

Prendismo Is Awarded National Science Foundation Phase IB SBIR Grant

Ithaca, NY (06/28/10) -- The National Science Foundation (NSF) has awarded Prendismo LLC, an Ithaca, NY startup company, \$50,000 in supplemental funding for a Small Business Innovation Grant project entitled *Entrepreneurship Education Using Interactive Media*. Prendismo's President, Kirsten Barker, is the Principal Investigator and will lead the project team.

As a leading developer of digital video content on business and leadership, Prendismo has pioneered new ways of sharing tacit knowledge among the stakeholders within organizations, particularly information-based small businesses or nascent startup companies. Prendismo has successfully used digital video clips to bring applied wisdom into the corporate environment in ways that educate and engage viewers. Using NSF funding this approach will be adapted to the entrepreneurial environment to enhance the skills of scientific and engineering students at both the graduate and undergraduate level.

According to Ms. Barker, "Prendismo's experience as a Phase 1 SBIR awardee has been an extremely positive one. We appreciate that NSF recognizes the innovative way in which we are using digital media to capture and share tacit knowledge and has decided to support our effort further through awarding us a Phase 1B supplement."

About Prendismo

Prendismo is home to 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.

The company's digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere anytime. The company also provides an innovative knowledge management tool for businesses who wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information, visit www.prendismo.com.