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Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) UR TURN, SBC

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

see attached

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Angie Eilers
Signature of Public Benefit Corporation's Chief Executive Officer

February 28, 2017
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

angie@urturn.org

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Angie Eilers 651-253-7142
Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes No

First Annual Benefit Report of
UR TURN
A Minnesota Specific Benefit Corporation

March 2017

Significance of UR TURN, SBC

Rosa Hernandez was one of the lucky ones. With the help of her co-worker, she found herself finishing high school and embarking on her first year at a local community college. This is a first in Rosa's family. Rosa's siblings have finished high school, but her parents have not. They are excited to see one of their three children pursue a degree beyond high school.

Ms. Hernandez represents the 50% of U.S. students who began freshman year of high school, graduated on time and are enrolled in a post-secondary degree program. Yet, each year, *half* of all high school freshmen will not enroll in college by time they finish high school. For Rosa, and millions of American students, the educational pathway is complicated. One of the primary reasons is that one-third of all college-goers, like Rosa, are the first in their family to enroll in a degree program after high school. This means they can't rely on their parents or older siblings for guidance navigating the journey to post-secondary education. Rosa gives credit to her co-worker at a retail chain for informing her of enrollment requirements, reminding her of deadlines and keeping her going when the going got tough. Rosa feels lucky to have had a guide, but a co-worker should not have to serve as the default guidance counselor.

Furthermore, many students and their parents don't realize just how early the pathway to college begins. Take the story of Annabelle Crocker. Annabelle was happy to see her classmates receive special certificates at their 8th grade graduation. She joined in the group photos with her friends, while some of them held up their "Presidential Award" certificates. Annabelle's mother asked the other on-looking mothers what the awards were for. She learned Presidential Awards signify students who received at least a 3.0 GPA during their middle school years and, in this case, would be put on the Honors track their freshman year. Annabelle and her mother both discovered that evening that this group of friends would be separated in many of their classes during the high school years and put on a track to more easily attain their post-secondary aspirations. Her mother said wistfully, "I wish I had known; I would have nudged her more to get on top of her homework. I didn't think it mattered that much."

There are many barriers and challenges to education; lack of information and insight should not contribute to those barriers. UR TURN seeks to reach the 50% of students who, unlike Rosa Hernandez, were not fortunate enough to have a co-worker who also served as a counselor or students like Annabelle who likely would have qualified for and benefitted from a more rigorous high school curriculum if only she and her mother had greater understanding of the educational benchmarks.

UR TURN provides what the too few students receive: information that shines a light on an otherwise obscure education pathway. UR TURN reaches students directly through digital and mobile environments where most students find information today. UR TURN aims to set more students on a promising path, earlier and successfully.

As Rosa and Annabelle's stories illustrate, the education pathway is complicated for many, especially for socio-economically disadvantaged and first time college-going students and families.

Consider the following:

- Of the 4 million freshmen beginning high school each year, only 3 million will graduate (a 25% dropout rate).
- Of the 3 million students graduating, only 2 million pursue a post-secondary degree.
- In the U.S., 60% of jobs require at least a 2-year degree (Georgetown Center Education & Work, 2013).

Exacerbating this issue, the student to counselor ratio is nearly 500 to 1 in the U.S. (National Center on Education Statistics (2013)). A counselor's lament said it all: "Parents use us as parent proxies, but there just isn't time between middle school and high school to place all the kids on the right tracks, even though we want to."

UR TURN Election as a Specific Benefit Corporation (SBC)

On August 26, 2016, UR TURN, LLC converted to a Specific Benefit Corporation and elected to pursue the following specific benefit purpose:

Helping more students advance along the pathway to higher education.

This structure leverages and reflects the core values of the founder and the company, one social and one financial. As such, the company adopted a logic model to articulate its planned outcomes and methods for measuring those outcomes. For example, we know from research and market-proven data-based products that choices are improved when individuals set goals and see data put into context. Similar market-proven tools have demonstrated this in financial planning (Mint.com) or even weight loss (FitBit). When students visualize their performance aligned to a goal, they are motivated to persevere and/or to get help (Tuft, 2001; Fuchs and Fuchs, 1986; Marzano, 2010; Starkie, 2013). To that end, UR TURN expects higher rates of academic performance in middle school and high school, including higher graduation rates. These increased rates will result from more information, insight and guidance provided by UR TURN.

Ways in which UR TURN, SBC pursued its stated specific public benefit purpose from January 1, 2016 through December 31, 2016

1. Competed for and received a National Science Foundation Small Business Innovation Research (SBIR) grant in January 2016 for \$150,000
2. Converted from an LLC to SBC in August, 2016
3. Secured third party funds to support data integration totaling \$60,000
4. Contracted with Minnesota-based companies – a school interoperability framework company and a software development firm. Successfully completed data integration with St. Louis Park Public Schools using a SIF agent and algorithmic plug-in module.
5. Established data sharing agreement with two large public school districts and with the state of Minnesota's State Longitudinal Education Data System (SLEDS); developed and tested algorithmic models in conjunction with data scientists. Successfully determined the viability of the proposed product.

6. Developed and tested a Minimally Viable Product (MVP) and developed avatar students using de-identified data; successfully tested the application program interface (API) and "plug ins" with key information systems and learning management systems used in school districts.
7. Conducted over 70 interviews with a variety of customer segments to determine value proposition, customer segments and purchase decision tree. Interviews led to increased interest and to product purchase discussions. Testimonials on website at www.urturn.org.
8. Identified key customers; developed a relationship with partner school districts.
9. Successfully iterated the MVP throughout the customer discovery process, including tweaks to single sign on and adding additional tabs, moving us closer to the product-market fit.
10. Developed leadership team including Board of Directors (three members), Board of Advisors (four members), and engaged new business partner and COO.
11. Registered with the Secretary of State of MN for Angel Tax Credit status.

Extent to which UR TURN, SBC's stated specific public benefit was created (August 2016 to December 2016)

The software product, including data sharing agreements and data integration, is currently under development. The company's desired outcomes have not yet been achieved, however, we have accomplished the following activities:

1. Conducted student user group User Experience (UX) Design focus group with 19 middle and high school students in St. Louis Park, representing both genders and four ethnic minority groups.
2. Role modeled and discussed woman-owned business, woman-directed research and software product development with students.
3. Conducted interviews with students and parents about product needs and ideas for helping all students move along the pathway to post-secondary education

Circumstances that hindered efforts to pursue the specific public benefit

1. Data integration efforts encountered unexpected transportability issues
2. Data privacy concerns needed to be reasonably and convincingly addressed before access to particular and sensitive data sets could be accessed
3. Funding constraints eliminated the opportunity for students, families and counselors to interact with the software. Paper prototypes were developed as an interim solution.

Certification by the Board of Directors

The undersigned, being all of the directors of UR TURN, hereby acknowledge and certify that we have reviewed and approved the enclosed First Annual Report.




Dr. Angie Eilers

Dated March 18, 2017



Mark Laeek

Dated March 18, 2017



Gerry Hanson

Dated March 18, 2017



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Steve Simon

Steve Simon
Secretary of State