



**promise**  
VENTURE STUDIO

# **The Role of Innovation in Early Childhood**

Michael Dougherty and Chelsea Sprayregen

July 31, 2019

# What we're covering today

- 1 Why now: Innovation in Early Childhood (20 mins)
- 2 STAM Tank: 6 Field Innovations (70 mins)

**First, download the app!**



# Part 1

## Why now: Innovation in Early Childhood



We envision a world where all children, no matter their background, can fulfill their innate promise.



Half of low-income five-year-olds — **5.8 million children** — are not ready for kindergarten.



Only **2% of public education funding** goes  
to children under 5 years of age.



**8x fewer** companies are created in early education compared to K12 education.



# Promise Venture Studio Mission

To spur **social entrepreneurship** in Early Childhood Development (ECD) in order to catalyze **innovation and growth** in the field and cultivate a diverse, **thriving ECD innovation ecosystem.**

# Our Theory of Change: A Thriving Ecosystem

Attract, support, and connect  
talent and capital

Positive feedback  
loop

Improved  
outcomes for  
young children  
and families  
facing the  
greatest  
adversities

Innovation and  
growth in the field

More sustainable social ventures  
with greater scale and impact



# What we do



**Attract**



**Support**



**Connect**



**Social entrepreneurs in early childhood development**



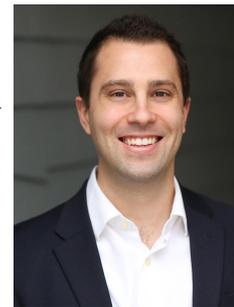
# Our team



Michael Dougherty



Matt Glickman



Gabe Hakim



Karen Lien



Chelsea Sprayregen



Maya Watts

# Our time in early childhood is now

- 1 Science
- 2 Technology
- 3 Policy and Funding
- 4 Social Entrepreneurship



# Social entrepreneurship

Responsive Parenting / Caregiving

Child care Supply & Quality

Developmental Screening / Assessment



Early Childhood Health



Executive Function / SEL



Maternal Health

Early Math / Computational Thinking



Community Engagement

Early Literacy / Language



Intergenerational Anti-Poverty



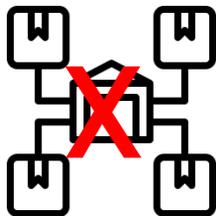
# Unique challenges of child care



**Low pay rates**



**Scarcity constraints**



**Fragmented distribution**



**Legacy tech systems**

# Bright spots of innovation



**New business models** leverage shared services + tech to increase pay AND quality



**Scalable training, mentoring, and community-building programs** increase provider skill and job satisfaction



**Free, easy-to-use, mobile-first tools** empower providers and parents (98% of whom have access to a mobile device)

# Case Study 1



- 
- **What:** Mobile screening app using ASQ3
  - **How:** Serves customized content to strengthen kindergarten readiness
  - **Why:** Increases quantity and quality of interactions between children and caregivers, promoting early identification and intervention

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- **Pilot:** 2,000 child ELC/WIC pilot of tech-enabled screening
  - **Goals:** Identify and improve process breakdowns
  - **Future:** Potential for integration across OEC

# Case Study 2



- **What:** A franchise model for high quality home-based child care.
- **How:** Recruit new providers and support them with mentorship + business toolkit
- **Why:** Increase the supply of high quality child care providers, while raising provider incomes by 70%

## Eagle County, CO

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- **Pilot:** County partners with MyVillage to give a \$5,000 grant to each new provider.
- **Goals:** Reduce subsidy waitlist and increase supply of care in a child care desert.
- **Future:** Potential for integration across Colorado and beyond.

# Case Study 3



- **What:** Software to providers manage child care subsidy paperwork.
- **How:** Text message reminders, subsidy case management, auto-fill and submit forms.
- **Why:** Reduce providers' paperwork burden while increasing their income. Make care more accessible to low-income families.

## YWCA Chicago (R&R)

- **Pilot:** Providers in DuPage and Kane Counties get in-app case status updates.
- **Goals:** Reduce time on hold or in office for providers; reduce inbound inquiry load for R&R.
- **Future:** Full integration (e.g. billing certificates, application submission) & expansion statewide and beyond.

# Part 3

## 6 Field Innovations





HOW  
MIGHT  
WE...?



# SHARK TANK





[Video link](#)

# STAM TANK





INSTITUTE FOR EARLY EDUCATION  
LEADERSHIP AND INNOVATION

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**Anne Douglass,**  
Founding Executive  
Director

[Video Link](#)

- **Goal:** Mobilize a critical mass of leaders so that every child care program in America has a trained leader and change agent
- **How:** Empower educators in entrepreneurial leadership with 40-hr curriculum
- **Where:** Operating in MA & MD
- **Year founded:** 2016
- **Pricing:** Subsidized by public-private investors



## Time to Vote!



INSTITUTE FOR EARLY EDUCATION  
LEADERSHIP AND INNOVATION

My level of interest in **The Institute for Early Education and Innovation** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.



CELL-ED

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**Jessica  
Rothenberg-Aalami,**  
Founder & CEO

[Video Link](#)

- **Goal:** provide 1M early childhood educators with a mobile-first pathway towards professional certification and job matching.
- **How:** Train, nudge, and coach today's workforce on any cell phone with micro lessons. Expanding from adult literacy (50,000 trained) to early childhood.
- **Where:** National
- **Year founded:** 2014
- **Pricing:** \$4/learner/month



## Time to Vote!



CELL-ED

My level of interest in **Cell-Ed** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.

# AVANCE®

*Unlocking America's Potential*

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**Elida Gonzales,**  
COO

- **Goal:** increase supply of licensed child care by leveraging existing connections to license-exempt LatinX community.
- **How:** Apply best-in-class parent education for LatinX community to FFN training and licensing
- **Where:** TX, CA
- **Founded:** 1974
- **Pricing:** Subsidized by public-private investors

[Video Link](#)



## Time to Vote!



My level of interest in **Avance** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.



**Dr. Jin Lee,**  
Founder & CEO

[Video Link](#)

- **Goal:** Help preschools align with developmental guidelines and connect families to local resources and treatment
- **How:** Provide parents with an easy app to help them screen and identify the 25% of children at-risk of developmental and mental health issues with pediatrician guidance
- **Where:** National
- **Founded:** 2015
- **Pricing:** \$2/child/month. Bulk pricing available.



## Time to Vote!



My level of interest in **Baby Noggin** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.



Cognitive  
ToyBox



**Tammy Kwan,**  
Co-founder & CEO

[Video Link](#)

- **Goal:** Save all preschool teachers 2-3 hrs per week and shorten feedback cycle from assessment to instructional adjustment. Boost child outcomes via enhanced instruction and more accurate data collection.
- **How:** Provide preschool teachers with research-backed, hybrid game-based and observational assessment system for KG readiness
- **Where:** National
- **Year founded:** 2015
- **Pricing:** \$1/child/month for systems



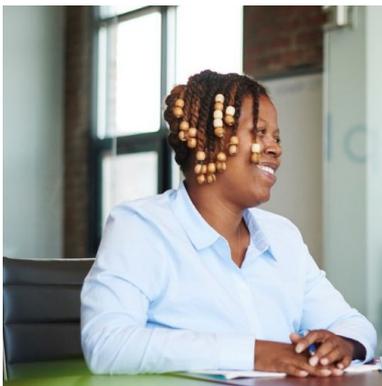
## Time to Vote!



My level of interest in **Cognitive ToyBox** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.

# C.C. Busy



**Shimira Williams,**  
Co-founder & CEO

[Video Link](#)

- **Goal:** Help providers spend less time on paperwork and more time with children. Help families better understand their child's development.
- **What:** Enable home-based providers to document children interactions with voice assistants that can be shared with parents and regulators.
- **Year founded:** 2018
- **Where:** PA
- **Pricing:** \$20/mo. Bulk pricing available.

# Time to Vote!



My level of interest in **C.C. Busy** is:

- A.** I could see this being a valuable investment of CCDF funds!
- B.** I'd want to know more but see potential.
- C.** I'd need to see some changes to make this work.
- D.** I don't see potential as a State Administrator or key partner, but I have other partners that might be interested.
- E.** I don't see potential.

# Ideas on how to support innovations



## ACCESS

- Equip parents + providers with free, nonprofit tools
- Help state & local partners pilot new innovations



## FUND

- Directly fund innovations to help them achieve scale
- Leverage statewide purchasing to lower cost



## COLLABORATE

- Partner with philanthropy to subsidize pilots
- Connect state systems to tech innovations with APIs



## LEARN

- Draw inspiration and best practices from adjacent systems and organizations