

ANIMATED EDUCATION
10701 Overman Ave. Chatsworth, CA 91311 Phone 818-709-5843
jmccaig@animatededucation.com

Mission Statement

Animated Education is a non-profit corporation conceived and created to enhance the education of children in the various fields of science. Our plan to attain this goal is to produce and distribute high quality educational video programs which will entertain and charm young viewers while introducing them to a wide range of scientific topics and exciting career opportunities available through the study of science.

Advertisers have long appreciated the effectiveness that sophisticated, well-polished advertising has on children. It is long overdue for educators to apply the same effort to teaching and inspiring children. Our strategy is to attract and hold the attention of our young audience with a combination of genuine entertainment and fascinating factual information. Children will watch because they really enjoy it!

Animated Education's videos will be hosted by a 3-D animated space traveler, befriended by three astronauts he will discover our Universe. The animation will be state of the art 3-D over stock footage from the libraries of NASA, The United State Navy, The National Geographic Society and many others. Within this framework the videos will cover topics from outer space to the earth's inner core and everything in between. Along with the actual study of these subjects, each program will present young viewers with many exciting scientific career opportunities, demonstrating the tangible impact this knowledge can have upon an individual's life. We will encourage children to expand their thinking beyond their textbooks and imagine what unlimited possibilities there are for knowledgeable and imaginative minds. One of Animated Education's goals is to send children back to the classroom with more enthusiasm, demanding more from their teachers. This will better provide an environment where both students and teachers can flourish.

Animated Education will launch an interactive Web site designed to coordinate and maintain the video series. A "Child Safe" access sight where students of all ages can access information at their own level of understanding. They can chat with other students and coordinate research, homework, and classroom projects. Educators will have access to supplemental material for classroom projects and syllabus's for each grade level. These packets can be downloaded and distributed to coordinate with each teacher's usage of the program. We plan to make the web site a powerful tool that will keep our materials current and up to date.

Phase I

Attain Financial Self Reliance

Animated Education's first videos will be made available to schools at no cost. The videos will also be available for purchase at Video Stores. We are counting on sales of the videos and sales of possible related educational games and toys, to cover the costs of future productions. Included with all videos will be manufacturer coupons for commonly used products, the face values of these coupons will be in excess of the purchase price of the video. This will, in effect, make the video free to retail consumers. Based upon 1990 census information, if less than 1/3 of 1% of the families, which have elementary school aged children, purchase the video it will offset the production of another video. This would constitute a very low response, yet it would still support the organization.

With more reasonable sales of the videos and sales of ancillary items, Animated Education should be able to move on to the next phase.

Phase II

By interacting with teachers and School Boards around the country, develop teacher aids on very specific topics. This would most likely involve short videos demonstrating activities that could not possibly be performed in the classroom.

Phase III

Establish Scholarship Programs. Establish Programs for contributing equipment to Schools.

Phase IV

Utilize new and developing technologies. Interactive, virtual reality, home delivery via fiber optics or cable. Challenge ourselves to always be on the forefront of technology to deliver more intriguing and stimulating programs.

As Federal and State Governments have been forced to make budget cuts to survive, the money available for education has decreased with each passing year. Parents have become increasingly concerned about the quality of their children's education and have demonstrated a willingness to invest in educational aids. However in today's market there exists a remarkable shortage of quality materials available to them. Animated Education's science video programs provide an opportunity for your organization and ours to come together and help fulfill a vital need.

If there are any questions we can answer to help demonstrate to you the invaluable impact our project will have, please do not hesitate to contact us.

Jasmine and Jeff McCaig

Chairman and Founder