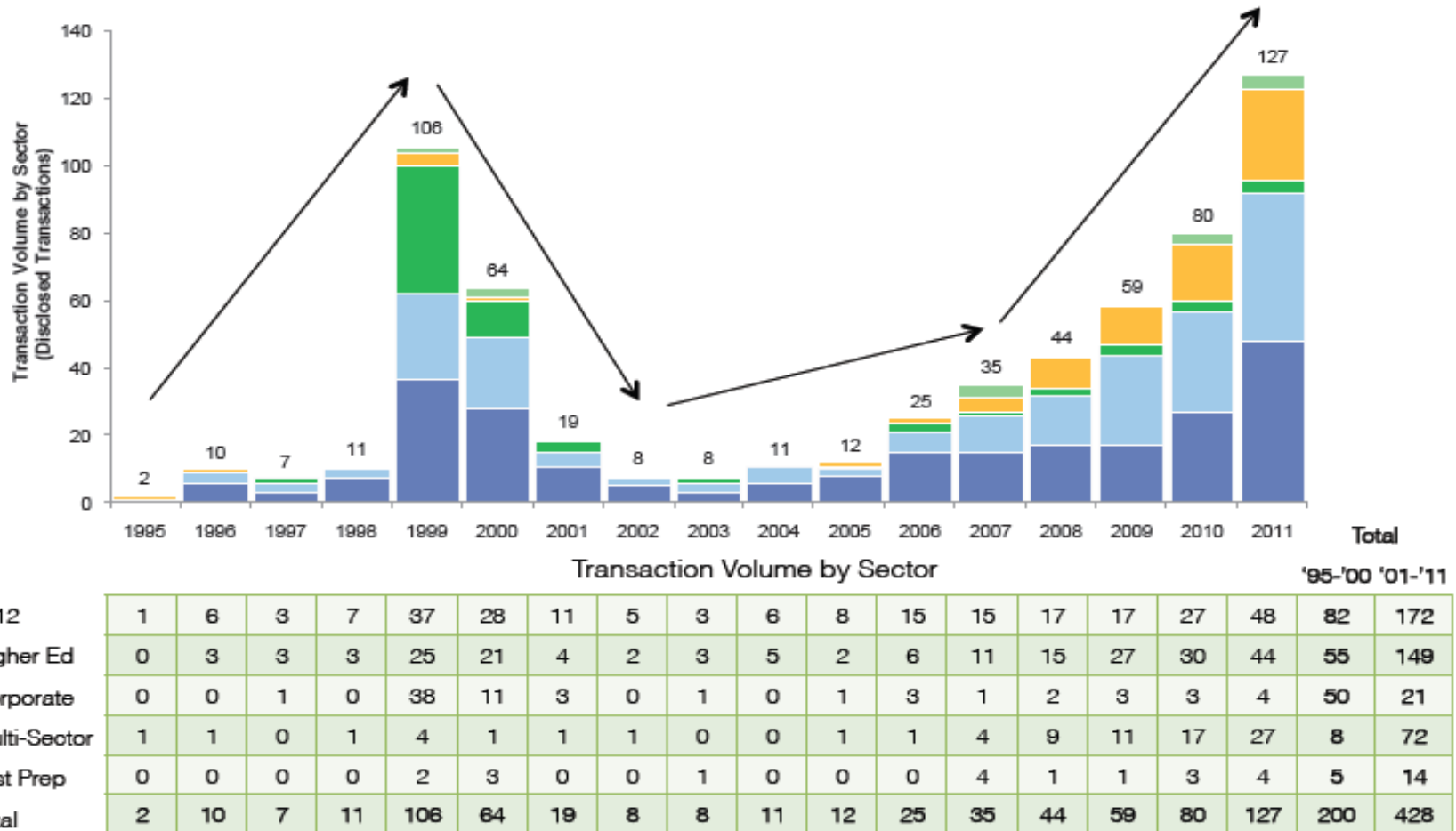
What's driving the movement?

Why is this worth your time?

Good news & bad news

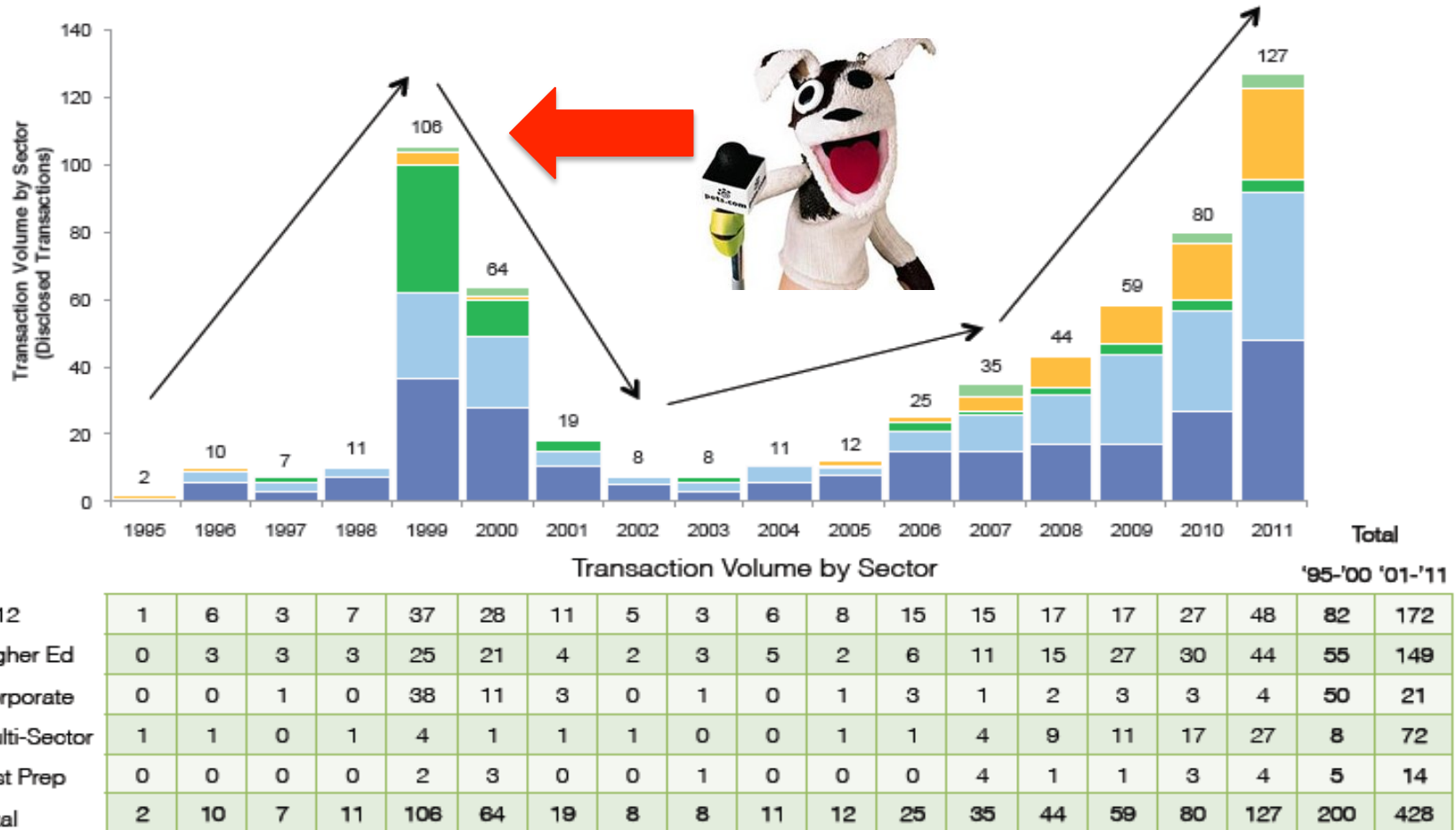
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## Boom – Bust – Boom: Deal Velocity Number of Venture and Growth Placements



Note: Deal volume based on internal GSV Advisors data. While indicative of overall trends, certain undisclosed transactions may be excluded.

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Needs  
Materials  
Means

# Needs



Materials





Means



**TEACHFORAMERICA**



**KICKSTARTER**

Why this is worth your time?



## SRI International

### Evaluation of Rocketship Education's Use of DreamBox Learning's Online Mathematics Program

Kathleen Wang  
Kathrine Woodworth

Center for Education Policy  
SRI International  
June 2013

 333 Thomaswood Drive • Menlo Park, California 94025-5000 • 650.323.2200 • www.sri.com

## At Edmodo, we help teachers make their classroom a community.

Edmodo provides teachers and students a secure place to connect and collaborate, share content and educational applications, and access homework, grades, class discussions and notifications. Our goal is to help educators harness the power of social media to customize the classroom for each and every learner.

Connecting more than

12,500,000

teachers and students globally



Boost teaching time: make Google classrooms safer, faster, simpler

### Quick Stats

- #7 app in the free Education category of the app store
- #242 website in the U.S.
- 423,884 study sessions *today*
- 62,296,724 visitors (last 12 months)
- 15,109,255 study sets

## At school



- Learn (and relearn)
- Assess
- Communicate (School-Home)
- Teachers learn

## At home



- Learn (absorb)
- Learn (create)
- Communicate (Home-School)
- Non-curriculum activities



How do you capture the advantages  
& minimize your risk?

Assess  
the technology  
*and*  
the entrepreneur



Start “local”





Avoid  
lock-in



Persistence  
Perseverance  
&  
Patience



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