



We are an interactive studio for technology innovators, visionaries and startups.

**Mission**

Building innovative technology that turns into sustainable businesses.

**Description**

Mindbox Studios is a web design and development studio that specializes in delivering custom web and mobile applications that meet the goals of each client it serves. Mindbox has office in Eugene, Oregon with its headquarters residing in Cincinnati, Ohio.

<http://www.mindboxstudios.com/>

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# Thelma

School registration is finally easier.

The challenge: A parent-centered online registrar

**Keith Koehne**, then Technology Director and Junior High Principal and Superintendent Paul Imhoff of Mariemont Schools had a vision to rebuild an existing online student registration platform. This time that set out to engineer it in a way that can serve parents and school districts all over the state, not just the Village of Mariemont.

This meant they needed to develop a Software as a Service platform that could support schools simultaneously, and separately.

It was clear Mariemont City Schools were endeavoring in unprecedented waters as an public education entity, building a software business to provide financial assistance back to the district—supporting annual increases in costs without burdening the residents with additional tax levies.

Keith and Tricia Buchert searched for a team that could put the pieces together and build software that could turn into a business. They chose Mindbox Studios as their partner. Mindbox offered experience in developing scalable web and mobile applications for over 80 technology startups in a variety of market sectors over 7 years.

The goal was to deliver Thelma, first to Mariemont parents and administrator, and then to five beta schools, scheduled for the 2014-2015 school year.

Solution: Thelma

Mindbox and Mariemont City Schools successfully delivered Thelma, the comprehensive online registrar and administrative portal in the spring of 2013. Kindergarten parents in Mariemont, Fairfax, and Terrace Park first registered their little ones in February, with moms and dads of students K-12 were able to register for the following school year flawlessly by May.

There were no reported bugs during their rollout to K-12 parents and school administrators were able to learn and replace their old systems with very little technical assistance.

Now that Thelma has proven its value at Mariemont, it is now in a good position to continue toward its goal of serving more.



The Challenge: Digitize the analog patented timer for mobile use

Dave Rogers moved his family back to Cincinnati to help operate a company his mom founded a decade earlier. Jan, the founder of Time Timer had an idea that grew into a successful manufacturer of analog timers—serving schools, businesses, and individuals with learning disabilities. Their patented timer design helped its users tell time easier by understanding the concept of space remaining, rather than the traditional means of reading numbers.

When Dave joined the company, he saw an opportunity to innovate their product line, furthering their distance from competitors by offering digital version on mobile platforms.

Since 2010, Mindbox Studios partnered with Time Timer to move their products successfully on the iPhone, iPad, Mac App Store, and Android platforms.

In 2013, Time Timer received the prestigious Silver Edison Innovation Award for best *Productivity Tools* for its development of Time Timer on the iPad platform. Mindbox continues to serve Time Timer and plan future innovations on more platforms across the web.

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## MINDBOX STUDIOS LEADERSHIP

### **Geoff Cornwall**

Geoff is an experienced iOS and Android developer who has been crafting mobile applications for the past 5 years. He has over 15 years experience in the IT profession, including previously leading the LMS development team for a Fortune 500 company. Geoff would work closely with our mobile development partners in production, overseeing iOS and Android development.

#### *Relevant experience*

Before changing his focus to concentrate on mobile development, Geoff previously lead the successful implementation of a Learning Management System for AOL Inc. The solution was a fully customized implementation of a third party product that was known as AOLU (short for AOL University). Geoff's primary responsibility on the LMS implementation was to manage the fully internal development team on the project. He also was responsible for presenting the final product recommendation to the business executive after a full analysis of competing LMS systems, leading the architectural design and integration with other internal AOL systems, and staffing up an operations team to support the system long-term. Upon initial rollout, the AOLU system successfully serviced over 10,000 employees and contractors on day one.

### **Lauren Russell**

Lauren is one of the many skilled digital strategists at Mindbox Studios, as well as a partner. She oversees all of the projects that come through the studio, facilitating resources and coordinating relationships with partnering studios to ensure the success of each project. In 7 years at Mindbox she has helped lead projects with a wide variety of technologies, including platforms for mobile (iOS/Android) and web. One of the more prominent recent projects is a web platform built for an Ohio school district to handle their registration process, for which Mindbox Studios provided front to back services, including architecture, system administration, through visual design and user interface execution. School district employees and parents deemed the new platform a success, reporting zero bugs in its first year of use.

### **Joshua Johnson**

Joshua is the founder and CEO of Mindbox Studios and has 9 years experience delivering software for clients from a variety of market sectors. Joshua oversees creative direction, marketing, and business strategy for Mindbox clients. He has a

passion for digital innovation and discovery business models and opportunities for those he serves.

In 2012, Mindbox Studios successfully designed and developed a comprehensive online registrar web application for Ohio school districts. Throughout this process, Joshua gained experience working with regional consortiums, school boards, and State-mandated requirements for data delivery. Joshua and the Mindbox Studios team have three active clients serving the education market, and their team continues to enjoy working on innovative solutions in EdTech.

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#### References for Mindbox Studios

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#### A FEW OF MINDBOX CLIENTS

