Goal. To make science “cool” by involving children in emotionally engaging activities. These include, but are not restricted to adventure books and role-playing games.

- **Books.** Without dumping down the content, we present math and scientific concepts, both advanced and elementary, through several series of adventure filled, science powered stories.
- **Competitive games** – will supplement and, in some cases, replace repetitive and boring drills.

Summary. Our products are a result of the research on cognitive processes that our founder, Lucy Badalian, carried out under the aegis of the Institute of Man: a UNESCO sponsored program. Contrary to popular belief, children do have innate abilities to handle abstract concepts. For a child, the world is nothing but a chockfull of strangely interrelated items. Children succeed in transforming these abstracts into concrete and understandable concepts through emotionally charged role games such as “family”, “cops and robbers” etc. These games are always structured around strict rules. The adults can thus utilize a child’s inherent role playing and rule learning skills, in order to introduce math/science concepts” through concrete and emotionally charged images”. In fact, this approach unites the ideas of the “constructivists” – the followers of the famous Swiss psychologist Jean Piaget – by capitalizing on a child’s innate role playing skills, and the “traditionalists”, who stress rules and procedures. Current educational offerings fail to use the tremendous potential of role-playing.

Purpose. Our approach is two-pronged:

- **Priority #1** is changing our children’s attitudes towards science and scientists. Currently, the latter either serve as the butt of jokes, or are portrayed as “mad scientists” who personify everything evil. In our several series of visually stunning, fast paced adventure books, preadolescent heroes are cool AND they win against their powerful foes using their mastery of powerful scientific phenomena.
- **Priority #2** is helping our teachers. It is much easier to deal with a classroom of children engaged in a story that introduces them to a scientific concept in a subtle and emotionally engaging way than forcing children to learn via rote memorization. It is easier to motivate children to practice their math/science skills if drills are replaced by games.

Accomplishments. We have just released Book One: On Earth of the series: *George the DragonSlayer and His Friends*. It is a lavishly illustrated fast paced adventure filled science powered fantasy book presented on the website [www.george-the-dragonslayer.com](http://www.george-the-dragonslayer.com). In April, we plan to offer a free web game “create your own life”. Concepts such as black holes, mathematic functions, physical fields, elementary particles baryons are visualized through breathtaking science powered adventures.

Plans for the next 12 months. Within the next 12 months we plan to release:

- **Three books each from two of our flagship series**: *George the DragonSlayer and His Friends* (Book I, On Earth; Book II, The Kids; and Book III, Beyond Earth); and *Porgie’s Adventures* (Book I, Fun with Numbers; Book II, Fun with Big Numbers; and Book III, Fun with Letters).
- **A series of classroom games** based on our books. To compensate for the computer shortage in classrooms, we plan to design games that utilize both low-tech media (such as board and card games) and computers.

A detailed plan is available upon request.