

cooper

THE EDIBLE
SCHOOLYARD
PROJECT

ESYP Pitch
Team Fly-fighters



The Problem

ESYP is an established program with a wealth of knowledge, but currently, participation and discussion of their philosophy is limited beyond the local area.

Our Solution ...

Encourages participation and involvement beyond the local community by providing an easy-to-use mechanism for sharing that will make users feel:

- Connected to others in the community
- Empowered to share knowledge beyond local area
- Validated for their contributions

Provides a way to fuel the mentorship potential of ESYP.

Meet Olivia...



“I think it’s working”

I’ve been an educator for 20 years. I have accomplished a lot. I was Teacher of the Year in 2008. Throughout my career, I have been resourceful and self-reliant. I have built and now rely on a network of support that is local and personal.

Goals:

- + To be admired and maintain her strong reputation
- + To stay in control
- + To be appropriately compensated and validated
- + Mentor within immediate environment
- + To do well by her students

Olivia

Well established. Status quo.

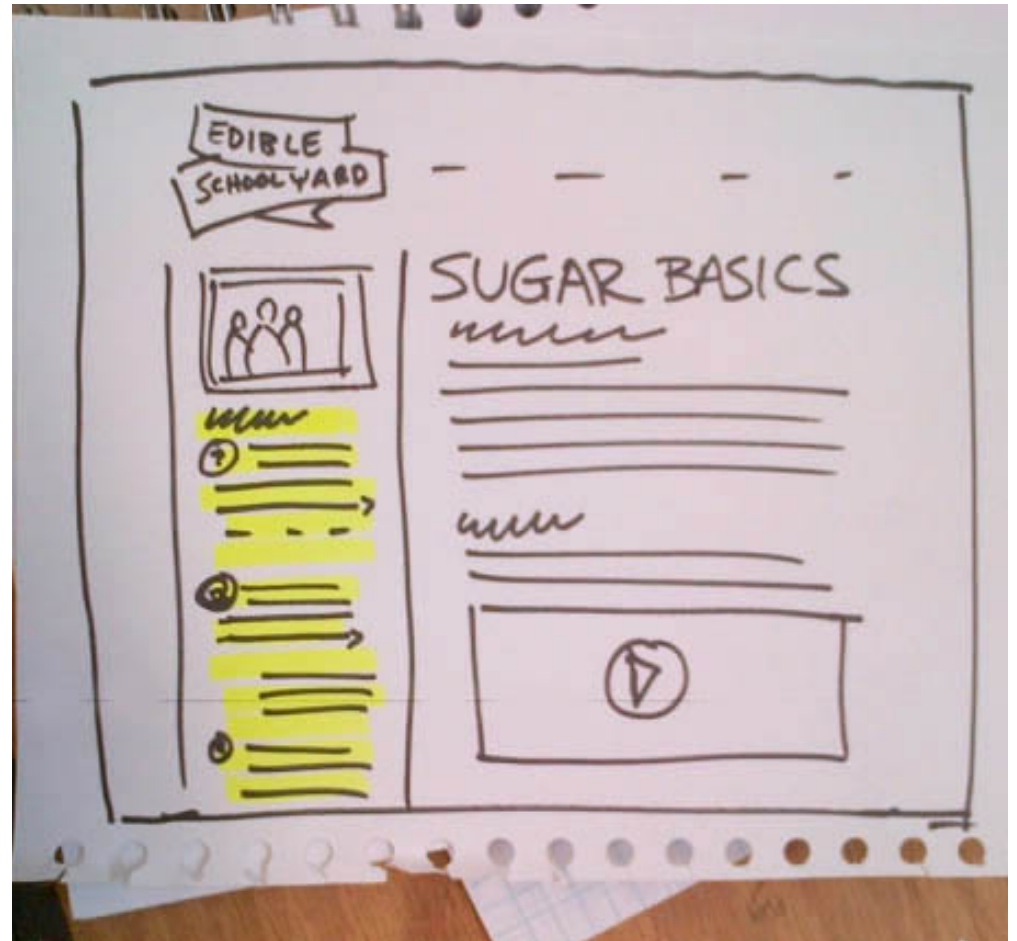
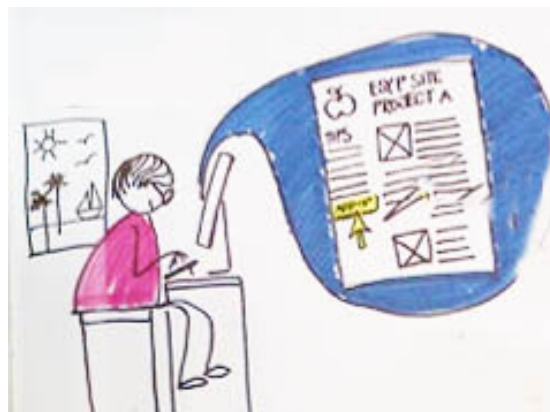
Olivia's Story ...



Olivia's Story

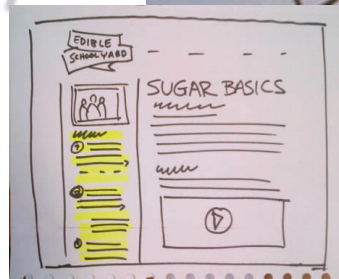
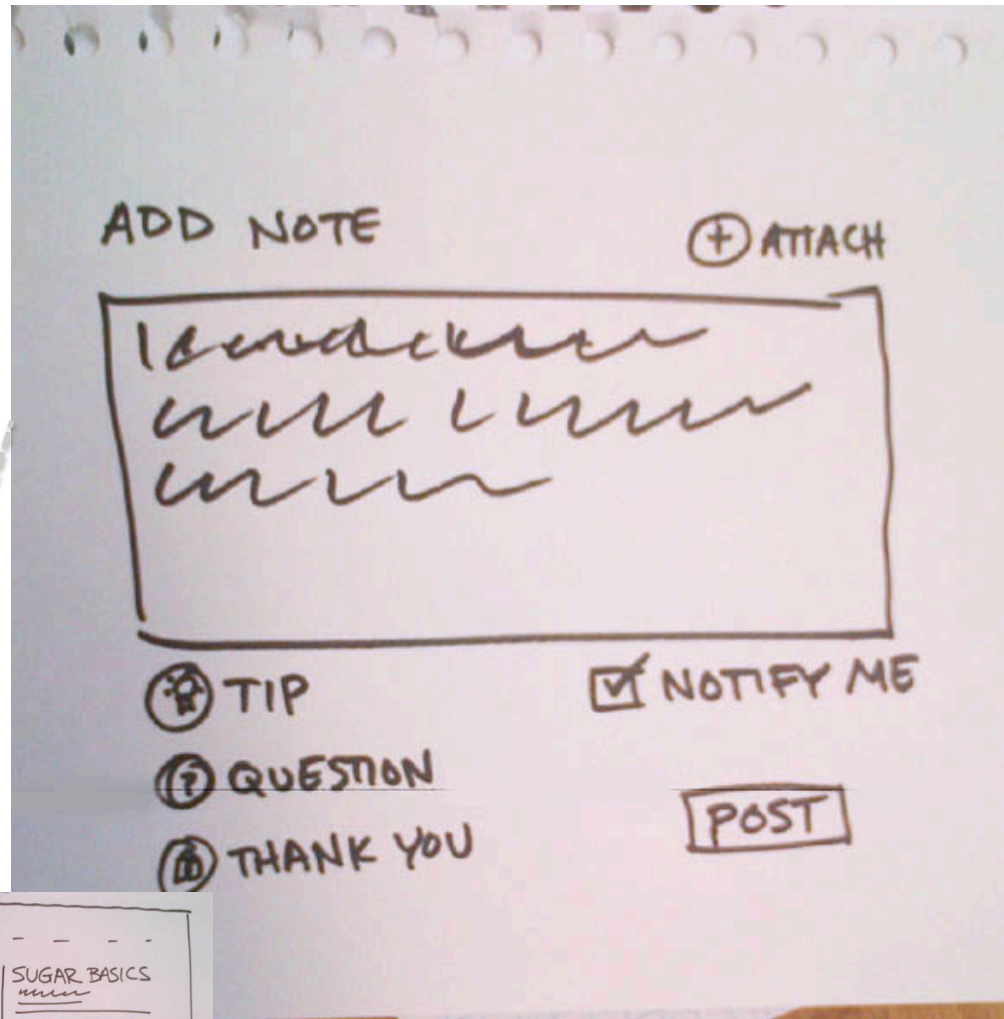
Olivia found a lesson on the impact of sugar in ESYP.

After teaching the lesson a couple of times, she realized she had to modify it for her class.



Olivia's Story

She goes to ESYP and posts the tip that work for her class by adding it to the “notes” section of the “Projects” page



Olivia's Story

A couple of weeks later, Olivia receives a notification on her mobile device with a thank you note from, Becky, a teacher that taught the same lesson and found Olivia's tip very useful.



Olivia ... the Mentor

Feels:

- Connected to others in the community
- Empowered to share knowledge beyond local area
- Validated for her contributions

With a renewed sense of participation and commitment, she is able to fuel the mentorship potential of ESYP.

Thank You

The Fly-fighters

