

**National Science Foundation Awards Prendismo \$150,000  
Phase I SBIR Grant**

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Prendismo LLC, an Ithaca, NY startup company, has been awarded a \$150,000 Phase I Small Business Innovation Grant from the National Science Foundation for a project entitled *Entrepreneurship Education Using Interactive Media*. Dr. Bruce Ganem (Principal Investigator and Prendismo's Chief Scientific Officer) and Ms. Kirsten Barker (Prendismo's President) will lead the project team.

Prendismo is developing new methods to help companies capture, share and evolve critical insights and wisdom to enhance the use of knowledge capital in solving business problems and creating competitive marketplace solutions. By using rich media and streamlining available technologies into an easy-to-use platform, Prendismo is working to deliver solutions to help organizations preserve their brain trust and make all their employees as good as their best.

With NSF funding the Prendismo team will create and deliver a new online instructional tool to enhance the entrepreneurial skills of scientific and engineering students at both the graduate and undergraduate level. "This proposal addresses an unmet need in entrepreneurship education and will help scientists and engineers bridge the gap between discovery and the marketplace," commented Dr. Ganem. "Our goal is to teach scientists and engineers how to develop and harness the value of their discoveries, and more efficiently move innovative ideas from the laboratory to the marketplace."

"This NSF award is additional confirmation of our strategic direction," stated Ms. Barker. "We are excited about the development of this NSF-funded project and how those 'lessons learned' will inform the continued development of our commercial knowledge management platform."

*About Prendismo:* Prendismo holds the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

Prendismo's library includes 14,000 digital video clips and audio podcasts. It also includes foreign language content which is both translated and subtitle-captioned. The library is searchable and has been organized by areas including industry, theme, gender, and collection. Presently, more than 150 topics are represented by the collection.

The company's digital video platform, products, and services have redefined business, education, and entertainment by setting new standards for producing and delivering content that inspires and educates people anywhere anytime. For more information, visit

[www.prendismo.com](http://www.prendismo.com).