SES Lab
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socialemotionalscience.com
https://youtu.be/R_4U4jB4C1s

Industries: Education

Management:
Y. Reyes, LCSW, Founder, CEO
V. Clement, MSc, Founder, CTO

Board: seeking members

Advisory Committee:
Micah Crump, Ph.D. (Business)
Craig Kennesky, Esq.

Employees: 2

Finance:
Funding to date:
NSF Grant= $50K
Business Pitches = $11K

Financing Sought: $990K
For:
    IP
    Prototype development

IP: Wilson Sonsini

Legal: TBD

Business Description:
Social Emotional Science (SES) Lab was created to develop an interactive educational platform using artificial intelligence (AI) to introduce Science Technology, Engineering, Mathematics (STEM) and social emotional learning to children in underserved communities in New York. Our software encourages children to be excited about science and technology, while reinforcing positive learning behaviors. Our concept developed out of a need to increase black and brown representation in STEM sciences.

Market Opportunity / Unmet Need:
Market research conducted during the i-Corp regional and national and Innovation Hotspot Lean Bootcamp programs, demonstrated that our customers will typically be young urban professionals with multiple children who need after school care, and seek educational enrichment via school or community-based organizations. In NYC alone, there are 250K single parent households, averaging 3 children in the home. In NYC, there is an estimated 375K children in afterschool programs and 627K children in self-care and sibling-care after 3pm.

Product/Services:
SES Lab is developing an interactive educational platform, using AI, to increase resiliency by instilling long-term drive and motivation in STEM learners. The online platform uses a framework focused on imitating behavioral neuronal networks based on user input to increase positive learning behaviors.

Commercial / Technical Milestones:
Completed learning curriculum with application in pilot showing improvement in disruptive behaviors (2018). Regional and national customer discovery through receipt of a National Science Foundation (NSF) Innovation Grant award (2020 and 2021). NSF SBIR, pitch approval (2023). Prototype development 2024.

Competition / Competitive Advantages / Customer Benefits:
Competitors are a few large-scale immersive learning experiences, such as CAMP, that promote STEM learning via storefront. Other large competitors, EPIC games & AREA 15, have shown little movement in fulfilling the need of STEM learning but have immersive environments.

Financial Forecast, in thousands (Unaudited):
$300-$400 individual yearly subscription rates, $10,000 site / license

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
# of Children	300	600	1000	3000	6000	10000
Revenue	90K	180K	300K	900K	1.8M	3M
Expenses	390K	190K	174K	184K	194K	210K