

Parent Entrepreneurs

What is iQ: smartparent?

iQ: smartparent is an Emmy-winning multimedia television and web series designed for parents that will empower them with new knowledge, tools, and abilities to successfully guide their children through the changing landscape of digital media and technology. It's a growing community of caregivers, national experts, educators, and parent bloggers who want to understand the opportunities and challenges of media as it relates to the development of their children. *iQ: smartparent* was created by WQED Multimedia in 2012.

About this Episode

This episode of *iQ: smartparent* explores the work of parent entrepreneurs, and how being a parent inspires us to invent and innovate to improve our children's lives. This show looks at media and how parents can use it to shape a more inclusive, diverse, and imaginative childhood.

Discussion Questions

1. What were some of the activities from your childhood that you loved? What kind of imaginative play did you enjoy as a kid? What might you and your family do to engineer those same kinds of experience for your own kids?
2. Talk about how your family plays together and the things you enjoy doing together. How can you improve on the time you spend together? This could be a simple adjustment or a radical change.
3. Each of the guests on today's show saw a need in the world and addressed it through invention. What's a need that you see in your child's world? What could you do to help? How could you and your child work together to improve the situation?
4. To learn more about how young children learn through play, research Jean Piaget and Maria Montessori, two revolutionary researchers and leaders in child development and the power of play.

About the Guests



Jordan Lloyd Bookey is co-founder and Chief Mom at Zoobean (creators of [Beanstack](#)), a service that helps families discover apps and books their kids will love at the local library. Jordan previously worked at Google, leading the Diversity & Talent Inclusion efforts for their Midwest and East Coast offices and later serving as Head of K-12 Education Outreach. Prior to that, she earned her BA at Wesleyan University (graduating Phi Beta Kappa), received her MBA from The Wharton School of Business, worked as a teacher in Washington, D.C., and served as a program director at a literacy-focused nonprofit. Jordan lives with her family in Washington, D.C. She has been featured in Washingtonian MOM,

The Wall Street Journal, the "SmartTalk" speaker series, and ABC's "Shark Tank." She currently leads Zoobean's marketing and curation efforts, maintaining the content and creative direction of the site. She also blogs regularly for Zoobean and The Huffington Post.



Tara Tiger Brown is the co-founder of KitHub, creative electronics kits for kids. She is also the co-founder of Connected Camps, an online Minecraft summer camp for kids. She is the founder and Board Chair for the LA Makerspace, a community space for DIY enthusiasts in Los Angeles. Tara also serves as Technology Director for UC Irvine Digital Media Research Hub.

Previously Tara served as an entrepreneur, executive director, technical director and lead product manager for numerous institutions and companies including MacArthur Foundation funded Connected Learning Alliance (CLA), Annenberg Innovation Lab at University of Southern California, Born This Way Foundation, Topspin Media (acquired by Beats Music) and Microsoft.



Felix Brandon Lloyd is co-founder and Chief Dad of Zoobean, which helps families discover children's books and apps at home or at their local library. Prior to starting Zoobean, Felix taught and served as Dean of Students at the SEED Public Charter School. During this time, he was named Washington, D.C.'s Teacher of the Year and featured in Newsweek Magazine and the Washington Post. For two years, he led Microsoft's "Washington to Washington" program through which students on separate coasts created the virtual Generation I-Land. In 2007, Felix received a fellowship from Echoing Green, a seed funder which supports the world's most outstanding emerging social entrepreneurs and the organizations they launch. He founded Skill-Life, Inc. -- a technology company that developed MoneyIsland (formerly called CentsCity), an online world where tweens learn financial skills and earn rewards by going on fun adventures.

Felix earned a Bachelor of Arts from Syracuse University where he was the commencement student speaker. He also has a Masters of Fine Arts from Washington University in Saint Louis where he was awarded a Chancellors Fellowship. In April 2014, Felix and Zoobean co-founder Jordan Bookey were featured on the ABC television show "Shark Tank" through which they gained an investment from businessman Mark Cuban.



Pramod Sharma is the CEO / Co-Founder of Osmo in Palo Alto, CA. Engineer turned CEO and father of two, Pramod is a big dreamer, chief talker and always challenging the status quo. After graduating from Stanford, he spent 8 years at Google architecting book scanning machines and held senior management roles in Search, Gmail & Distributed Computing.

Started in 2013, Osmo is a kids tech company built around its proprietary Reflective Artificial Intelligence. It aims to create a new play movement to unleash the boundaries of the screen. With its inaugural product, Osmo expands the playing field and engages creative thinking and social interaction, allowing any object - pen and paper, you name it - to interact with the digital device. Osmo is headquartered in Palo Alto, CA.

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Online Resources

Teacher's Guide to Osmo

https://www.playosmo.com/static/downloads/teachers_guide.pdf

Osmo

<https://www.playosmo.com/en/>

Osmo Coding teaches kids to program using blocks and an iPad

<http://venturebeat.com/2016/05/25/osmo-coding-teaches-kids-to-program-using-blocks-and-an-ipad/>

How to Use Osmo in the Classroom

<http://dailygenius.com/use-osmo-classroom/>

Kithub

<https://kithub.cc/>

Inspiring Your Child's Imagination

<http://www.pbs.org/parents/expert-tips-advice/2016/06/inspiring-childs-imagination/>

How to Encourage Imaginative Play

www.pbs.org/parents/theparentshow/play%E2%80%99s-the-thing-four-ways-to-encourage-imaginative-play/

Creative Play: The Real Work of Childhood

<http://www.pbs.org/parents/expert-tips-advice/2016/02/creative-play-real-work-childhood/>

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