

# PinkThink

pretty smart

**PinkThink creates interest-powered and peer-supported products that make (S)cience, (T)echnology, (E)ngineering, and (M)ath education powerful, relevant, and engaging for girls.**



## The PinkThink Approach

- PinkThink creates specific games for each one of STEM subjects, promoting a more well-rounded approach to learning STEM.
- PinkThink redesigns the Common Core State Standards curriculum especially for tween girls by making it interest-oriented and personalized.
- PinkThink games incorporate the entire peer network by integrating social media and allowing girls to collaborate and work together.
- PinkThink's approach has the following proven benefits for STEM education:
  - 100% Engagement
  - 80% Increase in Confidence
  - 60% Increase in Competency

## About PinkThink

PinkThink was founded in 2013 by Makeda Ricketts, a current MBA student at the University of Chicago. Created out of her own frustration at trying to find educational toys for her little sister, the company serves as a one stop shop for all STEM related games, resources and information for girls.

## Why STEM?

- Women with STEM jobs earned 33 percent more than comparable women in non-STEM careers. -*White House*
- In 2009 there were only 2.5 million college-educated working women with STEM degrees, compared to 6.7 million men. A 168% difference. – *The Center for American Progress*
- In the 4th grade girls have 66% interest in STEM and by the 8th grade that interest declines to 14%. -*Gender gap persists in STEM education participation*



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