

# ACCELERATOR AWARD



DAAP faculty Reneé Seward and Ben Meyer have been awarded one of the University of Cincinnati Technology Accelerator grants given by Dorothy Air, associate senior vice president for entrepreneurial affairs at the University of Cincinnati and director of grants and university outreach for CincyTech, for their proposal for See Word Reading™.

The University of Cincinnati Technology Commercialization Accelerator provides seed funding, commercialization expertise and business connection to launch potentially high-impact entrepreneurial initiatives. The intended outcome is to tee up technologies for commercialization through start-up companies or licensing opportunities. Projects must focus on commercialization goals and outcomes.

The award-winning proposal, See Word Reading™ is a multi-sensory learning tool that uses dynamic letterforms to experientially teach early reading principles through a suite of digital iPad applications. The suite consists of two separate iOS applications: a teacher app and a student app. The teacher app is used to distribute customized curriculum and monitor student results while the student app delivers the curriculum to students

See Word Reading™ was designed by Reneé Seward and Ben Meyer, two Assistant Professors in the College of Design, Architecture, Art, and Planning. They worked in collaboration with Dr. Allison Breit-Smith, a literacy specialist and an Assistant Professor in the College of Education, Criminal Justice, and Human Services, and Dr. Beth O'Brien, an educational psychologist, to ensure that the tool was grounded in educational and cognitive research theories on reading.

