

CLIENT SUCCESS STORY

# BLUEPRINT4SUMMER: A LASTING PARTNERSHIP FORMS FROM AN IDEA



BLUEPRINT4summer STL

Technology  
Partners®

4,500+

camps and programs  
involved

REPLICABLE

app concept

FASTER

fulfillment process

SMARTER

better forecasting,  
marketing, and audits

## THE CHALLENGE

Maxine Clark, founder of Build-A-Bear Workshop, had an idea to leverage technology in order to bring awareness to local summer programs. The idea would involve creating a web application to push the information to families, especially those underresourced and marginalized, helping them get their children involved in programs and activities during the summer.

“We’ve talked to a lot of other companies, but Technology Partners continues to be our go-to company. They work really hard to make sure they honor the word ‘partner’ in their name.”

-Maxine Clark  
Founder & CEO Blueprint4SummerSTL

## THE PLAN

Wanting to get this new concept to market quickly, Blueprint4SummerSTL asked Technology Partners for help. With our proprietary concept design sessions, we would wireframe the application that would be revolutionary for families in the community. The idea was to keep the application simple enough that the format could be replicated in other cities.

## THE RESULTS

With a system that even the St. Louis Post Dispatch turns to for their information on local summer programs, Blueprint4SummerSTL has become the main resource for families looking to keep their children active and involved. Over 4,500 camps and programs are now involved, and parents have come to rely on the web application to plan out their child’s summer activities.

It’s more than what happens in the classroom that adds up to a child receiving a great education. Fun and diverse summertime opportunities ensure that kids will develop their own creative pursuits, expand their education, and spend their summers constructively. Blueprint4SummerSTL was designed to be an easy-to-use mobile app that connects ALL St. Louis-area kids to summer learning opportunities.



To learn more about how we can help your company, visit [TechnologyPartners.net](https://www.technologypartners.net).