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## Stone\_COMP523

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### Application Processing

Stage	Invite to Pitch
Program applying to	UNC Dept of Computer Science
Account Name	Big Words!
Founder's survey Prefill link	<a href="http://www.tfaforms.com/4600347?account=0011M00002dgshf&amp;campaign=&amp;opp=0061M00001BavxL">www.tfaforms.com/4600347?account=0011M00002dgshf&amp;campaign=&amp;opp=0061M00001BavxL</a>

### Opportunity

Opportunity Name	Stone_COMP523	Opportunity Owner	COMP523 ProgramMgr
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### Primary Contact

First name	Jennifer
Last name	Stone
Email	jennifer.k.stone@med.unc.edu
Professional Title	Owner

### Project Idea

Reason for application	Supporting caregivers in focusing on the most important element in neurological development for children from birth to three years old: the quantity and quality of words they hear.
CS - Current Solution	<p>I have been a speech-language pathologist specializing in early intervention for 25 years. I have coached many families in creating read aloud rituals. In developing Big Words!, I have had families send me pictures/titles of books they read aloud to their very young children. I transcribe the books, count the words, identify the 'big words', and provide reports. Additionally, my daughter, who is a comp sci major at NCSU has coded a first iteration of the app we envision, and we have a database of over 100 children's books it can access.</p> <p>The feedback I have from users is that it is too cumbersome to send pictures/titles, and even accessing an app might be challenging. I am aware of several needed improvements on the current iteration: increase the size of the database and access to it, provide alternate (easier) access to the app for reporting books read (scan bar code? voice report through smart speakers? other?). Additionally, the current iteration of the app exists only on desktops and is not available for actual consumer use, so it's a fun demo to help people visualize the intent, but it is not at all functional.</p>
CS - Who are users?	Caregivers of children age 0-3 years who are interested in increasing the quantity and quality of words they read to their very young children.
CS - Software Access Point	Web browser (mobile); Not sure
Other Access Point	
CS - Additional Constraints	I am not aware of any additional constraints regarding software. I do know that creating and accessing databases is important.
CS - Concerns with student ownership?	Yes, I have concerns.

**CS - Describe Concerns**

I am unclear on what 'own their work' means. I am interested in commercializing this app and am working with the social entrepreneurship resources through Chapel Hill and UNC to do so. I need additional information to understand ownership issues and how they relate to social entrepreneurship ventures.

**CS - Protected health information?**

In the long run, I envision giving this app to every child at the time they are born, so that their caregivers can track the quantity and quality of words they experience through books throughout their educational careers. I have some college students who have tested it and say they want it for themselves and feel encouraged to read more because of it, so they potential for life-long application feels tangible to me.

Regarding PHI, currently, I would want the caregivers to be able to assign a name, date of birth, and each date of use. I envision multiple caregivers (parents, grandparents, early education providers, babysitters, etc.) being able to access all of this information. I think name and date of birth are considered PHI, but I wonder how parent input of that impacts the use of it in this case.

**Additional information**

I am a PhD student in speech and hearing science and have not yet chosen my dissertation topic. This may turn into that. As part of my degree, I have completed Alice Ammerman's social entrepreneurship class and have a slide deck and pitch prepared to support this evidence-supported social venture. Additionally, I am in collaboration with a pediatrician who has interest in the app and access to 15,000 patients annually. I might be able to test it there.

This app has the potential to change society as we know it. Billions are invested annually in targeting read aloud practices for very young children. BigWords! is a 'wordometer'--a pedometer for words that could do for read aloud what FitBit did for walking. Your students not only will contribute to this world-changing practice, they will learn about the power of reading aloud to prepare them for their own parenting journeys.

**Comments**

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**Client Expectations**

- CS - How critical is software? It is not critical at this point in time. I have abundant options and patience.
- CS - Available to pitch? Yes
- CS - Available to convey requirements? Yes
- CS - Available to answer questions? Yes
- CS - Reasonable expectations? Yes
- Consulting - Attend team meetings? Yes
- CS - Able to pay for infrastructure? Yes

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**Client Group**

**Founder 2**

Founder2 first name

Founder2 last name

Founder2 email

**Founder 3**

Founder3 first name

Founder3 last name

Founder3 email

Founder 4

Founder4 first name

Founder4 last name

Founder4 email

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### Pitch Survey Information

CS - Pitch Availability

Other Availability

CS - Recording of  
presentation

Project Name

Description

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### Application Details

Close Date 7/15/2021

### Account Information

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#### Business Organization Account

Account Name Big Words!

Phone

Parent Account

Website

Account Active  
Status

Email

Type of Business  
Organization

Fax

Other Business Org  
Type

UNC DAVIE ID

CRVF Investment

Account Owner COMP523 ProgramMgr

CAN investment

Contact

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#### Address

Billing Address United States

Shipping Address United States

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#### Additional Information

Description

Industry

Comments

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#### System Information

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## Notes & Attachments

### StoneAdditionalMaterials

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