



PLASMA STRENGTHENS KENTUCKY'S STEM WORKFORCE AND ECONOMY

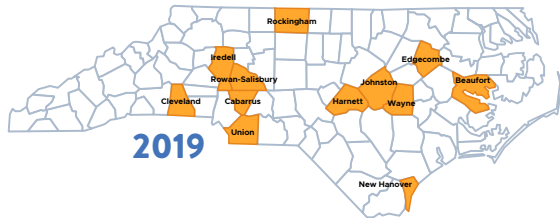
Plasma Strengthens the STEM Workforce and Economy

Plasma Games inspires and equips students to pursue STEM careers which strengthens our workforce pipeline and our economy. Our first-of-its-kind learning platform fuses science standards, real world applications, and STEM / CTE career paths with engaging gameplay. Our platform's ability to significantly improve students' learning, motivation, and confidence for all genders, races, and socioeconomic status has been honored at state, national, and international levels.



RESEARCH

NORTH CAROLINA STATE UNIVERSITY



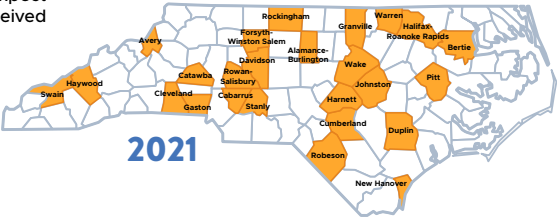
+19% **CHEMISTRY LEARNING**
+19% Increase in correct answers to NC end-of-course (EOC) questions after 20-30 minutes of gameplay.

100% **VALUE TO EDUCATORS**
100% of the educators in study reported they wanted to continue using Plasma Games.

+23% **CHEMISTRY VALUE**
Plasma students that completed Episode 1 could expect an increase in their value for science (interest, perceived usefulness, and importance) by +23%.

5x **CHEMISTRY CAREERS**
Students that used Plasma Games were 5x more likely to want to pursue a chemistry related career.

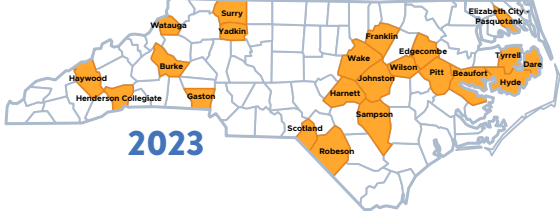
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+12% **LEARNING ACCELERATION**
Students that used Plasma Games scored 12.7% better on EOC questions than those who did not use Plasma Games.

+42% **WORKFORCE PIPELINE**
42% increase in students indicating they want to enter a chemistry related career in a STEM industry critical to NC's economy.

EAST CAROLINA UNIVERSITY



AWARDS



International Games & Learning Alliance
Best Learning Game in the World



National Science Foundation
Small Business Innovation Research Award



NC Tech Association
Best Ed Tech Company in North Carolina



BUDGET

ITEM	SCOPE	TOTAL
Plasma Games Volume Discount Licenses	Unlimited enrollment for middle and high school educators and students	\$1,500,000
Sci-Ops: Global Defense		
Teacher Portal for Rostering, Assignments and Auto Grading		
Access to All Interactive Activities		
Access to Training Tutorials		

Additional Service Provided at **NO ADDITIONAL COST**

ITEM	VALUE
Customization of the Software to Highlight Kentucky Community Colleges, Universities, and Corporations	\$1,500,000
STEM Internship Program for Kentucky Students	\$200,000
Unlimited Comprehensive 2 Hour Live Trainings for Teachers	\$3,000,000
Unlimited Access to One-on-One Coaching Sessions	\$2,000,000
24/7 Customer Support	\$1,000,000
TOTAL	\$7,700,000

Bonus Benefits for Regional Economies

- ▶ All the high growth industries, which are necessary for long term economic growth like energy, pharmaceuticals, and agriculture, require chemistry talent.
- ▶ KY chemical manufacturers often form the backbone of regional economies, employing a large share of the region's workforce and creating a halo effect of regional economic prosperity.
- ▶ The top five highest paying college majors are in chemistry fields.
- ▶ Chemical corporations create the most high paying jobs, high quality jobs as they hire across STEM disciplines, skilled labor (like electricians, welders, HVAC...), and beyond.
- ▶ Chemistry jobs are harder to automate, offshore, and outsource than computer science. These jobs are here to stay!

