From E-Learning Platform to Startup


October 22, 2019, 12:00-1:00 PM
Silver and Sage Room, Old Main

Jason and Yvonne will talk about their passion for expanding the impact of a tutorial system originally created to teach UA students to use library databases.

They had a hunch there were enough other university libraries to support a system like the one they developed. To test the idea, they joined the Tech Launch Arizona NSF I-Corps program to learn about potential customers. They discovered there was huge potential – not only in university libraries but in the larger world of instructional design.

Building on what they learned, Jason and Yvonne obtained funding from TLA’s Asset Development program to develop a prototype they called “Sidecar.” After finalizing a license for the technology in January, Sidecar Learning (www.sidecarlearning.com) is now up and ready for business.

John Geikler, TLA assistant director of physical sciences licensing, will moderate our discussion.

Who should attend?

While this talk will be geared toward faculty, researchers, graduate students and staff, all are welcome.

Register early to reserve your seat and have lunch provided for you.