



FACT SHEET

Company Name	Circuit Scribe	
Mission Statement	This revolutionary pen uses a non-toxic conductive silver ink for both newbies and experienced makers to have fun with electronics in a new way. Since the company's launch in Fall 2014, hands-on circuitry has become available to anyone with a piece of paper! In Fall 2016, the focus is on elementary and middle schoolers with a product line of educational electronic design kits and affordable accessories.	
Company Snapshot	<i>Look ma, no wires!</i> Created by Electroninks Inc., Circuit Scribe is a rollerball pen that writes with conductive silver ink. Making a circuit is as easy as doodling on paper. Simply draw a line--no shaking, squeezing or waiting for the ink to dry! Then snap modules (power, input, output and connect) onto the circuit drawing along with something magnetic like a magnet or refrigerator door. Build one of their bundled kits or create something fantastic from scratch. Circuit Scribe is ideal for all skill sets from student to teacher to hacker! Ideal for home, afterschool clubs or classroom.	
Company Background	This young company is passionate about the intersection of materials, electricity and education. The co-founders, S. Brent Walker and Analisa Russo, are materials scientists based out of Austin, TX. All of their products boast the highest quality yet are affordable -- ensuring all youngsters can explore circuitry at the kitchen table or in the classroom.	
Products	Every electronics project starts with the Circuit Scribe Pen. Choose <i>Mini Kit</i> , <i>Basic Kit</i> , <i>Maker Kit</i> and <i>Ultimate Kit</i> as skills and interest advance. Add-ons range from Connector Cables and 9V Battery Adapter to Motor.	
Key Retail Categories	STEM play, Educational, Youth, Tween, Teen, DIY, Electronics	
Target Audience	Ages 8 and up	
Online Stores	CircuitScribe.com, Amazon.com and Canada's MastermindToys.com, ThinkGeek.com, Marbles the Brain Store	
Contact Information	Lisa Orman KidStuff Public Relations/TechStuff Public Relations Lisa@KidStuffPR.com 608-767-1102	
Corporate Office	Circuit Scribe 3006 Longhorn Boulevard Suite 113 Austin, Texas 78758 www.CircuitScribe.com	Stephanie Page Director of Sales and Marketing Stephanie@electroninks.com 713-397-6888

BACKGROUND

If you could draw a circuit, would you use it? Of course, answer kids, who are used to creating everything out of thin air with the swipe of their finger or a few words of code. STEM learning now ranges from high schools electives in Java and Python to elementary school classes on robotics and electronics. Drawing a circuit on paper, thus discovering the basics of conductivity, seems like a logical next step in our ever-evolving technology. Two PhDs had the same idea and launched Circuit Scribe.

Circuit Scribe is the next step after the pencil, the ink pen and the stylus. Now kids simply sketch from point A to point B with the remarkable rollerball pen that uses a non-toxic conductive silver ink. And it's the best of low-cost yet high quality electronics.

Like TV's MacGyver, imagine taking a paper clip, a coin battery, an LED and a Circuit Scribe. Kids can quickly build complex circuits with multiple components! Comprehending inputs, outputs and signal processing becomes a fun lesson. Incredibly, students can build circuits and switches in their three-ring notebooks as they doodle!

Today the founders are materials scientists based out of Austin, Texas. But the genesis of the Circuit Scribe goes back to the Fall of 2014 with the proverbial light bulb going off of S. Brent Walker, CEO and co-founder of parent company *electroninks*. This PhD in Materials Science and Engineering worked on reactive silver inks at the University of Illinois. Also at the University was Analisa Russo, Content Creator and co-founder. She invented the Circuit Scribe for her PhD work. Her passion about STEM education allowed her to invent a tool that was affordable yet of the highest quality for a class or at the kitchen table.

Together they initiated a Kickstarter program to go from prototype to product. While asking for an initial \$85,000 goal, the team was wildly successful with their pitch and garnered a whopping \$675,000 from over 12,000 backers!

Of course there were kinks along the way! Each rollerball pen needed to hold enough silver ink to draw 196 to 260 feet of lines. The two, with their team, described a two-year journey as a pen manufacturer in their online blog, *Many starts and stops later, Circuit Scribe was ready for its Fall 2016 national debut.*

Just in time for Holiday 2016 gift giving, Circuit Scribe will roll out *Mini Kit, Basic Kit, Maker Kit* and *Ultimate Kit* ranging from \$9.99 to \$99.99. Individual electronic accessories, sold online at circuitscribe.com, include add-ons like an SPST switch, Fan, Motor or Buzzer for less than \$15.99. Educators and after school leaders will be intrigued by the company's *Basic Classroom Kit* meant for 10 to 20 youngsters as an engaging introduction to electronics.

The circuitry company has already made a "connection" in the education market with a partnership with Professor PodPi. Together they are releasing a mini pen and modules along with an arduino (a programmable circuit board and a piece of software), all bundled together with an appealing and educational PodPi comic book. Pre-orders are now open.

Effective January 2017, the company will be headquartered entirely in Austin, Texas. One team will focus on ink manufacturing and distribution for consumers and for industrial clients. Another set of scientists will continue to improve upon prototyping and content.

BIOGRAPHIES

S. Brett Walker, PhD • CEO & Cofounder

Who could have imagined that silver ink would be the gold standard for a child's fascination with electronics? Only someone who has "played" with reactive silver inks as a grad student. In the few short years between student and entrepreneur, Brett Walker has racked up a considerable mantle of prizes culminating in being named one of *Forbes* magazine's 30 under 30 for Manufacturing.

In 2012 he obtained a patent on "ink composition for making a conductive silver structure" while still a doctoral student. As he completed his PhD at the University of Illinois at Urbana-Champaign in Materials Science and Engineering, his work on reactive silver inks was recognized with a 2nd place ribbon at the National Collegiate Inventors Competition in Washington, D.C.

Around the same time *Scientific American* touted his silver inks as one of nine materials that will change the future of manufacturing! From there he became a visiting fellow at Harvard University working on printed electronics with the Lewis group meeting a fellow grad student, Analisa Russo, who would become his Co-Founder at Circuit Scribe.

As Co-Founder of both *Electroninks* and sister company *Circuit Scribe*, the now 30-year-old focuses on silver ink formulations and manufacturing.

Sometimes the Circuit Scribe rollerball pen turns up in most unexpected places! The unusual tool with the conductive abilities inspired an ad agency in Germany to promote a 2015 BMW car by drawing silver lines that lit up an illustrated spot!

Analisa Russo, PhD • Director of Product & Content Development, Co-Founder

As an MIT undergrad in material science and engineering, Analisa Russo was passionate about STEM education. She continued her studies at the University of Illinois at Urbana-Champaign in Materials Science and Engineering. As a grad student she primarily studied conductive inks for printed electronics technology, earning a PhD in 2014.

Along the way to her doctorate, she became a Visiting Fellow at Harvard University where she studied the dynamics of ink flow through rollerball applicators. The lab was the Lewis Research Group where fellow grad student Brett Walker was tinkering with silver inks.

Specifically, she worked on low-temperature conductive silver inks for direct writing of circuits onto flexible materials. She also worked on drawing unique electronic devices on paper by rollerball pen and other handheld tools, and co-authored a paper on this technology. These were the early days of Circuit Scribe! In 2014 she was recognized for this work as a finalist in the Lemelson-MIT graduate student prize in the "Use It!" category.

Her desire to develop tools for the education and maker communities that were low-cost yet high-quality paper-based electronics resulted in co-founding *Circuit Scribe*.

The young inventor/entrepreneur oversees Circuit Scribe product development, such as new workbook content, new pen applications and workshop design.