

PS Creativity Clubs and Competitive PS Leagues

- Thinkfun is creating a system and a structure for a “do it yourself” Problem Solving/Creativity Clubs that will allow groups of kids, in partnership with adult mentors, to form enrichment clubs, with little effort and great reward.
- We’re going to design these clubs to have relatively uniform structures and programs, so there is commonality to what members are doing throughout the country and around the world – regionally, nationally and internationally.
- Individual clubs will be part of local and regional leagues, and clubs will compete against each other in game and puzzle contests. These competitions will be an extremely important element of the overall concept, because they offer a reason to focus on improvement for club members and they make great PR opportunities as well as making the whole system more alive and fun.
- Club activities will largely be based on puzzle and game concepts that Thinkfun develops for this purpose. These concepts will combine elements of Program and Product; adaptations of the concept will become retail products sold through appropriate retail stores as well as directly into the clubs.
- The operation and coordination of league tournaments and competitions will be accomplished by local community groups, including:
 - o Teachers and school resource specialists
 - o Existing high school clubs, such as engineering clubs
 - o PTA parents or other parent organizations
- For League Competitions and other promotional events, we will look to team with retail partners in local communities. We’ll organize a program within which retailers can coordinate and host competitions, whether they take place at local schools or at the stores themselves. This will give retailers an opportunity to gain promotional exposure for themselves, and to promote our ThinkFun Centers in their stores.
- Working with the clubs, local league coordinators and with our retail partners, we’ll organize sponsorship programs to raise the necessary money to distribute puzzles and games to club participants for free, and pay for the costs of hosting league competition events.
- ThinkFun will manufacture low cost, simplified versions of the games and puzzles that are part of this program, that we’ll distribute for free into school systems and after school programs to generate interest and to stimulate learning. More sophisticated versions, along with training and enhancement programs, will be made available as commercial products.

- ThinkFun will form affiliate partnerships or cross sponsorships with other quality youth creativity programs, helping them to promote their programs and working with them to further promote our math club/math league concept.
- The overall program will be direct marketed through education channels, consumer P/R and by other means. Using the internet, Club signups, League scheduling, general event news and contests will be coordinated through our website at thinkfun.com, and on-line puzzle challenges will be broadcast from puzzles.com.
- Finally, the puzzle and game concepts that ThinkFun brings to the PS Clubs will all be specifically designed to fit into the system. Of primary importance is that they are fun and rewarding. A distant second, but nonetheless significant, goal is that the overall program fit into the curriculum standards of learning that are at the center of today's educational system. The better we can do this, the more official sanction we will have and the more support the program will gain in the education community over time.