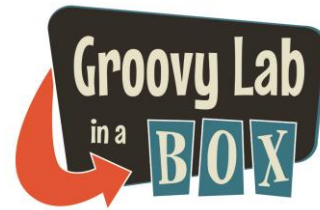


**Groovy Lab in a Box**  
*A Product of Academics in a Box Inc*



## Introduction

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

As science educators who have both worked in private industry, we wanted to create something that inspired critical thinking and a genuine love of learning. We believed more “doing” and “experiencing” of actual science practices is essential to science education. Groovy Lab in a Box has many facets to its design and can be utilized by schools, after school programs, homeschoolers, and parents of natural born STEMists.

One of our core beliefs is that we want to bring this generation back to the NASA Apollo era when children wanted to be scientists and engineers and science was at the forefront of the media. Hence our "retro, 50's" brand and logo design. We believe science should be more “Pop-Culture” in our society. When one understands science, one has a greater appreciation and understanding of the beauty, poetry, and wonder of the universe around them. We believe a strong STEM education is the future for our children to be competitive in the 21st century. Science and art go hand in hand and children are encouraged to draw, journal, and "think" about their engineering design challenges. “Science and Art were never meant to be separated, they must intermingle.”  
- Elaine (Co-Founder)

Our product is unlike anything else on the market and was developed by a team of educators and scientists. It is not a kit but instead a truly custom STEM experience which incorporates the Engineering Design Process and Next Generation Science Standards. Being well versed with the National Science Education Standards (NSES) and practices, we felt that STEM and the Next Generation Science Standards (NGSS) <http://www.nextgenscience.org/> to be the most progressive platform to guide our design of Groovy Lab in a Box.

We created this product with the idea that each month a child can focus his or her imagination, determination, and innately inquisitive natures to complete NGSS based STEM projects using the Engineering Design Process. In addition, we want to use our product as a platform to further educate the public about STEM education via partnerships and collaborations such as NASA, Destination Imagination, and Edutopia.

We were recently awarded the "**Parents' Choice Award**" for our "Lunar Launch" box: [http://www.parents-choice.org/product.cfm?product\\_id=32520&StepNum=1&award=aw](http://www.parents-choice.org/product.cfm?product_id=32520&StepNum=1&award=aw)

## **Product Pricing**

Subscription Based:

\$26.95 / Month - Billed monthly

\$25.95 / Month - Billed every 3 months

\$24.95 / Month - Billed every 6 months

\$23.95 / Month - Billed every 12 months

Non-recurring packages and Single Boxes are also available for purchase.

## **What's in the Box**

Each month through our Groovy Lab in a Box subscription service, young STEMists will receive materials for fun, hands-on projects and an engineering design challenge – all focused on that month's STEM topic. All STEMists will receive a Lab Notebook, where they can 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. The Engineering Design Challenge is the culmination of your STEMist's learning experience – the ultimate project where he/she must apply the knowledge gained from that month's activities.

STEMists also receive access to our special "Beyond...in a Box" online learning portal. This is a unique feature of Groovy Lab in a Box because it gives STEMists a deeper understanding of that month's topic. "Beyond...in a Box" has videos and more interactive activities to supplement what they are learning from the box projects, which also helps the STEMist even more when completing the design challenge.

We also encourage "STEM Teams" so this can be a family bonding opportunity or an opportunity to invite like-minded STEM Friends over to join in on the groovy STEM fun. The "Beyond...In A Box" section outlines ideas to do the box activities as a STEM Team of four.

The password for this section will be located in the lab notebook in your box.

## **Pride in Our Box**

"Groovy Lab in a Box is proud to partner with Eggleston to ensure our subscribers receive their completed box delivered right to their STEMists' door," - Elaine (Co-Founder)

Since 1955, Eggleston has been helping individuals with disabilities gain independence through work and living experience to help them lead fuller, richer lives. Eggleston creates opportunities for individuals to make the most of their abilities, contribute to society, and enjoy the satisfaction of working and earning their own living. Learn more about the amazing individuals who assemble all our boxes:

<http://groovylabinabox.tumblr.com/post/89364350360/pride-in-our-box-every-month-subscribing-stemists>

## Images and Graphics

Please use the following link to access images and graphics:

<https://www.dropbox.com/sh/0qr1sra7f8po1mi/AACvUJmg5CF7IOJiWq2tFhPsa>

**Please do not hesitate to contact us if you have any further questions. You can reach us at 888-938-3848.**

**Thanks for your interest!**

**Monica Canavan and Elaine Hansen  
Founders**

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## Social Media

- Website Press Page: <http://www.groovylabinabox.com/press/>
  - Facebook: <https://www.facebook.com/GroovyLabinABox>
  - Twitter: <https://twitter.com/GroovyLabinABox>
  - Google+:  
<https://plus.google.com/u/0/b/109278454776388605486/109278454776388605486/post>
  - Pinterest: <http://www.pinterest.com/GroovyLabinabox/>
  - Instagram: <http://instagram.com/GroovyLabinabox>
  - YouTube: <https://www.youtube.com/channel/UChkqSdr58yzyzJGANBEIolw>
  - Tumblr: <http://groovylabinabox.tumblr.com>
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If you would like to learn more about STEM, here is some background Information about the STEM movement:

Obama Pushes STEM in State of the Union

<http://www.usnews.com/news/blogs/stem-education/2012/01/25/obama-pushes-stem-in-state-of-the-union>

Coalition Response to President's State of the Union Address

<http://www.stemedcoalition.org/2014/01/29/coalition-response-to-presidents-state-of-the-union-address/>

STEM for Girls making Headlines

<http://groovylabinabox.tumblr.com/post/88659366665/stem-for-girls-making-headlines-the-movement-to>

Nation of Makers

<http://www.whitehouse.gov/maker-faire>