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**National Science Foundation Selects reThinkIt! for Innovation Corps  
OneSeventeen Media Will Enhance Early Detection Tool for Childhood Depression,  
Anxiety and Behavioral Needs**

**AUSTIN, TX - (FEBRUARY 17, 2023)** - The U.S. National Science Foundation (NSF) selected OneSeventeen Media, makers of a groundbreaking mental health companion for kids called [reThinkIt!](#), for participation in the [Innovation Corps](#) (I-Corps™), an immersive, entrepreneurial training program launched to help innovators maximize their products' success in the market. .

Instituted in 2011, the NSF I-Corps emphasizes experiential learning by leveraging the customer discovery process to enable teams of entrepreneurs, scientists and engineers to assess their inventions' market potential and increase their economic and societal impact. OneSeventeen Media joins the inaugural 2023 Spring All SBIR I-Corps Cohort, a group of teams representing small businesses granted Phase I awards from the NSF's Small Business Innovation Research (SBIR) program.

After a rigorous eight-week curriculum that involves conducting hundreds of customer discovery interviews, OneSeventeen Media will incorporate its findings into technical improvements to its already extraordinarily effective product during its anticipated participation in a Phase II award from the NSF. Bridging the gap between kids in need and the adults who care about them while minimizing the strain on schools' limited resources, reThinkIt! has already prevented a potential school shooting and multiple youth suicides.

"Our participation in I-Corps will help us adapt and tailor reThinkIt! to students' and educators' needs, especially as they all experience unprecedented levels of stress and mental health challenges. This program will enable us to bring the best possible product to schools who desperately need support and care campus-wide," shared OneSeventeen Media CEO Beth Carls.

Through 2020, I-Corps has trained more than 5,800 innovators and facilitated the founding of more than 1,000 startup companies that have raised \$760 million in private and public funding. Each of these companies aims to achieve I-Corps' three-fold mission of increasing the economic competitiveness of the U.S., enhancing academic and industry partnerships and commercializing cutting-edge technologies that benefit society at large.

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**About National Science Foundation:** The U.S. National Science Foundation (NSF) is an independent federal agency that supports science and engineering in all 50 states and U.S. territories. NSF was established in 1950 by Congress to promote the progress of science, advance the national health, prosperity and welfare and secure the national defense. We fulfill our mission chiefly by making grants. Our investments account for about 25% of federal support to America's colleges and universities for basic research: research driven by curiosity and discovery. We also support solutions-oriented research with the potential to produce advancements for the American people.

**About America's Seed Fund and SBIR:** America's Seed Fund powered by the National Science Foundation (NSF) awards \$200 million annually to startups and small businesses, transforming scientific discovery into products and services with commercial and societal impact. Startups working across almost all areas of science and technology can receive up to \$2 million in non-dilutive funds to support research and development (R&D), helping de-risk technology for commercial success. America's Seed Fund is congressionally mandated through the Small Business Innovation Research (SBIR) program. The NSF is an independent federal agency with a budget of about \$8.8 billion that supports fundamental research and education across all fields of science and engineering. For more information, visit [seedfund.nsf.gov](http://seedfund.nsf.gov).

**About OneSeventeen Media, PBC:** OneSeventeen Media leads the charge in developing digital mental healthcare solutions for K12 schools that help educators improve outcome-based social emotional and mental health results. reThinkIt! for School™, their proven telemental health platform, helps make students emotionally healthier. Powered by machine learning, reThinkIt! leverages its unique combination of kid-smart, chatbot-driven conversations and a real-time self-guided Emotional Digital Triage™ Assessment paired with optional access to licensed live chat therapists and certified counselors. reThinkIt! automates the time-intensive parts of the mental health evaluation and triage process that bog down the more important – and essential – high-touch, people parts of nurturing healthy students and cultivating overall school wellness. OneSeventeen Media is headquartered in Austin, Texas and is funded in part by social impact investment from Southwest Angel Network (SWAN), Health Wildcatters, United Way of Metropolitan Dallas and the [National Science Foundation](https://www.nsf.gov). Learn more at [www.oneseventeenmedia.com](http://www.oneseventeenmedia.com).