



SPARK The Future STEM Partnership Program

Investing in the Next Generation of Innovators



Why Global Brands Choose Mad Science

Mad Science enables global companies to translate purpose into action by connecting their brand, employees, and local classrooms, creating meaningful community impact while supporting long-term business priorities.



COMMUNITY AND EMPLOYEE IMPACT

Create meaningful engagement that employees and communities truly feel.

- Engages employees in visible, hands-on community experiences
- Strengthens morale, pride, and long-term retention through purpose-driven initiatives
- Builds trust and goodwill in local communities
- Positions employees as real-world role models for the next generation



INVESTING IN STEM, EQUITY, AND THE TALENT PIPELINE

Build long-term impact that supports both industry growth and inclusion.

- Sparks early interest in science and technology when curiosity is formed
- Expands access to high-quality STEM education in under-resourced schools
- Broadens participation in STEM, complementing long-term CSR efforts
- Supports the future workforce that technology-driven industries depend on



CONNECT YOUR BRAND TO THE NEXT GENERATION

Position your brand where trust, innovation, and future talent are formed.

- Aligns your brand with innovation, education, and leadership
- Strengthens consumer trust-70% of consumers prefer brands that invest in education
- One initiative that supports ESG, CSR, HR, marketing, and community engagement goals



MAD SCIENCE MAKES IT EASY

Deliver turnkey impact at scale with a trusted global partner.

- World's largest provider of live, hands-on STEM experiences.
- 40 years of expertise, **5 million children** reached, award-winning curriculum.
- Trusted by **25,000+ schools** and **350,000+ teachers** worldwide.



Turnkey from day one: We run it, you get the impact

Mad Science provides a **turnkey**, professional model for delivering sponsored STEM programs in schools. Once the sponsorship is in place, we handle every operational detail — from the first school call to the final impact report — so your CSR, HR, and community teams stay focused on outcomes, not logistics. You sponsor the program; we deliver the program. Your employees feel proud, your communities feel the impact and your reporting writes itself. One partnership, zero operational lift.



CURRICULUM AND WORKSHOPS

Mad Science delivers proven, standards-aligned, hands-on STEM workshops for elementary classrooms, typically reaching every class in a participating school. Instructors bring all materials and lead inquiry-based sessions that engage students in foundational science and technology concepts through activities such as circuits, chemistry, coding, and environmental science.



SCHOOL ONBOARDING AND PROGRAM SETUP

Mad Science manages all school onboarding, scheduling, and preparation to ensure a smooth launch. Programs are delivered at no cost to schools and require minimal administrative involvement, removing friction and enabling consistent participation.



STAFFING AND COORDINATION

Mad Science recruits, schedules, and supports all instructional staff. Our team handles all scheduling, communication, and quality checks across participating schools.



EMPLOYEE ENGAGEMENT FOR CORPORATE PARTNERS

For partners that include employee engagement, Mad Science provides a structured volunteer model with clear roles, preparation, and coordination, creating meaningful experiences for employees while maintaining a high-quality classroom environment.



PROGRAM DELIVERY AND REPORTING

Mad Science provides transparent reporting on participation, reach, and satisfaction, giving partners clear, measurable insight into program impact and community outcomes. This transparent reporting provides partners with clear insight into program reach, effectiveness, and community impact.



The Mad Science Multiplier

Why Corporate Dollars Go Further



REACHES BOTH SCHOOL TYPES

A single sponsorship reaches students in both well resourced and underserved schools, creating more equitable community impact.



STRUCTURALLY ADDITIVE

Delivered at no cost to schools. Every corporate dollar is incremental STEM exposure, not a substitute for existing budget.



TURNKEY PROGRAM DELIVERY

End-to-end delivery — instructors, materials, scheduling, safety, reporting — puts near 100% of investment in the classroom.



MEASURABLE OUTCOMES

Independent evaluations demonstrate strong improvements in student science knowledge, engagement, and enthusiasm for STEM learning.

The Bottom Line

As demand for STEM-ready talent continues to grow, schools across all communities are struggling to provide engaging, hands-on STEM experiences. Mad Science gives corporate partners a proven, scalable, turnkey way to expand STEM access for students, in the communities where their employees, customers, and future workforce live.



World Class Programs

RESEARCH & DEVELOPMENT

Schools want high-quality science enrichment that benefits students without adding work for teachers or staff. Mad Science delivers turnkey, classroom-ready programs led by trained instructors who manage the class and ensure a smooth, positive experience for both students and schools.

With **over 40 years** of experience, we are trusted by **more than 25,000 schools** across our regions. Our programs follow the research-backed **5E instructional model**—Engage, Explore, Explain, Elaborate, and Evaluate—designed to spark curiosity and support lasting understanding. This proven approach has been refined over decades to maximize student engagement and learning outcomes.

COMPREHENSIVE INSTRUCTOR TRAINING PROCESS

Mad Science instructors complete a rigorous, multi-step training process before entering the classroom. Training begins online with program content, safety standards, and classroom management, followed by assessments to confirm readiness and hands-on apprenticeship using a “see one, do one, teach one” approach.

As a result, every instructor is fully prepared to deliver safe, engaging, inquiry-driven STEM experiences with strong subject expertise, effective classroom management, and consistent quality across programs.

WHY ELEMENTARY & IN-CLASS

Why Mad Science Targets Elementary vs Middle and High School

Early elementary years are when curiosity, confidence, and attitudes toward science are formed. Engaging students before academic pathways are chosen has the greatest long-term influence on interest in STEM and future career consideration.

Why In-Class Is the Preferred Method

Hands-on, in-class experiences outperform passive learning. By bringing live science directly into classrooms, students actively experiment, ask questions, and apply the scientific method—creating memorable experiences that build foundational understanding across chemistry, physics, biology, and environmental science.

The Result

Stronger engagement, deeper learning, and earlier confidence in STEM-delivered where students already learn, without disrupting school operations.



Aligning Purpose With Impact

By aligning your company's goals with Mad Science, you demonstrate commitment to philanthropy and community outreach—delivering ESG/ CSR impact, strong PR, and powerful employee engagement.

Children today are growing up in a world defined by science and technology — yet access to quality STEM learning remains deeply unequal.

Why This Matters

- Many communities lack adequate science education and resources.
- Girls and underserved youth are the most likely to disengage from STEM before high school.
- Supporting STEM reinforces your position as a forward-thinking, innovation-driven leader.

The Corporate Value

- Brand trust increasingly depends on visible, authentic investment in the communities you serve.
- This program drives visible community engagement where your employees live and work.
- Early STEM engagement helps address accelerating talent shortages and supports the workforce companies will rely on.

Empowering Minds, Inspiring Futures

AWARDS



40+
YEARS
OF EXPERIENCE

 **5M** CHILDREN
INSPIRED ANNUALLY

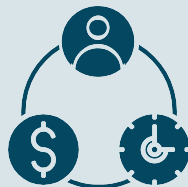
350,000
TEACHERS
ENGAGED



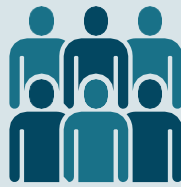
EXISTING TRUST IN OVER
25,000
SCHOOLS



TURNKEY
DELIVERY:



LOGISTICS



STAFFING



SAFETY



REPORTING



INTERNATIONAL
PRESENCE

Together, we can reach more children through your company's support —
sparking curiosity that lasts a lifetime.

Corporate Impact and Partnership



[CLICK HERE TO WATCH MAD
SCIENCE ACTIVATION AT
ASML'S HQ OFFICES](#)



[CLICK HERE TO WATCH TEACHERS
DESCRIBE THE POWERFUL IMPACT
OUR PROGRAMS MAKE](#)

Featuring Programming to inspire
STEM in over 500 elementary schools
in the Netherlands, and 60 schools in
Connecticut, USA each year

**Over 2.2 million children
impacted in 2 years!**

- Employee Volunteering is driven by their staff (ASML Ambassadors) showcasing one guest for every class in the Netherlands and one guest for every 6 classes in Connecticut
- To ensure quality there is always a Mad Scientist present and guiding the Ambassador in all activities
- Workshops are STEM-themed, curricula co-related to support year-long student engagement in STEM subjects

ASML & Mad Science Collaboration

ASML

ASML (U.S. Nasdaq), a global semiconductor company – holding more than 90% of the lithography market, partnered with Mad Science to provide STEM enrichment for children and engaged their employees to participate in the activation.

- Employees reported a 92% increase in their understanding ASML's ESG and CSR strategy and a renewed enthusiasm for their work.
- The result: measurable community impact, stronger employee engagement, and authentic brand visibility across two continents.



Corporate Impact and Partnership

NASA and Mad Science Collaboration

Mad Science collaborated with NASA on a 4-fold solution to boost participation and engagement in their Academy of Future Space Explorers Program (AFSE), a globally recognized after school program, designed in collaboration with NASA.



1

Marketing and Brand Halo: Astro Innovators Summer Camp in partnership with the National Institute of Aerospace (NIA)



2

Social Impact: After School Program: NASA Academy of Future Space Explorers



3



Webinars for Parents and Kids: Events featuring astronauts from NASA, CSA, and European Space Agencies

4

Educational Outreach Resource Development: Creation of supplemental informal education resources for all schools and community agencies

Touching the lives of over 100,000 student annually in 23 countries!

Proven Impact on Children's Learning

Independent Evaluation by Char Associates (2006)

A national study conducted across 470 students in 28 classrooms across the U.S. confirmed that Mad Science has a measurable, positive impact on children's learning and attitudes toward science.

Key Findings:

- 1. Significant Increase in Science Knowledge:** Students who participated in Mad Science programs showed statistically significant gains in their understanding of science concepts — with 7 out of 8 tested knowledge areas improving ($p < .001$).
- 2. Greater Interest In Science:** Students expressed higher levels of curiosity and engagement in science-related activities and hobbies after the programs.
- 3. Positive Shift in Attitudes:** Participants were more likely to say that "science is fun" and that "everyone should learn about science".
- 4. Strong Engagement:** Students described Mad Science experiences as "fun, hands-on, and inspiring" and requested more frequent visits.

Why it Matters:

This research underscores Mad Science's proven ability to spark curiosity, build confidence, and foster a lifelong interest in STEM—creating lasting educational and social impact that aligns directly with ESG, CSR and community goals.

Next Steps

1

DEFINE REGIONS AND PILOT GOALS

Work together to identify target communities and program objectives.

2

FINALIZE SCOPE AND MULTI-YEAR PLAN

Develop a comprehensive statement of work and long-term partnership strategy.

3

LAUNCH PILOT WITH TURNKEY EXECUTION

Mad Science manages all operational details for a seamless program launch.

4

EVALUATE AND SCALE WITH MEASURABLE KPIS

Analyze impact data and expand to additional schools based on results.



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