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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
**National Institutes of Health**



**National Institutes of Health Commercialization Assistance Program (NIH-CAP)**

## Company Profile

**Industry Sector:** Science Education Software and Curriculum Development

**Company Overview:** Science Learning Resources creates multimedia products to enhance science literacy for elementary through college level students. The Company was formed initially to spin out science education software created by Dr. Gary Duncan at the University of North Carolina at Chapel Hill. All current research and product development efforts are conducted independently of the University. The current focus of the Company is virtual microscopy. Multiple thematic volumes of its Virtual Microscope Explorer™ program are sold nationally through internal sales efforts and through strategic partnerships with prominent distributors of science education supplies and curricula. The growth plan for the company is through product sales.

**Target Market(s):** Elementary through College level science education students, teachers, and school systems. The current emphasis is on life science education. Products support standard courses for high school and college Biology, Anatomy and Physiology, and Microbiology, as well as elementary school science standards.

## Key Value Drivers

**Technology:** An SBIR grant-supported curriculum for high school science and health classes to promote prevention of Fetal Alcohol Spectrum Disorders (FASD) is nearing completion. The curriculum consists of multimedia components designed to engage the teenage mind and to address the critical public health problem of FASD. The curriculum will be delivered online as well as through interactive DVDs for classroom use. The curriculum is aligned with national health and science standards and has received rave reviews in our pilot of the program from both students and teachers.

**Competitive Advantage:** The curriculum supports and integrates national standards in science and health and approaches prevention of FASD through psychosocial and biological perspectives. No other FASD prevention materials integrate the biological and behavioral strategies as accomplished in our curriculum entitled "An Ounce of Prevention".

### Plan & Strategy:

Well-established marketing partners, Realityworks, Inc. and Carolina Biological Supply Company will initially provide national distribution of the curriculum. Through trade shows, presentations at national and international meetings, and other networks additional marketing partners will be recruited to sell the curriculum.

## Management

### Leadership:

Gary Duncan, Ph.D. is the Founder and CEO

No other officers are appointed at this time but I will be seeking business partners to help realize sales potential for the Company's products in the large and growing markets of online science education.

### Scientific Advisory Board:

Dr. Kathleen Sulik, Ph.D., Professor, Cell and Developmental Biology and Center for Alcohol Studies, University of North Carolina at Chapel Hill

## Product Pipeline

The Company currently sells an online virtual microscope program, the Virtual Microscope Explore™. Different volumes of the program include Basic Biology, Microbiology, and Anatomy and Physiology. A new volume of the program for elementary school students, The Painted Lady Butterfly Life Cycle, will be available in the summer of 2012.

The 1<sup>st</sup> component of the FASD curriculum is finished and includes a 17-minute film drama/comedy (delivered on a DVD) that addresses the problem of FASD in the context of a high school student's experience. A 32-page booklet of teacher support materials accompanies the DVD. Sales of the film by Realityworks, Inc. began in December 2011.

The complete FASD curriculum will be available by the May 2012 and initial marketing and sales efforts will begin in the summer of 2012. The complete curriculum (to be delivered online and on an interactive DVD) will include the film drama/comedy, a science component consisting of a multimedia exploration of human and fish development, and a virtual experiment where students analyze digital microscopic data from a real experiment investigating effects of alcohol on development of the fish brain.