



# CAMP INVENTION CONNECT

WHERE HANDS-ON  
CREATIVITY MEETS  
VIRTUAL COLLABORATION



# OBJECTIVES

## Objectives:

- Preserve current Camp programs and registrations
- Drive new Camp sign on and new camper enrollment

Value Proposition: An opportunity for educators/parents/funders to provide a turnkey, alternative solution that will enable students/children to continue with a fun, hands-on summer STEM experience.

## B2B Target

- Existing 2020 Camp programs that are considering canceling their program
- New business opportunities where traditional Camp format wasn't a good fit

## B2C Target

- Parents currently enrolled (retaining their registration)
- Parents looking for camp alternatives (new registrations)



# RESEARCH

- ✓ Internal meetings with key stakeholders
- ✓ Market research – the consumer, the experience, and the messaging
- ✓ Competitive research
- ✓ Qualitative research – focus groups

# MARKET RESEARCH – THE CONSUMER

**End user is our core camp customer.** What we needed to further define for this product is where they are today, in light of the COVID-19 situation...

- Parents have so much on their plate - elderly parents, finances, job security, education - all blanketed in uncertainty.
- 42% of parents worry COVID-19 will affect child's education
- 49% of consumers state they are spending less, but many others are spending more on their children's entertainment and education
- Childhood isolation / Loneliness is increasingly becoming a serious concern
- Child and parent anxiety is at an all-time high
- 70% of parents of K-12 students who are currently not in school report that their child is participating in an online distance learning program being run by the public or private school they attend. 26% home schooling and 16% using free, informal online learning



# MARKET RESEARCH – THE EXPERIENCE & MESSAGE

## Experience

- Localize the content
- **Simplicity**
- Positivity and friendships
- Find a way to **“break the ice”** and have kids interact
- Make the brand come to life!

## Messaging

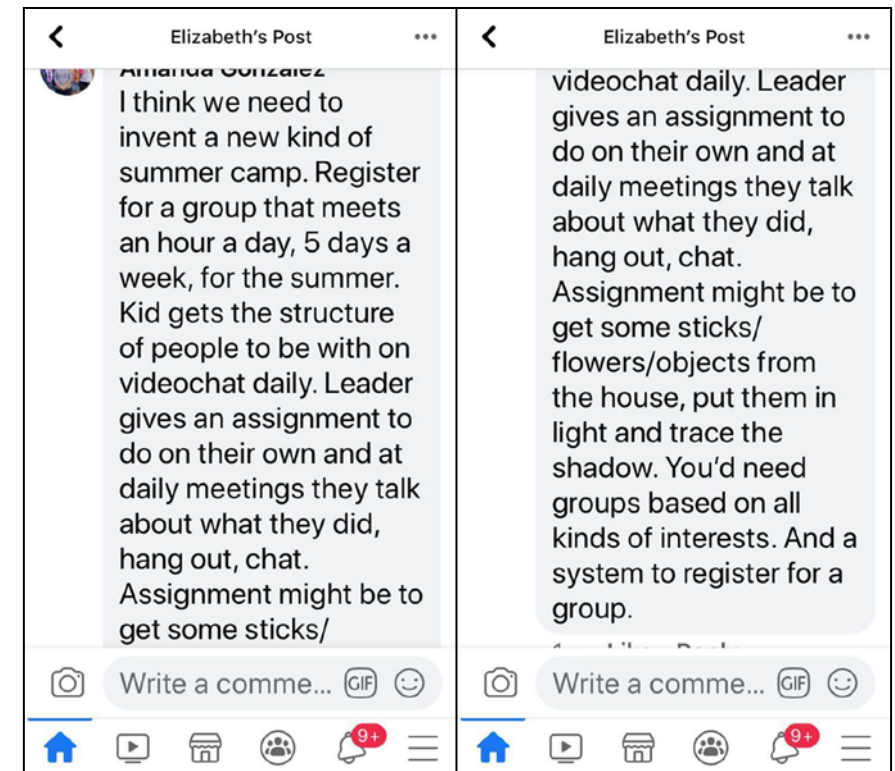
- Distinguish between online learning and on-screen learning - **Not all online learning is screen learning**
- Talk to the kids/parents about what they are going through and **ease into the sale**
- Promote community, friendship, interaction and positivity - friendship with alumni who hang YOY at Camp
- **Child-led** (minimal parent involvement)



# QUALITATIVE RESEARCH: DIRECTOR FOCUS GROUP

## Key Learnings:

- Parent choice
- Platform flexibility
- Technical difficulties are inevitable, and you never get used to it
- Small groups work best
- 20-minute lessons max for K-2 (30 max for 3-4)
- Open-ended creative lessons that include drawing, using material in the house, etc.
- Reading/writing very difficult in this environment



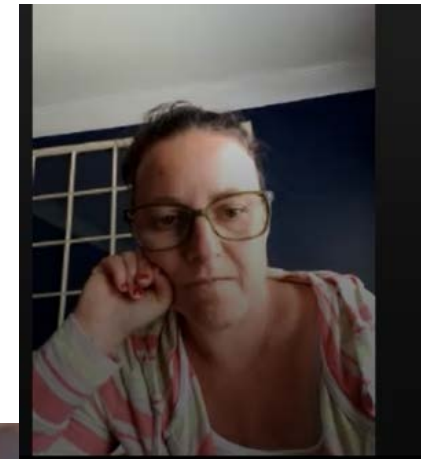




# QUALITATIVE RESEARCH – CONSUMER FOCUS GROUP

## Key Learnings:

- Everyone had **child interruptions** throughout the call
- **Lack of participation** due to working and caring for children
- Offscreen and **hands-on** is key
- Self-led (but knowing that parents will be helping the younger ones)
- Short increments (we heard 20 minutes again)
- **Socialization** is a big need
- Collaboration not working well virtually
- Younger kids **need some time to warm up**
- Small groups equate to better experience and increased comfort
- **One computer** at home
- **Multiple kids** in the house that all attend Camp are all on different levels





# QUALITATIVE RESEARCH – CONSUMER FOCUS GROUP

"I want them to go to camp for the **hands-on** stuff and I don't think they can get that at-home or virtually."

"My daughter would like the live. My son would like the recording so we can stop and look at it again."

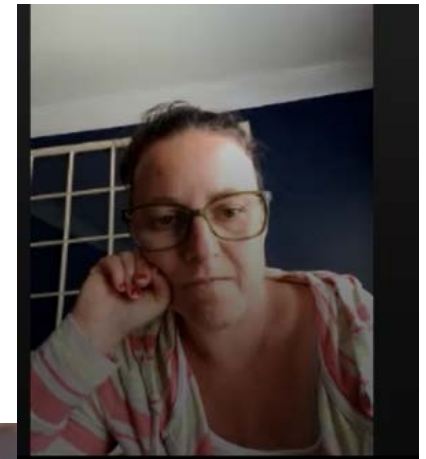
"They attend for socialization and she's not worried about the science content as much as socialization."

"I will do printed suggestions, but I **don't want to be on a computer or technology** once school ends."

"If there's **something for my kid to do**, yes, but I don't want it to be a continuation of what they are doing now with lessons, etc."

"If they can't do **hands-on** activity, I don't think it's worthwhile."

"Maybe you **send us the materials** and we can do it but you create a YouTube video of the Instructor doing it if we need it."







# PRODUCT STRUCTURE

## Physical Kits

- Each kit contains a progressive set of activities, a step-by-step activity guide and all the materials needed to complete the activities
- Physical kits are similar to the IEK: I Can Invent and Elevate Series
- All kits will come with a STEM Activities print book – featuring the best of our activity blogs
- Kit contains a Camp T-shirt too!





# PRODUCT STRUCTURE

## Virtual Experience

- Lead Coaches (Directors) and Coaches (Instructors) use platform of choice
- We provide training on one to two platforms for those who don't have one available
- No more than 20 participants in a single virtual group
- Goal of no more than 30 minutes virtual time/day
- Able to do the entire program without ever attending a live session (similar to ICI Kits) using the static online experience hub and/or printed material
- Added value comes via the virtual instruction and opportunity to collaborate and socialize with peers
- Parents who want to be more hands-off and lean on us to manage the experience will have the option via the virtual daily instructions

PARTICIPANTS	LEAD COACH	COACH
Up to 20	1	0
30	1	1
50	1	2
75	1	3

Exclusive access to the [Virtual Experience](#)  
Each kit will have a corresponding experience page

## DAILY PROGRAM SCHEDULE

### 9 to 9:30 a.m.

Coaches kick off each day of camp with a live online session that includes icebreakers, module instruction and opportunities to collaborate

### 9:30 a.m.

Participants set off to conquer the day's challenges

### Noon to 1 p.m. | 3 - 4 p.m.

Coaches are available to answer questions, troubleshoot and collaborate

A DAY AT  
CAMP  
INVENTION  
CONNECT



# PRICING STRATEGY

## Considerations

- Significantly more material than traditional Camp format
- Losing the childcare aspect
- Losing some of the Camp magic that can only be captured in a physical environment
- I Can Invent and IEK Elevate price points

## Pricing

- \$175 price point
- \$15 discount available through June 30
- All prior registrations will receive the lowest price point, \$160
- Price includes shipping



# What Happens Next



Camp Invention Connect™ Is an At-Home Program Where Hands-On Creativity Meets Virtual Collaboration

## CI CONNECT MARKETING TOOLS

### B2B

- Sell sheet – Available today
- Online product page - Wednesday, 4/29

### B2B2C

- Social Posts
- Ads
- Writeups
- Promotional Tips Eblast



# B2C LAUNCH PLAN

1. Product page goes live 4/29
2. A letter from our CEO
3. What to expect next
4. What is CI Connect

All of the above will be pushed live within the next 1.5 weeks

## Discover our new 2020 Camp Invention Connect program

Providing invention education for more than 30 years has taught us a thing or two about promoting ingenuity and persistence. With Camp Invention Connect, we're adapting to unprecedented, challenging circumstances so that we can continue helping children to do the same.

Camp Invention Connect reimagines distance learning, delivering hands-on challenges that build confidence and perseverance, encourage curiosity and creativity, and show children that their ideas have value. Offering both self-led activities and opportunities for online collaboration in small group virtual learning sessions, Camp Invention Connect turns children into capable innovators and entrepreneurs. While screen time and the need for parental involvement are kept to a minimum, imagination, inspiration and hands-on creativity are unlimited.





# ADDITIONAL CI CONNECT MARKETING SUPPORT

- Cross linking to product page across site – [invent.org/programs/camp](http://invent.org/programs/camp)
- Multimedia News Release – live w/o 5/11
- National Ads
- Paid Social – Targeted Ads
- Organic Social
- New Adwords campaign
- Unregistered Alumni Emails
- Unregistered Alumni Texts