scrible
work the Web

Victor Karkar
Cofounder & CEO, scrible

Milken-Penn GSE
Education Business Plan Competition

Supported by the National Science Foundation
Working with Information - Major Shifts

1990

Desktop

Word Processors

Doc Management

2000

Web

Websites

Blogs

Wikis

Micro Blogs

Internet Revolution incomplete without consumption platform.
Online Reading & Research: Inconvenient

Copy to Word
Lost in folders
Formatting distorted

Copy to email
Lost in inbox
Missing context

Print
Lost in a pile
Physical burden

Credit: Steve Pyke for TIME
Innovative Solution
Comparative literature

From Wikipedia, the free encyclopedia

This article includes a list of references, but its sources remain unclear and need to be improved. Please help to improve this article by introducing more precise citations.

Comparative literature (sometimes abbreviated "Comp. lit.") is an academic field dealing with the literary or nation groups. While most frequently practiced with works of different languages, comparative literature is the study of works that are written in the same language if the works originate from different nations or cultures among which that language is spoken. It is comprised of the comparison of different types of art; for example, a relationship of film to literature.

Overview

Students and instructors in the field, usually called "comparatists," have traditionally been proficient in several literary traditions, literary criticism, and major literary texts of those languages. Some of the newer sub-fields of study are the history of modernism, literary theory and literary theory, stressing theoretical acumen and the ability to consider different types of artistic production.

The interdisciplinary nature of the field means that comparatists typically exhibit some acquaintance with translation studies, sociology, critical theory, cultural studies, religious studies, and history. As a result, comparative literature programs within universities may be designed by scholars drawn from several such departments. This eclecticism has led critics (from within and without) to charge that Comparative Literature is insufficiently well-defined, or that comparatists too easily fell into dillettantism, because the scope of their work is, of necessity, broad. Some question whether this breadth affects the ability of Ph.D.s to find employment in the highly specialized environment of academia and the career market at large, although such concerns do not seem to be borne out by placement data that shows comparative literature graduates to be hired at similar or higher rates than their peers in English.

The terms "Comparative Literature" and "World Literature" are often used to designate a similar course of study and scholarship. Comparative Literature is the more widely used term in the United States, with many universities having Comparative Literature departments or Comparative Literature programs.
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Helping Students
Serving Students

"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!"

Student at the University of Pennsylvania

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

...which has citations, bibliographies, summaries, reports & Shareable Libraries.
scrible: Summaries, Bibliographies & More

Summary

What is Comp Lit? - Comparative Literature - What is Comp Lit?
http://www.princeton.edu/complit/undergraduate/definition.xml/

“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, and other areas of knowledge and belief, such as the arts (e.g. painting, sculpture, architecture, music), philosophy, history, the social sciences, (e.g. polsics, 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 spheres of human expression.” Henry Remak, Comparative Literature


Comparative Literature - University of Alberta
http://www.foa.uaberta.ca/en/Undergraduate_Programs/Comparative_Literature

The oldest undergraduate program of its kind in Canada and North America. It is one of most distinguished undergraduate programs in Canada.

Bibliography


...plus shareable reports and libraries for collaboration
Helping Educators
“Research—both short, focused projects (such as those commonly required in the workplace) and longer term in depth research—is emphasized throughout the standards...”

“...all students are ready for the demands of college- and career-level reading no later than the end of high school.”
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.
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...

Since our mission is college prep…, there's no way we would achieve that if we did not emphasize and teach them research skills.

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...

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 skills
• Sees 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

Many uses in teaching and learning. Strong fit in humanities & social sciences.
Annotation & Note Taking for Publishers

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
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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
Funding & Recognition

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

Selected Exhibitor, 2012 EDUCAUSE Startup Alley

Finalist, 2013 SXSW LAUNCHedu competition

Finalist, 2013 Sloan-C Symposium ET40L Launch Pad
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

Onestopenglish would like to use http://www.scrible.com/ for the following purpose:

We are creating a short ‘How to...’ video presented by an English Language Teaching expert showing teachers how they can use http://www.scrible.com/ for teaching purposes. We would like to publish an original article and lesson plan about using this technology in the classroom.

The intention is that the article and lesson plan associated with http://www.scrible.com/ would remain on the site indefinitely and would be accessible via subscription to Onestopenglish.

Onestopenglish (www.onestopenglish.com) is an ELT resource site, containing more than 8,000 worksheets, articles and interactive resources for download by subscribers, as well as a range of free sample materials. Content is available for a variety of English language learners. There are also community and support sections where users can find methodology articles and helpful advice on teaching. Onestopenglish is published by Macmillan English Campus, part of Macmillan Education, and is used by teachers around the world.

Please could you grant us permission to use http://www.scrible.com/ for the described purpose.

Yours faithfully,

Sophie Hern
Editor
Onestopenglish
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
Testimonials

What a great GREEN concept. If I had used this in 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.

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.

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!
Problem: For Groups

Root Problem: Poor web page annotation & online research tools

- Scattered and lost work
- Fragmented knowledge
- Redundant rework
- Poor institutional memory
Solution: scrible

Solution: Advanced web page annotation & online research system

- Centralized knowledge bases
- Group wisdom
- Leverage previous work
- Lasting institutional memory

Shareable Libraries

scrable

Share via Email & Social Media
Examples

**English & History Teachers**  
English & History Departments  
Summit Prep Charter High School  
- Co-teach Freshman Persuasive Speech Class  
- Students research speech topics using scrible

**Reading Instructor**  
Reading Department  
West Valley Community College  
- Used annotation to teach critical reading skills  
- Sees broad use in reading and English courses

**Assistant Professor**  
English Department  
Kansas State University  
- Used Shareable Libraries for collaborative reading/discussion  
- Sees broad use in courses using digital primary sources
Experienced Founders and Funding

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

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

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