

Pennsylvania

URBAN

APPS +
MAPS

STUDIOS

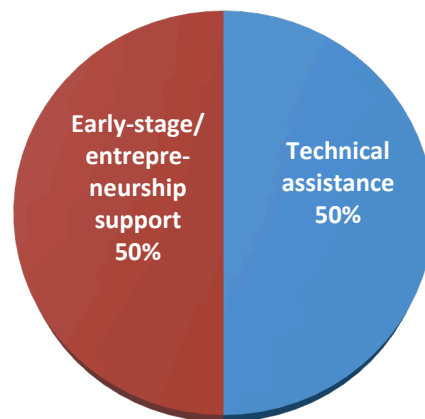
Urban Apps & Maps Studios

Urban Apps & Maps Studios at Temple University and Clark University is a program designed to connect business, engineering, and computer science faculty with web map and geovisualization expertise across two universities to “build a sustainable ecosystem for urban economic development.” The program provides early-stage/ entrepreneurship support for students and start-ups, which in-turn provides technical assistance to clients through applications for smart phones (“apps”) and map development. The Center is supported by the EDA grant, the universities, foundations, nonprofits, and program fees.

Activities

Urban Apps & Maps Studios aim to utilize high-technology in an urban setting to support economic development. The Center seeks to foster a sustainable ecosystem for urban development in northern Philadelphia at a university with a large proportion of first-generation college students. The Studios provide

early-stage/ entrepreneurship support for the development and commercialization of Apps & Maps through a “design, develop, incubate” process. Elements of the program include a design challenge, a course entitled “Designing Digital Urban Start-Ups,” design workshops, a fellowship program, and incubation support. As a part of this process, the program provides technical and entrepreneurial training to high school, college, and



graduate students.

The Studios provide technical assistance to partners and clients in the form of App & Map development, such as projects in collaboration with the City of Philadelphia, the Southeast Pennsylvania Transit Authority, Temple

University

Temple University | Clark University

Center Director

Younjin Yoo

Center Location

School of Business

Center since 2011

Center Activities

- Early-stage/ entrepreneurship support
- Technical assistance
- Training of students

Clients

- High school, college and graduate student entrepreneurs
- Existing businesses
- New ventures

Assessment Techniques

- Feedback from staff
- Client interviews
- Feedback at regional workshops
- Case studies

Contact Information

<http://appsmaps.temple.edu/>
yxy23@temple.edu

Medical School, and other community and university stakeholders. In the future, the Center will engage in applied research and publications related to the project and to how universities can serve as models for economic development.

Leveraging

In addition to leveraging in-kind support from the university, the Urban Apps & Maps Studios have successfully attracted outside support from the Knight Foundation, which is

allowing them to fund summer programs for high school students and to bring in additional faculty members and a dedicated program manager. The program also leverages university faculty expertise across several departments, including business, computer science, and engineering.

“Outcomes of this center include students [that] received education and skills through an internship.”

--Center Stakeholder

Success

The Urban-Farming App

The Urban Farming App project is based on an idea developed by four students as part of the Urban Apps & Maps Design Challenge, a competition that generates a pool of ideas for the studio to select from. After winning the challenge, the students were awarded fellowships to continue working on the project under faculty supervision and in partnership with the City of Philadelphia, the Philadelphia Horticultural Society, and Temple’s Community Garden Program. A design workshop, which included relevant experts and community stakeholders, was then held to further refine the app concept. The student fellows and high school students built a prototype with an environmental monitoring system

over the summer, and the team now continues to refine the app to better meet the needs of urban growers. A prototype from the project won one of the top six prizes in the world-wide Google Places API developer competition.

The Urban Farming App currently under development at the Urban Apps & Maps Studio is just one example of several ongoing projects. While the university center is still relatively new (funded since September 2011), the strong support and participation of students, clients, and community stakeholders and the studio’s success in leveraging EDA funding to expand the program’s size and impact demonstrate a promising start.

Urban Health Warriors

The Urban Health Warrior project is designed to help community members successfully manage health conditions such as diabetes and hypertension. Undergraduate and high school students have worked to develop preliminary designs of an app that will incentivize competition [between Health Warriors] to eat healthy, exercise, and monitor blood sugar and pressure levels. The Temple School of Medicine, Philadelphia community ambassadors, and the Strawberry Mansion JROTC are partners in the project.