

Sokikom – Chandler, AZ

Snehal Patel is building a real-life business success story with a virtual teaching tool.

"If learning matter is presented in a fun and engaging manner, kids will learn without knowing that they're learning," he explained.

Patel's moment of inspiration came while he was offering after school math tutoring to at-risk children in South Phoenix. A card and board game that Patel was using captivated a young fourth grader.

"She had ditched school that day, but came just for the tutoring session," Patel said. "It was a true example of how games can motivate learning."

Patel created **Sokikom**, a multi-player online social learning game designed to boost math achievement for elementary school students. "It allows students to play individually or with and against other players," he explained.

Sokikom enables young learners to learn 'virtually' in a fun environment. "It focuses on mathematics first, but teaches all major curriculum areas for grades one through six," he said. "It's entirely web-based, so students can play at school, at home or whenever they wish."

Patel credits the **Maricopa Community Colleges SBDC** with playing an important role in his company's development. **Business Analyst Tom Fulcher** helped Patel develop his plans for Sokikom.



Sokikom owner Snehal Patel.

"The SBDC played an early, critical role and helped me apply for an AZFAST grant," Patel explained. "They also helped me apply for about \$1 million in Small Business Innovation Research (SBIR) grants which helped build the company and get us to our current stage."

Fulcher continues to work with Patel as Sokikom enters the private capital formation stage. "Tom helped us refine our story for the business plan pitch," Patel said. "That played a critical role in us getting selected for the InvestSouthwest conference, where we were recognized as 'best presenter'. As a result, we have been invited to make presentations to other investor groups that are very interested in providing the capital to help us to our next step in the company's evolution."

Patel has a clear vision for Sokikom. "I want to turn it into a powerhouse operation that will positively impact a large number of people. We have the potential to impact millions of children, and that's extremely exciting."

FAST FACTS

Sokikom

Type of Business:
Educational Software

Owner: Snehal Patel

Address:
325 N. Alma School Road,
Suite 2 Chandler, AZ 85224

Phone: (480) 788-1849

Website: www.sokikom.com

Business Began: 2008

Employees at Startup: 1

Employees in 2010: 11

First Year Revenue: -0-

Revenue in 2010: -0-

Startup Capital: \$100,000

Source of Initial Capital:
Founder's Capital, Grant Funds

SBDC Counselor: Tom Fulcher
Maricopa Community Colleges
SBDC
(480) 784-0590

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