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**Differentiators:**

1. Live collaboration with art and engineering students from well-known universities (TAs from dorm rooms at $12/hr)
2. Build-It-Blocks ... Online library of art, structure, mechanical and program modules. Modular construction enables kids to build complex solutions quickly.
3. Invention Universe ... Online portfolio of projects that could be used in school applications.
4. Playful. Computer game-like. Opposite of school.
5. Multi-discipline ... Technology in the context of art and social science. Emphasis on presentation of ideas.

**Target Audience:**

1. Kids 8-13 on a college track AND
2. Parents with disposable income.

**Value Proposition:**

The Problem:

Activities that inspire passion and teach valuable life skills like music, art, sports, technology, and project based learning are usually not offered in school.

The Opportunity:

BIY delivers consistent, high quality, high value art and engineering instruction at a fraction of the cost of traditional instruction. The program is accessible, online, and after-school.

**The Product (@ $40/mo membership fee):**

1. Weekly, 1-hour, live webcast workshops with art and engineering students from well-known universities.
2. Access to Build-It-Blocks, our database of functional building blocks that enable kids to build complex projects quickly. (Build-It-Blocks was developed in collaboration with the MIT Media Lab.)
3. A planet in Invention Universe where a member can post a portfolio of projects that could be useful in school applications. (Invention Universe is a proprietary computer game-like social media site.)