



MAKER ACADEMY FOR KIDS

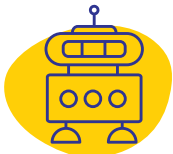
# FAMILY GUIDE

*Kids stay engaged, parents see progress.*



**BUILD TO SOLVE®**

This guide contains all you need to know to get the most out of your child's membership at your Steamoji Academy.



PHYSICAL  
COMPUTING



CODING



FABRICATION



ENGINEERING



DIGITAL ARTS



APPLIED  
DESIGN



“  
**Our mission is to train the next generation of builders, makers, inventors and entrepreneurs.**

We believe the best way to prepare for a world of accelerating change is to train our children with the foundational skills and mindsets to build solutions to the problems of their future.

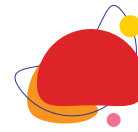
Hank Horkoff  
Co-Founder & CEO

*Hank Horkoff*

# OUR PROMISE

WE TRAIN BUILDERS, MAKERS,  
INVENTORS & ENTREPRENEURS.

Technological change is accelerating. Many parents feel STEAM subjects (science, technology, engineering, arts and math) are important to help prepare their children for the careers of their future, but see schools more focused on traditional studies.



Steamoji's 400-hour Build to Solve® curriculum is designed to fill this gap in a structured and reinforcing fashion across five subject pathways: fabrication, physical computing, engineering, digital arts and applied design. Students are taught basic skills, then encouraged to practically apply them in a spirit of "Build to Solve".

## WHY STEAMOJI WORKS



### A CONFIDENT, CAN DO MINDSET

Exposing children to new technology skills helps give them confidence to tackle new challenges. An open mindset is encouraged to always try, adapt and try again.



### GUIDANCE FROM SUBJECT EXPERTS

Subject matter experts demonstrate and provide guidance on developing foundational skills. Facilitators supervise to help overcome any challenges.



### REAL SKILLS YOUR CHILD WILL USE

The focus is on teaching foundational skills, then encouraging apprentices to imagine, create and improve their own solutions.



## MISSION, VISION & CORE VALUES

Steamoji's mission is to train the next generation of builders, makers, inventors and entrepreneurs.



### EXPLORATION

Curious. Open-minded. Risk-taking.



### COLLABORATION

Supportive. Respectful. Encouraging.



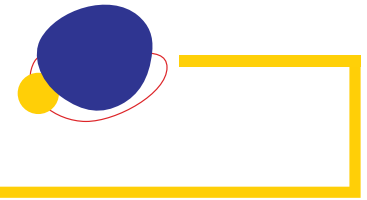
### PROBLEM SOLVING

Understanding. Creating. Innovation.



### A GROWTH MINDSET

Confident. Building. Improving.

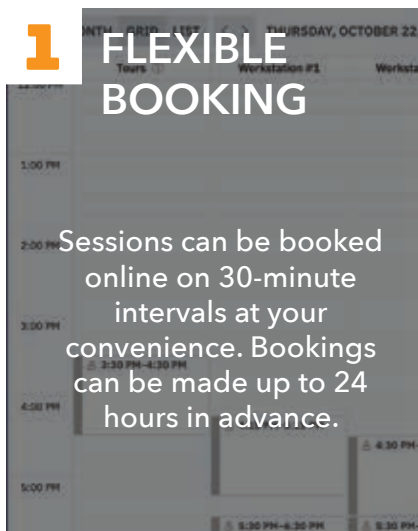


## HOW IT WORKS

KIDS STAY ENGAGED,  
PARENTS SEE PROGRESS

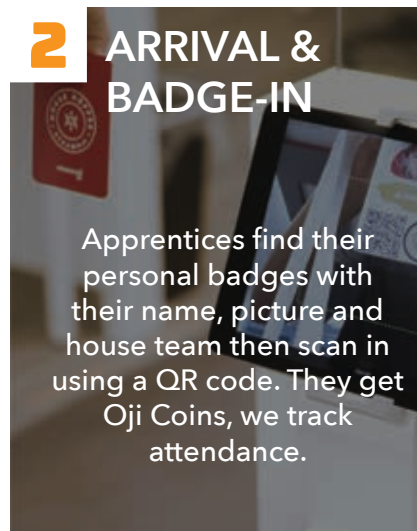
A Steamoji membership includes 2-3 sessions per week, for a total of up to 12 hours per month. During their session, Apprentices will follow instructions from short video clips at their workstation, supported by Facilitators who help them understand key concepts, what they need to do, and overcome any obstacles that might arise. There are also opportunities for apprentices to build on what they learned by designing a product of their own imagination or by collaborating with others.

### 1 FLEXIBLE BOOKING



Sessions can be booked online on 30-minute intervals at your convenience. Bookings can be made up to 24 hours in advance.

### 2 ARRIVAL & BADGE-IN



Apprentices find their personal badges with their name, picture and house team then scan in using a QR code. They get Oji Coins, we track attendance.

### 3 SETTLING IN



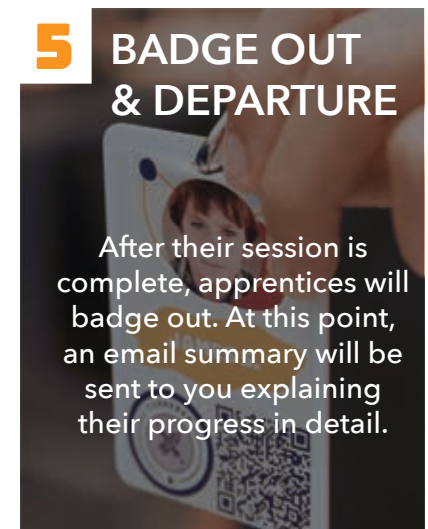
Apprentices are guided to their workstations that have been sanitized and prepared for their next project with the required tools and materials.

### 4 THE WORKSHOP



Apprentices watch an introduction to the project they are tasked with, then get started. They go through a series of steps where they watch a short video (~30 seconds) and then are tasked to do something with the tools and materials at their workstation. If at any point there is a problem, the facilitator will help them overcome the challenge.

### 5 BADGE OUT & DEPARTURE



After their session is complete, apprentices will badge out. At this point, an email summary will be sent to you explaining their progress in detail.



## MEMBERSHIPS

FLEXIBLE PRICING OPTIONS

There are a number of ways your child can start building with Steamoji.

**12  
MONTHS**

**\$425**

/ month  
(save \$600 per year)

*Annual commitment with  
monthly installments.*

**MONTHLY**

**\$474**

/ month

*No long-term commitment.*

**BY  
SEMESTER**

**\$1349**

/ 12-week semester

*Easily integrate Steamoji into your  
child's busy semester schedule.*

- No registration fee.
- Memberships can be paused for up to 4 months.
- Siblings get a \$50-per-month discount.
- Refer a family and get a \$50 Amazon gift card.
- Standard memberships auto-renew.\*

\*Thirty-day written notice of cancellation for monthly subscriptions.

**STEAMOJI  
CAMPS**

**\$399**

/ Half-day

**\$599**

/ Full-day

*Kids learn essential skills in new  
technologies in week long projects.*

### STEAMOJI SATELLITE PROGRAMS\*

Steamoji partners with schools to provide STEAM-focused, after-school programs. Ask us to find out how we can bring Steamoji to your school.

\*At selected Steamoji Academies

### VEX ROBOTICS COMPETITION\*

\$2899/ season (Sep. - Apr.)

# MISSION MAP

A STRUCTURED & REINFORCING  
400-HOUR CURRICULUM OVER 45+ MISSIONS

Steamoji has 10 achievement levels. All apprentices start out as a Tinkerer. After completing 1 mission the apprentice levels up to a Crafter, after completing 2 more missions to a Builder and so on until becoming a Master Maker.

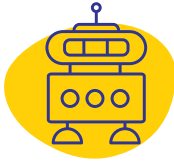


FABRICATION

ACHIEVEMENT LEVELS									

- Expanding
- Developing
- Beginning

CAPSTONE
Fabricating Your World
Fabricating Solutions
Functional 3D Design
Designing for Laser Cutting & Etching
Foundations in Concept Development
Designing in 3D
Inventing Vehicles
Building in 3D
Intro to Fabrication
OJI Junior



**PHYSICAL  
COMPUTING**



**ENGINEERING**



**DIGITAL ARTS**

**CAPSTONE**

**CAPSTONE**

**CAPSTONE**

Thinking Like a  
Programmer

Engineering  
Your Ideas

Creating Your  
Digital World

Game Design  
in Unity

Engineering  
Solutions

Digital  
Storytelling

Coding with  
Python

The Engineering  
Process

The Digital  
World

Intro to  
Electronics

Intro to  
Complex Machines

Stop Motion  
Movie Maker

Mastering Microcontrollers  
(Circuit Playground Express)

Mastering Simple  
Machines

Animation and  
Sound Effects

Coding with Microcontrollers  
(micro:bit)

Advancing with  
Simple Machines

Photo &  
Image Editing

Coding Games

Not-So  
Simple Machines

Graphics for  
Games

Advancing with  
Vex Robotics

Intro to Simple  
Machines

Special Effects

Intro to Computing  
(Vex Robotics)

Intro to  
Engineering

Intro to  
Digital Arts

**OJI Junior**

**OJI Junior**

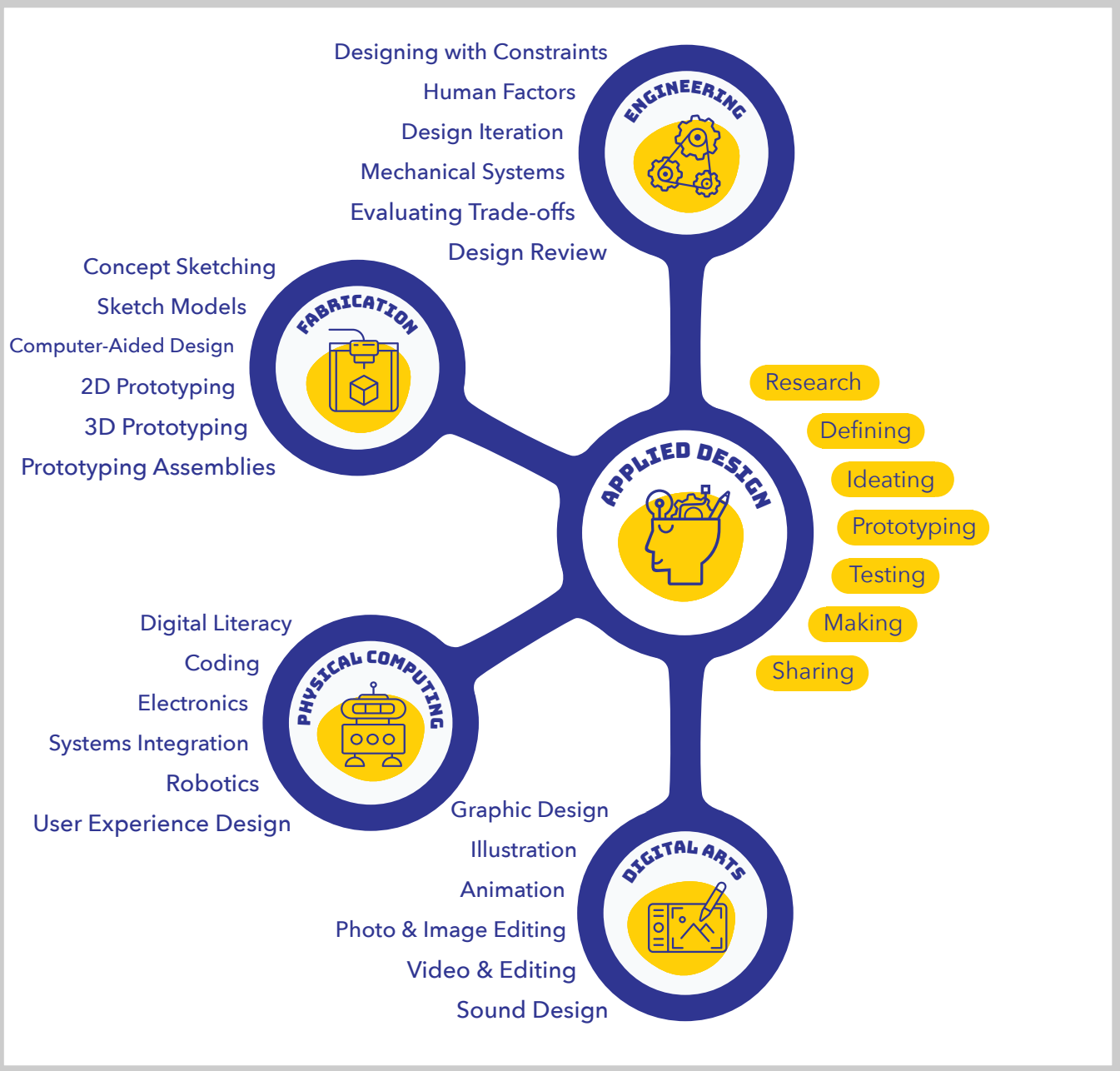
**OJI Junior**

# SKILLS

TO HELP YOUR CHILD SUCCEED

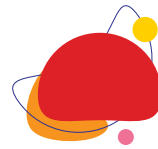


Apprentices will cultivate flexible and transferable skills that they can return to long after they leave our doors. From boosting their traditional classroom experience to paving the way towards a future career, Steamoji skills are with them forever.



# KIDS STAY ENGAGED

GAMIFICATION MAKES KIDS WANT TO COME



Global Steamoji Day is April 15th to honour the birthdate of the grandfather of modern makers, Leonardo da Vinci.



## MEET OJI!

'Oji' personifies Steamoji and is our mascot. You will see his presence in our academies and in most of our print and digital media. 'Oji' is a fun-loving, whimsical character that likes to build things to solve problems.

## OJI COINS

Apprentices earn 'Oji Coins' by attending sessions (50 per session) and working attentively (up to 50 bonus coins). Oji Coins can be redeemed for prizes at the Steamoji Prize Station.

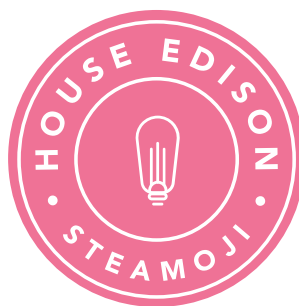
## HOUSE TEAMS

All families are assigned to one of four house teams and Oji Coins are combined by region and displayed on leaderboards.



### GEORGE CARVER

- from slave to scientist
- environmentalist 'maker'
- developed innovative approaches to combat soil erosion
- some people claim he created peanut butter
- dubbed 'a Black Leonardo' by Time Magazine in 1941.



### THOMAS EDISON

- one of America's earliest great inventors
- invented the phonograph, motion picture camera and the light bulb
- drove the adoption of direct current (DC) power distribution
- 1092 US patents in his name



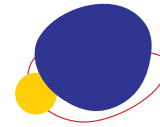
### GRACE HOPPER

- American computer scientist and US Navy Rear Admiral
- PHD Mathematics, Yale
- Developed first program compiler in 1952
- Her work lead to COBOL, the first computer language based on English words.



### STEVE JOBS

- founder of Apple Inc, Pixar and NeXT
- the primary reason Macs, iPhones & iPads exist in this world
- believed that science should be blended with the humanities
- "Think different"



# PARENTS SEE PROGRESS

KEEP TRACK OF YOUR CHILD'S DEVELOPMENT



## PROGRESS!

Jacob is continuing to become a Master Maker and has completed the **3D Pen Geometry** project in the **Drawing in 3-Dimensions** mission (0/1)

October 12, 2020 at Steamoji West Vancouver

[View Online to Share Media](#)

## SKILLS

Jacob is acquiring these skills:

- Beginning 3D Design (Fabrication)
- Beginning Planning (Applied Design)

## CONVERSATION STARTERS

Help your child learn and connect with them by using these topics:

- We learned that any 3D shape can be made by joining 2D shapes together. What 2D shapes can you find in common objects?



### Achievement Level

Jacob earned 100 Oji Coins today for a total of 1550. These can be redeemed at the Steamoji Prize Station on your next visit.



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richmondnorth@steamoji.com

[Book a Session](#)



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[Unsubscribe](#)

When your child badges out from Steamoji you will automatically be sent an email and a push notification to our mobile app containing (i) a shareable video of your child describing what they did that session, (ii) a list of skills they are acquiring, (iii) some conversation starters you can discuss with them to better connect and (iv) their current achievement level and Oji Coins earned.



## THE STEAMOJI APP FOR PARENTS

Track your child's progress, share videos with family members and book upcoming sessions.



**A** SCAN ME



# FAQ

BE IN THE KNOW

1

## WHO CREATED STEAMOJI?

Steamoji was founded by Hank Horkoff, a father with 2 pre-teenage sons. He wanted to expose them to STEAM skills. He tried doing it himself, but got overwhelmed when searching for 'STEM kits' on Amazon with thousands of options. He tried Summer Camps at local maker spaces, got his children excited, but then had no way for them to continue to nurture that interest. An entrepreneur himself at heart, he recruited a talented group of other parents (sharing similar frustrations) and a network of subject matter experts to bring Steamoji to life.

2

## WHO IS STEAMOJI FOR?

Steamoji is for school-aged children. Our core program is designed for children ages 5-14 and relies on basic reading skills. For children that aren't quite ready we offer a Steamoji Junior bridge program. For older, teenage makers ages 14-17 that need to be challenged more, we offer a mentorship program, Steamoji Ignite, to help them learn advanced skills in coding, robotics and entrepreneurship. The goal is to give them a leg up in their future academic and professional endeavours.

3

## IS STEAMOJI FOR ADULTS?

**No.** Steamoji is currently only available for young apprentices. However, we encourage parents to get involved with group activities, open house days and our annual 'Steamoji Day' event. Young adults with a passion for making can also get involved by applying to work at Steamoji as a facilitator.

4

## DOES STEAMOJI OFFER BIRTHDAY PARTIES?

Yes, Steamoji offers birthday parties. These typically include one hour of activities and one hour of celebration, as well as a goodie bag with some 3D prints and stickers. Parents are welcome to bring some catering, like pizza or cake.

5

## DO YOU OFFER STEAMOJI AT SCHOOLS?

Yes! Steamoji partners with both public and private schools to provide STEM-focused after-school programs organized by grade level and delivered over a 12-week semester. If you are an involved parent or active on your school's PAC please talk to your local Academy Director about how we can bring Steamoji to your school.

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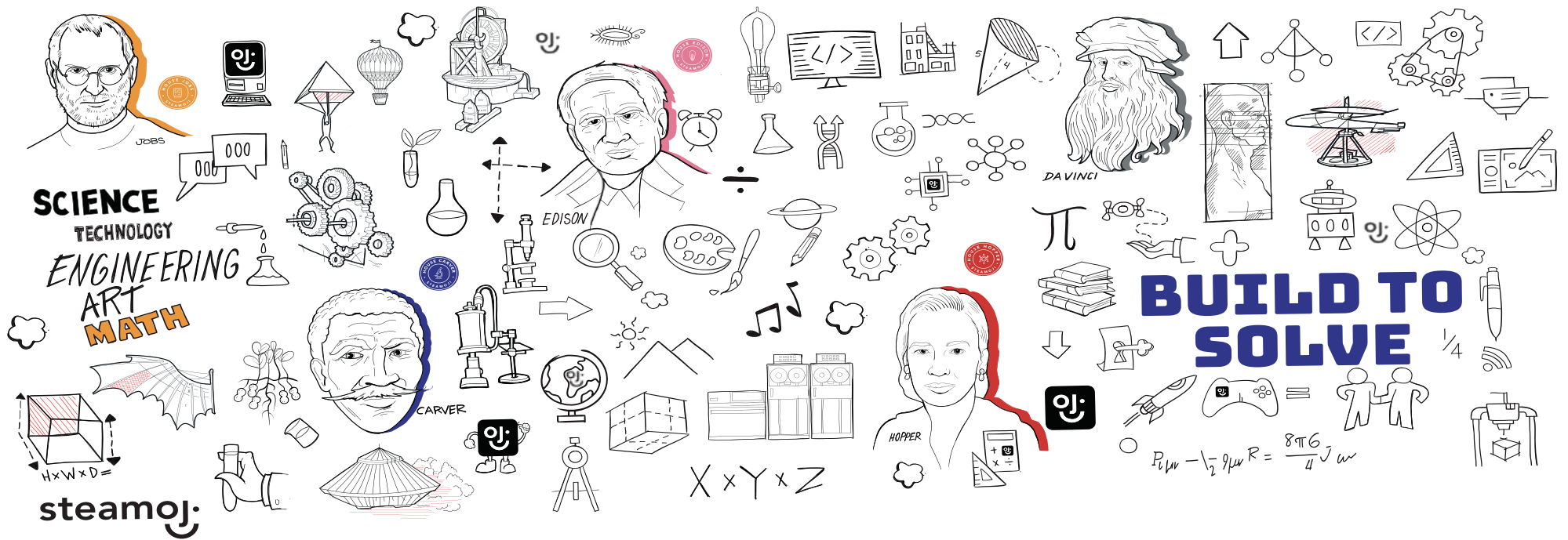
## HOW CAN I HELP STEAMOJI?

We are a young brand and very much appreciate ideas, feedback and suggestions. Follow us on social media. Please also let your family, friends and schools know about us. Thank you!

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## CAN I FRANCHISE A STEAMOJI ACADEMY?

Yes, we have been built from day one to franchise. Find more info at <http://steamojifranchise.com>.



Commissioned in 2020 from renowned San Francisco illustrator Sirron Norris, this mural exists in every Steamoji academy and serves to celebrate historical makers and inspire our young apprentices to stand on the shoulders of their historical predecessors. Let's get building!



**ADDRESS**

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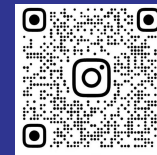
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YouTube

Book a  
Session



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Steamoji Store



Refer a  
Friend

Receive a \$50 Amazon gift card when you refer friends who sign up for memberships.