

The official company newsletter of

# PLAY WITH ASL



## OUR ASL ADVENTURE

Written by Jon Mowl

Welcome to the second edition of our Play With ASL newsletter! As we wrap up an incredible 2024, we're thrilled to share some major milestones and updates with you. From groundbreaking partnerships to prestigious recognitions, Play With ASL continues to break barriers and make ASL education more accessible and engaging for everyone.

Our journey wouldn't be possible without your continued support. Whether you're an educator, student, parent, or passionate advocate for ASL, you are an essential part of our growing community.

Let's dive into what we've accomplished and what exciting things lie ahead. Together, we're shaping the future of ASL education!

*Page 2 - Play With ASL Shines at SCORE Pitch Competition*

*Page 3 - School Edition of Play With ASL Launched!*

*Page 4 - Play With ASL Completes the NSF I-Corps Program*

*Page 5 - Finalist in the 2GI Gala Pitch Competition*



## WHAT'S NEW?

### Play With ASL Shines at SCORE Pitch Competition

In September 2024, Play With ASL proudly earned 2nd place at the prestigious SCORE 60th Anniversary Pitch Competition in Los Angeles. This achievement isn't just a win—it's a testament to the dedication, innovation, and passion driving our mission to make ASL education engaging and effective through gamification.

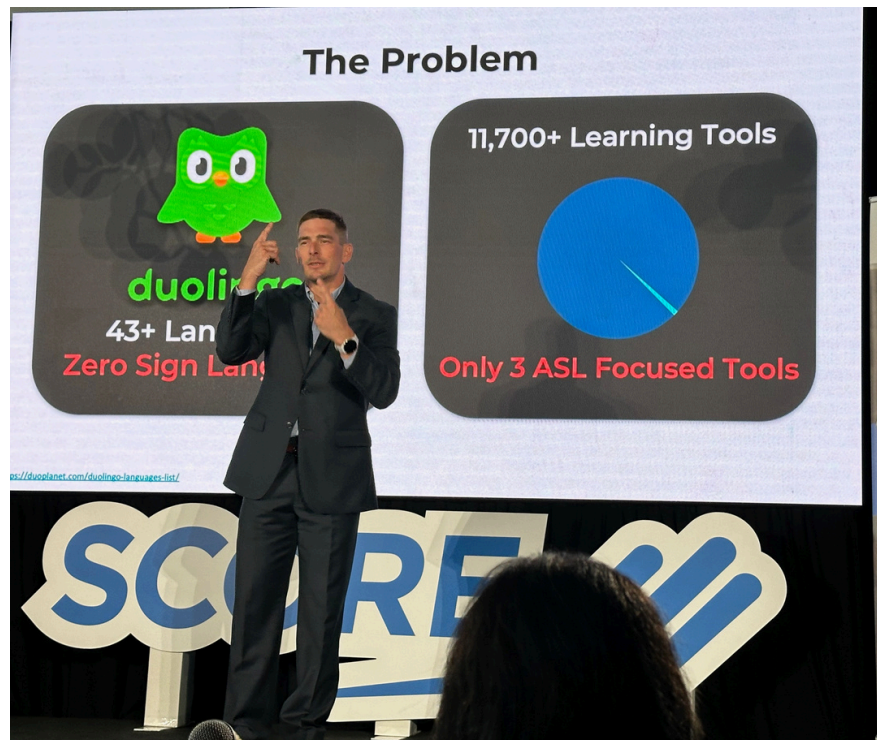
Out of over 2,500 applicants nationwide, Play With ASL stood out by demonstrating a clear vision, proven market traction, and a scalable growth plan. Our app resonated with the judges for its ability to address critical gaps in ASL education.

The \$10,000 prize will be invested into expanding our game library, enhancing educational integrations, and accelerating development.

This milestone is more than an achievement—it's validation that we're on the right path. Thank you to the SCORE mentors and everyone who supported us on this journey. The future is bright, and we're just getting started!



Acclaimed Deaf actor CJ Jones came to support Play With ASL



Founder Jon Mowl delivers a compelling pitch, addressing "The Problem" in ASL Education.



### **School Edition of Play With ASL Launched!**

We're excited to announce the launch of the School Edition of Play With ASL! Designed specifically for educational institutions, this version supports *Mobile Device Management (MDM)* and *Apple's Volume Purchase Program (VPP)*, making it easier than ever for schools to integrate Play With ASL into their curriculum.

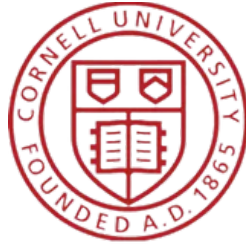
We're proud to share that *California School for the Deaf, Riverside (CSDR)* is our early adopter, and we're thrilled to see students and teachers actively engaging with the app. This edition simplifies the deployment process for administrators and enhances accessibility for learners by allowing seamless integration across school-owned devices.

Additionally, we've worked closely with educators to gather feedback and ensure the platform aligns with classroom needs. This collaboration ensures every student benefits from an engaging and effective ASL learning experience.

*Interested in bringing Play With ASL to your school? Reach out to us to learn more!*



*OUR PLAY WITH ASL SCHOOL EDITION LOGO FEATURES A BRIGHT, VIBRANT SCHOOL BUS YELLOW BACKGROUND, SYMBOLIZING LEARNING, ACCESSIBILITY, AND CONNECTION. THE BOLD AND PLAYFUL DESIGN REFLECTS OUR MISSION TO MAKE ASL EDUCATION ENGAGING AND INCLUSIVE FOR STUDENTS AND EDUCATORS ALIKE.*



Cornell University

### **Play With ASL Completes the NSF I-Corps Program**

Late fall, we successfully completed the *National Science Foundation (NSF) Innovation Corps (I-Corps)* program, a pivotal step in understanding the unique needs of ASL educators and students.

Through interviews with 35+ ASL educators, chairs, and decision-makers, we gathered valuable insights about the gaps in ASL education and how Play With ASL can address them. This experience not only validated our mission but also positioned us as an potential NSF-recommended partner for future collaboration.

The program also helped refine our value proposition, identify key challenges in ASL education, and explore scalable solutions that align with institutional requirements. These insights are already shaping our roadmap, ensuring every enhancement directly serves the needs of educators and students.

We're excited to continue building on this foundation and driving meaningful impact in ASL education.



### **Finalist in the 2GI Gala Pitch Competition**

We're honored to share that Play With ASL was selected as a finalist in the prestigious 2GI Gala Pitch Competition!

The event, held in December 2024, brought together some of the most innovative and impactful startups dedicated to creating change. Play With ASL was one of the standout finalists selected after a rigorous evaluation process. During the competition, founder Jon Mowl delivered a powerful pitch that highlighted our mission to make ASL education accessible, engaging, and impactful through gamification.

While we did not take home the winning title, which was determined by an audience vote, the experience was invaluable. It offered us the opportunity to connect with fellow innovators, share our story with a wider audience, and gain valuable feedback from industry leaders.

This milestone serves as yet another affirmation that we are on the right track, and it fuels our determination to continue driving meaningful change in ASL education.



Pictured from L to R: Crystal, Lorenzo, Jon, and Jannifer

### **Upcoming & Exciting News**

As we look ahead, there are exciting developments on the horizon for Play With ASL. From new partnerships to expanded features and content, we can't wait to share what's coming next!

We encourage you to continue following our journey, spreading the word, and staying connected as we grow together.

Thank you for being part of the Play With ASL community.

## LETTER FROM THE FOUNDER - JON MOWL

To the Sign Language Community,

As we close out 2024, I find myself reflecting on an incredible year filled with growth, learning, and impactful milestones for Play With ASL. Together, we've made remarkable strides in advancing ASL education, and I'm immensely proud of what we've accomplished.

This winter, we launched the School Edition of Play With ASL, a version specifically designed to meet the needs of classrooms through seamless integration with Mobile Device Management (MDM) and Apple's Volume Purchase Program (VPP). We've had the privilege of working with forward-thinking institutions like the California School for the Deaf, Riverside, to ensure ASL education is more accessible and engaging than ever before.

Through our participation in the NSF I-Corps program, we had the opportunity to engage in meaningful conversations with over 35 ASL educators, department chairs, and decision-makers. These conversations revealed a profound truth: there is an enormous gap in ASL educational resources. It's a gap that leaves educators under-supported, students underserved, and families searching for effective tools. This insight has only strengthened our resolve to bridge this divide.

Looking ahead, I am filled with optimism. While we know the road forward is filled with hard work and dedication, we also know that the impact we are making is real and deeply needed. Play With ASL is not just an app—it's a movement towards language equity, cultural connection, and inclusive education.

Exciting things are on the horizon. New features, partnerships, and innovations are in development, and we can't wait to share them with you. Our mission remains clear: to make ASL education accessible, fun, and meaningful for everyone.

As we step into 2025, I want to thank each and every one of you—educators, students, parents, and supporters—for being part of this journey. Your belief in our mission drives us forward every day.

Here's to a bright year ahead, filled with growth, connection, and plenty of signing!

Warmest wishes, Jon Mowl  
Founder, Play With ASL