

#### Victor Karkar Cofounder & CEO, scrible

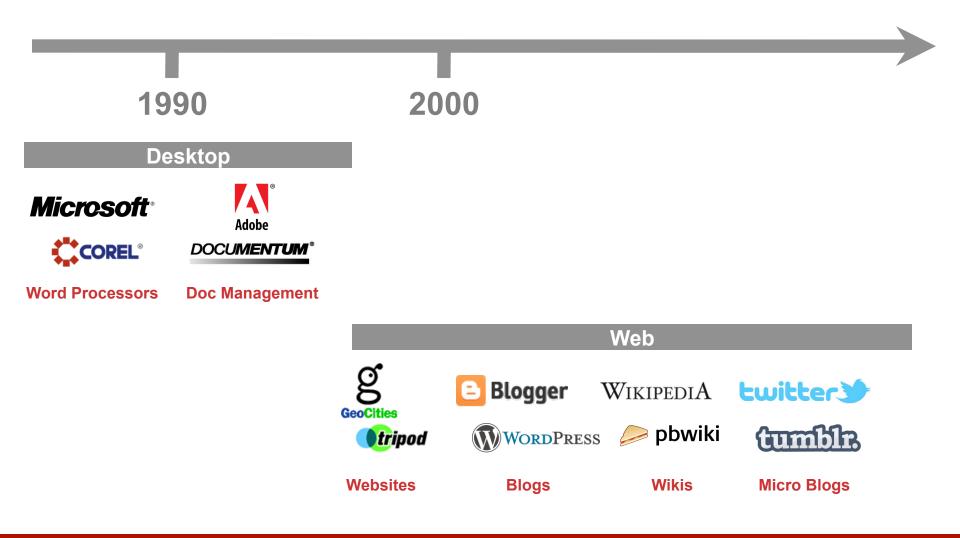
#### Milken-Penn GSE Education Business Plan Competition



Supported by the National Science Foundation

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## **Working with Information - Major Shifts**



Internet Revolution incomplete without consumption platform.

### **Online Reading & Research: Inconvenient**





#### **Innovative Solution**

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### scrible: Bookmarklet and Toolbar

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Main page Contents Featured content The working definition of comp lit is quite wide. I wonder if this would include a comparison of fiction from the North and South during Civil Era America.	Comparative literature (sometimes abbreviated "Comp. lit.") is an academic field dealing with the <u>literature</u> or <u>nation</u> groups. While most frequently practiced with works of different languages, comparative literatu same language if the works originate from different nations or cultures among which that language is sp comparisons of different types of art; for example, a relationship of film to literature. Contents [show] Overview	Publisher:       Wikimedia Foundation, I         Article Title:       Comparative literature -         Author:       add_remove         Various       .         Authors       Authors         Published Date:       4/21/2013         Access Date:       4/28/2013         URL:       http://en.wikipedia.org/w				
<ul> <li>Languages</li> </ul>	Students and instructors in the field, usually called "comparatists," have traditionally been proficient in se literary traditions, <u>literary criticism</u> , and major literary texts of those languages. Some of the newer sub-fi theory and literary theory, stressing theoretical acumen and the ability to consider different types of art c	Cite				
There's controversy about how broad and vaguely defined the field of comp lit can be. Even if English departments appreciate the field's complexity, others might not.	The interdisciplinary nature of the field means that comparatists typically exhibit some acquaintance with cultural studies, religious studies, and history. As a result, comparative literature programs within universe several such departments. This <u>eclecticism</u> has led critics (from within and without) to charge that Comport that comparatists too easily fall into dilettantism, because the scope of their work is, of necessity, broat the ability of Ph.D.s to find employment in the highly specialized environment of academia and the careed not seem to be borne out by placement data that shows comparative literature graduates to be hired at a English. <sup>[1]</sup> <u>The terms "Comparative Literature" and "World Literature" are often used to designate a similar course of Literature is the more widely used term in the United States, with many universities having Comparative.</u>	translation studies, sociology, critical theory, ities may be designed by scholars drawn from arative Literature is insufficiently well-defined, id. Some question whether this breadth affects r market at large, although such concerns do similar or higher rates than their peers in of study and scholarship. Comparative				

Literature programs.

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# scrible: Library

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#### Helping Students

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# **Serving Students**



Student at the University of Pennsylvania "This is an incredible service. I am a college student and I have been looking to the skies asking for a service like this since I was in high school. Keep it up!"

To support students, we recently launched our Student Edition...

...which has citations, bibliographies, summaries, reports & Shareable Libraries.

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### scrible: Summaries, Bibliographies & More

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### scrible: Summaries, Bibliographies & More

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"Comparative Literature is the study of literature beyond the confines of one particular country, and the study of the relationships between literature on one hand areas of knowledge and belief, such as the arts (e.g. painting, sculpture, architecture, music), philosophy, history, the social sciences, (e.g. politics, economics sociology), the sciences, religion, etc., on the other. In brief it is the comparison of one literature with another or others, and the comparison of literature with other						
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The oldest undergraduate program of its kind in Canada and genres. It is one of most distinguished undergradua	Merrim, P. (n.d.). Brown University Department of Comparative Literature. Overview of Comp Lit. Retrieved August 22, 2012, find http://www.brown.edu/Departments/Comparative_Literature/					

#### ...plus shareable reports and libraries for collaboration



### Helping Educators

### **Helping Educators meet Common Core**

C	COMMON CORE STATE STANDARDS INITIATIVE PREPARING AMERICA'S STUDENTS FOR COLLEGE & CAREER	Home About the Standards	Voices of Support	News	Resources	FAQ	The Standards
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ł	Key Points In English Language Arts			-			
ł	Key Points In Mathematics Reading						
S S	<ul> <li>Pro</li> <li>Stat</li> <li>Myt</li> <li>Pre</li> <li>Commonly required in the workplace) and longer term in depth research —is emphasized throughout the standards"</li> </ul>						
1	"all students are ready for the demands of college- and career-level reading no later than the end of high school."						

#### Writing

The ability to write logical arguments based on substantive claims, sound reasoning, and relevant

## **Supporting Critical Thinking Skills**

45% of students made no significant improvement in critical thinking, reasoning or writing skills during the first 2 years of college. After 4 years, 36% showed no significant gains in these "higher order" thinking skills. - Academically Adrift: Limited Learning on College Campuses

We can support analytical thinking via critical reading and research assignments.

## **Classroom Edition**

- Instructor sets up classes and sections
- Instructor assigns online reading/research tasks
- Students submit summaries, bibliographies, etc.
- Instructor reviews and grades submissions
- Instructor views activity dashboard/analytics

Enables novel reading & research assignments. Teaches digital fluency & critical reading/thinking skills. scrible, Inc. CONFIDENTIAL

## Example: High School



#### English & History Teachers Summit Prep Charter High School

Co-teach Freshman Persuasive Speech Class Students research speech topics using scrible

...annotating is one of the best tools for students to monitor what they're reading and what they're understanding...

I really like that it's able to keep track of their sources... that frees up their brains to do the actual work - the critical thinking... Since our mission is college prep..., there's no way we would achieve that if we did not emphasize and teach them research skills.

To be able to share the resources with each other is really cool... They don't even have to be in class to do it.



## Examples: Higher Ed

**Reading Instructor** Reading Department West Valley Community College

Uses annotation to teach critical reading skillsSees broad use in reading and English courses

Associate Professor English Department Kansas State University

- Uses Shareable Libraries for collaborative reading/discussion
- Sees broad use in courses using digital primary sources







#### Helping Publishers & App Developers

## **Annotation & Note Taking for Publishers**

#### **c**K-12

Free easy to use tools for you, your teachers and your schools so that you can get your learning done.

I'm a Student

m an Instructor

# We work with the CK-12 Foundation

- They publish customizable eTextbooks
- We power annotation for their online eTextbooks
- 20% of their students who see our tools use them
- We'll work with other publishers/app developers



#### Company

### **Business Model**

Delivery Model: Software as a Service Revenue Model: Periodic Subscription

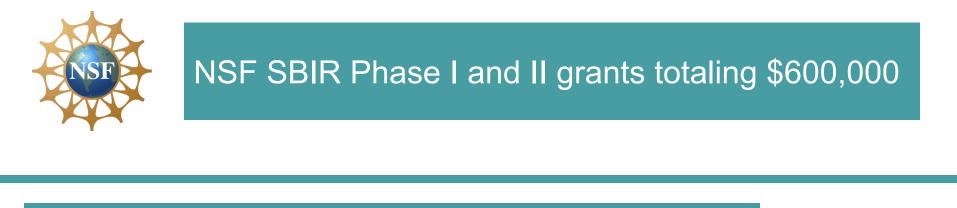
Individual Offering: Freemium Over 200 requests for paid features

Classroom Offering: Paid Currently exploring pricing

Publisher Offering: Freemium Generating initial revenue now

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# **Funding & Recognition**



Selected Exhibitor, 2012 EDUCAUSE Startup Alley

EDUCAUSE

Finalist, 2013 SXSW LAUNCHedu competition







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# Why vote for us?

- **APUS Prize:** Advanced Web annotation technology transforms online reading & research
- K12 Prize: Supports Common Core
- Erudient Prize: Basic & Student Editions used for free globally, including for teaching ESL
- Startl Prize: Leverage free Web content to support critical reading/thinking skills
- Milken Prizes: All of the above and more in an intuitive, usable solution

## **THANK YOU!**



#### **Supplemental Slides**

## **Lesson Plan for Teaching English**

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#### one stop english .com



Onestopenglish is a teachers' resource site published by Macmillan English Campus, part of the Macmillan Education Group, one of the world's leading publishers of English language teaching materials.

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### **Experienced Founders & Great Networks**

Victor Karkar - Cofounder & CEO BD experience in biotech and VC stint at NEA Product management at insuranceOrder.com (Trilogy spinoff) Science and Engineering degrees from Stanford and Brown





Andrew Delpha - Cofounder & CTO Lead Dev at IveBeenGood.com (sold to Network Commerce) Lead Dev at insuranceOrder.com (sold to Marsh & McLennan) BS and MS in Computer Engineering, including from Purdue









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## **Testimonials**

I would like you to strongly consider having an educational either discount or version.

Scrible! GREAT tool for COLLEGE!

Congratulations on creating such a great product. I just tried Scrible for the first time and loved it. I am finishing up writing two lengthy final papers for my last year of law school and would have saved a ton of time and effort if I had your program earlier.

What a great GREEN concept. If I had used this is Grad/Undergrad school it would have saved a ton of paper.

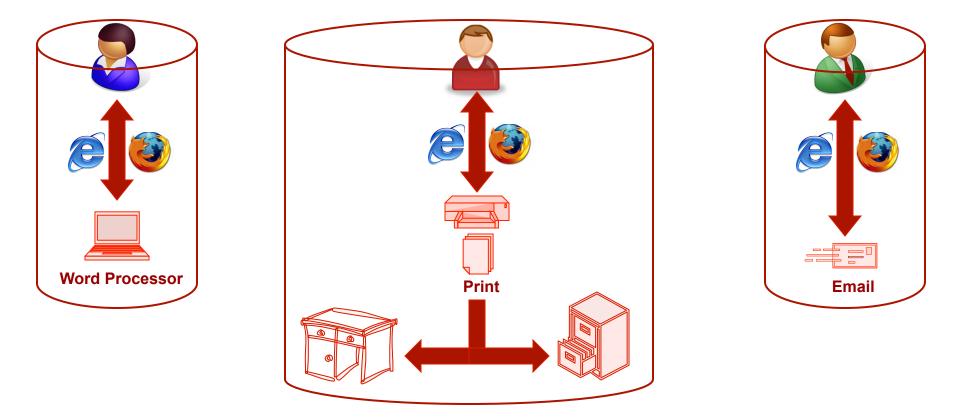
I teach English at a community college and am excited about possibilities of using scrible in the classroom.

Only been using the scrible toolbar about 10 minutes for an assignment on publishing in the higher ed world... first impressions are very good... it's about time a toolbar like this existed!

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## **Problem: For Groups**

#### Root Problem: Poor web page annotation & online research tools

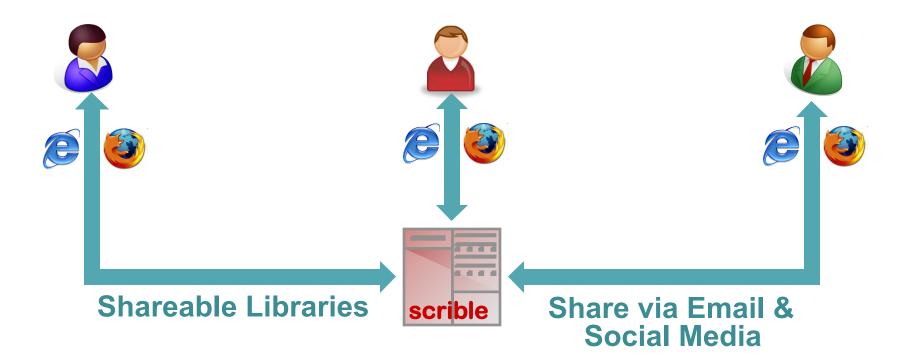


•	Scattered and lost work	Redundant rework
•	Fragmented knowledge	<ul> <li>Poor institutional memory</li> </ul>

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## **Solution: scrible**

#### Solution: Advanced web page annotation & online research system



<ul> <li>Centralized knowledge bases</li> </ul>	Leverage previous work
Group wisdom	Lasting institutional memory

### Examples

English & History Teachers English & History Departments Summit Prep Charter High School

- Co-teach Freshman Persuasive Speech Class
- Students research speech topics using scrible

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Assistant Professor English Department Kansas State University

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NSF SBIR Phase I and II grants totaling \$600,000

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## Why vote for us?

- Advanced Web annotation technology
- Engaged users who' ve made 2,500+ requests for new apps and features.
- Working for students and educators
- Intuitive and easy to use
- Supports Common Core
- Supports critical reading and thinking skills

## **THANK YOU!**

scrible

## **Annotation for a Different Kind of Internet**

"...the big missing feature from the web browser ...is the ability to annotate any page on the Internet...

...when Eric Bina and I were first building Mosaic, it seemed obvious to us that users would want to annotate all text on the web... So we built a feature called "group annotations" right into the browser – and it worked great – all users could comment on any page and discussions quickly ensued. Unfortunately, our implementation at that time required a server to host all the annotations... And so we dropped the entire feature.

I often wonder how the Internet would have turned out differently if users had been able to annotate everything..."



Marc Andreessen, Browser Inventor