



## **Austin AI EdTech Start-up Raises Capital Via Women-Focused Crowdfunding**

AUSTIN, TX – (June 19, 2018) Women-owned, Austin-based AI EdTech start-up [OneSeventeen Media](#) today announced it is launching a crowdfunding campaign on iFundWomen, a fundraising platform “exclusively for women-led startups and small businesses.” On the leading edge of artificial intelligence and social and emotional learning (SEL), OneSeventeen Media’s two products, ThinkingApp™ and reThinkIt!™, are mobile-delivered mental health and behavior management tools for K12 students proven to enhance students’ wellbeing and improve school safety.

Driven by the urgent need to prevent school shootings, cofounders Beth Carls and Amy Looper are focused on acquiring funding that is hard to come by for many women-led businesses. Recent studies show that men start businesses with nearly twice as much capital and raise nine times more equity financing than women owners do (Forbes). “Women have to get creative with their fundraising venues, which is why we chose iFundWomen. We want to reach investors of all dollar amounts who appreciate that women have game-changing ideas,” notes Carls. With an initial goal of \$100,000, over 75% of the funds raised will be invested directly in the artificial intelligence, data analytics and content development of the two apps.

Whereas many school safety solutions are reactive in nature, ThinkingApp and reThinkIt! are based on trauma-informed, restorative and social and emotional learning (SEL) principles and processes to provide real-time “emotional digital triage”™ for upset students before they escalate any damaging behaviors. This engenders a safer, inclusive learning environment for all students. Meeting students in their tech-based comfort zone, ThinkingApp and reThinkIt! employ intelligent, adaptable machine learning technology to tailor advice to a child’s specific needs, helping them make wiser decisions. The platforms assess emotional and mental states, enabling students to process difficult emotions, understand their own behaviors, and navigate those of others. Meanwhile adults receive five times more in-depth, real-time insight into what is on a child’s mind, according to the Company’s third-party study.

Backed by seven years of evidence-based research, components of the new mobile-based technology resulted in a “statistically significant reduction in students’ emotional distress.” Those same components even helped one Texas school avert a potential shooting due to real-time, actionable insights provided to educators about a troubled student, a nod to the study’s observation that students share five times more information via the apps than they do in face-to-face interactions with adults. Additional data showed a 50% reduction for in-school-suspensions - all data that make OneSeventeen’s work crucial to today’s urgent need for improved school safety.

For more information and to deploy ThinkingApp and reThinkIt! in your school, visit [www.oneseventeenmedia.com](http://www.oneseventeenmedia.com).

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**OneSeventeen Media** – The first certified Texas B Corp and Public Benefit Corporation (PBC), OneSeventeen Media mobile tools help students figure out life and the people around them. reThinkIt! puts advice at 3rd-12th graders' fingertips anytime, anywhere. It is part live texting with an on-demand virtual mentor/counselor and part AI that tailors real-time advice to a child's specific needs helping them make wiser decisions. ThinkingApp serves PreK-2nd graders and is smartly disguised as a series of engaging, interactive, AI-curated eBook stories meant to transform this age group's misbehaviors. In English and Spanish, both apps help students explore feelings, self-regulation, manners, problem-solving and success tools to help improve school climate, school safety and discipline management. One of the nation's pioneers in AIEd and SEL solutions for K12 students, OneSeventeen Media is a certified Historically Underutilized Business and Women's Business Enterprise.

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