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MAD SCIENCE GROUP

**Ignite the power of
STEM and the curiosity
of countless children.**

**Let your brand and
employees be the spark.**

Executive Summary



Why Global Brands Choose Mad Science

Mad Science turns corporate purpose into action—connecting brands, employees, and classrooms to inspire the next generation of innovators.



Connect Your Brand to the Next Generation

- Global visibility tied to innovation, education, and leadership.
- Strengthen consumer trust: 70% prefer brands investing in education and community.
- Reinforce innovation leadership as a forward-thinking, technology-driven brand.
- One initiative that serves marketing, HR, community relations, ESG, and CSR.



Community & Employee Impact

- Inspire future talent through world-class STEM programs.
- Boost employee purpose with energizing school-based volunteer opportunities.
- Build local connections with students, parents, and employees.
- Drive authentic community impact that strengthens brand purpose.



Mad Science Makes It Easy

- Turnkey, scalable, multilingual STEM programs delivered globally.
- 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.

Connect Your Brand to the Next Generation

Join a global movement delivering hands-on STEM learning to children everywhere.

Reach students in every community—building confidence, curiosity, and early interest in science and technology. Early STEM exposure lays the foundation for future skills and lifelong learning.

Purpose Meets Performance

- Purpose drives performance for today's top brands.
- Partnering with Mad Science creates a direct bridge between corporate purpose and measurable, memorable business impact.



Elevate Your Corporate Impact

Value to your brand

- Strengthen brand visibility and PR with community presence tied to innovation, education, and leadership.
- Align with corporate pillars of philanthropy, community outreach, ESG, and CSR.
- Cross-departmental impact: one initiative serving marketing, HR, community relations, ESG & CSR alignment.
- Global scale with local engagement: deploy programs wherever your company operates.
- Zero operational burden: turnkey programs with full logistics, staffing, curriculum, safety, and reporting managed for you.
- Measurable outcomes: publishable impact data on students reached, workshops, volunteer hours, and more.

Employee Engagement Through STEM

Employee Engagement:

STEM initiatives give employees meaningful ways to contribute to children's education—boosting fulfillment, purpose, and well-being.

Retention & Recruitment:

- Purpose-driven volunteer opportunities increase job satisfaction and loyalty.
- Supporting STEM strengthens your employer brand, helping attract and retain top talent.

Opportunity to Volunteer:

- Employees are twice as likely to stay with companies offering meaningful volunteer opportunities.
- Volunteer involvement is easy, high-energy, and consistently well-received.



Purpose Meets Impact

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.

Why Mad Science



Mad Science: A Turnkey Activation with Measurable Impact

Mad Science is the world's largest provider of LIVE hands on STEM engagement programs to schools worldwide — customized to your ESG and CSR goals and seamlessly integrated into your employee engagement strategy.

Our model includes:

- End-to-end program management: Planning, delivery, impact measurement.
- Hands-on STEM learning: Workshops, ASP's, shows & events for Grades K–6.
- Employee engagement: Your team joins our certified "Mad Scientists" to lead fun, inspiring activities for kids.
- Reporting and storytelling: Data, photos, and PR-ready stories

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

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.



CLICK HERE TO WATCH MAD SCIENCE ACTIVATION AT ASML'S HQ OFFICES

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





Testimonials and Success Stories

Company employees rave about the impact of Mad Science programs on children's learning and future aspirations. Here are some testimonials from employees:

It was easy for children to understand how simple concepts can add-up in time until they finish school and start working. It was rewarding to be a role model

I loved participating in the workshops, it was so easy to connect with kids

The workshops are so much fun for students and for us



**CLICK HERE TO WATCH
TEACHERS DESCRIBE THE
POWERFUL IMPACT OUR
PROGRAMS MAKE**

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.



**Partner
With Us**

JOIN US IN LIGHTING THAT SPARK!

Partner with Mad Science Group to transform your ESG and CSR goals into tangible impact for children, communities, and your company.

Together, we'll measure, celebrate, and share your corporation's contribution to a brighter, more innovative world.

Let's explore how your organization can join this movement.

[madscience.org/csr](https://www.madscience.org/csr)

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