

## **Background Information on Class2Class and ImmerseU**

**1) What is ImmerseU?** ImmerseU is the name of the collaborative intelligence platform that was developed in response to the huge needs across the spectrum of community organizing, advocacy, public policy, traditional and non-traditional learning, and private industry sectors to create, maintain, and enhance transformative learning partnerships. Through our relationships with folk across these sectors and through intentional conversations, we have heard over and over that entities and individuals are in need of a safe, easily accessible, responsive, economically just and high performance platform that allows collaborative connectivity for 21st century engagement across communities, campuses, classrooms, and homes.

**2) Who are the creators?** The creators of ImmerseU are a bunch of thinkers, doers, and weavers that came together by choice and chance as values and purposes aligned to engage in principled innovation to more effectively serve communities who are trying to build a more humane and just world. The leadership team of Matt, Brian, and Maddie work from Mountain View, Houston, and Sacramento. Kevin and Shirl are additional engineers who work from Manila. Educational support is also provided by Suzanne in Austin and Loye in Tucson. We have product development and training partners at Kansai University in Osaka (Keiko and Elvita), the SUNY COIL Center throughout New York state (Jan, Mary Lou, and Hope), and the Open University in London (Mirjam). More information on the team can be found at [Class2Class.com](http://Class2Class.com).

**3) What are the values/principles and theory of change that this group and the platform/its performance are grounded by and governed by?** Our company is committed to core principles of technological ethics, privacy, and security. We will never sell user data to advertisers and we take our commitment to FERPA and GDPR compliance very seriously. By providing a neutral “third-space” that drives equitable access and levels the playing field for hosting and facilitating these international collaborative learning exchanges, ImmerseU helps to address the power differentials inherent between developed and developing nation partnerships. In this way, the platform can advance the decolonization of higher education and help to position these collaborative learning exchanges in a place that is not focused solely around Western educational paradigms. ImmerseU also provides an affordable and accessible technological platform for international experiences, giving ALL students access to cross-cultural exchanges and allowing for a greater democratization and equitable distribution of global learning throughout HEIs.

**4) How do these values and theory of change inform the org structure, leadership, decision making, delivery and relationship building with investing partners and potential clients?** Our interdisciplinary team of researchers, teachers, and engineers is passionate about supporting intercultural competence through global virtual engagement by providing flexible and creative models of learning design and implementation, relevant data collection and analysis, international partner matching, and collaborative project management all in one place. ImmerseU also allows partners to model 21st century skills in communication, collaboration, critical thinking and problem solving, perseverance and grit, project-based learning, interconnected thinking, design thinking, and pro-social behavior and intentional community building. We are a transformative collaborative intelligence platform designed to bring partners together from the public sector, universities, industry, and the nonprofit world through principled innovation.

**5) What are the unique features and properties of the platform that makes it a safe, trustworthy and high performing choice for potential clients?** Our technology solutions and user training for virtual engagement and collaborative learning conveniently place everything in one place on a transformative digital platform designed for multi-sector use through principled

innovation. In addition to the technology platform itself, we also provide a wide range of options for intercultural competence curricula integration, virtual exchange professional development, global awareness assessment tools, and organizational implementation consulting services.

**6) Why should anyone invest it?** ImmerseU meets the needs of multi-sector organizations (public sector, non-profits, higher education, and private industry) as they evolve to meet the demands of the 21st century world, particularly with respect to the United Nations Sustainable Development Goals. Online education delivery and international collaborative learning will rapidly increase in importance in the near future as well as in the long term.

**7) What can the developers commit to in terms of how they can constantly evolve the platform?** We have advanced technology tools and support from Amazon Web Services' EdStart Partnership Program including live (and recorded) video collaborative meeting functionality that is completely secure and protected with servers located worldwide. We can supply comprehensive virtual international collaborative learning platform support for your organization and quickly tailor what we have to meet your immediate needs. We are constantly implementing new features and always utilize user and partner feedback into our front-end development and are deploying platform updates approximately 6-8 times a year. We are committed to deep listening and learning from all our user communities, being community centered in our responsiveness, innovative changes, evolutionary processes, transparency, and ethical practices.

**8) Who is the leadership accountable to?** The leadership is first and foremost accountable to its client customers across multiple sectors, its partner organizations, its employees, and its advisory team. As a benefit corporation, Class2Class puts accountability to its principles of strengthening understanding and cooperation across the world at the center of its identity and business model.